



# Academic Catalog

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2016 - 2017



# NORTHWOOD UNIVERSITY ACADEMIC CATALOG 2016-2017

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Northwood University is committed to a policy of nondiscrimination and equal opportunity for all persons regardless of race, gender, color, religion, creed, national origin or ancestry, age, marital status, disability or veteran status. The University also is committed to compliance with all applicable laws regarding nondiscrimination. Northwood University is accredited by the Higher Learning Commission and is a member of the North Central Association (800-621-7440; [higherlearningcommission.org](http://higherlearningcommission.org)).

9/30/16

## Welcome to NORTHWOOD UNIVERSITY:

Northwood University was founded on the principles of free enterprise and ethics, two principles which have stood the test of time in regard to their impact on success and prosperity.

At Northwood, we know who our students are and we care about them. Our personalized learning communities include not only students, but the entire faculty, administration, and staff, who care deeply about all the students who have made Northwood their university of choice.

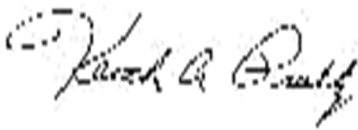
This is the magic of Northwood. The personal attention and caring that exists at all of our locations is unique among universities, and because of this, students thrive.

Our student body is very diverse. Northwood has a large international presence—both at our U.S. locations and abroad. Following graduation, our alumni are at ease in complex, multi-cultural business environments with a professional network of friends from around the world.

At Northwood we offer high quality private business education with a proven track record of success. We promise a challenging education and we promise to help all students discover the leader within. A college education is a major investment. A commitment to fully engage in both academic and student life will find graduates ready to take their places among the future leaders of a global, free-enterprise society.

At Northwood University, learning takes place in more than just the classroom. From the time students first come to Northwood, we provide opportunities to engage in events, competitions, and organizations which will bring their academic lessons to life. With a multitude of activities from which to choose, students realize significant personal and professional growth which, after graduation, will set them apart as they launch their careers.

Sincerely,

A handwritten signature in black ink that reads "Keith A. Pretty". The signature is written in a cursive, flowing style.

Keith A. Pretty, J.D.  
President and CEO  
Northwood University

# NORTHWOOD UNIVERSITY GUIDING PRINCIPLES

## Mission Statement

We develop the future leaders of a global, free-enterprise society.

## Core Values Statement

We believe in:

- the advantages of an entrepreneurial, free-enterprise society;
- individual freedom and individual responsibility;
- functioning from a foundation of ethics and integrity;
- promoting and leveraging the global, diverse, and multi-cultural nature of enterprise.

## Core Purpose Statement

To develop leaders, managers, and entrepreneurs with the character and skills to drive personal, organizational, and societal success.

## Common Degree Outcomes

A university education encompasses learning through courses and co-curricular experiences. In totality, these elements allow our graduates to achieve Common Degree Outcomes. As a learning community, we promote the achievement of six outcomes which become competencies our graduates share.

1. Articulate and apply the principles and values of freedom and free-enterprise.
2. Communicate effectively in speech and writing.
3. Demonstrate critical thinking and problem-solving proficiency.
4. Demonstrate foundational knowledge of the functional areas of business.
5. Demonstrate acumen applied to the global business environment.
6. Demonstrate effective leadership and interpersonal skills.

## Attributes

At Northwood, we emphasize qualitative personal development. Through purposeful programming and course offerings we develop individuals who: can explain their personal values; appreciate the aesthetic, creative and spiritual elements of life; seek lifelong education; are effective self-evaluators and action-oriented. These attributes encompass our holistic approach to developing the future leaders of a global free-enterprise society.

## Code of Ethics

The community of students, faculty, and staff of Northwood University affirms this code of ethics as the behaviors that advance our shared values:

**FREEDOM** • We will exercise personal freedom while insuring others be immune from arbitrary interference on account of condition or circumstance, insuring that freedom will be constrained only by our responsibility for its consequences.

**RESPECT** • We will treat all others with consideration for their circumstances and with thoughtful regard for their value as human beings.

**EMPATHY** • We will endeavor to understand the feelings, thoughts, and notions of others in order that compassion and fairness of our actions may result.

**SPIRITUALITY** • We will seek the spiritual development necessary for our happiness and growth and encourage an environment that supports this growth for all.

**HONESTY** • We will embrace truthfulness, fairness, probity, and demand the absence of fraud or deceit in ourselves and others with whom we act.

**ACHIEVEMENT** • We will exercise our skills to create high achievement and applaud the high achievement of others.

**INTEGRITY** • In all our actions we shall be guided by a code of behavior which reflects our values, unimpeded by circumstance, personal gain, public pressure, or private temptation.

**RESPONSIBILITY** • We will be accountable for the care and welfare of others and responsible for the intended and unintended consequences of our actions.

## The Northwood Idea

We view a Northwood University education as an investment in your future. Any person who devotes time to a Northwood education gives up the opportunity to devote that time to other pursuits he or she might engage in during that time.

We believe:

- that competitive, productive effort can overcome obstacles, solve problems, and achieve goals;
- that human beings can make a difference in the world in which they live;
- that political and economic freedom are of paramount importance in releasing creativity and productivity;
- that sacrifice—savings—is a necessary prerequisite to progress;
- that equality of opportunity based on contribution and inequality of reward using the same criteria are not only appropriate, but the necessary conditions;
- in a system not forced into conformity with some master plan;
- that it is the differences among us that make us interesting and useful to each other;
- in the freedom to fail. We must be free to bear the positive and negative consequences of our actions;
- that in a competitive system, all who participate benefit from it;
- in dedicating ourselves to the elimination of artificial barriers to equal opportunity for all human beings. Racial, religious, and sexual barriers are anathema to us;
- that an understanding and appreciation of the arts and humanities is a primary source of human enrichment in the lives of productive human beings;
- that education is never something that one person can do to another. It is, rather, something two people do together. This means that an educational institution is, primarily, a facilitator of knowledge.

We practice a healthy skepticism of large and powerful government because we believe history has clearly demonstrated that such structures move rapidly from being of the people toward being over the people, and freedom is lost in the balance. Our intolerance of monolithic power is consistent across the business, labor, and government spectrum. We suspect, furthermore, that as a society we cannot gain from the establishment of legal monopolies except in a very few and constrained circumstances.

*This is The Northwood Idea.*

## History of Northwood University:

### 1959 Was a Very Good Year

Alaska and Hawaii became states; Jack Nicklaus won the USGA Amateur Championship; the Frisbee debuted; the space race between the United States and the Soviet Union was running at full steam ahead; and Northwood University was born.

Northwood's founders, Gary Stauffer and Arthur Turner, watched the space race and envisioned a new type of university—one where management led the way. While the frontiers of space were revealing their mysteries, Stauffer and Turner understood that all endeavors—technical, manufacturing, marketing, retail, all business types—needed management that could lead the way.

### Then and Now

Northwood University educates the leaders of the future—skilled, savvy, ethically impeccable leaders who know how to get the best from their teams and forge new processes to keep up with the expanding U.S. and global economies. These are the graduates of Northwood.

Northwood began in a 19th century mansion in Alma, Michigan. In 1993 after years of growth backed by the solid branding of the Northwood identity, Northwood officially became Northwood University. In 1959 and still today, The Northwood Idea of incorporating the teachings of the American free-enterprise system into college classrooms has been an unquestionable success.

Originally a two-year college granting an associate's degree in each of several business fields, Northwood responded fully to the requests of both students and industry by expanding to include a four-year Bachelor's of Business Administration degree with 16 majors, and the Master of Business Administration degree through the DeVos Graduate School.

Today, we have a full-service residential campus in Midland, Michigan as well as Adult Degree Program centers across the United States. The DeVos Graduate School currently offers programs in Michigan, Texas, and online. The University operates International Program Centers in Malaysia, the Peoples' Republic of China, Sri Lanka, and Switzerland.

The Alden B. Dow Center for Creativity and Enterprise located in Midland, Michigan was founded in 1978 to encourage individuals to think creatively and to preserve the architectural concepts and philosophy of Alden B. Dow. Programming includes

Entrepreneurial Roundtables and Entrepreneurs-in-Residence. In addition, the center serves the entire University in advancing Northwood's thought-leadership at the intersection of creativity and enterprise.

As the enrollment grew, the original quarters became inadequate. In 1962, the young college opened a brand-new, built-from-scratch campus in Midland, Michigan. Midland is 135 miles north of Detroit and is most famous as the international headquarters of The Dow Chemical Company. The Midland Campus is 434 acres of beautiful, wooded flatland on the banks of the Tittabawassee River.

## Practical Education

Northwood University is a private, non-profit, tax-exempt, independent, co-educational, management-oriented university actively allied to business and the arts. The university's regional accreditation through the Higher Learning Commission of the North Central Association extends to all locations. Thus, Northwood University's academic credits are widely accepted by other institutions of higher learning throughout the United States and internationally.

Northwood translates its philosophy into practical, useful curricula that prepare students for the realities of the working world. Northwood brings the business world into the classroom. Business professors are successful career professionals who have chosen to direct their business talents toward preparing students to enter their professional careers.

## Programs and Seminars

As campus and enrollment expansion continued at Northwood University, so did program development. As the number of curricula grew and the BBA degree program was added, so did involvement with business and industry. Management education seminars, short courses, and home study programs were developed to serve non-college students already at work in industry.

## Industry Certifications

A major milestone occurred in the automotive area when, in the mid-1960s, the automotive industry, led by the National Automobile Dealers Association, contributed funds for the development of the Automotive Marketing program and the Certified Automotive Merchandiser (CAM) award program. The CAM Certificate has become the symbol of professionalism within the automotive retailing business.

Northwood develops its curricula in response to the needs of enterprise in the global economy. Northwood University's curricula offer the most up-to-date programs and information. Practicing business professionals come to the classroom equipped with the most current relevant descriptions of what is transpiring in today's business world. Graduates of Northwood University obtain a solid understanding of business with practical, useful management skills.

Graduates have been prepared for successful entry into the business world through a career services that are available for students from freshmen orientation throughout their lives.

## Northwood University—A Distinctive Education, An Exceptional University

Northwood University was founded to prepare students for middle and upper level management positions of a "take-charge leadership" nature who can be immediately productive to global businesses.

Most curricula have their own advisory committees of experienced business people who currently work in those sectors. Each committee's assignment is to ensure the currency and relevance of the studies offered. It's a big job, but the task is eased by the fact that many Northwood instructors are themselves experienced veterans of the industries they teach. Further, the Northwood Board of Trustees, comprising business, cultural, and professional leaders from many fields, helps oversee operations and make policy for expanding the service of the university to the business community and students.

A Northwood University education has many distinctive components. Everything we do at Northwood University is designed to help graduates take their places as future leaders of a global, free-enterprise society.

- **Campus Life:** Be it academic-based organizations like the Entrepreneurship Society or Business Professionals of America (BPA) to Greek Life to service-based organizations like Circle K, Rotaract, the Student Athletic Advisory Council or Student Government Association, Northwood University has ways for students to be engaged and involved on campus and in the local community. These experiences help students learn first-hand, how businesses and people connect through shared experiences.
- **Competitive Advantage:** While our student-athletes are competing on the athletic fields as part of the NCAA Division II Great Lakes Intercollegiate Athletic Conference (GLIAC); many of our students also compete in academic arenas. Our national champion Mock Trial team has bested teams from Harvard, Georgetown, and Stanford while our Competitive Speech team, American Marketing Association, BPA, DECA, and American Advertising Federation student chapters regularly place in regional and national competitions.

- **Enterprise/Entrepreneurial Orientation:** Many Northwood alumni earn their livelihoods in enterprises they own in whole or in part. While we offer a program in Entrepreneurship, our entire curriculum is focused on enterprise models and entrepreneurial achievements. Enterprise is a key tenet of our Mission, and we believe entrepreneurship is the essential element of our free-market economy.
- **EXCEL:** Employers constantly stress the need for employee candidates who demonstrate experiences, attitudes, and leadership abilities beyond those provided in the classroom. The EXCEL program helps put NU graduates' résumés at the top of the pile. Upon graduation, other colleges issue an academic transcript listing courses taken and grades earned. Northwood students receive **two** transcripts. In addition to the academic record, students earn an EXCEL transcript detailing volunteer and leadership activities in which students have engaged. Required activities, combined with those of a student's own initiative, lead to an EXCEL transcript designed to impress potential employers.
- **Experiential Learning:** One hallmark of the Northwood education is hands-on, experiential learning. Many of our academic programs enhance classroom learning with large-scale, active learning student-run projects like the Stafford Dinner (Hospitality Management), Welcome Weekend (Entertainment Sport and Promotion Management), NU International Auto Show (all majors), and the Style Show (Fashion Marketing & Management). These events allow our students to apply what they learn in the classroom to real situations.
- **Omniquest** takes students, faculty, and staff on an intellectual journey. Each semester a book is selected for everyone in the Northwood system to read and discuss. Past books have included *The Power of Habit*, *Conscious Capitalism*, *How Will You Measure Your Life?*, and *Disciplined Dreaming*. Books are chosen that are engaging and likely to be of wide interest—the same that are being read by today's business leaders. Forums and panels are held for group discussions. This encourages readers to look at topics from different viewpoints. Upon graduation, between the content of courses and Omniquest, students will have internalized the best in contemporary business theory and its application.
- **Professional Development:** Northwood students graduate with a superior business education that gives them a foundation of understanding free markets, entrepreneurial endeavors, personal responsibility, and ethical behavior. And, NU students also graduate with the ability to effectively communicate their ideas, beliefs, and experiences in an effort to promote success in their own lives and in the lives of others. Through workshops and campus-life programming, students hone networking, interviewing and résumé writing skills putting them one more step ahead in a competitive job market.
- The *Wall Street Journal* and other business publications are available electronically to students all year long. Immersion in these resources helps keep students on top of everything happening in business—future trends and economic policy—and learn who is in charge of companies and corporations across the world. As a result, reading the *WSJ* and other trade publications usually becomes a lifelong habit.

# ADMISSIONS INFORMATION

Northwood University offers a Bachelor of Business Administration (BBA) degree at the undergraduate level on the residential campus, over 20 Adult Degree Program (ADP) Centers in six states, and online. The Master of Business Administration (MBA) degree is also offered in multiple locations including the residential campus and online. The Master of Science in Organizational Leadership (MSOL) is offered online. Not all majors are offered at all locations. See pages 20-21 for a list of Northwood University degree programs.

## Acceptance and Notification

Acceptance is based on review of the student's former high school and college transcripts. Once the student meets the admissions criteria, a formal letter of acceptance is mailed to the student notifying them of their acceptance and informing them of their next steps.

## Admission Requirements

Students are admitted to Northwood University without regard to race, gender, color, religion, creed, national origin or ancestry, age, marital status, disability, or veteran status.

High school graduates interested in pursuing careers in business will be considered for admission into Northwood University. One of the most important documents used to help determine admission is the applicant's secondary school record. The Admissions Committee carefully weighs motivation, integrity, and maturity as determined by the high school recommendation, as well as the predicted ability to complete an intended program of study. ACT or SAT scores are required of all applicants.

Students may be required to enroll in and successfully complete an Educational Success Program prior to enrolling in their first semester. International students must submit TOEFL English proficiency scores or their equivalent. For home-schooled students, Northwood University requires transcripts, ACT or SAT scores, and degree verification by the applicant's home state.

Applicants who do not hold a high school diploma may be admitted by successfully completing the GED examination. In addition to successfully completing the GED, ACT or SAT scores are required. . Prior criminal convictions may result in denial of admission.

## Advanced Placement

The Advanced Placement (AP) Program is a series of national examinations that measures the knowledge and skills acquired by students who have taken AP courses. High schools administer the courses and examinations and the resulting examination scores are sent to colleges of the students' choice. Students with sufficiently high scores on certain AP examinations may be eligible for specific course credit.

Participants applying for Northwood University admission should arrange to have their AP examination records sent to the Northwood University Admissions Office. Information on the required scores and specific course credit awarded can be accessed on the Internet at <http://northwood.edu/>.

## Application Deadline

Northwood University accepts applications on a continuous basis. Applications for the current semester will be accepted until one week prior to the start of class.

## College-Level Examination Program and Defense Activities for Non-Traditional Educational Support

Northwood University recognizes that some students have acquired proficiency in college-level material outside of the traditional college classroom. The College-Level Examination Program (CLEP), American Council on Education (ACE), and Defense Activities for Non-Traditional Educational Support (DANTES) provide these students with the opportunity to demonstrate their college-level learning through examinations that assess the knowledge taught in common college courses. Northwood awards credit for satisfactory performance CLEP general examinations and for several of the CLEP, ACE, and DANTES subject area examinations. CLEP, ACE, and DANTES score reports are to be sent to the Northwood University Office of Admissions. The University limits the total number of credits that may be applied toward a Northwood University degree through the above examinations and/or Prior Learning Assessment.

## International Baccalaureate

International Baccalaureate examination scores high enough to reflect probable collegiate success are considered for credit at Northwood University. Information on the required scores and specific course credit awarded can be accessed on the Northwood University website. Official scores must be submitted to the Northwood University Admissions Office.



# International Student Applications

Each year, hundreds of international students attend Northwood University. Students from over 107 countries have come to the university. Official transcripts of all high school level and college work (when applicable) must be provided with the application. All students who apply should be in good social and academic standing at the high school or college from which they are coming.

## Northwood University English Proficiency Policy for International Students

The Northwood University (NU) policy regarding English proficiency for international students is as follows:

In the interest of best supporting students' academic success, Northwood University reserves the right to assess a student's English proficiency if a student does not demonstrate sufficient skills to be successful in his/her academic program. When assessment results indicate that a student does not meet the University's minimum English proficiency level, the University will require the student to complete the appropriate level(s) of the Intensive English Program before continuing in their course of study.

### I. Waiver of English proficiency requirement

The University will waive the English proficiency requirement for:

- A. students who are citizens of a country where English is the, or one of, the official languages (e.g., Canada, United Kingdom, Ireland) as designated in the CIA World Factbook at: <https://www.cia.gov/library/publications/the-world-factbook/fields/2098.html>;
- B. students who have successfully completed a course of study at an accredited foreign institution where the language of instruction was completed entirely in English (English as a Foreign Language or Second Language does not qualify).

In all cases, students must be able to provide documentation (which includes official transcripts) verifying these conditions.

### II. Evidence of English proficiency

As evidence of language proficiency, Northwood University accepts scores from:

- TOEFL (Test of English as a Foreign Language)
- IELTS (International English Language Testing System)
- STEP (Japanese exam)
- UCLES Cambridge exams
- International Baccalaureate (IB) exams
- ELS Language Centers (Level 112)
- ACT or SAT scores (undergraduate admission only)

Following are the English language proficiency requirements for regular admission to Northwood University based on official test scores from each testing service:

#### TOEFL

	Paper-based	Computer-based (CBT)	Internet-based (IBT)
Undergraduate	500	173	61
Graduate	550	213	80

#### IELTS

Undergraduate	Minimum overall band score of 6.0
Graduate	Minimum overall band score of 6.5

#### PTE Academic (Pearson/Cambridge)

Undergraduate	Minimum score of 61
Graduate	Minimum score of 75

#### STEP (Japanese-based exam)

Undergraduate	Grade 2A
Graduate	Grade Pre-1

### **International Baccalaureate**

Undergraduate Score of 5 or above on English A1 or A2 Exam

### **UCLES Cambridge Exams**

Undergraduate FCE or CAE (minimum score of C)

Graduate CAE or CPE (minimum score of C)

### **ELS Language Centers**

Undergraduate Successful completion of Level 112

Graduate Successful completion of Level 112

### **ACT or SAT (*Undergraduate only*)**

ACT 18 for both composite and reading sub-score

SAT 450 Critical Reading

**Undergraduate** students who submit standardized scores that do not meet these minimum requirements may be considered for provisional admission. In this circumstance, the University reserves the right to:

1. require the completion and submission of a Northwood University English Placement Test prior to arrival in the U.S.;

AND

2. grant provisional admission but require the student to complete mandatory ESL coursework and/or register for a reduced course load and/or attend mandatory tutoring/ academic assistance for a length of time to be specified by the University.

These conditions shall be communicated in writing to the applicant.

The University requires the submission of standardized exam scores unless the requirement has been waived as noted above. The standardized exam is by far the best evidence of language proficiency in terms of application materials. However, undergraduate students who do not submit a standardized exam score may also be considered for admission provided they:

1. complete and submit a required Northwood University English Placement Test (EPT) that will be evaluated and scored by a Northwood University faculty member in English. The EPT score must be administered by an NU employee or a proctor designated by NU prior to the student's arrival in the U.S.

OR

2. present scores from institutional tests regarding proficiency in English. Such scores must be submitted on original institutional letterhead and must include a written explanation of the exam format and scoring/ evaluation procedure and a quantitative comparison of the score to that of a standardized exam score such as the Cambridge, TOEFL, IELTS, or STEP.

In the absence of standardized exam scores, the University reserves the right to deny admission on that basis alone.

**Graduate** student applicants to the DeVos Graduate School **must** submit standardized exam scores. Applications cannot be considered without the submission of an official TOEFL, IELTS, or STEP score report. However, if an applicant's undergraduate coursework was delivered **entirely** in English, standardized exam scores may be waived if the applicant provides official institutional documentation of delivery in English and/or agrees to a pre-admission oral interview.

## Guest Student Applications

Students from another institution who wish to attend Northwood University as a guest student must complete a guest student application through their registrar's office. Students do not need to go through the full admissions process. Students must request in writing that the Northwood Registrar's Office send an official transcript back to their home institution after their stay has been completed.

Northwood students wishing to attend another institution may complete a guest student application at the Northwood Registrar's Office. Only credits transfer back to Northwood; grades do not transfer. Students must request in writing that the guest institution send an official transcript back to Northwood.

## International Transfer Students

A majority of international students have begun their college education at overseas institutions, and apply to Northwood University as transfer students to earn their bachelor's degree. If an international student applies as a transfer student, his or her transcripts and records will be evaluated, and a Degree Completion Program (DCP) will be prepared. The DCP outlines the courses a student will need to successfully complete to earn a degree from Northwood. Students will be permitted to transfer equivalent courses and selected electives with grades of "C" (2.0) or better.

## Programs of Study

Northwood University is a specialized business university offering many specialized business majors. At Northwood University, students have the opportunity to start business classes their first semester. Academics combined with internships provide students the hands-on experience needed to enter the career of their choosing. See pages 20-21 for degree program options.

## Readmission to the University

Northwood University allows a student to leave at the end of any semester and be readmitted any following semester, providing the student is in good standing at the end of the last semester attended. The student must go through the standard admission procedure to be readmitted. There is no application fee for this process.

## Transfer Students

Northwood University strongly encourages students who have followed an approved course of study at another college or university to apply for admission. Students transferring without degrees will have their transcripts evaluated by the registrar for equivalent Northwood credit. Students in this category will be permitted to transfer equivalent courses and selected electives with grades of "C" (2.0) or better. Only credits are transferable. Grades and Grade Point Averages (GPA) from other institutions do not transfer. All students who apply for transfer admission should be in good academic and social standing at the college from which they are transferring.

Our transfer program is designed to allow each student to transfer the maximum number of credit hours that will facilitate a program of study.

Students accepted to Northwood University with an associate degree from a regionally-accredited college or university will receive:

- immediate junior status, although more than two full academic years may be required to complete all requirements for the degree depending on the major; and
- acceptance of all credits with the degree package.

Transfer students who wish to complete academic minors/concentrations should meet with an academic advisor to determine what additional courses are needed.

## Veterans

Northwood University is recognized as a Military-Friendly School. The University is approved to provide training for Veterans on the residential campus, in our Distance Education Online program, for our graduate programs, and at most of our Adult Degree Program Centers. Each program has a professional Veterans Certifying Official eager to help students get started achieving their educational goals.

Northwood University is a participant in the Post 9/11 GI Bill and the Yellow Ribbon Program. Student work with the VA Certifying Official for their particular program or location for assistance with questions regarding VA benefits. Students may also visit the VA website at: <http://www.northwood.edu/militaryveterans>.

## When to Apply

Students are encouraged to apply after completion of their junior year of high school to gain acceptance. Northwood University's residential campus is located in Midland, Michigan.

Applicants to Northwood University may obtain application forms from the Office of Admissions of any Northwood campus. Completed applications should be forwarded to the Office of Admissions. Applicants can also apply online at no charge at [www.northwood.edu](http://www.northwood.edu).

The applicant's final high school transcript must be sent by his or her school to the Office of Admissions. Transfer students must provide official transcripts of all college or university work completed, along with their final high school transcript.

Northwood requires that all applicants take either the American College Testing (ACT) exam or the Scholastic Assessment Test (SAT). International students are required to provide evidence of English proficiency (as outlined in the International Student Applications section) exam score with their application. Official transcripts of all previous high school and college work should accompany the application.

All international applicants should contact [intlprograms@northwood.edu](mailto:intlprograms@northwood.edu), phone 989-837-4451, or gain online information at [www.northwood.edu](http://www.northwood.edu). The international admissions form is also available online.

## Commitment Deposit Policy

Residential campus:

Resident Students: \$250 deposit for entering students applied in this manner:  
\$100 refundable housing security deposit \$150 tuition deposit.

Commuter Students: \$150 deposit for entering students to be applied toward tuition costs.

This policy also applies to readmits and transfer students. The entering freshman deposit is refundable until May 1 of the year of admission.

# FINANCIAL INFORMATION

Northwood University provides exceptional value with respect to other private and many public universities for room, board, and tuition charges.

All applicable charges must be paid prior to validation of registration for each semester.

While the University reserves the right to change these charges or procedures upon 30 days' notice, every effort will be made to maintain these costs throughout the academic year. At publication date of this catalog, charges are as follows:

## Traditional Students

Fall Semester (16-Week) Charges 2016-2017

Item	MI	TX
Tuition (12-17 cr. hrs.)	\$11,930.00	\$11,930.00
Room	2,575.00	
Board	2,365.00	
Student Fee	445.00	
Technology Fee	190.00	
State Tax		
	<b>\$17,505.00</b>	<b>\$11,930.00</b>

*Note: Tuition is \$918 per credit hour for fewer than 12 credit hours; \$635 for over 17 credit hours per semester; and \$796 per credit hour for compressed sessions, practicums, and internships. Summer tuition is \$796 per credit hour. Special lab or equipment fees may be appropriate in some cases. Textbook charges depend on the class requirements could be approximately \$625 per semester.*

Full tuition entitles the student to register for 12 to 17 credit hours inclusive during a 16-week semester. Credit hours greater than 17 are charged at \$635 per credit hour.

Certain special and course fees, as follows, are charged at the residential campus. Applicable information is available from the Business Office shortly before the beginning of each term.

Application fee due with application (non-refundable)\* \$30  
Graduation fee \$80  
Health insurance plan \$1,149  
Housing security deposit (refundable—included in tuition deposit) \$100  
Late payment fee \$200  
Late registration fee \$200  
Fee per credit hour for students taking fewer than 12 hours \$918  
Fee per credit hour for students taking more than 17 credit hours \$635  
Credit hour fee to audit courses (no college credit) \$459  
Comprehensive Exam fee to test out of a course per credit hour \$75 (not available for all courses; students may not test out of courses that they have previously failed)  
Car permits (per year) \$50  
Car permits (additional or replacement) \$15

*\*Applicants may also apply online at no charge at [www.northwood.edu](http://www.northwood.edu)*

## Car Permits

Any student who wishes to have a car on campus must make an application to Campus Security. There is a non-refundable fee per semester and upon approval students will be issued a car permit to be attached to his or her car in the manner prescribed in the student handbook. Failure to do this will result in a penalty, and the student will be required to remove the car from the campus. This privilege may be forfeited without refund if campus driving rules are violated.

## Deposits on Accounts

Students may at any time prior to registration make deposits to their accounts in the Business Office and such credit will be deducted from their total charges on the day of registration.

## Financial Requirements

Students who owe balances and who, within 30 days of the beginning of any semester, have not made arrangements with the Business Office to make payments may not continue in class. If a financial obligation remains at the end of the semester, an official transcript will not be released, until the obligation has been fulfilled.

A monthly late fee may be added on the unpaid balance of all accounts over 30 days past due. A \$35.00 service charge will be added to each check coming back from the bank with non-sufficient funds. An additional \$10.00 will be assessed if not paid within 10 days.

All unpaid Medical Center charges, parking, residence hall charges, library fines, etc., will incur an additional \$10.00 charge if not paid during the semester and/or are turned over to the Business Office for collection.

All checks are to be made payable in U.S. funds.

Housing Security Deposit – A housing security deposit of \$100.00 is required from all residential students. The University will hold this amount until the end of the academic year or until the student moves out of University housing. It will not be returned if the room is damaged or dirty. This deposit is included in the tuition deposit.

## Florida Student Cancellation and Refund Policy for Non-financial Aid Students

Should a student's enrollment be terminated or cancelled for any reason, all refunds will be made according to the following refund schedule:

1. Cancellation can be made in person, by electronic mail, by Certified Mail, or by termination.
2. All monies will be refunded if the school does not accept the applicant or if the student cancels within three (3) business days after signing the enrollment agreement and making initial payment.
3. Cancellation after the third (3<sup>rd</sup>) Business Day, but before the first class, results in a refund of all monies paid in a Pro Rata refund computed on the number of hours completed to the total program hours.
4. Cancellation after attendance has begun, but prior to 40% completion of the program, will result in a Pro Rata refund computed on the number of hours completed to the total program hours.
5. Cancellation after completing 40% of the program will result in no refund.
6. Termination Date: In calculating the refund due to a student, the last date of actual attendance by the student is used in the calculation unless earlier written notice is received.

## Monthly Payments

Students who desire to divide the year's balance into monthly payments can make arrangements through the Tuition Payment Plan. There is a \$55 non-refundable application fee and payments can be made using an electronic check, American Express, Discover Card, MasterCard, or VISA. (Credit card payments will assessed a 2.5% service fee).

## Refunds

Prepayments will be refunded in full on all payments made prior to validation day, with the exception of application fees and tuition deposits. Any changes of classes must be done during the drop and add period. All charges stand after that time.

For any student withdrawing from college, the following policy applies:

Days after classes start	Refund amount
1 - 3 days	100% credit of all charges
4 - 11 days	90% credit of tuition and board
12 - 22 days	80% credit of tuition and board
23 - 33 days	70% credit of tuition and board
34 - 44 days	60% credit of tuition and board
45 - 55 days	50% credit of tuition and board
56 - 66 days	40% credit of tuition and board
More than 66 days	0% credit of tuition and board

Refund calculations will be based upon the date the student begins the official withdrawal process. Days listed above are calendar days and include weekends and holidays. In cases where a student stops attending all his/her classes without officially withdrawing, refund calculations will be done at 50% unless the student attended a class later than 55 days after the start of classes. If the student attended any class later than 66 days after the start of classes, there will be no refund.

Fees and room charges are non-refundable after the third day classes start. Students who move off campus after classes begin forfeit charges per the housing contract guidelines.

**Graduate and Adult Degree Program** – All graduate and Adult Degree Program (ADP) students should review their respective section for the refund policy that applies to graduate and ADP courses.

## **Return of Title IV Aid Policy for Federal Financial Aid Recipients**

As prescribed by law and regulation, Federal Title IV funds will be returned to the applicable sources in the following order: Federal Direct Unsubsidized Loan, Federal Direct Subsidized Loan, Federal Direct PLUS Loans, Federal Pell Grant, Federal Supplemental Educational Opportunity Grant (SEOG), and other Title IV Aid Programs. Examples of this refund policy are available at the financial aid office.

## **Textbooks**

The textbooks for all classes will be available in the bookstore and must be paid for in full at the time of purchase. Cost per semester for 2016-2017 will be approximately \$625, depending on the courses in which the student is enrolled.

## **Veterans**

Any student eligible for veterans' benefits must contact the Northwood veterans' office for initiation and certification of benefits to the Department of Veterans' Affairs. It is the student's obligation, on a semester-by-semester basis, to notify the Northwood VA Certifying Official of his or her class schedule and any change in the schedule (i.e. withdrawals, drop/add) throughout a semester.

## **Withdrawals**

Any student withdrawing from Northwood must first notify the University, stating the reason or reasons, and all refunds that are due will be based on the approval of the University in accordance with established policy. Refunds will be calculated based upon the date that the student provides official written notification of his or her intent to withdraw. Completing the withdrawal form in the appropriate offices provides written notification. The appropriate offices to which to provide the notification are Academic Dean or Registrar's office.

# FINANCIAL AID INFORMATION

Northwood University strives to provide adequate financial aid opportunities to all students of academic ability and personal promise, based on financial need. With the cooperation of the business community, private donors, state, and federal governments, Northwood has developed a comprehensive program of financial aid to help students complete their college education. Please go to the financial aid page at [www.northwood.edu](http://www.northwood.edu) for contact information.

Undergraduate students should first apply for admission to Northwood and then submit the Free Application for Federal Student Aid (FAFSA) from the U.S. Department of Education. Applications may be completed on the web at [www.fafsa.gov](http://www.fafsa.gov) using Northwood's school code: 004072. All financial aid forms should be submitted after October 1 and prior to April 1 for maximum financial aid consideration. Students must complete a new FAFSA each academic year and award eligibility is determined on an annual basis.

To be considered for federal and/or state funds, a student must be a U.S. citizen or an eligible noncitizen as defined in the federal regulations; meet standards of satisfactory academic progress; be accepted as a regular undergraduate student in a degree program; not be in default on a federal student loan or have made satisfactory arrangements to repay; not owe a repayment on a federal student grant or have made satisfactory arrangements to repay it; and be registered for selective service, if male between the ages of 18 and 25. Also, students can only receive financial aid for coursework in their degree program. A student is considered to be full-time when attending 12 credit hours or more, three-quarters time for 9-11 credit hours, half-time for 6-8 credit hours, and less-than-half-time for fewer than 6 credit hours. Any change to a student's eligibility criteria may result in a change in financial aid eligibility at any time. The financial aid office must be informed of changes to eligibility criteria (i.e., enrollment, outside resources, change of program, etc.) so financial aid award adjustments can be made. Financial aid eligibility and awarding are always subject to the availability of funds; therefore, awards may decrease.

Students should note that the Tax Reform Act of 1986 amended the Internal Revenue Code section pertaining to the taxability of scholarships. Effective January 1, 1987, the amount of a scholarship that is used for qualified tuition and related expenses (e.g., tuition, fees, books, supplies, and equipment) is excluded from gross income. Any scholarship funds used for non-course related expenses (e.g., room and board, etc.) are taxable and should be included in the student's gross income. Students should keep accurate records and seek appropriate tax advice for tax return filing purposes.

## Award Disbursement

Federal, state, and most institutional financial aid is divided equally between the Fall and Spring semesters of enrollment and will be credited to the student's account upon verification of enrollment in courses required for degree for that period. Revisions of awards or late awards will be applied throughout the year as required due to fluctuations in eligibility. Some financial aid funds may require adjustment due to being restricted to direct costs (i.e., tuition, fees, housing and meal plan charges, etc.) that show directly on the student's Northwood University account.

Federal Direct Loan funds will be credited to the student's account. If you wish to cancel all or a portion of the Federal Direct Subsidized/Unsubsidized loan(s), a written request must be received by the Business Office within 30 days of notification. If you wish to cancel all or a portion of the Federal Direct PLUS loan(s), a written request must be received by the Business Office within 14 days of the date of notification. The student is responsible for all charges not covered by financial aid. If the student's credits exceed their charges, a refund will be processed within 14 days of the credit being generated. Students have the option of retaining the credit balance on his or her student account if the business office is notified in writing for the aid year. Account credit balances cannot be carried forward from one academic year to the next. Excess parent PLUS Loan funds are required to be returned to the parent, unless authorized by the parent to be refunded to the student. Overpayments resulting from full or partial cancellation of aid will normally result in a debit balance on the student's account and must be paid back according to the repayment policies of the University. It is the student's responsibility to verify the accuracy of all charges, payments, financial aid, refunds, and other general transactions.

## Award Adjustments

All financial aid awards are subject to revision if changes to eligibility occur. Some financial aid funds may require adjustment due to being restricted to direct costs (i.e., tuition, fees, housing and meal plan charges, etc.) that show directly on the student's Northwood University account. In such cases, federal sources will have priority in the aid package, state aid will have second priority, private donor funds restricted to direct costs will have third priority, and Northwood University institutional financial aid sources will receive fourth priority. Every effort will be made to maximize financial aid eligibility; however, award funds received from outside sources may reduce eligibility for Northwood institutional financial aid funds.

## Statement of Financial Aid Rights and Responsibilities

Students have the right to be informed of and to apply for all financial aid programs for which they are eligible. Northwood University is an equal opportunity/affirmative action institution and employer, complying with federal and state laws prohibiting discrimination including but not limited to Section 504 of the Rehabilitation Act of 1973. It is the policy of Northwood University that no person on the



basis of race, gender, color, religion, creed, national origin or ancestry, age, marital status, disability, or veteran status shall be discriminated against in receiving financial assistance or in educational programs or activities receiving federal financial aid or any other educational financial assistance program.

Students have the right to be informed how financial need and award packages will be determined and to request a review of the financial aid package should circumstances change to negatively affect the family's ability to meet costs of attendance. Students have the responsibility to notify the University should new resources become available during the academic year that were not originally considered in the student's financial aid package.

Students who borrow while in attendance at the University have a right to full disclosure of the terms and provisions of loan programs, including typical repayment schedules. Students must repay their loans on a timely basis and keep the University informed of their current address. Northwood notifies the student when electronic student loan funds are applied to his or her student account. Students have 14 days from the date of notification to cancel all or a portion of the Federal Direct PLUS loan funds and 30 days from the date of notification to cancel all or a portion of the Federal Direct subsidized and unsubsidized loans funds. The business office must receive this request in writing. Subsequently, you must contact your federal loan servicer for cancellation and/or repayment instructions to reduce your student loan obligation.

Students have the right to be informed of financial aid policies and have the responsibility to be aware of all published financial aid policies and to comply with these policies. Students have the responsibility to submit accurate information on all documents related to the financial aid application process.

## Northwood Institutional Aid

Listed below are some of the awards provided by Northwood to eligible full-time traditional undergraduate students. Most Northwood awards are restricted to direct costs (e.g., tuition, fees, campus housing charges, campus meal plan, etc.) and may affect eligibility for other need-based aid and aid restricted to direct costs; adjustments may be required. Institutional awards may be renewable each year for up to four years, or eight semesters, provided students meet the renewal conditions established for each award. Learn more about these awards and others by visiting the financial aid section of the Northwood website at [www.northwood.edu](http://www.northwood.edu).

- **Northwood Merit Scholarships** – Eligibility for the Presidential, Freedom, Free-Enterprise, Entrepreneur, and the Liberty scholarships is limited to traditional students who have demonstrated excellent academic and ACT/SAT test performance. They are renewable provided the student maintains the required grade point average as determined after each fall semester. Quantities are limited and availability is on a first-come, first-served basis for first-time freshman.
- **Private Donor Scholarships** – Primarily for upper class students, the scholarship committee awards these scholarships based on Northwood undergraduate academic performance. Selections are based on requirements specified by donors and information provided by students. Visit the Financial Aid section of our website ([www.northwood.edu](http://www.northwood.edu)) for more information and to opt-in to the application process.
- **Northwood Grants** – Awarded to students based on demonstrated financial need resulting from completion of the FAFSA every year. Quantities are limited.
- **Athletic Scholarships** – These awards are determined by the coaching staff and are applied according to the policies of the Athletic Department.
- **Family Tuition Scholarships** – Eligible if two or more traditional dependent students from the same family attend full-time in the traditional undergraduate program for the fall and spring semesters, each undergraduate student will receive \$1,500 during the spring semester.
- **Alumni Scholarships** – For new incoming fall students who are dependents of a Northwood University alumnus.

## State of Michigan Financial Assistance

Learn more about these state aid programs by visiting Northwood's Michigan Financial Aid website pages at [www.northwood.edu](http://www.northwood.edu). Additional State of Michigan aid information can be found at <http://www.michigan.gov/mistudentaid>.

- **Michigan Competitive Scholarships** – These are awarded by the State of Michigan to Michigan residents on the basis of demonstrated need and a qualifying ACT/SAT test score. First-time students who feel they should qualify for the competitive scholarship should file their financial aid forms no later than March 1 every year. Awards may be renewed for ten (10) semesters if the student shows need, maintains a 2.0 GPA, and meets the standards of satisfactory academic progress as defined by the University. Awards are restricted to tuition and mandatory fees.

- **Michigan Tuition Grants** – These are awarded by the State of Michigan to Michigan residents who have demonstrated financial need. The award may be renewed for ten (10) semesters if the student continues to demonstrate need and meets the standards of satisfactory academic progress as defined by the University. Students should file their financial aid forms no later than March 1. Awards are restricted to tuition and mandatory fees.

## Federal Student Aid

Learn more about these federal student aid programs by visiting the Financial Aid section of the Northwood website at [www.northwood.edu](http://www.northwood.edu). Additional Federal Student Aid information can be found at <https://studentaid.ed.gov> for the following awards. Federal aid is restricted to coursework required for the student's degree program. Also, students may be selected for a process known as verification which could require students to provide additional documentation (such as tax transcripts, verification of household size, etc.) to the financial aid office. All documentation must be accurate and received in a timely manner for processing to occur.

- **Federal Pell Grant** – This award is based solely on financial need as determined by the federal Pell Grant regulations. Undergraduate students will be notified of their eligibility for the Pell Grant directly from the federal government by the Student Aid Report (SAR). Upon verification of enrollment in eligible coursework required for degree, funds will be credited to the student's institutional account. Pell funds are available only to students seeking their first bachelor's degree. The amount of Federal Pell Grant funds a student may receive over their lifetime is limited by federal law to be the equivalent of six years of Pell Grant funding. Please go to <https://studentaid.ed.gov> for details on the Federal Pell Grant Lifetime Eligibility Used (LEU).
- **Federal Supplemental Educational Opportunity Grant (FSEOG)** – Receipt of these funds is limited to students who demonstrate exceptional financial need and who are eligible for a Pell Grant at Northwood. Awards are subject to the availability of funds.
- **Federal Work Study (FWS)** – This is a need-based employment assistance program. Contact the financial aid office for postings of available work study positions. Students are paid biweekly by check for the hours worked. Awards and earnings are subject to job availability and the availability of funds.
- **Federal Direct Loans (subsidized and unsubsidized)** – These are fixed-rate student loans based on need as determined through filing the FAFSA and the student's cost of attendance, as determined by the school. Loan funds are obtained through the U.S. Department of Education upon completion of a Master Promissory Note (MPN) and entrance loan counseling. Students making satisfactory academic progress and enrolled at least half-time per semester may borrow up to \$3,500 per year as a freshman, \$4,500 per year as a sophomore, and \$5,500 per year as a junior and senior depending on unmet cost of attendance. Independent students or students whose parents are denied the Federal Direct PLUS loan may borrow additional funds under the Federal Direct unsubsidized loan program. Loan limits for these additional funds are \$4,000 per year for freshmen and sophomores and up to \$5,000 per year for juniors and seniors. First-time Direct Subsidized loans borrowed on or after July 1, 2013 are limited to a maximum period of time (measured in academic years). Students may not receive Direct Subsidized loans for more than 150% of the published length of their program of study.
- **Federal Direct PLUS Loans** – Parents who want to borrow to help pay for their children's education may use this loan program. Federal Direct PLUS loans are limited to the cost of attendance minus other aid received and dependent on the parent's credit history.
- **Master Promissory Note (MPN) and Loan Counseling** – All Federal Direct Loan funds received must be repaid once student ceases half-time attendance and are subject to the terms and conditions stated in the MPN. Also, first-time Federal Direct Loan borrowers are required by federal regulations to complete entrance loan counseling prior to receiving their first loan proceeds. All students receiving Federal Direct Loans are required by federal regulations to complete exit loan counseling prior to graduating or withdrawing from the University. Students must contact the University if there are any changes to enrollment and plans to continue at Northwood.

## Student Employment

In line with its philosophy of preparing students for the world of work, Northwood assists students in finding employment during their college years. Northwood participates in the Federal Work Study Program (FWS) in addition to providing other on campus employment opportunities. A student who qualifies for need-based aid under federal methodology (using FAFSA information) has the opportunity for FWS employment while attending Northwood. Many other Northwood students maintain part-time jobs in the community while in school. For additional information regarding Federal Work Study employment opportunities, please contact the financial aid office.

## Other Sources of Assistance

These sources of aid are completely independent of Northwood University. Eligibility depends entirely on specific circumstances and the program requirements.

Application should be made directly to the specific organization:

- Church Groups
- Veterans' Educational Benefits
- Business Organizations
- Vocational Rehabilitation
- Fraternal Organizations
- Social Services
- Civic Organizations
- Bureau of Indian Affairs
- Professional Groups

Useful website links can be found in the Financial Aid section of the Northwood website – [www.northwood.edu](http://www.northwood.edu).

## Satisfactory Academic Progress Policy for Undergraduate Financial Aid Recipients

This policy reflects the standards that are used to measure satisfactory academic progress (SAP) at Northwood University for purposes of financial aid eligibility. Federal regulations require that the university establish and implement a policy to measure if a financial aid recipient is making satisfactory academic progress toward a degree. Satisfactory academic progress is measured by evaluating both GPA achievement (qualitative measurement) and pace (quantitative measurement) to ensure successful program completion within the maximum timeframe allowed. The standards are subject to change per federal regulations. The Financial Aid Office would notify students if any changes were to occur.

A student receiving federal, state and/or Northwood financial aid must maintain satisfactory academic progress to retain financial aid eligibility. Some scholarship, grant, and loan programs may impose higher standards of performance. Each student's academic record will be reviewed annually at the end of the Spring semester. Students who do not maintain satisfactory progress will have their financial aid eligibility suspended.

Courses taken during compressed or mini sessions will be counted at the time of review occurring after the Spring semester. All English as a Second Language and remedial/developmental coursework is considered part of the student's cumulative academic record.

**Transfer Student Eligibility** – Transfer students enrolling at Northwood are considered to be making satisfactory academic progress. All transfer hours accepted toward completion of the student's program must be counted as both hours attempted and hours completed for measurement of maximum time frame (pace/quantitative – see below).

**Treatment of Grades** - For purposes of this policy, the following grades are considered attempted and completed: A, B, C, D, I, P, or a Z, including pluses and minuses. Grades of W and F are considered attempted and not completed. A grade of X (audit) will not be considered as attempted or completed.

**Repeat Courses** - Repeat classes are assessed as new classes. Initial and repeated enrollments in the same course count as hours attempted each time the course is taken. A student may receive financial aid for repeating a failed class until it is passed. A student may receive financial aid for repeating a previously passed course once.

**Maximum Timeframe/Credits (Quantitative – 150%)** - The length of eligibility is based on a student's total academic record starting with the entry date at Northwood and includes all Northwood attempted hours, transfer hours from other institutions, advanced standing credit, prior learning assessment credit and test outs. A student may receive financial aid for no more than a maximum of 150% of their published program length. For example, if the length of an academic program is 123 credit hours, the maximum timeframe during which a student may be eligible for financial aid must not exceed 185 total credit hours.

In the event a student decides to add a second major or completely change his or her major, the published program length of the student's current program is used at the time of the evaluation.

**Pace of Progress Toward Degree Completion (Quantitative)** - Students must earn at least 67% of credit hours attempted.

**Minimum GPA Requirements (Qualitative)** - The following table details the minimum cumulative Grade Point Average (GPA) requirements.

Semester Hours Earned	Minimum Cumulative GPA
1-15	1.70
16-29	1.80
30-59	1.90
60 or more	2.00

Students must achieve and maintain a 2.0 minimum cumulative grade point average at the end of the second academic year, or have an academic standing consistent with the minimum GPA requirements listed above.

**Change of Satisfactory Academic Progress Status** - Although a student's cumulative grade point average or earned credits may change within a semester (e.g. by recording a final grade in place of a grade of I), the student's academic progress status is not re-evaluated or changed during the semester. It will be re-evaluated at the time of the next review.

**Financial Aid Suspension and Probation** - Students that do not maintain satisfactory academic progress will be placed on financial aid suspension and notified in writing. Probationary status will be considered upon appeal.

**Financial Aid Suspension:** In the event the student's aid is suspended, the student has a right to appeal. The appeal process is described below. If the student's appeal is denied, the student remains on Financial Aid Suspension until he/she meets the requirements for reinstatement.

**Financial Aid Probation:** If the student's appeal is granted, the student will be placed on Financial Aid Probation and may receive aid for one (1) semester. At the end of that semester, progress will be reviewed, and the student must be making satisfactory academic progress or must be successfully following an Academic Performance Improvement Plan in order to continue receiving aid. If the student fails to meet the requirements, the student's aid is suspended again. To regain eligibility the student must meet the requirements for reinstatement as described below.

**Appeal Process** – A student whose aid has been suspended and has documentable mitigating circumstances, such as a death in the family or an illness, may appeal his/her aid suspension. The student's appeal must include why he/she failed to make satisfactory academic progress and what has changed that will allow the student to make satisfactory academic progress at the end of the semester. To appeal, a student must submit a Satisfactory Academic Appeal form with non-returnable supporting documentation. The appeal and documentation must be submitted within 14 calendar days of the date of the financial aid suspension notification. The appeal form can be obtained from the Office of Financial Aid.

The Financial Aid Director, will notify the student in writing of the appeal decision. In the event the appeal is granted, the student will be placed on Financial Aid Probation. **Please note: If an appeal is granted, the student MUST meet with his/her academic advisor to develop an Academic Performance Improvement Plan.**

If the appeal is denied, the student remains on Financial Aid Suspension until he or she meets the requirements for reinstatement.

**Reinstatement of Financial Aid Eligibility** - Students who have had their financial aid suspended will have their progress reviewed at the end of each future semester until the standards of progress are met. To re-establish satisfactory status, the student must meet all GPA (qualitative) and maximum timeframe/pace (quantitative) standards in this policy or successfully meet the standards in the student's Academic Performance Improvement Plan. Aid granted after reinstatement would begin the next semester of enrollment following reinstatement and will be based on funds available at that time.

## **Return of Title IV Aid Policy for Federal Financial Aid Recipients**

As prescribed by law and regulation, for students that withdraw from the University for the semester, Federal Title IV funds will be returned to the applicable sources in the following order: Federal Direct Unsubsidized Loan, Federal Direct Subsidized Loan, Federal Direct Plus Loans, Federal Pell Grant, Federal Supplemental Educational Opportunity Grant (SEOG), and other federal aid programs. See "Refunds" and "Withdrawals" paragraphs above for additional information.

# DEGREE PROGRAM INFORMATION

Northwood University offers graduate degrees, bachelor degrees and associate degrees on the residential campus, over 20 Adult Degree Program (ADP) Centers in six states, five International Program Centers, and online. Not all majors are offered at all locations. Programs with an asterisk (\*) are accredited by the Accreditation Council for Business Schools and Programs (ACBSP). Programs not accredited by the ACBSP do not yet qualify for accreditation. Northwood University is regionally-accredited by the Higher Learning Commission of the North Central Association.

## Graduate Degree Requirements

Graduate degrees require a minimum of 30 semester credit hours and a 3.000 cumulative grade point average overall.

Northwood University's DeVos Graduate School is a specialized business school focused on developing the future leaders of a global, free-enterprise society. We provide dynamic graduate degree programs for adults designed to strategically expand their managerial and leadership skill sets, equipping graduates with the necessary tools to lead and drive change in their careers and lives.

### GRADUATE DEGREES

Master of Business Administration (MBA)\*  
Master of Science in Organizational Leadership (MSOL)  
Master of Science in Accounting  
Master of Science in Applied Economics  
Master of Science in Finance  
Master of Science in Taxation

### LOCATIONS

MI, Online  
Online  
Troy, Michigan  
Troy, Michigan  
Online, Troy, Michigan  
Troy, Michigan

## Bachelor Degree Requirements

The Bachelor degree requires a minimum of 123 semester credit hours. Thirty-one semester credits must be earned at Northwood. A 2.0 cumulative grade point average overall is required.

The Northwood University Bachelor of Business Administration (BBA) degree delivers contemporary business theory coupled with practical application. In addition, ample cross-major experiential learning opportunities enhance and solidify classroom activities while providing students with leadership skill-building experiences. Required general education courses present an intellectual understanding of society and culture.

- Academic major program and major concentration program requirements consist of a minimum of 24 semester credit hours within the designated major or major and concentration. Nine major credit hours must be completed at Northwood.
- Students can choose to complete additional majors. Those who desire to complete a second major should see an Academic Advisor for assistance as additional coursework will be required.
- A minor is 18 or more credit hours in a defined discipline and includes a six-credit residency requirement. Courses from the business core, general education core, and electives may be counted toward completion of the requirements, with at least one-half the minor credits being at the 3000/4000 level.

*Students may choose one or combine any two of the undergraduate majors and may earn a single or double major in four years. Ask your admissions representative or academic advisor for details and requirements.*

### BACHELOR OF BUSINESS ADMINISTRATION (BBA) UNDERGRADUATE MAJORS

Accounting*	MI, ADP, Online
Advertising & Marketing*	MI
Aftermarket Management*	MI, ADP, Online
Automotive Marketing & Management*	MI, ADP, Online
Computer Information Management	Transfer Program
Economics*	MI
Entertainment, Sport & Promotion Management*	MI
Entrepreneurship*	MI, ADP, Online
Fashion Marketing & Management*	MI, Online
Finance*	MI, ADP, Online
Franchising Management	MI, Online

Health Care Management*	MI, ADP, Online
Hospitality Management*	MI
Innovation Marketing & Management	MI
Insurance Risk Management	MI
International Business* Management*	MI, Online
Management Information Systems*	MI, ADP, Online
Marketing*	MI, Online
Operations & Supply Chain Management	MI, ADP, Online
Four Year BBA/MBA Track	MI

## **BACHELOR OF SCIENCE**

Applied Management (BSAM)	ADP
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## **MINORS**

Minors are offered in all major fields. Some minors may require specific additional coursework.

## **Associate Degree Requirements**

The Associate degree requires a minimum of 60 semester credit hours. Fifteen semester credits must be earned at Northwood. A 2.0 cumulative grade point average overall is required. Associate of Arts degrees are offered at the three military sites (Selfridge, New Orleans, and Fort Worth) and some corporate locations. The residential campus also offers an Associate of Arts degree in Management and Aftermarket Management to some students, by petition only.

<b>ASSOCIATE OF ARTS (AA)*</b>	MI, ADP
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## **English as a Second Language**

### **INTENSIVE ENGLISH PROGRAM (IEP)**

The Intensive English Program at Northwood University provides English as a Second Language (ESL) instruction for degree seeking and non-degree seeking students. Students will improve their English language skills, gain knowledge of American culture, and the American university classroom.

The IEP consists of six (6) levels: Pre-Elementary, Elementary, Intermediate, Pre-Advanced, Advanced, and Graduate (for graduate students only). Each level takes one semester or one summer session to complete. Students receive 20 hours of classroom instruction in fall and spring semesters, and 25 hours of instruction in the condensed summer semester. Students study in four skills: Speaking/Listening, Reading/Vocabulary, Writing, and Grammar. In addition, Northwood University offers language lab hours to provide tutoring and additional instruction in TOEFL Preparation or Rosetta Stone. The TOEFL test is administered at the end of each semester. Additional information can be located at the following Northwood website:  
<http://www.northwood.edu/international/international-student/intensive-english-program>.

## **Undergraduate General Education**

Northwood University's general education courses are a foundation of the University's twelve outcomes and attributes for its graduates. Our graduates communicate effectively in speech and writing; understand complex global issues; can explain their personal values; understand the aesthetic, creative, and spiritual elements of life; are skilled at detecting and solving problems; and are effective self-evaluators. Through the general education core, students gain exposure to a wide range of subjects in the behavioral and social sciences (psychology and history, for example); English, economics, philosophy, and other humanities subjects; and mathematics and the natural sciences.

Through the general education core, students will:

- Build strong communication skills.
- Develop essential quantitative skills.
- Enhance their ability to find information, think critically, and solve problems.
- Broaden their perspective of cultures within the United States and globally.
- Explore interests outside their major.

Northwood University's general education curriculum provides the knowledge and skills necessary to excel as a business professional and leader.

### **General Education Core Courses:**

ECN 2210 Principles of Microeconomics  
ECN 2220 Principles of Macroeconomics  
ENG 1150 Composition I  
ENG 1200 Composition II  
ENG 4010 Communication & Interpersonal Relations or Advanced Studies in English or Language Elective  
HIS 2100 Foundations of Modern World I  
HIS 2150 Foundations of Modern World II  
MIS 1500 Business Productivity Software  
MTH 1100 Finite Math or MTH 1150 College Algebra  
MTH 2310 Statistics I  
NSC 2100 Environmental Science  
PHL 3100 Ethics  
PHL 4100 Philosophy of American Enterprise  
PSC 2010 Intro to American Government  
SPC 2050 Speech  
3000/4000 Level NSC or MTH Elective  
3000/4000 Level PSY or SOC Elective  
3000/4000 Level HUM Elective  
3000/4000 Level Elective – Civic Literacy  
3000/4000 Level Elective – Global Understanding

## **Business Core**

All undergraduate students take the business core which, in addition to the general education core, provides a foundation of the University's outcomes and attributes for its graduates. These courses provide students with the common body of knowledge needed for creative and responsible citizenship and leadership roles in business and society, domestic and worldwide.

Through the business core, students will:

- Develop a fundamental knowledge of the principles of the essential business disciplines of accounting, finance, management, and marketing.
- Build a practical understanding of the dynamic business environment and successful adaptation to organizational and industry changes as a business professional.

### **Business Core Courses:**

MGT 2300 Principles of Management  
MKT 2080 Principles of Marketing  
ACC 2410 Fundamentals of Financial Accounting  
ACC 2415 Fundamentals of Managerial Accounting  
FIN 3010 Financial Management  
LAW 3000 Business Law  
3000/4000 Business Elective  
MGT 4250 Organizational Behavior  
MGT 4800 Strategic Planning

## **Major Core**

All students must choose an academic major or a major concentration which comprises a minimum of 24 credit hours in a specific discipline. Faculty who have appropriate credentials and related industry experience provide a theoretical as well as practical approach to major courses. Students are engaged in classes in their majors from their first semester at Northwood University.

## **Honors Program**

The Northwood University Honors Program's general academic mission is to emphasize critical analysis, synthesis, and evaluation of course content. Its professional mission is to provide a more comprehensive exploration of disciplines used within various professions. The Honors Program enhances personal growth by creating a community of likeminded students dedicated to maximizing the value of their education.

The Honors Program, begun in Fall 1991, offers a variety of honors class sections. Faculty members are carefully selected for their expertise and their creative use of teaching resources, materials, and innovative teaching strategies. Honors course offerings will generally apply to all majors and ***will not extend the time required*** to complete a Northwood degree.

Honors courses offer an enhanced range and depth of study through increased quality of work, not quantity of work. Honors courses are also characterized by enhanced discipline-specific and interdisciplinary combinations of the following traits:

- Critical thinking skills—emphasizing reasoning and synthesis, evaluating credibility, intellectual curiosity, consideration of alternatives
- Discipline-specific/general research skills—stressing independent research and learning, utilizing primary and secondary sources, originality in research and writing
- Variation in learning experiences—encouraging collaborative learning, out-of-classroom experiences, frequent student-faculty interaction, and discussion-based learning
- Limited size—capping Honors classes at an enrollment of 20 allows greater faculty-student interaction, participation and discussion, encouraging self-directed learning.

**Qualifications** – See the Northwood University website for Honors Program qualifications.

**Honors Scholarship** – Honors students who have completed 15 or more semester credit hours in honors courses at Northwood University may apply for honors admission to Semester in Europe. Honors admission automatically provides a scholarship that adjusts the study abroad program fee to the fee level students would otherwise pay for the combination of residential tuition, fees, and room and board. Scholarship amounts will be adjusted in proportion to the individual program fees. The Honors scholarship may only be used once. Students cannot receive multiple honors scholarships for study abroad.

**Honors Program Participation and Recognition** – Honors students can participate in honors courses at three levels and earn three types of recognition. All honors courses are designated on the student’s academic transcript, as is successful completion of an Honors Certificate or Honors Diploma.

- Any student enrolled in an honors class is an Honors Participant. Students may do this as long as s/he meets the minimum requirements for enrollment in the program
- Any student who successfully completes 12 semester credit hours of honors courses in certain categories will have completed the Honors Certificate.
- Any student who successfully completes 24 semester hours of honors courses in certain categories will have completed the Honors Diploma.

The Honors Certificate and Honors Diploma require the completion of a BBA degree with cumulative grade point average of 3.25. For details see the Northwood University website.

More information about the Honors Program is available from the Director of the Honors Program.

## Study Abroad Programs

Making a decision to explore the world beyond the borders of your home country is an important step for any student. Study abroad is an experience that will enrich students personally, professionally, and academically, and is something that no amount of classroom experience can simulate or replace. Study abroad helps students develop a higher level of maturity and self-confidence, and can also help students better appreciate other cultures, make lasting global friendships, understand historical events, and develop a greater awareness of global business and enterprise.

Northwood University is committed to offering numerous faculty-led group study abroad opportunities to its students. Groups of 10 to 30 students typically participate in these study abroad programs. The University currently offers one extended study abroad program: Semester in Europe. In addition, a variety of short-term study abroad programs in Europe, Asia, and Latin America occur annually, on a biennial, or one-time, basis. Information on all study abroad programs is available on the University’s website.

Study abroad programs are either non-credit or for academic credit. Academic credit for study abroad programs entails participation in the travel period and class work may include written papers, oral reports, daily journals, research projects, group projects, quizzes, and written exams both before and after the travel period. The subject matter of academic credit varies according to the expertise and experience of the faculty leader and nature of the study abroad program.

It is very important that students who are interested in a study abroad experience to consult with an academic advisor early in their Northwood years to determine how and when academic credit associated with study abroad programs can most appropriately fit within their curriculum.



## General Eligibility Guidelines for Study Abroad Programs

1. Successful completion of at least one semester at Northwood University.
2. Fulfillment of any course prerequisites for academic credit associated with study abroad programs.
3. A cumulative GPA of at least 2.0 (4.0 scale). Individual programs may establish higher cumulative GPA requirements. Students on academic probation are not eligible for study abroad programs. Note: If a student is in good academic standing when he or she applies for study abroad, but is placed on academic probation between the time of acceptance into the program and the starting date of the specific program, the student becomes ineligible to participate in study abroad.
4. Individual programs may establish additional eligibility requirements.

## Honors Scholarship for Study Abroad Programs

Honors students who have completed 15 or more credit hours in honors courses at Northwood University may apply for honors admission to **Semester in Europe**. Honors admission automatically provides a scholarship that adjusts the study abroad program fee to the fee level students would otherwise pay for the combination of residential tuition, fees, room and board. Scholarship amounts will be adjusted in proportion to the individual program fees. The honors scholarship may only be used once. Students cannot receive multiple honors scholarships for study abroad.

## Semester-Length Study Abroad Program

**Semester in Europe** – Students study and travel in western and central Europe for an eight to ten week program. Students earn 15 credits. Formal classes are supplemented by study tours, industry and cultural visits, and opportunities to meet with students and industry leaders from host countries such as France, Germany, Switzerland, The Netherlands, Austria, and Hungary. Students will complete academic class work prior to and after the travel period. Admission to the program is competitive. Semester in Europe is typically offered in the fall semester.

## Short-Term Study Abroad Programs

Several short-term study abroad programs are also available for students. Students can earn three (3) credits, if offered, for these programs. The travel portion of these programs typically last from one to two weeks, and are held between regular semesters or during summer sessions. In the past, Northwood faculty have led short-term programs to locations as varied as Argentina, Australia, the Czech Republic, China, Costa Rica, the Dominican Republic, France, Germany, Ireland, Mexico, Romania, Switzerland, and the United Kingdom. Short-term programs require a series of on-campus formal class meetings and orientation sessions prior to the onset of travel. If for credit, students are typically expected to complete academic class work prior to and after the travel period.

## Exchange Programs

An exchange program is one in which colleges and universities agree to exchange students over a specified period of time. Students who participate in exchange programs travel to the foreign institution— known as the **host** institution—to study and live for a specified period of time, usually a semester or a year, and transfer the academic credit back to their home institution. Credits are transferable; grade are not. In exchange, students from the foreign host institution come to the **home** institution for a period up to one year. Northwood University has exchange agreements with colleges and universities in France, Germany, Hungary, the Netherlands, Malaysia, Romania, Serbia, and the Dominican Republic. Northwood University also offers one way exchange program where NU students will study at our partner universities in London, Florence, Brazil, Argentina, Costa Rica, South Africa, New Zealand, Spain, and Rome. Information on all exchange programs is available on Northwood’s website and through the International Programs Office.

Unlike group study abroad programs, where a group of Northwood University students travel together with a faculty member, individual exchange students apply directly to the host institution through the International Programs office. Participation in an exchange program allows not just for study at a foreign institution, but also for a deeper cultural immersion. Students who participate in exchange programs invariably return to the U.S. with a profound appreciation for the richness and diversity of other cultures and customs. Students also develop a higher level of intellectual and emotional maturity and often new language and interpersonal skills.

All exchange programs carry academic credit. It is very important that students who are interested in exchange programs consult with an academic advisor early in their Northwood years to determine how and when academic credit transferred from host institutions can most appropriately fit within their curriculum.

## General Eligibility Guidelines for Exchange Programs

Most host institutions will assume that students have completed basic coursework in areas like English, Management Information Systems, Mathematics, Economics, Accounting, Management, and Marketing before participating in an exchange program. Thus, the

eligibility standards for exchange programs are different than for group study abroad programs.

1. Successful completion of at least 30 semester hours at Northwood University, or, for transfer students, successful completion of the equivalent of 30 semester hours and at least one semester at Northwood University. Students typically apply for exchange programs as juniors or seniors.
2. Fulfillment of all course prerequisites for academic credit offered within exchange programs.
3. A cumulative GPA of at least 2.5 (4.0 scale). Students on academic probation are not eligible for exchange programs. *Note: Students must be in good academic standing during the program itself. If students are in good standing when they apply for exchange programs, but are put on academic probation between the time of application and the starting date of the program, the student becomes ineligible to participate in the exchange.*
4. Specific exchange programs may have additional eligibility requirements (these will be noted in the host institution's application and information).

Students who wish to participate in exchange programs must have a written recommendation from Northwood University to the host institution and must coordinate their application through the International Programs Office.

# CURRICULUM GUIDES

Curriculum guides are student completion guides for bachelor degree programs. Official curriculum guides for each catalog year are available from admissions and academic offices. To fulfill graduation requirements, students are required to complete the curriculum guide that is in effect at the time they are admitted to the University. However, if a student has stopped attending Northwood for a period of five years or more, upon readmission to the University, the student's transcript will be reevaluated on the program requirements currently in force. The student may be responsible for taking additional coursework if requirements have changed significantly.

Northwood University is devoted to continuous improvement of all programs and reserves the right to revise all curriculum guides or academic programs. These enhancements could cause changes in students' programs of study. The curriculum guides in this catalog reflect what is correct at the time of publication. Each curriculum guide pertains to all locations unless otherwise designated. Students should obtain a date-specific curriculum guide from the registrar or academic office.

## Accounting

The Accounting program prepares students for the field of accounting and prepares graduates to sit for the CPA examination in most states, and to begin a career in public or corporate accounting. Additional credit hours may be required for CPA licensure and varies by state. Students should check the specific state's licensing requirements.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (123 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FRESHMAN YEAR - FALL

MGT 2300 Principles of Management	3
MIS 1500 Business Productivity Software	3
ECN 2210 Principles of Microeconomics	3
ENG 1150 Composition I	3
ACC 2410 Fundamentals of Financial Accounting	3
FDN 1100 Strategies for Success	1

**16**

### FRESHMAN YEAR - SPRING

MKT 2080 Principles of Marketing	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra	3
ECN 2220 Principles of Macroeconomics	3
ENG 1200 Composition II	3
ACC 2415 Fundamentals of Managerial Accounting	3
FDN 1200 Introduction to the Northwood Idea	1

**16 32**

### SOPHOMORE YEAR - FALL

3000/4000 HUM Elective	3
HIS 2100 Foundations of the Modern World I	3
MTH 2310 Statistics I	3
PSC 2010 Introduction to American Government	3
ACC 3110 Intermediate Accounting I	3

**15**

### SOPHOMORE YEAR - SPRING

3000/4000 PSY or SOC Elective	3
HIS 2150 Foundations of the Modern World II	3
SPC 2050 Speech	3
NSC 2100 Environmental Science	3
ACC 3115 Intermediate Accounting II	3

**15 30**

### JUNIOR YEAR - FALL

FIN 3210 Financial Management	3
LAW 3025 Business Law I	3
3000/4000 Elective <i>or</i> MGT 3200 Mgt Communications (Texas CPA requirement)	3
ACC 3120 Managerial/Cost Accounting	3
ACC 3400 Federal Taxation	3

**15**

### JUNIOR YEAR - SPRING

3000/4000 Business Elective <i>or</i> LAW 3050 Business Law II	3
PHL 3100 Ethics	3
3000/4000 NSC <i>or</i> MTH Elective	3
ACC 3500 Accounting Information Systems	3
ACC 3000/4000 Elective	3
FDN 3100 Career Development	1

**16 31**

### SENIOR YEAR - FALL

MGT 4250 Organizational Behavior	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3
PHL 4100 Philosophy of American Enterprise	3
ACC 4010 Auditing	3
ACC 4220 Advanced Accounting	3

**15**

### SENIOR YEAR - SPRING

MGT 4800 Strategic Planning	3
3000/4000 Global Understanding Elective	3
3000/4000 Civic Literacy Elective	3
ACC 4080 Accounting Ethics	3
ACC 3000/4000 Elective <i>or</i> ACC 4070 Federal Tax Research (Texas CPA requirement)	3

**15 30**

### SEMESTER HOURS TO GRADUATE

**123**

## Advertising & Marketing

The Advertising & Marketing program offers a unique curriculum. The curriculum provides overview of marketing research, promotions, pricing, product development, and sales; along with the specific knowledge of advertising (creative or research teams and/or account management) and provides the graduate with the skills necessary to direct, control, and supervise these functions.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (123 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FRESHMAN YEAR - FALL

MGT 2300 Principles of Management	3
MKT 2080 Principles of Marketing	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra	3
ECN 2210 Principles of Microeconomics	3
ENG 1150 Composition I	3
FDN 1100 Strategies for Success	1
	<b>16</b>

### FRESHMAN YEAR - SPRING

ENG 1200 Composition II	3
MIS 1500 Business Productivity Software	3
ECN 2220 Principles of Macroeconomics	3
ADV 1100 Principles of Advertising	3
ADV 1110 Copywriting	3
FDN 1200 Introduction to the Northwood Idea	1

**16 32**

### SOPHOMORE YEAR - FALL

ACC 2410 Fundamentals of Financial Accounting	3
HIS 2100 Foundations of the Modern World I	3
LAW 3000 Business Law I	3
PSC 2010 Introduction to American Government	3
ADV 2100 Adv. Sales & Media Planning	3
	<b>15</b>

### SOPHOMORE YEAR - SPRING

ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2150 Foundations of the Modern World II	3
SPC 2050 Speech	3
NSC 2100 Environmental Science	3
ADV 2150 Creative Process & Design	3

**15 30**

### JUNIOR YEAR - FALL

FIN 3010 Financial Management	3
MTH 2310 Statistics I	3
3000/4000 NSC <i>or</i> MTH Elective	3
ADV 2310 New Media Strategies & Tactics	3
MKT 3050 Consumer Behavior	3
	<b>15</b>

### JUNIOR YEAR - SPRING

3000/4000 Elective	3
3000/4000 Business Elective	3
3000/4000 PSY <i>or</i> SOC Elective	3
PHL 3100 Ethics	3
MTH 3340 Statistics II	3
FDN 3100 Career Development	1

**16 31**

### SENIOR YEAR - FALL

MGT 4250 Organizational Behavior	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3
PHL 4100 Philosophy of American Enterprise	3
MKT 4230 Marketing Research	3
ADV 4100 Advertising Campaigns	3
	<b>15</b>

### SENIOR YEAR - SPRING

MGT 4800 Strategic Planning	3
3000/4000 Global Understanding Elective	3
3000/4000 Civic Literacy Elective	3
3000/4000 HUM Elective	3
ADV 4790 Current Issues in Advertising	3

**15 30**

### SEMESTER HOURS TO GRADUATE

**123**

## Aftermarket Management

With an emphasis on value chain management, the Aftermarket Management program is a program covering all aspects of the automotive and heavy-duty aftermarkets. Also included are specialties such as motor sports, classic vehicles, and vehicle customization and restoration, to name a few. A wide variety of typical management roles, such as sales and marketing, operations, finance, and supply chain management are available to our graduates throughout the entire distribution chain consisting of manufacturing, warehousing, wholesaling, and retailing.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (126 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

<b>FRESHMAN YEAR - FALL</b>		<b>FRESHMAN YEAR - SPRING</b>	
MGT 2300 Principles of Management	3	MKT 2080 Principles of Marketing	3
ENG 1150 Composition I	3	ENG 1200 Composition II	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra	3	MIS 1500 Business Productivity Software	3
ECN 2210 Principles of Microeconomics	3	ECN 2220 Principles of Macroeconomics	3
AMM 1100 Introduction to the Automotive & Heavy Duty Aftermarket	3	AMM 1120 Aftermarket Manufacturing Management	3
FDN 1100 Strategies for Success	1	FDN 1200 Introduction to the Northwood Idea	1
	<b>16</b>		<b>16 32</b>
<b>SOPHOMORE YEAR - FALL</b>		<b>SOPHOMORE YEAR - SPRING</b>	
ACC 2410 Fundamentals of Financial Accounting	3	ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2100 Foundations of the Modern World I	3	HIS 2150 Foundations of the Modern World II	3
MTH 2310 Statistics I	3	SPC 2050 Speech	3
PSC 2010 Introduction to American Government	3	NSC 2100 Environmental Science	3
AMM 2050 Automotive Retail/Wholesale Management	3	AMM 2100 Heavy Duty Parts & Service Marketing	3
	<b>15</b>		<b>15 30</b>
<b>JUNIOR YEAR - FALL</b>		<b>JUNIOR YEAR - SPRING</b>	
FIN 3010 Financial Management	3	3000/4000 Business Elective	3
LAW 3000 Business Law I	3	AMM 3600 Logistics & Supply Chain Mgt	3
AMM 4040 Aftermarket Field Sales Management	3	PHL 3100 Ethics	3
AMM 3050 Category Management	3	3000/4000 HUM Elective	3
MKT 3350 Lean Distribution	3	3000/4000 PSY <i>or</i> SOC Elective	3
	<b>15</b>	FDN 3100 Career Development	1
			<b>16 31</b>
		<b>AMM 3990 Internship (Required)</b>	<b>3 3</b>
<b>SENIOR YEAR - FALL</b>		<b>SENIOR YEAR - SPRING</b>	
MGT 4250 Organizational Behavior	3	MGT 4800 Strategic Planning	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3	3000/4000 Global Understanding Elective	3
PHL 4100 Philosophy of American Enterprise	3	3000/4000 Civic Literacy Elective	3
3000/4000 NSC <i>or</i> MTH Elective	3	AMM 4130 Aftermarket Management Research	3
AMM 4120 Current Issues in Global Aftermarket	3	3000/4000 Elective	3
	<b>15</b>		<b>15 30</b>
		<b>SEMESTER HOURS TO GRADUATE</b>	<b>126</b>

## Automotive Marketing & Management

The Automotive Marketing and Management program focuses on the various aspects of the automotive marketing function including dealership advertising, finance and insurance, budgeting and forecasting, parts and service, and used car management. A computer simulation in which class members are challenged to rescue a troubled dealership is completed during the final semester.

The following guide outlines the suggested sequence for a student to complete four (4) years of course work (126 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FRESHMAN YEAR - FALL

MGT 2300 Principles of Management	3
ENG 1150 Composition I	3
MIS 1500 Business Productivity Software	3
ECN 2210 Principles of Microeconomics	3
AM 1320 Role and Function of the American Automobile Dealership	3
FDN 1100 Strategies for Success	1
	<b>16</b>

### FRESHMAN YEAR - SPRING

MKT 2080 Principles of Marketing	3
ENG 1200 Composition II	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra	3
ECN 2220 Principles of Macroeconomics	3
AM 2640 Dealership Variable Operations	3
FDN 1200 Introduction to the Northwood Idea	1
	<b>16 32</b>

### SOPHOMORE YEAR - FALL

ACC 2410 Fundamentals of Financial Accounting	3
HIS 2100 Foundations of the Modern World I	3
MTH 2310 Statistics I	3
PSC 2010 Introduction to American Government	3
AM 2650 Dealership Fixed Operations	3
	<b>15</b>

### SOPHOMORE YEAR - SPRING

ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2150 Foundations of the Modern World II	3
SPC 2050 Speech	3
NSC 2100 Environmental Science	3
AM Elective	3
	<b>15 30</b>

### JUNIOR YEAR - FALL

FIN 3010 Financial Management	3
LAW 3000 Business Law I	3
3000/4000 NSC <i>or</i> MTH Elective	3
3000/4000 HUM Elective	3
AM 3650 Dealership Legal Issues/Finance & Insurance	3
	<b>15</b>

### JUNIOR YEAR - SPRING

3000/4000 Elective	3
3000/4000 Business Elective	3
3000/4000 PSY <i>or</i> SOC Elective	3
PHL 3100 Ethics	3
AM 3630 Dealership Accounting	3
FDN 3100 Career Development	1
	<b>16 31</b>
<b>AM 3990 Internship (required)</b>	<b>3 3</b>

### SENIOR YEAR - FALL

MGT 4250 Organizational Behavior	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3
PHL 4100 Philosophy of American Enterprise	3
AM 4650 Dealership Financial Statement	3
AM Elective	3
	<b>15</b>

### SENIOR YEAR - SPRING

MGT 4800 Strategic Planning	3
3000/4000 Global Understanding Elective	3
3000/4000 Civic Literacy Elective	3
AM 4670 Dealership General Management <i>or</i> AM 4660 Dealership Management for International Students	3
AM Elective	3
	<b>15 30</b>

**SEMESTER HOURS TO GRADUATE 126**

## Computer Information Management (Transfer Program only)

The Computer Information Management (CIM) program focuses on the application of information technology to support business activities and a host of business management courses that help students build their management potential. As a global economy, there is a growing demand for graduates who have the analytical skills and business background to make business processes more productive. CIM students learn to analyze organizational information needs, and then design a computer-based system to meet these needs while working in a design team with other students.

The following guide outlines the required coursework (123 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FOUNDATION COURSES (15 semester hours)

ENG 1150 Composition I	3
ENG 1200 Composition II	3
MTH 1150 College Algebra OR	3
MTH 1100 Finite Math	
SPC 2050 Speech	3
MIS 1500 Business Productivity Software	3

Students transferring in fewer than 15 credits must complete FDN 1100 (1 cr); students transferring in fewer than 60 credits must complete FDN 1200 (1 cr).

### GENERAL EDUCATION CORE (45-46 semester hours)

ECN 2210 Principles of Microeconomics	3
ECN 2220 Principles of Macroeconomics	3
PHL 3100 Ethics	3
MTH 2310 Statistics I	3
ENG 4010 Communication & Interpersonal Relations	3
PHL 4100 Philosophy of American Enterprise*	3
NSC Natural Science [Environmental Science recommended]	3
HIS History [Western Civilization recommended]	3
FDN 3100 Career Development**	1

### GENERAL EDUCATION ELECTIVES:

Take 7, 3-4 credit courses from 3 or more general education disciplines, for example: ECN, ENG, HIS, HUM, NSC, PHL, PSY, SOC, PSC, MTH.

\*Course that must be taken at NU.

\*\*FDN 3100 requirement may be waived for students with significant professional work experience.

### MAJOR CORE (27 semester hours)

MIS 3300 Project Management	3
MIS 3400 Systems Analysis & Design	3
MIS 4000 Advanced Information Systems	3
MIS Transfer Credits	18

### BUSINESS CORE (27 semester hours)

ACC 2410 Fundamentals of Financial Accounting	3
ACC 2415 Fundamentals of Managerial Accounting	3
MGT 2300 Principles of Management	3
MKT 2080 Principles of Marketing	3
ENG 3200 Report Writing & Applied Business Communications OR 3000/4000 Level Business Elective	3
FIN 3010 Financial Management	3
LAW 3000 Business Law I	3
MGT 4250 Organizational Behavior	3
MGT 4800 Strategic Planning	3

ELECTIVES: Minimum 8 credits from 200/2000 level or above (9-10 semester credits; if FDN credits are waived, additional elective credits are required beyond 8 to total 123).



## Economics

The Economics program focuses on important aspects of economic theory, philosophy, and application, including courses in intermediate theory, development of economic thought, economic forecasting and research, and monetary theory.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (123 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FRESHMAN YEAR - FALL

MGT 2300 Principles of Management	3
ENG 1150 Composition I	3
MIS 1500 Business Productivity Software	3
PSC 2010 Introduction to American Government	3
ECN 2210 Principles of Microeconomics	3
FDN 1100 Strategies for Success	1
	<b>16</b>

### FRESHMAN YEAR - SPRING

MKT 2080 Principles of Marketing	3
ENG 1200 Composition II	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra	3
NSC 2100 Environmental Science	3
ECN 2220 Principles of Macroeconomics	3
FDN 1200 Introduction to the Northwood Idea	1
	<b>16 32</b>

### SOPHOMORE YEAR - FALL

ACC 2410 Fundamentals of Financial Accounting	3
HIS 2100 Foundations of the Modern World I	3
LAW 3000 Business Law I	3
MTH 3100 Calculus I	3
ECN 3310 Money & Banking	3
	<b>15</b>

### SOPHOMORE YEAR - SPRING

ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2150 Foundations of the Modern World II	3
SPC 2050 Speech	3
MTH 3200 Calculus II	3
ECN 3510 Development of Economic Thought	3
	<b>15 30</b>

### JUNIOR YEAR - FALL

FIN 3010 Financial Management	3
MTH 2310 Statistics	3
3000/4000 Elective	3
3000/4000 HUM Elective	3
ECN 3010 Intermediate Microeconomics	3
	<b>15</b>

### JUNIOR YEAR - SPRING

3000/4000 Business Elective	3
MTH 3340 Statistics II <i>or</i> 3000/4000 NSC <i>or</i> MTH Elective	3
3000/4000 PSY <i>or</i> SOC Elective	3
3000/4000 Global Understanding Elective	3
ECN 3020 Intermediate Macroeconomics	3
FDN 3100 Career Development	1
	<b>16 31</b>

### SENIOR YEAR - FALL

MGT 4250 Organizational Behavior	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3
PHL 4100 Philosophy of American Enterprise	3
ECN 4500 Introduction to Econometrics	3
ECN 4400 Austrian Economic Theory	3
	<b>15</b>

### SENIOR YEAR - SPRING

MGT 4800 Strategic Planning	3
PHL 3100 Ethics	3
3000/4000 Civic Literacy Elective	3
ECN 4890 Research Methods	3
ECN 4100 International Finance	3
	<b>15 30</b>

### SEMESTER HOURS TO GRADUATE

**123**

## Entertainment, Sport & Promotion Management

The Entertainment, Sport & Promotion Management program focuses on the national and global expansion of entertainment and sport and its impact on cultural, social, and economic issues at regional, national, and international levels.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (127 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FRESHMAN YEAR - FALL

MGT 2300 Principles of Management	3
ENG 1150 Composition I	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra	3
ECN 2210 Principles of Microeconomics	3
ESM 1010 Introduction to Sport & Entertainment Management	3
FDN 1100 Strategies for Success	1
	<b>16</b>

### FRESHMAN YEAR - SPRING

MKT 2080 Principles of Marketing	3
ENG 1200 Composition II	3
MIS 1500 Business Productivity Software	3
ECN 2220 Principles of Macroeconomics	3
ESM 1030 Sport & Entertainment Communication & Public Relations	3
FDN 1200 Introduction to the Northwood Idea	1
	<b>16</b>
	<b>32</b>

### SOPHOMORE YEAR - FALL

ACC 2410 Fundamentals of Financial Accounting	3
HIS 2100 Foundations of the Modern World I	3
MTH 2310 Statistics I	3
PSC 2010 Introduction to American Government	3
ESM 3010 Sport & Entertainment Marketing	3
	<b>15</b>

### SOPHOMORE YEAR - SPRING

ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2150 Foundations of the Modern World II	3
SPC 2050 Speech	3
NSC 2100 Environmental Science	3
ESM 2050 Sport & Entertainment Facility & Event Management	3
	<b>15</b>
<b>ESM 2040 Practicum I (recommended)</b>	<b>1</b>
	<b>30</b>
	<b>1</b>

### JUNIOR YEAR - FALL

FIN 3010 Financial Management	3
LAW 3000 Business Law I	3
ESM 3520 Sales & Revenue Generation	3
3000/4000 PSY <i>or</i> SOC Elective	3
ESM Elective	3
	<b>15</b>

### JUNIOR YEAR - SPRING

MGT 4250 Organizational Behavior	3
3000/4000 NSC <i>or</i> MTH Elective	3
3000/4000 HUM Elective	3
PHL 3100 Ethics	3
ESM Elective	3
FDN 3100 Career Development	1
	<b>16</b>
	<b>31</b>
<b>ESM 3040 Practicum II (required)</b>	<b>1</b>
<b>ESM 3990 Internship (required)</b>	<b>3</b>
	<b>4</b>

### SENIOR YEAR - FALL

3000/4000 Elective	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3
PHL 4100 Philosophy of American Enterprise	3
ESM Elective	3
ESM 4040 Governance & Legal Aspects of Sport & Entertainment	3
	<b>15</b>

### SENIOR YEAR - SPRING

MGT 4800 Strategic Planning	3
3000/4000 Global Understanding Elective	3
3000/4000 Business Elective	3
3000/4000 Civic Literacy Elective	3
ESM 4300 Senior Seminar in Sport & Entertainment	3
	<b>15</b>
	<b>30</b>

### SEMESTER HOURS TO GRADUATE

**127**

## Entrepreneurship

The Entrepreneurship program focuses on business enterprise models and entrepreneurial bases. By combining a rigorous academic curriculum, leadership development, experiential learning, and relationships with industry leaders, graduates prepare to become tomorrow's entrepreneurs.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (126 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FRESHMAN YEAR - FALL

MGT 2300 Principles of Management	3
ACC 2410 Fundamentals of Financial Accounting	3
MIS 1500 Business Productivity Software	3
ENG 1150 Composition I	3
ETR 1010 Introduction to Entrepreneurship	3
FDN 1100 Strategies for Success	1
	<b>16</b>

### SOPHOMORE YEAR - FALL

ENG 1200 Composition II	3
HIS 2100 Foundations of the Modern World I	3
MTH 2310 Statistics I	3
ECN 2210 Principles of Microeconomics	3
ETR 2010 Entrepreneurial Marketing	3
	<b>15</b>

### JUNIOR YEAR - FALL

NSC 2100 Environmental Science	3
LAW 3000 Business Law I	3
3000/4000 NSC <i>or</i> MTH Elective	3
3000/4000 HUM Elective	3
ETR 3010 New Venture Finance	3
	<b>15</b>

### SENIOR YEAR - FALL

MGT 4250 Organizational Behavior	3
ENG 4010 Communications & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3
PHL 4100 Philosophy of American Enterprise	3
ETR Elective	3
ETR 4010 Risk Analysis & Sources of Capital	3
	<b>15</b>

### FRESHMAN YEAR - SPRING

MKT 2080 Principles of Marketing	3
ACC 2415 Fundamentals of Managerial Accounting	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra	3
SPC 2050 Speech	3
ETR 1200 Successful Business Models	3
FDN 1200 Introduction to the Northwood Idea	1
	<b>16</b>
	<b>32</b>

### SOPHOMORE YEAR - SPRING

PSC 2010 Introduction to American Government	3
HIS 2150 Foundations of the Modern World II	3
ECN 2220 Principles of Macroeconomics	3
FIN 3010 Financial Management	3
ETR 2200 Entrepreneurship Distribution Strategies	3
	<b>15</b>
	<b>30</b>

### JUNIOR YEAR - SPRING

3000/4000 Elective	3
3000/4000 Business Elective	3
3000/4000 PSY <i>or</i> SOC Elective	3
PHL 3100 Ethics	3
ETR 3300 Business Plan Development	3
FDN 3100 Career Development	1
	<b>16</b>
	<b>31</b>
<b>ETR 3990 Internship (Required)</b>	<b>3</b>
	<b>3</b>

### SENIOR YEAR - SPRING

MGT 4800 Strategic Planning	3
3000/4000 Global Understanding Elective	3
3000/4000 Civic Literacy Elective	3
ETR Elective	3
ETR 4200 New Venture Business Case Senior Project	3
	<b>15</b>
	<b>30</b>

### SEMESTER HOURS TO GRADUATE

**126**

## Fashion Marketing & Management

The Fashion Marketing & Management (FMM) program focuses on the highly complex world of fashion marketing. Fashion courses include textiles, fashion promotions, history of fashion, buying, theory and practice, and apparel analysis. The program includes a career-related externship.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (126 semester credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FRESHMAN YEAR - FALL

MGT 2300 Principles of Management	3
ENG 1150 Composition I	3
MKT 2080 Principles of Marketing	3
ECN 2210 Principles of Microeconomics	3
FMM 1010 Introduction to Fashion Merchandising	3
FDN 1100 Strategies for Success	1
	<b>16</b>

### FRESHMAN YEAR - SPRING

MIS 1500 Business Productivity Software	3
ENG 1200 Composition II	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra	3
ECN 2220 Principles of Macroeconomics	3
MKT 2010 Principles of Selling	3
FDN 1200 Introduction to the Northwood Idea	1
	<b>16</b>
	<b>32</b>

### SOPHOMORE YEAR - FALL

ACC 2410 Fundamentals of Financial Accounting	3
HIS 2100 Foundations of the Modern World I	3
MTH 2310 Statistics I	3
PSC 2010 Introduction to American Government	3
FMM 2010 Fashion Promotions & Visual Merchandising	3
	<b>15</b>

### SOPHOMORE YEAR - SPRING

ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2150 Foundations of the Modern World II	3
SPC 2050 Speech	3
NSC 2100 Environmental Science	3
FMM 2050 Textiles	3
	<b>15</b>
	<b>30</b>

### JUNIOR YEAR - FALL

FIN 3010 Financial Management	3
LAW 3000 Business Law I	3
3000/4000 NSC <i>or</i> MTH Elective	3
3000/4000 HUM Elective	3
FMM 3020 History of Fashion	3
	<b>15</b>

### JUNIOR YEAR - SPRING

3000/4000 Elective	3
3000/4000 Business Elective	3
3000/4000 PSY <i>or</i> SOC Elective	3
PHL 3100 Ethics	3
FMM 3110 Apparel Analysis	3
FDN 3100 Career Development	1
	<b>16</b>
<b>FMM 3990 Internship (required)</b>	<b>3</b>
	<b>31</b>
	<b>3</b>

### SENIOR YEAR - FALL

MGT 4250 Organizational Behavior	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3
FMM 4030 Merchandise Buying	3
PHL 4100 Philosophy of American Enterprise	3
3000/4000 Business Elective	3
	<b>15</b>

### SENIOR YEAR - SPRING

MGT 4800 Strategic Planning	3
3000/4000 Global Understanding Elective	3
3000/4000 Civic Literacy Elective	3
FMM 4120 Theories & Practice of Fashion Merchandising	3
3000/4000 Business Elective	3
	<b>15</b>
	<b>30</b>

### SEMESTER HOURS TO GRADUATE

**126**

## Franchising Management

The Franchising Management program focuses on course work designed to prepare graduates for careers in the multi-trillion dollar industry of franchising. As the only undergraduate program providing a major in franchising management in North America, students build relationships with industry leaders, receive experiential learning opportunities and are prepared to make a difference in the industry. Whether students are interested in becoming franchisees, working for franchisors, or launching their own franchise concept, the program prepares students to go business for themselves, but not by themselves.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (123 semester credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FRESHMAN YEAR - FALL

MGT 2300 Principles of Management	3
ENG 1150 Composition I	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra	3
ECN 2210 Principles of Microeconomics	3
FRA 1010 Principles of Franchising	3
FDN 1100 Strategies for Success	1
	<b>16</b>

### FRESHMAN YEAR - SPRING

MIS 1500 Business Productivity Software	3
ENG 1200 Composition II	3
ECN 2220 Principles of Macroeconomics	3
MKT 2080 Principles of Marketing	3
ETR 1200 Successful Business Models	3
FDN 1200 Introduction to the Northwood Idea	1
	<b>16</b>
	<b>32</b>

### SOPHOMORE YEAR – FALL

ACC 2410 Fundamentals of Financial Accounting	3
HIS 2100 Foundations of the Modern World I	3
MTH 2310 Statistics I	3
NSC 2100 Environmental Science	3
ETR 2010 Entrepreneurial Marketing	3
	<b>15</b>

### SOPHOMORE YEAR – SPRING

ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2150 Foundations of the Modern World II	3
SPC 2050 Speech	3
MKT 2010 Principles of Selling	3
LAW 3000 Business Law I	3
	<b>15</b>
	<b>30</b>

### JUNIOR YEAR - FALL

FIN 3010 Financial Management	3
FRA 3000 Legal and Compliance Issues	3
3000/4000 NSC <i>or</i> MTH Elective	3
PSC 2010 Introduction to American Government	3
LAW 3500 Commercial and Real Estate Law	3
	<b>15</b>

### JUNIOR YEAR - SPRING

3000/4000 Humanities Elective	3
3000/4000 Business Elective	3
3000/4000 PSY <i>or</i> SOC Elective	3
PHL 3100 Ethics	3
ETR 3010 New Venture Finance	3
FDN 3100 Career Development	1
	<b>16</b>
	<b>31</b>

### SENIOR YEAR - FALL

MGT 4250 Organizational Behavior	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3
FRA 4100 International Franchising	3
PHL 4100 Philosophy of American Enterprise	3
3000/4000 Elective	3
	<b>15</b>

### SENIOR YEAR - SPRING

MGT 4800 Strategic Planning	3
3000/4000 Global Understanding Elective	3
3000/4000 Civic Literacy Elective	3
FRA 4200 Current Issues and Trends in Franchising	3
3000/4000 Elective	3

### SEMESTER HOURS TO GRADUATE

**15 30**

**123**

## Finance

The Finance program focuses on course work designed to place graduates in financial service industry careers. Specialty areas include securities, banking, insurance, credit, trusts, taxes, and financial advising. Graduates are prepared to sit for the Series 7 Examination.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (123 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FRESHMAN YEAR - FALL

MGT 2300 Principles of Management	3
ENG 1150 Composition I	3
MIS 1500 Business Productivity Software	3
ECN 2210 Principles of Microeconomics	3
FIN 1010 Introduction to Finance	3
FDN 1100 Strategies for Success	1
	<b>16</b>

### FRESHMAN YEAR - SPRING

MKT 2080 Principles of Marketing	3
ENG 1200 Composition II	3
MTH 1100 Finite Algebra <i>or</i> MTH 1150 College Algebra ( <i>or</i> Calculus)	3
ECN 2220 Principles of Macroeconomics	3
SPC 2050 Speech Communications	3
FDN 1200 Introduction to the Northwood Idea	1
	<b>16</b>
	<b>32</b>

### SOPHOMORE YEAR - FALL

ACC 2410 Fundamentals of Financial Accounting	3
HIS 2100 Foundations of the Modern World I	3
MTH 2310 Statistics I	3
PSC 2010 Introduction to American Government	3
3000/4000 PSY <i>or</i> SOC Elective	3
	<b>15</b>

### SOPHOMORE YEAR - SPRING

ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2150 Foundations of the Modern World II	3
MTH Elective	3
NSC 2100 Environmental Science	3
FIN 2600 Financial Institutions & Simulation	3
	<b>15</b>
	<b>30</b>

### JUNIOR YEAR - FALL

FIN 3210 Financial Management	3
LAW 3000 Business Law I	3
3000/4000 NSC <i>or</i> MTH Elective	3
3000/4000 HUM Elective	3
FIN 3750 Capital Markets & Analysis	3
	<b>15</b>

### JUNIOR YEAR - SPRING

3000/4000 Elective	3
3000/4000 Business Elective	3
3000/4000 Global Understanding Elective	3
FIN 3600 Real Estate Finance & Analysis	3
FIN 3760 Applied Financial Analysis & Portfolio Management	3
FDN 3100 Career Development	1
	<b>16</b>
	<b>31</b>

### SENIOR YEAR - FALL

MGT 4250 Organizational Behavior	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3
PHL 4100 Philosophy of American Enterprise	3
FIN 4100 Chartered Financial Analyst Topics <i>or</i> FIN 4150 Certified Financial Planner Topics	3
FIN 4550 Corporate Investment Decisions	3
	<b>15</b>

### SENIOR YEAR - SPRING

MGT 4800 Strategic Planning	3
PHL 3100 Ethics	3
3000/4000 Civic Literacy Elective	3
FIN 4010 International Finance	3
FIN 4850 Corporate Financing Decisions & Valuation	3
	<b>15</b>
	<b>30</b>

### SEMESTER HOURS TO GRADUATE

**123**

## Health Care Management

The Health Care Management program provides a comprehensive approach to management in the health care industry. The broad areas of study include cultural and organizational behavior, human resources and business management. Students in the program acquire knowledge and skills with a strong focus on critical health care topics including finance, budgeting, accounting, marketing, legal and ethical issues. This program provides strong emphasis on the development of leadership skills necessary to manage effectively in professional health care environments.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (123 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FRESHMAN YEAR - FALL

MGT 2300 Principles of Management	3
HCM 1010 Introduction to Health Care Mgt.	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra	3
ECN 2210 Principles of Microeconomics	3
ENG 1150 Composition I	3
FDN 1100 Strategies for Success	1
	<b>16</b>

### FRESHMAN YEAR - SPRING

ENG 1200 Composition II	3
MIS 1500 Business Productivity Software	3
ECN 2220 Principles of Macroeconomics	3
MKT 2080 Principles of Marketing	3
HCM 3030 Human Resource Management for the Health Care Industry	3
FDN 1200 Introduction to the Northwood Idea	1

**16 32**

### SOPHOMORE YEAR - FALL

ACC 2410 Fundamentals of Financial Accounting	3
HIS 2100 Foundations of the Modern World I	3
MTH 2310 Statistics I	3
PSC 2010 Introduction to American Government	3
HCM 2010 Economics of Health Care	3
	<b>15</b>

### SOPHOMORE YEAR - SPRING

ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2150 Foundations of the Modern World II	3
SPC 2050 Speech	3
NSC 2100 Environmental Science	3
Health Care Management Elective	3

**15 30**

### JUNIOR YEAR - FALL

FIN 3010 Financial Management	3
HCM 4030 Marketing Management for Health Care Industry	3
3000/4000 NSC <i>or</i> MTH Elective	3
LAW 3000 Business Law I	3
3000/4000 HUM Elective	3
	<b>15</b>

### JUNIOR YEAR - SPRING

HCM 3000 Health Care Accounting, Budgeting & Financial Management	3
3000/4000 Business Elective	3
3000/4000 PSY <i>or</i> SOC Elective	3
PHL 3100 Ethics	3
3000/4000 Elective	3
FDN 3100 Career Development	1

**16 31**

### SENIOR YEAR - FALL

MGT 4250 Organizational Behavior	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3
PHL 4100 Philosophy of American Enterprise	3
HCM 4010 Health Care Quality Management	3
3000/4000 Elective	3
	<b>15</b>

### SENIOR YEAR - SPRING

MGT 4800 Strategic Planning	3
3000/4000 Global Understanding Elective	3
3000/4000 Civic Literacy Elective	3
3000/4000 Elective	3
HCM 4060 Industry Trends in Health Care Management	3

**15 30**

### SEMESTER HOURS TO GRADUATE

**123**

## Hospitality Management

The Hospitality Management (HOS) program [formerly Hotel, Restaurant, and Resort Management (HRM)] focuses on the largest components of the highly competitive service economy. Hospitality Management courses include facilities engineering, food and beverage management, human resource management, and current hospitality industry issues. The program includes a career-related internship.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (128 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FRESHMAN YEAR - FALL

MGT 2300 Principles of Management	3
ENG 1150 Composition I	3
MIS 1500 Business Productivity Software	3
ECN 2210 Principles of Microeconomics	3
HOS 1010 Introduction to Hospitality Management	3
FDN 1100 Strategies for Success	1
	<b>16</b>

### FRESHMAN YEAR - SPRING

MKT 2080 Principles of Marketing	3
ENG 1200 Composition II	3
MTH 1100 Finite Math or MTH 1150 College Algebra	3
ECN 2220 Principles of Macroeconomics	3
HOS 1030 Sanitation	3
FDN 1200 Introduction to the Northwood Idea	1
	<b>16</b>
	<b>32</b>

### SOPHOMORE YEAR - FALL

ACC 2410 Fundamentals of Financial Accounting	3
HIS 2100 Foundations of the Modern World I	3
MTH 2310 Statistics I	3
PSC 2010 Introduction to American Government	3
HOS 2050 Food and Beverage Management	3
	<b>15</b>

### SOPHOMORE YEAR - SPRING

ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2150 Foundations of the Modern World II	3
SPC 2050 Speech	3
NSC 2100 Environmental Science	3
HOS 2100 Facilities Engineering	3
	<b>15</b>
<b>HRM 2040 Practicum I (required)</b>	<b>1</b>
	<b>30</b>
	<b>1</b>

### JUNIOR YEAR - FALL

FIN 3010 Financial Management	3
LAW 3000 Business Law I	3
3000/4000 NSC <i>or</i> MTH Elective	3
3000/4000 HUM Elective	3
HOS 3050 Hospitality Operations Management	3
	<b>15</b>

### JUNIOR YEAR - SPRING

3000/4000 Elective	3
3000/4000 Business Elective	3
3000/4000 PSY <i>or</i> SOC Elective	3
PHL 3100 Ethics	3
HOS 3100 Resort and Club Management	3
FDN 3100 Career Development	1
	<b>16</b>
	<b>31</b>
<b>HRM 3040 Practicum II (required)</b>	<b>1</b>
<b>HRM 3990 Internship (required)</b>	<b>3</b>
	<b>3</b>

### SENIOR YEAR - FALL

MGT 4250 Organizational Behavior	3
ENG 4010 Communication & Interpersonal Relations or Advanced Studies in English or Language Elective	3
PHL 4100 Philosophy of American Enterprise	3
HOS 4100 Human Resource Applications	3
HOS 4050 Cost and Budgeting (MI) or HOS 4150 International Tourism (FL)	3
	<b>15</b>

### SENIOR YEAR - SPRING

MGT 4800 Strategic Planning	3
3000/4000 Global Understanding Elective	3
3000/4000 Civic Literacy Elective	3
HOS 4180 Special Events & Meeting Planning	3
HOS 4500 Current Issues in the Hospitality Industry	3
	<b>15</b>
	<b>30</b>

### SEMESTER HOURS TO GRADUATE

**128**



## Insurance Risk Management

The Insurance Risk Management program focuses on insurance and its application as a career path. Courses include principles of insurance, agency operations, claims, underwriting, proposals, insurance code, and actuarial science. The Insurance Risk Management major prepares students to enter the insurance industry. A career-related internship is highly recommended.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (124 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FRESHMAN YEAR - FALL

MGT 2300 Principles of Management	3
ENG 1150 Composition I	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra	3
ECN 2210 Principles of Microeconomics	3
INS 1100 Principles of Insurance	3
FDN 1100 Strategies for Success	1
	<b>16</b>

### FRESHMAN YEAR - SPRING

MKT 2080 Principles of Marketing	3
ENG 1200 Composition II	3
MIS 1500 Business Productivity Software	3
ECN 2220 Principles of Macroeconomics	3
INS 1200 Principles of Personal Insurance	3
FDN 1200 Introduction to the Northwood Idea	1
	<b>16</b>

**32**

### SOPHOMORE YEAR - FALL

ACC 2410 Fundamentals of Financial Accounting	3
HIS 2100 Foundations of the Modern World I	3
MKT 2010 Principles of Selling	3
NSC 2100 Environmental Science	3
INS 2100 Principles of Commercial Insurance	3
	<b>15</b>

### SOPHOMORE YEAR - SPRING

ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2150 Foundations of the Modern World II	3
SPC 2050 Speech	3
INS 2500 Claims and Underwriting	3
LAW 3000 Business Law I	3
	<b>15</b>

**30**

### JUNIOR YEAR - FALL

FIN 3210 Financial Management for Majors	3
INS 3000 Agency Operations	3
3000/4000 NSC <i>or</i> MTH Elective	3
PSC 2010 Introduction to American Government	3
MGT 3500 Operations Management	3
	<b>15</b>

### JUNIOR YEAR - SPRING

3000/4000 Humanities Elective	3
3000/4000 Business Elective	3
3000/4000 PSY <i>or</i> SOC Elective	3
PHL 3100 Ethics	3
INS 3500 Actuarial Science	3
FDN 3100 Career Development	1
	<b>16</b>

**31**

### SENIOR YEAR - FALL

MGT 4250 Organizational Behavior	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3
PHL 4100 Philosophy of American Enterprise	3
3000/4000 Elective	3
FIN 4550 Corporate Investment Decisions	3
INS 3100 State Insurance Code	1
	<b>16</b>

### SENIOR YEAR - SPRING

MGT 4800 Strategic Planning	3
3000/4000 Global Understanding Elective	3
3000/4000 Civic Literacy Elective	3
3000/4000 Elective	3
INS 4850 Insurance Proposals and Negotiations	3
	<b>15</b>

**31**

### SEMESTER HOURS TO GRADUATE

**124**

## Innovation Marketing & Management

The Innovation Marketing & Management program focuses on courses and hand-on projects that will prepare students to implement new products in different markets and how to operate when business environments are changing. The graduates of this major will have a competitive advantage in jobs involving start-up companies, venture capital investments and with companies that want to change their business directions.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (123 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FRESHMAN YEAR - FALL

MGT 2300 Principles of Management	3
ENG 1150 Composition I	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra	3
ECN 2210 Principles of Microeconomics	3
IMM 1100 Foundations of Innovation	3
FDN 1100 Strategies for Success	1
	<b>16</b>

### FRESHMAN YEAR - SPRING

MKT 2080 Principles of Marketing	3
NSC 2100 Environmental Science	3
MIS 1500 Business Productivity Software	3
ECN 2220 Principles of Macroeconomics	3
ETR 1200 Successful Business Models	3
FDN 1200 Introduction to the Northwood Idea	1
	<b>16</b>
	<b>32</b>

### SOPHOMORE YEAR - FALL

ACC 2410 Fundamentals of Financial Accounting	3
HIS 2100 Foundations of the Modern World I	3
MTH 2310 Statistics I	3
ENG 1200 Composition II	3
ETR 2010 Entrepreneurial Marketing	3
	<b>15</b>

### SOPHOMORE YEAR - SPRING

ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2150 Foundations of the Modern World II	3
SPC 2050 Speech	3
3000/4000 Business Elective	3
HUM 3100 Creativity	3
	<b>15</b>
	<b>30</b>

### JUNIOR YEAR - FALL

FIN 3010 Financial Management	3
LAW 3000 Business Law I	3
MKT 4230 Marketing Research	3
IMM 3050 Demographic Data Mining	3
PSC 2010 Introduction to American Government	3
	<b>15</b>

### JUNIOR YEAR - SPRING

MKT 4240 Marketing Management	3
NSC 4060 Science and Technology	3
3000/4000 PSY <i>or</i> SOC Elective	3
PHL 3100 Ethics	3
IMM 3200 Innovation Processes	3
FDN 3100 Career Development	1
	<b>16</b>
	<b>31</b>

### SENIOR YEAR - FALL

MGT 4250 Organizational Behavior	3
ETR 4010 Risk Analysis & Sources of Capital	3
PHL 4100 Philosophy of American Enterprise	3
IMM 41110 Ideas to Market Project I	3
NSC 3200 Understanding Biotechnology	3
	<b>15</b>

### SENIOR YEAR - SPRING

MGT 4800 Strategic Planning	3
3000/4000 Global Understanding Elective	3
3000/4000 Civic Literacy Elective	3
IMM 4210 Ideas to Market Projects II	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3
	<b>15</b>
	<b>30</b>

**SEMESTER HOURS TO GRADUATE 123**

## International Business

International Business is an interdisciplinary program that focuses on the emerging global business environment. International business courses include trade, finance, law, marketing, management, culture, world geography, and comparative economic systems.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (123 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FRESHMAN YEAR - FALL

MGT 2300 Principles of Management	3
ENG 1150 Composition I	3
MIS 1500 Business Productivity Software	3
ECN 2210 Principles of Microeconomics	3
INB 1100 Introduction to International Business	3
FDN 1100 Strategies for Success	1
	<b>16</b>

### FRESHMAN YEAR - SPRING

MKT 2080 Principles of Marketing	3
ENG 1200 Composition II	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra	3
ECN 2220 Principles of Macroeconomics	3
SPC 2050 Speech	3
FDN 1200 Introduction to the Northwood Idea	1
	<b>16 32</b>

### SOPHOMORE YEAR - FALL

ACC 2410 Fundamentals of Financial Accounting	3
HIS 2100 Foundations of the Modern World I	3
MTH 2310 Statistics I	3
PSC 2010 Introduction to American Government	3
Foreign Language I	3
	<b>15</b>

### SOPHOMORE YEAR - SPRING

ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2150 Foundations of the Modern World II	3
NSC 2100 Environmental Science	3
ECN 3410 Comparative Economic Systems	3
Foreign Language II	3
	<b>15 30</b>

### JUNIOR YEAR - FALL

FIN 3010 Financial Management	3
LAW 3000 Business Law I	3
3000/4000 NSC <i>or</i> MTH Elective	3
Foreign Language III	3
ECN 3000 International Trade	3
	<b>15</b>

### JUNIOR YEAR - SPRING

3000/4000 Business Elective	3
3000/4000 PSY <i>or</i> SOC Elective	3
PHL 3100 Ethics	3
Foreign Language IV	3
MKT 3100 International Marketing	3
FDN 3100 Career Development	1
	<b>16 31</b>

### SENIOR YEAR - FALL

MGT 4250 Organizational Behavior	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3
PHL 4100 Philosophy of American Enterprise	3
LAW 4050 International Law	3
MGT 4030 International Management	3
	<b>15</b>

### SENIOR YEAR - SPRING

MGT 4800 Strategic Planning	3
3000/4000 Global Understanding Elective	3
3000/4000 Civic Literacy Elective	3
FIN 4010 International Finance	3
3000/4000 Elective	3
	<b>15 30</b>

**SEMESTER HOURS TO GRADUATE**

**123**

## Management

The bachelor's program in Management focuses on the broad functional disciplines of management and prepares graduates with a diverse background in general management and industry who have developed strong ethics, outcomes, and who are ready to lead.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (123 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

<b>FRESHMAN YEAR - FALL</b>		<b>FRESHMAN YEAR - SPRING</b>	
MGT 2300 Principles of Management	3	MKT 2080 Principles of Marketing	3
ENG 1150 Composition I	3	ENG 1200 Composition II	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra	3	MIS 1500 Business Productivity Software	3
ECN 2210 Principles of Microeconomics	3	ECN 2220 Principles of Macroeconomics	3
Elective	3	Elective	3
FDN 1100 Strategies for Success	1	FDN 1200 Introduction to the Northwood Idea	1
	<b>16</b>		<b>16 32</b>
<b>SOPHOMORE YEAR - FALL</b>		<b>SOPHOMORE YEAR - SPRING</b>	
ACC 2410 Fundamentals of Financial Accounting	3	ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2100 Foundations of the Modern World I	3	HIS 2150 Foundations of the Modern World II	3
MTH 2310 Statistics I	3	SPC 2050 Speech	3
PSC 2010 Introduction to American Government	3	NSC 2100 Environmental Science	3
MGT 2500 Human Resource Management	3	Elective	3
	<b>15</b>		<b>15 30</b>
<b>JUNIOR YEAR - FALL</b>		<b>JUNIOR YEAR - SPRING</b>	
FIN 3010 Financial Management	3	3000/4000 Elective	3
LAW 3000 Business Law I	3	3000/4000 Business Elective	3
3000/4000 NSC <i>or</i> MTH Elective	3	3000/4000 PSY <i>or</i> SOC Elective	3
3000/4000 HUM Elective	3	PHL 3100 Ethics	3
MGT 3500 Operations Management	3	MGT 3700 Practice of Management & Leadership	3
	<b>15</b>	FDN 3100 Career Development	1
			<b>16 31</b>
<b>SENIOR YEAR - FALL</b>		<b>SENIOR YEAR - SPRING</b>	
MGT 4250 Organizational Behavior	3	MGT 4800 Strategic Planning	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3	3000/4000 Global Understanding Elective	3
PHL 4100 Philosophy of American Enterprise	3	3000/4000 Civic Literacy Elective	3
3000/4000 Elective	3	3000/4000 Elective	3
MGT 4030 International Management	3	MGT 4300 Management of Information Technologies	3
	<b>15</b>		<b>15 30</b>
		<b>SEMESTER HOURS TO GRADUATE</b>	<b>123</b>

## Management Information Systems

The Management Information Systems (MIS) program equips students with the ability to successfully identify, design, and implement information systems and technology within the context of an operating business. As such, students will be educated not only in the information systems themselves, but also in best business and management practices. Upon completion of the program, students will understand the role that information systems and technology play within an organization to maximize the efficiency and productivity of each business process.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (123 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FRESHMAN YEAR - FALL

MGT 2300 Principles of Management	3
ENG 1150 Composition I	3
ECN 2210 Principles of Microeconomics	3
MIS 1500 Business Productivity Software	3
MIS 1110 Introduction to Management Information Systems	3
FDN 1100 Strategies for Success	1
	<b>16</b>

### FRESHMAN YEAR - SPRING

MKT 2080 Principles of Marketing	3
ENG 1200 Composition II	3
ECN 2220 Principles of Macroeconomics	3
MIS 1800 Collaboration and Web Programming	3
MIS 1300 Information Technology Infrastructure	3
FDN 1200 Introduction to the Northwood Idea	1

**16 32**

### SOPHOMORE YEAR - FALL

ACC 2410 Fundamentals of Financial Accounting	3
HIS 2100 Foundations of the Modern World I	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra	3
PSC 2010 Introduction to American Government	3
MIS 2140 Business Applications Programming	3
	<b>15</b>

### SOPHOMORE YEAR - SPRING

ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2150 Foundations of the Modern World II	3
SPC 2050 Speech	3
MTH 2310 Statistics I	3
MIS 2150 Business Applications Programming II	3

**15 30**

### JUNIOR YEAR - FALL

FIN 3010 Financial Management	3
LAW 3000 Business Law I	3
NSC 2100 Environmental Science	3
3000/4000 HUM Elective	3
MIS 3300 Project Management	3
	<b>15</b>

### JUNIOR YEAR - SPRING

3000/4000 Business Elective	3
3000/4000 PSY <i>or</i> SOC Elective	3
PHL 3100 Ethics	3
MIS 3250 ERP Business Applications - SAP	3
MIS 3400 Systems Analysis & Design	3
FDN 3100 Career Development	1

**16 31**

### SENIOR YEAR - FALL

MGT 4250 Organizational Behavior	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3
PHL 4100 Philosophy of American Enterprise	3
3000/4000 NSC <i>or</i> MTH Elective	3
MIS 4110 Systems Project I	3
	<b>15</b>

### SENIOR YEAR - SPRING

MGT 4800 Strategic Planning	3
3000/4000 Global Understanding Elective	3
3000/4000 Civic Literacy Elective	3
3000/4000 Elective	3
MIS 4210 Systems Project II	3

**15 30**

### SEMESTER HOURS TO GRADUATE

**123**

## Marketing

The Marketing program focuses on the various aspects of the marketing function, including business-to-business marketing, marketing research, integrated marketing, and marketing management. Students develop a marketing plan as a capstone marketing project.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (123 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

<b>FRESHMAN YEAR - FALL</b>		<b>FRESHMAN YEAR - SPRING</b>	
MKT 2080 Principles of Marketing	3	MGT 2300 Principles of Management	3
ENG 1150 Composition I	3	ENG 1200 Composition II	3
MIS 1500 Business Productivity Software	3	MTH 1100 Finite Math <i>or</i>	
ECN 2210 Principles of Microeconomics	3	MTH 1150 College Algebra	3
ADV 1100 Principles of Advertising	3	ECN 2220 Principles of	
FDN 1100 Strategies for Success	1	Macroeconomics	3
		MKT 2010 Principles of Selling	3
		FDN 1200 Introduction to the Northwood Idea	1
	<b>16</b>		<b>16 32</b>
<b>SOPHOMORE YEAR - FALL</b>		<b>SOPHOMORE YEAR - SPRING</b>	
ACC 2410 Fundamentals of Financial Accounting	3	ACC 2415 Fundamentals of	
HIS 2100 Foundations of the Modern World I	3	Managerial Accounting	3
LAW 3000 Business Law I	3	HIS 2150 Foundations of the Modern World II	3
PSC 2010 Introduction to American Government	3	SPC 2050 Speech Communications	3
MKT 3050 Consumer Behavior	3	NSC 2100 Environmental Science	3
		MKT 2200 Sales Management	3
	<b>15</b>		<b>15 30</b>
<b>JUNIOR YEAR - FALL</b>		<b>JUNIOR YEAR - SPRING</b>	
FIN 3010 Financial Management	3	3000/4000 Elective	3
MTH 2310 Statistics I	3	3000/4000 PSY <i>or</i> SOC Elective	3
3000/4000 NSC <i>or</i> MTH Elective	3	PHL 3100 Ethics	3
3000/4000 HUM Elective	3	MTH 3340 Statistics II	3
MKT 3000 E-Commerce	3	MKT 3100 International Marketing	3
		FDN 3100 Career Development	1
	<b>15</b>		<b>16 31</b>
<b>SENIOR YEAR - FALL</b>		<b>SENIOR YEAR - SPRING</b>	
MGT 4250 Organizational Behavior	3	MGT 4800 Strategic Planning	3
ENG 4010 Communication & Interpersonal		3000/4000 Global Understanding	
Relations <i>or</i> Advanced Studies in English		Elective	3
<i>or</i> Language Elective	3	3000/4000 Civic Literacy Elective	3
PHL 4100 Philosophy of American Enterprise	3	3000/4000 Business Elective	3
3000/4000 Elective	3	MKT 4240 Marketing Management	3
MKT 4230 Marketing Research	3		
	<b>15</b>		<b>15 30</b>
		<b>SEMESTER HOURS TO GRADUATE</b>	<b>123</b>

## Operations and Supply Chain Management (OPS)

Operations and Supply Chain Management (OPS) is a key element in the improvement of productivity in business around the globe. This program emphasizes four of the most widely used elements of Operations and Supply Chain Management in business today. They are supply chain management, Six Sigma, project management, and Enterprise Resource Planning (ERP). In the global economy, there is a growing demand for graduates who have the analytical skill and business background to make business processes more efficient and effective.

The following guide outlines the suggested sequence for a student to complete four (4) years of coursework (123 credits) including general education, business core, and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

<b>FRESHMAN YEAR - FALL</b>		<b>FRESHMAN YEAR - SPRING</b>	
MGT 2300 Principles of Management	3	MKT 2080 Principles of Marketing	3
ECN 2210 Principles of Microeconomics	3	ECN 2220 Principles of Macroeconomics	3
MIS 1500 Business Productivity Software	3	MTH 2310 Statistics I	3
MTH 1100 Finite Math <i>or</i> MTH 1150 College Algebra (ACT 24-28/MTH 0980)	3	OPS 1200 Business Process Management	3
OPS 1100 Introduction to Operations Management	3	ENG 1150 Composition I	3
FDN 1100 Strategies for Success	1	FDN 1200 Introduction to the Northwood Idea	1
	<b>16</b>		<b>16 32</b>
<b>SOPHOMORE YEAR - FALL</b>		<b>SOPHOMORE YEAR - SPRING</b>	
ACC 2410 Fundamentals of Financial Accounting	3	ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2100 Foundations of the Modern World I	3	HIS 2150 Foundations of the Modern World II	3
ENG 1200 Composition II	3	SPC 2050 Speech	3
MTH 3340 Statistics II	3	NSC 2100 Environmental Science	3
MIS 3250 ERP Business Applications	3	OPS 2350 Statistics for Quality Engineering	3
	<b>15</b>		<b>15 30</b>
<b>JUNIOR YEAR - FALL</b>		<b>JUNIOR YEAR - SPRING</b>	
FIN 3010 Financial Management	3	MGT 4300 Management of Information Technologies	3
LAW 3000 Business Law I	3	PHL 3100 Ethics	3
3000/4000 Humanities Elective (HUM, ART, LIT)	3	3000/4000 PSY <i>or</i> SOC Elective	3
OPS 3500 Purchasing	3	OPS 3600 Supply Chain Management	3
PSC 2010 Introduction to American Government	3	MIS 3300 Project Management	3
	<b>15</b>	FDN 3100 Career Development	1
			<b>16 31</b>
<b>SENIOR YEAR - FALL</b>		<b>SENIOR YEAR - SPRING</b>	
MGT 4250 Org. Behavior	3	MGT 4800 Strategic Planning	3
ENG 4010 Communication & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Second Year Language Elective	3	3000/4000 Global Understanding Elective	3
3000/4000 Business Elective	3	3000/4000 Civic Literacy Elective	3
OPS 4100 Statistics for Continuous Improvement	3	PHL 4100 Philosophy of American Enterprise	3
OPS 4200 Lean Six Sigma	3	OPS 4500 Operations & Supply Chain Management Capstone	3
	<b>15</b>		<b>15 30</b>
		<b>SEMESTER HOURS TO GRADUATE</b>	<b>123</b>

## Four Year BBA/MBA Track

The Northwood University Four Year BBA/MBA Track an intensive program of study that allows high-achieving and focused students to complete their BBA in three years and their MBA in one additional year. The track allows for and encourages students to participate in co-curricular programming such as varsity athletics, Greek life, and academic, service, and social organizations. Students must apply to be accepted into this accelerated program. Current admission criteria for the track are on the Northwood University website. Multiple majors are available and can be viewed at:

<http://www.northwood.edu/academics/four-year-bba-mba-program.aspx>.

The Management curriculum guide is an illustration and students wishing to pursue this option must apply in advance for acceptance. Information on this process is available from admissions representatives or academic advisors.

### MANAGEMENT CURRICULUM:

#### FIRST YEAR FALL

MGT 2300 Principles of Management	3
MTH 1150 College Algebra or MTH 1100 Finite Math <i>or</i> MTH 3100 Calculus I	3
ENG 1150 Composition I	3
ECN 2210 Principles of Microeconomics	3
MIS 1500 Business Productivity Software	3
MKT 2080 Principles of Marketing	3
FDN 1100 Strategies for Success	1

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#### SECOND YEAR FALL

ACC 2410 Fundamentals of Financial Accounting	3
HIS 2100 Foundations of the Modern World I	3
3000/4000 NSC/MTH Elective	3
3000/4000 Psychology <i>or</i> Sociology Elective	3
MGT 2500 Human Resource Management	3
3000/4000 Elective	3

**18**

#### SUMMER or COMPRESSED COURSES

3000/4000 Humanities Elective	3
PHL 3100 Ethics	3

**6**

#### THIRD YEAR FALL

FIN 3010 Financial Management	3
3000/4000 Elective	3
MGT 4250 Organizational Behavior	3
3000/4000 Elective	3
MGT 3700 Practice of Mgt. & Leadership	3
PHL 4100 Philosophy of American Enterprise	3

**18**

#### SUMMER or COMPRESSED COURSES

ENG 4010 Communications & Interpersonal Relations <i>or</i> Advanced Studies in English <i>or</i> Language Elective	3
ECN 4010 Economics of Public Policy	3

**6**

#### FIRST YEAR SPRING

ECN 2220 Principles of Macroeconomics	3
ENG 1200 Composition II	3
MTH 2310 Statistics I	3
SPC 2050 Speech	3
NSC 2100 Environmental Science	3
PSC 2010 Introduction to American Government	3
FDN 1200 Introduction to the Northwood Idea	1

**19**

#### SECOND YEAR SPRING

ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2150 Foundations of the Modern World II	3
MGT 3500 Operations Management	3
3000/4000 Elective	3
3000/4000 Elective	3
LAW 3000 Business Law I	3
FDN 3100 Career Development	1

**19**

#### THIRD YEAR SPRING

3000/4000 Elective	3
MGT 4800 Strategic Planning	3
3000/4000 Global Understanding Elective	3
MGT 4030 International Management	3
MGT 4300 Management of Information Technology	3
3000/4000 Elective	3

**18**

**SEMESTER HOURS TO GRADUATE 123**

### Notes:

•A maximum of 19 credits are to be taken in semester.

•Any courses taken in a compressed or summer session are in addition to the base tuition that the student pays for a semester.

If a student's major does not require an internship, the student must complete an internship for academic credit before starting the MBA program.



# COURSE DESCRIPTIONS

This section lists current descriptions for all undergraduate courses; the descriptions appear in alphabetical order according to their course letter designations. These descriptions include any prerequisites (requirements students must satisfy before registering for the course), co-requisites (requirements students must satisfy while taking the course), and the number of credit hours for each course.

Students should be aware that the courses listed here are subject to change. Many courses are regularly offered in the fall, while others are offered in the spring or summer. However, semester enrollment, course demand, changes in faculty, and other factors will sometimes affect the offering of courses. In addition, new courses may have been added and changes in existing courses may have occurred since the publication of this catalog. Not all courses are offered at every location. The curriculum guides for the various academic programs detail the courses offered by semester at each location.

## ACCOUNTING (ACC)

### **ACC 2410 FUNDAMENTALS OF FINANCIAL ACCOUNTING (3 credits)**

Theory and practice of measuring and interpreting financial data for business units: basic concepts, principles, and procedures. Financial statement preparation and analysis.

### **ACC 2415 FUNDAMENTALS OF MANAGERIAL ACCOUNTING (3 credits)**

Introduction to cost behavior, budgeting, responsibility accounting, cost control techniques, and product costing. Use of budgets and methods of measuring performance.

**Prerequisite:** ACC 2410

### **ACC 3110 INTERMEDIATE ACCOUNTING I (3 credits)**

The first of two intermediate accounting courses that describes accounting theory and principles for defining, measuring, and reporting financial information with an emphasis on assets. Provides an opportunity to understand the challenges and limitations of accounting standards in order to critically evaluate and understand financial accounting. This course requires the use of spreadsheets for problem solving and analysis.

**Prerequisite:** ACC 2415

### **ACC 3115 INTERMEDIATE ACCOUNTING II (3 credits)**

The second of two intermediate accounting principles courses that describes accounting theory and principles for defining, measuring, and reporting financial information with an emphasis on liabilities and equity. Additionally, accounting for investments, leases, debt, and earnings per share will be considered. Provides an opportunity to understand the challenges and limitations of accounting standards in order to critically evaluate and understand financial accounting. This course requires the use of spreadsheets for problem solving and analysis.

**Prerequisite:** ACC 3110

### **ACC 3120 MANAGERIAL/COST ACCOUNTING (3 credits)**

The managerial use of accounting data to make business decisions, particularly in the areas of product cost, resource allocation, performance evaluation, and on the accounting systems managers use to assist them in their decisions. Concepts relating to manufacturing and service entities will be covered.

**Prerequisite:** ACC 2415

### **ACC 3400 FEDERAL TAXATION (3 credits)**

Introduces a broad range of tax concepts and types of taxpayers; emphasizes the role of taxation in the business decision-making process; provides opportunities to conduct basic tax research and tax planning; and requires preparation of basic tax returns. Coverage includes professional standards and ethics; the interrelationship and differences between financial accounting and tax accounting; taxation of individuals, corporations, and partnerships.

**Prerequisite:** ACC 2415

### **ACC 3500 ACCOUNTING INFORMATION SYSTEMS (3 credits)**

A study of accounting information systems (AIS) tracing the capture of accounting data, processing of that data into information, and reporting that information in various business environments. Areas of study include an introduction and discussion of the AIS role in management decision making; internal controls for public and private enterprises, including computer and technology controls; analysis of business processes and how they are integrated; and systems studies, including the analysis, design, development, implementation, and operation of AIS.

**Prerequisite:** ACC 3110

**ACC 3800 TAXATION OF INDIVIDUALS (3 credits)**

An in-depth study of individual taxation examining the tax rate structure and applicable federal tax laws, as well as determining income, deductions, and tax credits for a variety of different scenarios.

**Prerequisite:** ACC 2415

**ACC 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in accounting. These may be one-time or occasional course offerings.

**Prerequisite:** Dependent on specific course content

**ACC 3990 INTERNSHIP (3 credits)**

The internship (400 hours with an approved employer) is designed to provide the student with supervised on-the-job experience. A contracted and supervised work program is arranged between the student, employer, and the university to meet program objectives.

**Prerequisite:** Department chair approval

**ACC 4010 AUDITING (3 credits)**

Fundamental procedures, principles, and philosophy of independent and internal auditing. Professional ethics, audit reports, audit work papers, internal controls, evidence, proper disclosure, statistical sampling and testing, and general audit procedures are emphasized. Other assurance and attestation services will be introduced, and the accountant's professional obligations for all attestation services will be discussed in view of the accountant's liability to clients and third parties.

**Prerequisite:** ACC 3500

**ACC 4040 GOVERNMENTAL AND NON-PROFIT ACCOUNTING (3 credits)**

This course is a comprehensive review of the accounting principles, reporting (including tax requirements), and procedures for governmental units and not-for-profit entities. Topics covered include the study of the accounting cycle, budgeting, fund accounting, accounting for state and local governments, accounting for colleges and universities, hospital units, voluntary health and welfare organizations, and other not-for-profit entities. The Governmental Accounting Standards Board objectives of accounting and financial reporting for governmental entities and not-for-profit entities will be examined.

**Prerequisite:** ACC 3115

**ACC 4060 FRAUD EXAMINATION (3 credits)**

Defines fraud and examines the nature of those who commit fraud, how it is prevented, detected, and investigated, the different types of fraud and their impact, and methods of resolution, legal and otherwise.

**Prerequisite:** ACC 3115

**ACC 4070 FEDERAL TAX RESEARCH (3 credits)**

Students complete a series of case studies and exercises requiring the familiarization with the most important elements of Federal Tax Law and utilize the Internal Revenue Code and other resources, such as online professional research sites. Students will gain experience in locating, understanding, and interpreting source material and in communicating the results of their research.

**Prerequisite:** ACC 3400 or ACC 3800

**ACC 4080 ACCOUNTING ETHICS (3 credits)**

Develops students' understanding of the accountant as a financial watchdog for the investing public. This is done through philosophical rigor and analysis of case studies. Students will explore the accounting profession's ethical responsibilities, the accountant's role in corporate governance, and corporate codes of conduct. Recent examples of unethical corporate behavior are examined and students offer prescriptions for preventing similar incidents. The course deliberately emphasizes the importance of personal integrity for enabling professional ethical conduct.

**Prerequisite:** ACC 3115

**ACC 4100 FINANCIAL STATEMENT ANALYSIS AND VALUATION (3 credits)**

This course focuses on users of financial statements and how these users evaluate and value a business based on financial information available. The objective is to use various analytical tools as well as perform other quantitative and qualitative analyses when making judgments concerning the financial condition of a company. Upon completion of this course a student should be equipped with the skills necessary to analyze financial information for decision making.

**Prerequisite:** ACC 3115

**ACC 4150 ESTATE PLANNING THEORY (3 credits)**

This course introduces fundamental tax, financial, and legal questions encountered in estate planning; provides an overview of *inter vivos* planning in today's changing environment; analyzes post mortem strategies and the administration of estates; and covers planning for medical and health related issues and incapacitation. Emphasis is placed on various planning techniques used in estate planning including the use of trusts and charitable planning.

**Prerequisite:** ACC 2415 and LAW 3000 or LAW 3025

**ACC 4220      ADVANCED ACCOUNTING (3 credits)**

Accounting for business combinations and consolidations, interim and segment reporting, accounting for foreign currency transactions, the translation and re-measurement of foreign currency financial statements, and an introduction to governmental and not-for-profit accounting.

**Prerequisite:** ACC 3115

**ACC 4250      INTERNATIONAL ACCOUNTING (3 credits)**

Course topics include the history and evolution of international accounting and the international standards used today. Students compare and contrast various countries' accounting standards and study the harmonization efforts and standards promulgated by the International Accounting Standards Board. Current international accounting issues will be examined. The course will examine the impact on the financial reporting environment of International Financial Reporting Standard (IFRS), as well as its relationship to U.S. GAAP.

**Prerequisite:** ACC 3115

**ADVERTISING (ADV)****ADV 1100      PRINCIPLES OF ADVERTISING (3 credits)**

An introduction to the principles of advertising and public relations as related to marketing and business management practices in enterprise. In this course students will participate in a detailed study of the principle functioning groups of advertising professionals: advertisers/clients, advertising agencies, advertising media, and advertising suppliers of special services such as artists, photographers, talent, production suppliers, and research. Students will study how each group is interdependent and how all are vital parts of the process of commercial marketing communications. Students will also gain an understanding and appreciation of the roles of professionals in terms of strategies, tactics, execution, and results, as well as how advertising relates to the public, government, and consumers. Additionally, the course will take a comprehensive and practical look at the nature, scope, and use of public relations skills.

**ADV 1110      ADVERTISING RESEARCH AND COPYWRITING (3 credits)**

Orients students to the purpose and role of research in making conceptual and creative recommendations. Included in this course are the development and implementation of primary and secondary research to create effective copy for printed and electronic media. This course takes an in-depth look at how research is used to build a strategy and how data are then used to create proper messaging/copywriting for ads, commercials, and promotional materials. This is a writing course, therefore, students will write advertising copy for various media. Students will also gain an orientation to the developmental steps of creative thinking, strategy, and copywriting for ads, commercials, and promotion materials.

**ADV 2100      ADVERTISING SALES AND MEDIA PLANNING (3 credits)**

Students examine various media available to the contemporary advertiser, including traditional media newspapers, magazines, out-of-home, radio, television, direct mail, and new media opportunities in the constantly evolving digital environment, as well as related initiatives such as viral marketing and guerrilla marketing. In addition to analysis of the message delivery platform, research techniques that support message placement including primary and secondary research methodologies are examined as students become familiar with construction of a media plan. Students will discover the relationship between financially accountable budget planning and the media mix with the goal of reaching maximum communications objectives. Students will experience what it is like to be on the other side of the table as they learn how to sell the various media outlets and media planning strategies to buyers.

**ADV 2150      ADVERTISING CREATIVE PROCESS AND DESIGN (3 credits)**

An examination of the nature and importance and applications of the creative process, complemented by a series of exercises, discussions, and exposure to a variety of stimuli organized and presented in such a way as to help each student maximize his/her creative abilities at work, at home, and in the community. In this course students will analyze elements of an ad including layout, fonts, color, casting, lighting, and images, and how these communicate with a target audience.

**ADV 2310      NEW MEDIA STRATEGIES AND TACTICS (3 credits)**

The advertising field today deals with communicating with a target audience through many other advertising vehicles rather than the traditional print and broadcast. Guerilla marketing, the digital age of advertising, and interactive and viral advertising are now considered mainstream media when communicating with a target audience. This course introduces students to the concepts and use of new media including: viral marketing, digital media, guerilla marketing, social networking, and viral advertising. Through this course students will learn forms of media and unconventional systems for communication/promotions that rely on time, energy, and imagination rather than a big marketing budget.

**Prerequisite:** ADV 1100

**ADV 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in advertising. These may be one-time or occasional course offerings.

**Prerequisite:** Dependent on specific course content

**ADV 4100 ADVERTISING CAMPAIGNS (3 credits)**

Students will review historical and contemporary advertising and marketing communication campaigns, analyze consumer, business-to-business, national, and local campaigns including volunteer, not-for-profit public service advertising. Students work in team groups to create and present a completely integrated advertising campaign supporting and coordinating all strategy, creative, media, and sales promotion aspects for final recommendation. Students on each team grade the work of their teammates within the group. This is the capstone course of Northwood's Advertising Program. This is a practical knowledge and hands-on course.

**Prerequisites:** ADV 1110 and ADV 2100

**ADV 4790 CURRENT ISSUES IN ADVERTISING (3 credits)**

Examination of and discussion about major issues confronting the advertising industry—especially those issues being fueled by the dramatic changes that are sweeping over business generally and the advertising industry specifically. This is a discussion-based course that requires student to be aware of the changes happening daily in the industry.

**Prerequisite:** ADV 1100

**AFTERMARKET MANAGEMENT (AMM)****AMM 1100 INTRODUCTION TO THE AUTOMOTIVE AND HEAVY DUTY AFTERMARKET (3 credits)**

Each step of the automotive and heavy duty aftermarket distribution system and interrelations of all segments from manufacturer to consumer are explored. The course includes the aftermarket history, industry terminology, distribution channels, sales organization, trade associations, the trade press, and aftermarket trends.

**AMM 1120 AFTERMARKET MANUFACTURING MANAGEMENT (3 credits)**

The aftermarket management manufacturing functions are examined including market planning, sales training and management, advertising, selecting and directing employees, establishing and controlling budgets, executive responsibilities, managing for profit, trade shows and clinics, market research, branding, remanufacturing, and manufacturer representative firms.

**Prerequisite:** AMM 1100

**AMM 2050 AUTOMOTIVE RETAIL/WHOLESALE MANAGEMENT (3 credits)**

The organization, capitalization, layout, product lines, inventory control, purchasing, personnel, financial control, and other management topics for the wholesale and retail segments of the automotive aftermarket are explored. Functions of consumer-oriented marketing are looked at for all segments. Includes retail attitude, pricing and promotion, retail/ wholesale combinations, identity and store image, influence of aesthetics and design, purchasing procedures, employee hiring and personnel management, and merchandising and display.

**Prerequisite:** AMM 1100

**AMM 2100 HEAVY DUTY PARTS AND SERVICE MARKETING (3 credits)**

The functions of each step of heavy duty aftermarket parts and service marketing and interrelations of all segments from manufacturer to consumers are explored, including industry terminology, channels of distribution, financial implications and supply chain marketing techniques, and aftermarket trends. The management of heavy duty aftermarket manufacturing is also examined, including market planning, sales training, market research, branding, remanufacturing, and manufacturer representative firms. This course also covers the function of the warehouse distributor within the automotive aftermarket.

**Prerequisite:** AMM 1100

**AMM 3050 CATEGORY MANAGEMENT (3 credits)**

Project-based, cross disciplinary course focusing on the application of general business concepts taught using an experiential model. Problem solving and situation/scenario analysis will be explored utilizing industry case studies and real world situations. Students will learn and experience making fact-based decisions using industry data and tools.

**Prerequisites:** MIS 1050 or 1500, MTH 2310 and MKT 2080

**AMM 3500 SUPPLY CHAIN MANAGEMENT (3 credits)**

Explores the principal concepts of supply chain management, including generation of requirements, sourcing, pricing, and post-award activities. The supply chain management philosophy includes all internal functions plus external suppliers involved in the identification and fulfillment of needs for materials, equipment, and services. The course also covers basic principles and philosophies of quality control and quality management, the concept of the extended enterprise, and the importance of establishing the proper relationship with supplier companies. The basic three-tier supply chain typical of automotive manufacturing will be examined in detail.

**Prerequisite:** MKT 3450

**AMM 3600 LOGISTICS AND SUPPLY CHAIN MANAGEMENT (3 credits)**

Focuses on management of the flow of products from raw materials sourcing and acquisition through delivery to the final user. Current topics include logistics and transportation planning, information technology, response-based strategies, third party logistics, and relationship management. This course also covers the role of logistics and distribution in the marketing process.

**Prerequisite:** AMM 2050

**AMM 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in aftermarket management. These may be one-time or occasional course offerings.

**Prerequisite:** Dependent on specific course content

**AMM 3990 INTERNSHIP (3 credits)**

The internship (400 hours of paid employment) is designed to provide the student with supervised on-the-job training. A contract between the University, student, and employer provides the groundwork. Objectives, evaluations, written log, and a study of the organization are designed to provide a realistic learning experience.

**Prerequisite:** AMM 2050 and department chair approval

**AMM 4040 AFTERMARKET FIELD SALES MANAGEMENT (3 credits)**

The examination of the field sales manager's job activities. Subjects include selling skills, expense management, time management, merchandising/advertising plans, sales report writing/sales forecast plans, trade show management, and human resource skills.

**AMM 4100 RECREATIONAL MARINE INDUSTRIES AFTERMARKET (3 credits)**

The organization, capitalization, layout, product lines, inventory control, purchasing, personnel, financial control and other management topics for the wholesale and retail segments of the recreational marine industries aftermarket are explored. Functions of consumer-oriented marketing are looked at for all segments.

**AMM 4120 CURRENT ISSUES IN GLOBAL AFTERMARKET (3 credits)**

A current issues study confronting the aftermarket with emphasis on the changing distribution channels and their effect on manufacturing. Concepts included are traditional and retail distribution and how these changes will be managed in the multi-national business environment.

**AMM 4130 AFTERMARKET MANAGEMENT RESEARCH (3 credits)**

Individual research assignments and projects based on the establishment of a new, student-selected aftermarket business are required, with instructor guidance and supplementary material provided. Includes location and business type, advertising, merchandising and promotion, personnel requirements, pricing and inventory, building, design and layout, product and service selection, and financial considerations.

**Prerequisites:** AMM 2050 and AMM 3500

**ART (ART)****ART 2030 ART HISTORY AND APPRECIATION (3 credits)**

This course provides students with the conceptual knowledge and fundamental experience with the elements and principles of design in the visual arts. It provides a selective overview of the arts from different cultures and periods. Topics of discussion include an introduction to the vocabulary, various media of art and the theoretical historical highlights of the world of art history.

**Prerequisite:** ENG 1150

**ART 3050 BEGINNING DRAWING (3 credits)**

Drawing fundamentals are explored through hands-on studio experience, introducing a variety of materials and mediums. Techniques include contour drawing, sighting and modeling, creating three-dimensionality (shading, chiaroscuro), understanding positive and negative space, creating texture, and mastering linear and aerial perspective. Elements of design and composition are taught through exercises in still life, landscape, portraiture, and on-site drawing. Works of master artists will be presented along with interaction with guest artists which will require some written work. Course may include various field trips to local sites.

**ART 3080 PAINTING (3 credits)**

The color wheel and impact of color choices will be explored exposing students to a working knowledge of color terminology; primary, secondary and tertiary colors, while also introducing color scheme and theory. Analogous, complementary, neutral, and monochromatic color concepts will be taught through hands-on painting experiences. Physical properties of color (hue, value, intensity, tint, and tone) are discussed as well as the elements and principles of art (line, color, shape, pattern, rhythm, unity, balance, and composition). The student will have opportunities to implement various paint and color techniques through multiple exercises. Field trips to local studios and museums may be incorporated into the syllabus. Course may include various field trips to local sites.

**AUTOMOTIVE MARKETING & MANAGEMENT (AM)****AM 1320 ROLE AND FUNCTION OF THE AMERICAN AUTOMOBILE DEALERSHIP (3 credits)**

An introductory course for students in automotive marketing and management. Studies the role and function of the automobile dealership by examining several key factors including the relationship between the manufacturers and their dealers, possible career paths within the automotive industry, finding the right location, and facilities planning. Cash flow planning, vehicle floor planning, and marketing topics will be discussed.

**AM 2520 INDEPENDENT DEALERSHIP OPERATIONS (3 credits)**

Focuses on the non-franchise independent automobile dealer. These dealers are essential to the long-term survival of the American automobile industry. The disposition of used vehicles is necessary to accommodate the sale of new vehicles and these dealers have unique requirements that make them important organizations to study. Among the issues that this class will consider are the role of sales and salespeople, advertising, marketing, auctions, reconditioning of vehicles for resale, wholesalers, vehicle pricing, financing - including sub-prime and dealer financing, lot location and display.

**Prerequisite:** AM 1320

**AM 2540 CURRENT ISSUES IN DEALERSHIP TECHNOLOGY (3 credits)**

A study of the current trends in technology available to dealers including computer systems to retain and utilize financial and customer data including service history; business development centers to create a stronger bond with customers and prospects; computer software to develop strong advertising campaigns using the Internet and other electronic media; and customer relationship management tools to maximize customer retention and to develop directed prospecting systems. This course examines virtual dealership models and virtual selling techniques.

**Prerequisite:** 30 credit hours completed

**AM 2560 STRATEGIC SALES AND MARKETING ISSUES (3 credits)**

Automobile dealers must develop a successful market strategy for their dealership to differentiate themselves from their competitors. This course covers the differences between sales and marketing, the functions of a successful marketing campaign, creating and sustaining a brand identity, creating customer value, the differences between conquest sales and fresh sales, and a discussion of various buyer profiles.

**Prerequisite:** 30 credit hours completed

**AM 2640 DEALERSHIP VARIABLE OPERATIONS (3 credits)**

Study of the vital role successful new and used vehicle departments play in the profitability of American franchise automobile dealerships. Topics covered include selection and motivation of employees, directing the sales staffs, evaluating advertising media basics, sales promotion, facilities planning, inventory control, maximizing inventory turn methods, wholesaling practices, trade-in appraising, vehicle reconditioning for retail sales, and the role of auctions in maintaining proper inventory balance. This course utilizes the ERA computer system.

**Prerequisite:** AM 1320

**AM 2650 DEALERSHIP FIXED OPERATIONS (3 credits)**

Study of the management of the mechanical service department, the body shop department, and the parts department of American franchised automobile dealers. This class emphasizes repair order generation and control, shop utilization, scheduling of work, employee selection and motivation, technician productivity and efficiency, body shop estimating techniques, and dealing with insurance companies. This course also emphasizes the relationship between the parts and service departments, retail counter sales, wholesale parts sales, inventory ordering and turn, stock and non-stock parts numbers, level of service, stock order performance, and part phase-in/phase-out criteria. This course utilizes the ERA computer system.

**Prerequisite:** AM 1320

**AM 3020 INTERNATIONAL SUMMER UNIVERSITY (3 credits)**

The International Summer University (ISU) is a two week, international marketing program sponsored by the Ostfalia University of Applied Sciences in Wolfsburg, Germany. While the general emphasis is on marketing, it does focus on automotive applications. Students attending this conference will be assigned case studies in marketing issues and team assignments designed to demonstrate their capability in analytical problem solving. The course includes visits to several organizations and a formal presentation of the final project on the City of Wolfsburg to the Lord Mayor of Wolfsburg in the City Council chambers.

**Prerequisites: 60 credit hours completed**

**AM 3040 GLOBAL AUTOMOTIVE ISSUES (3 credits)**

An examination of the critical decision making process manufacturers go through when allocating resources for new product launches while looking for the best return on their investment. American manufacturers are entering developing markets where a large, new customer base has yet to be established. This means more new products will go to the BRIC markets (Brazil, Russia, India, and China) rather than the United States. Market strategies of the major global manufacturers and their potential in those markets is analyzed. Each market is analyzed while concentrating on the advantages and disadvantages from a manufacturing and consumer point of view.

**Prerequisite: 60 credit hours completed**

**AM 3630 DEALERSHIP ACCOUNTING (3 credits)**

Focuses on the application of the basic accounting principles to the retail automobile dealership. Transactions are traced from the source documents through the accounting records into the financial statements. Students prepare and analyze all standard dealership operating and reporting documents. Included in the course is exposure to computerized accounting through the use of an ERA computer system.

**Prerequisite: ACC 2415**

**AM 3650 DEALERSHIP LEGAL ISSUES/FINANCE AND INSURANCE (3 credits)**

A review of the many federal, state, and local regulatory agencies and laws dealerships must respond to including the Internal Revenue Service, state and local Departments of Revenue, Federal Trade Commission, Fair Labor Standards Act, Truth in Advertising, Truth in Lending, OSHA, EPA, and other agencies. Also includes an in-depth study of the dealership finance and insurance departments, with special emphasis on products offered in these departments and the profit potential.

**Prerequisite: 60 credit hours completed**

**AM 3680 ADVANCED DEALERSHIP FIXED OPERATIONS (3 credits)**

A comprehensive analysis of successful fixed operations management and its contribution to the viability and profit performance of the entire dealership. This is achieved by examining the processes and economics of the mechanical service, body shop, and parts departments of American franchised dealerships as both traditional stand-alone departments and also as a unified business unit. The investigation of operational and financial considerations underlying essential concepts includes: repair order generation, technician and shop efficiency and productivity, scheduling, body shop estimating techniques, parts inventory strategies, part phase-in/out criteria, and level of service. Special attention is given to advanced issues intended to build competitive advantage for the entire dealership in the current business environment, such as adoption of lean production techniques, sources and uses of working capital, and strategies to retain/regain market share relative to aftermarket competitors. This course includes an ERA computer lab section.

**Prerequisite: AM 2650**

**AM 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in automotive marketing and management. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

**AM 3980 RETAIL AUTOMOTIVE OPERATIONS MANAGEMENT (3 credits)**

A focus on workflow within the retail/wholesale value chain to achieve maximum product exposure. Students are challenged by an extensive case study requiring skills related to all value chain components. This is a highly intense class with limited enrollment.

**AM 3990 INTERNSHIP (3 credits)**

The internship (400 hours of paid employment) is designed to provide the student with supervised on-the-job training. A contract between the University, student, and employer provides the groundwork. Objectives, evaluations, written log, and a study of the organization are designed to provide a realistic learning experience.

**Prerequisite: Department chair approval**

**AM 3995 DIRECTED STUDY (3 credits)**

A focus on the uniqueness and diversity of American franchise automobile dealerships in a major metropolitan market. The student will gain an understanding of dealership design, management and operation, customer relations, inventory control, and other dealership activities through visitation and observation of dealerships in operation, and by talking directly to dealers and managers at various dealerships. The class will visit a minimum of six dealerships during the semester. Attention will be given to comparing and contrasting different dynamics of dealership operation such as size (large versus small), brand (import versus domestic), and age (older versus newer). The student will be required to select one dealership for an in-depth case study.

**Prerequisite: 60 credit hours completed**

**AM 4020 DEALERSHIP VALUATION, DEALER DEVELOPMENT, SUCCESSORSHIP ISSUES (3 credits)**

A discussion regarding the important topics of determining the value of a business, specifically an automobile dealership, transferring ownership of that business through buy-sell agreements and the role that the manufacturers play in keeping dealerships from failing. Discusses how manufacturers have a vested interest in seeing their franchise dealerships succeed. Likewise, they are very protective of who owns and manages these dealerships. For these reasons, the manufacturers have instituted programs aimed at helping dealerships remain profitable and have incorporated into the language of the franchise agreement the right to approve successors to existing dealer principals.

**Prerequisite: 90 credit hours completed**

**AM 4100 INDEPENDENT RESEARCH TOPICS (3 credits)**

Requires selecting a specific, research area of interest as the project. Potential topics include: personnel issues, the heavy duty truck sector, publicly owned dealerships, global marketing strategies, or other areas as approved by the department chair. Students must have an approved abstract outlining the nature and topic of the research prior to beginning. The research project and methodology must be approved by the department chair.

**Prerequisite: 90 credit hours completed**

**AM 4650 DEALERSHIP FINANCIAL STATEMENT ANALYSIS (3 credits)**

Covers the importance of employing sound business and financial practices in the operation of a profitable automobile dealership. This class will discuss topics such as sound credit practices, insurance requirements, inventory control, wholesale and retail financing practices, and budgeting and forecasting techniques. This class concentrates on studying in-depth the dealership financial statement, examining it by use of established ratios and percentages and other analytical tools, in order to make sound business decisions.

**Prerequisite: 90 credit hours completed**

**AM 4651 DEALERSHIP ACCOUNTING & FINANCIAL STATEMENT ANALYSIS (3 credits)**

This course explores ways and means of mining a dealership's data management systems (DMS) to improve operational performance. Study begins by tracing the entry of individual transactions from source documents through the dealership's accounting records and into the resulting management reports and financial statements. Students will prepare and analyze standard dealership operating and reporting documents with emphasis on financial statement analysis as a management tool. This course is offered in conjunction with a required lab section.

**Prerequisites: ACC 2410 and AM 3680**

**AM 4660 DEALERSHIP MANAGEMENT FOR INTERNATIONAL STUDENTS (3 credits)**

Designed to be a capstone course for international students studying the American franchise automobile dealership. The focus is on studying current trends and developments, doing research in relevant topics, and individual and team case studies. Experts from outside the classroom are brought in to discuss important topics of current concern. Students will also be encouraged to visit dealerships located near the campus to observe their operations.

**Prerequisite: 90 credits completed and international students**

**AM 4670 DEALERSHIP GENERAL MANAGEMENT (3 credits)**

A capstone course for automotive marketing and management which includes a study of current retail marketing and management enterprises, inventory control, personnel management, customer care, and financial controls, as well as a review of the function and management of each of the five basic dealership departments. This course will utilize the ERA computer system to evaluate critical dealership operational and financial performance.

**Prerequisite: 90 credit hours completed**



## ECONOMICS (ECN)

### **ECN 2210 PRINCIPLES OF MICROECONOMICS (3 credits)**

An examination of general microeconomic theory with an emphasis on supply and demand, opportunity cost, consumer choice, the firm, the market structures and regulations, allocation of resources, capital, interest, profit, labor unions, income analysis, energy, national resource economics, and public policy.

### **ECN 2220 PRINCIPLES OF MACROECONOMICS (3 credits)**

An examination of general macroeconomics theory with an emphasis on government spending and taxation, national income accounting, economic fluctuations, macroeconomics theory, fiscal policy, monetary policy, the banking system, economic stabilization, international trade, economic growth, and comparative economic systems.

### **ECN 2700 ECONOMICS OF SUSTAINABILITY (3 credits)**

Explores the relationships between economics and our natural environments and social institutions. Students study market and non-market values for environmental and enterprise services, approaches to measure sustainability, roles of business, government and non-profit sectors fostering sustainability, and the emerging role of environmental economics in strategic business planning. Fundamentals of environmental economics are applied to real-world environmental and business problems.

**Prerequisites:** ECN 2210 and ECN 2220

### **ECN 3000 INTERNATIONAL TRADE (3 credits)**

Examines the basis of trading among nations with emphasis on resources, foreign exchange, balance of payments, investments, tariffs, import quotas, export controls, nationalism, free trade, protectionism, and the institutions aiding in world trade.

**Prerequisites:** ECN 2210 and 2220

### **ECN 3010 INTERMEDIATE MICROECONOMICS (3 credits)**

A study of resource allocation, scarcity, income distribution, consumer choice; theory of the firm, market structures, factor markets, welfare economics, and general equilibrium.

**Prerequisites:** ECN 2210, 2220, and MTH 3100

### **ECN 3020 INTERMEDIATE MACROECONOMICS (3 credits)**

A study of income theory, employment, interest rates, and price level determination. The role of government and its influence on these variables via monetary and fiscal policies will be studied.

**Prerequisites:** ECN 2210 and 2220

### **ECN 3110 ECONOMIC HISTORY (3 credits)**

A study of significant periods and development in the evolution of economic activity in the U.S. with special emphasis on the place of the American business community and its relationship to the world economy from 1607 to date.

**Prerequisites:** ECN 2210 and 2220

### **ECN 3310 MONEY AND BANKING (3 credits)**

Examines the role of money and financial institutions in the U.S. economy. Includes an analysis of the role of the Federal Reserve and the impact of monetary policy on interest rates, exchange rates, inflation, and a comparison of different institutional arrangements in financial markets.

**Prerequisites:** ECN 2210 and ECN 2220

### **ECN 3410 COMPARATIVE ECONOMIC SYSTEMS (3 credits)**

An analysis of the various systems of economic organization; comparison of socialist methods of economic management with the operations of the market economy; overview of the current economies of several nations.

**Prerequisites:** ECN 2210 and 2220

### **ECN 3510 DEVELOPMENT OF ECONOMIC THOUGHT (3 credits)**

An analysis of the theories advanced from the Greeks to the contemporary schools of economic thought and their effects on present-day economic policies designed to give students an appreciation for the intellectual foundation of the discipline.

**Prerequisites:** ECN 2210 and 2220

### **ECN 3710 ENVIRONMENTAL ECONOMICS (3 credits)**

Applies tools of economic analysis to issues of environmental pollution and resource depletion. Students will learn techniques for evaluating current resource use and compare various regulatory and incentive-based public policy alternatives for improvement. Applications include solid waste management, air and water pollution, energy, wildlife habitat, population, and trans-boundary pollution.

**Prerequisite:** ECN 2210

**ECN 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in economics. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

**ECN 3990 ADVANCED TOPICS - POLITICAL ECONOMY (3 credits)**

Course includes an analytical and critical paper written after attendance at the annual summer "Freedom Seminar" or through arranged directed study.

**Prerequisites: ECN 2210 and 2220**

**ECN 4010 ECONOMICS OF PUBLIC POLICIES (3 credits)**

A study of both the short-term and long-term economic consequences of public policies as they relate to individuals and organizations. Policies examined include public pensions, health insurance, health and safety regulation, environmental protection, energy, industrial policy, and taxation.

**Prerequisites: ECN 2210 and 60 credit hours completed.**

**ECN 4250 CASES AND PROBLEMS IN GLOBAL ENTREPRENEURSHIP (3 credits)**

The case study method is used to analyze the global environment confronting the entrepreneur engaged in cross-border enterprise. Important course components include public policy, markets, labor, and financial forces.

**Prerequisite: ECN 3000**

**ECN 4400 AUSTRIAN ECONOMIC THEORY (3 credits)**

Provides a general overview of how a generalized understanding of human action under subjective preferences can be used to deduce a wide range of economic phenomena.

**Prerequisites: ECN 2210 and ECN 2220**

**ECN 4500 INTRODUCTION TO ECONOMETRICS (3 credits)**

Introduces students to the basics of econometrics and regression analysis to evaluate economic problems. Familiarizes students to basic applied econometrics theories and techniques that can be used with commonly available computer software. A strong emphasis is placed on applications to relevant real-world data and to the recognition and understanding of common statistical problems.

**Prerequisites: 60 credits hours completed, ECN 3010, and MTH 2310**

**ECN 4890 RESEARCH METHODS (3 credits)**

This course is based on the belief that in order to learn economics, a student must do economics. Provides a framework within which the students learn to understand and evaluate economic research, while completing an original research paper under the supervision of the instructor.

**Prerequisite: ECN 4500**

**ENGLISH (ENG)****ENG 0900 DEVELOPMENTAL COMPOSITION (3 credits)**

A developmental course for students who demonstrate a need for extra assistance in collegiate writing based on English ACT or SAT scores or a placement exam.

**ENG 0990 ENGLISH FOR ACADEMIC PURPOSES (EAP) (3 credits)**

Designed to address the needs of international undergraduate transfer students identified as needing English as a Second Language (ESL) instruction based on TOEFL or IELTS scores or a placement exam, the course's objective is to strengthen the student's ESL/EAP skills in order to prepare them for academic success in an American university. This course covers grammar, writing, listening, speaking, and reading, with special emphasis on meeting the academic expectations of upper level classes. The course helps students gain confidence and competency in daily communications and personal interactions during the completion of their degree program.

**ENG 1150 COMPOSITION I (3 credits)**

Uses a variety of genres to introduce students to rhetorical awareness focusing on audience and purpose. Readings in fiction and/or nonfiction are used to support writing strategies. A researched argumentative paper using APA documentation is required during the freshman composition sequence in either Composition I or Composition II or both.

**Prerequisite: ENG 0900 or minimum ACT English score of 18 or minimum SAT verbal score of 421**

**ENG 1200 COMPOSITION II (3 credits)**

Uses analytical, interpretive readings as a basis for refining critical thinking and writing skills. Readings in fiction and/or nonfiction are used to support writing strategies. A researched argumentative paper using APA documentation is required during the freshman composition sequence in either Composition I or Composition II or both.

**Prerequisite:** ENG 1150

**ENG 2900 TECHNICAL WRITING FOR SCIENCE AND ENGINEERING (3 credits)**

Students will study the genres of technical communication for business and will practice writing a variety of documents such as formal and informal reports, letters and resumes, proposals, instructions, descriptions, and specifications. Emphasis is placed on reading, interpreting and responding to scientific articles. Topics include establishing a clear purpose, analyzing an audience, gathering appropriate materials, revising and editing documents and supplying visual aids.

**Prerequisite:** ENG 1200

**ENG 3110 WORLD LITERATURE I (3 credits)**

This course focuses on global literature from ancient times through the 1500s. Works of fiction and nonfiction from a variety of global cultures are included.

**Prerequisite:** ENG 1200

**ENG 3120 WORLD LITERATURE II (3 credits)**

This course focuses on global literature from 1600 to the present. Works of fiction and nonfiction from a variety of global cultures are included.

**Prerequisite:** ENG 1200

**ENG 3200 REPORT WRITING AND APPLIED BUSINESS COMMUNICATIONS (3 credits)**

Focus on improving writing ability with various types of business communications and reports for practical purposes consistent with business norms and conventions. Enhance written communication skills including executive summaries, business correspondence and reporting, and presentation of research findings. Includes collecting, organizing, interpreting facts, and presenting the findings in a well-documented report. Professional techniques of structuring and presenting business data are emphasized.

**Prerequisite:** ENG 1200

**ENG 3600 APPLIED COMMUNICATIONS (3 credits)**

Students learn techniques and psychology of effective domestic and cross-cultural business communication, with emphasis on business letters, reports (oral and written), memoranda, and electronic submissions.

**Prerequisite:** ENG 1200

**ENG 3850 SPECIAL TOPICS IN LITERATURE (3 credits)**

In these courses, students refine their reading, writing, and thinking abilities through responding, interpreting, analyzing, and evaluating literature. The English department chair, arts and sciences division chair, and academic dean are responsible for approving specific courses for this elective.

**Prerequisite:** ENG 1200

**ENG 4010 COMMUNICATION AND INTERPERSONAL RELATIONS (3 credits)**

Examines the fundamental connection between the use of language and the way people communicate, think, and act. To understand the deeply symbolic nature of language, students study modern semantics and focus on how to interpret spoken and written words, especially by examining how the meaning of words is influenced by physical, verbal, and historical contexts. Students increase their self-awareness and their abilities to communicate, think, and act effectively and ethically.

**Prerequisite:** ENG 1200

**ENTERTAINMENT, SPORT & PROMOTION MANAGEMENT (ESM)****ESM 1010 INTRODUCTION TO SPORT AND ENTERTAINMENT MANAGEMENT (3 credits)**

Orients students to the field of sport and entertainment management and provides an overview about how to manage sport and entertainment enterprises for the major and non-major student.

**ESM 1030 SPORT AND ENTERTAINMENT COMMUNICATIONS AND PUBLIC RELATIONS (3 credits)**

Emphasizes academic and skill development with the purpose of adding value to the organization. There is a focus on understanding the difference between interpersonal, mass communications, and public relations. Theoretical foundations of interpersonal communication including dyadic and small group communication will be explored. Theoretical foundations of mass communications and the mass media industry, including both the print and electronic media relative to the understanding of business decisions concerning market share and viewer ratings.

**ESM 2010 SOCIOLOGY OF SPORT AND ENTERTAINMENT (3 credits)**

Explores and develops knowledge about the sociological impacts of sport and entertainment across genders, ethnicities, religions, and disabilities. Students learn to understand sociological phenomena and how they affect participation and behavior; identify and understand the internal and external factors that shape sport and entertainment in a culture; understand how sport and entertainment mirrors the society in which it exists; and develop an understanding regarding the differences between entertainment and recreational sport, as well as highly organized competitive programs in high school, college, and professional levels to a culture.

**ESM 2040 PRACTICUM (1 credit)**

This is a 50 hour practicum completed on a part-time basis. The practicum includes coursework and are generally with businesses near the campus. Students will gain experience by job shadowing and/or providing assistance for the organization. Directed and evaluated by the chair with appropriate supervision by an on-site professional.

**Prerequisite: 30 credit hours completed**

**ESM 2050 FACILITY AND EVENT MANAGEMENT (3 credits)**

This course gives the student an overview of the three major components of facility management. The three components are event management, risk management, and facility management. This course surveys the working components of new facility design and planning.

**ESM 2550 EVENT AND PRODUCTION MANAGEMENT (3 credits)**

This course is designed to give students experience in planning and executing sporting events, entertainment events, corporate events, trade shows, or exhibitions with emphasis on preplanning, budget preparation, advertising, and public relations. Designing, planning and developing an integrated marketing campaign will be explored to develop an understanding about contract negotiations and supplier agreements.

**ESM 3010 SPORT AND ENTERTAINMENT MARKETING (3 credits)**

Explores marketing principles and resources for sport and entertainment marketing. Includes how increasing attendance and revenue is achieved by developing an understanding of the how, who, what, and where to market information.

**Prerequisite: MKT 2080**

**ESM 3030 SPORTS AND ENTERTAINMENT MARKETING AND COMMUNICATIONS (3 credits)**

Integrates marketing principles specifically for the sports and entertainment marketing field. Strategic market segmentation, understanding media outlets, ratings and shares, and understanding budget and marketing constraints will be emphasized. Additional emphasis is put on the difference between interpersonal, mass communications, and public relations.

**ESM 3040 PRACTICUM II (1 credit)**

This is a required 50 hour practicum completed on a part-time basis. The practicum includes coursework and are with businesses within close proximity to the campus. Students will gain experience by job shadowing and/or providing assistance for the organization. Directed and evaluated by the chair with appropriate supervision by an on-site professional.

**Prerequisite: 30 credit hours completed**

**ESM 3070 APPLIED RECORD & FILM INDUSTRY MARKETING (3 credits)**

This course is a unique combination of marketing theory and applied concepts specific to the record and film industry. Topics include press kit development, music and film sales and distribution, advertising and promotion, film premier public relations, sponsorship development, theater fundraising and development, and live concerts.

**ESM 3300 SPORT AND ENTERTAINMENT SPONSORSHIP AND FUNDRAISING (3 credits)**

Focuses on three interrelated areas: 1) Sport and entertainment sponsorship basics including marketing issues, strategic communication through sponsorship, sponsorship value, and sponsorship evaluation; 2) Various public and fundraising techniques utilized by sport and entertainment managers; and 3) Integrating sport and entertainment sponsorship marketing and public relations as a concept of value-added marketing.

**ESM 3520 SALES AND REVENUE GENERATION IN SPORTS AND ENTERTAINMENT (3 credits)**

The course explores income opportunities within the sports and entertainment industry. This includes sponsorships, ticketing, tax incentives, public financing, auxiliary events, event recruiting, fundraising, non-profits, personal seat licensing, and luxury suites. Students will be introduced to selling techniques, proposal writing and presentation development.

**ESM 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in entertainment, sport, and promotion management. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

**ESM 3990 INTERNSHIP (3 credits)**

The (400 hours) full-time internship is designed to provide students with valuable work experience in a sport and entertainment management industry. The experience must be directed and evaluated by the chair with appropriate supervision by the on-site professional. Final agreements for the internship are to be completed by the ESPM department chair.

**Prerequisite: Department chair approval**

**ESM 4020 SPORT AND ENTERTAINMENT ECONOMICS (3 credits)**

Provides students with an introduction to financial planning and budgeting, sport organization funding, and the fundraising process. Students analyze demand curves, supply curves, and market equilibrium curves in relation to pricing and utility of products or services. Students learn how to maximize residuals generated by product or service production.

**Prerequisites: ECN 2210 and ECN 2220**

**ESM 4030 FACILITIES AND OPERATIONS MANAGEMENT (3 credits)**

In-depth investigation of event, risk, and facility management. This course delves into the budgeting and financials of facility concession and sport merchandising. Specific attention will be given to private and public entertainment facilities and their similarities and differences. This course also surveys the working components of new facility design and planning, overall layout and traffic flow, the process of mega-shelters in catastrophic events, and the possibilities of expansion/renovations in existing venues.

**ESM 4040 GOVERNANCE AND LEGAL ASPECTS OF SPORT AND ENTERTAINMENT (3 credits)**

Students become familiar with the various agencies governing professional, collegiate, high school, and amateur level sports. This course explores various areas of law in relation to sport and entertainment industry, including both state and federal legislations. Students will investigate liability and contract law related sport and the sport industry. The course explores collective bargaining agreements in relation to labor law.

**Prerequisite: LAW 3000**

**ESM 4070 AGENTS, PRODUCTION & ARTIST MANAGEMENT (3 credits)**

This course focuses on the roles and activities of the music and film agent, managers, and artist representation through case studies, market research, and trend analyses. This course covers forming the artist-manager relationship, creating the artist's career plan and image, selecting a development team, securing a contract with a record label, and handling money and success will be studied.

**ESM 4080 ENTERTAINMENT LAW (3 credits)**

A study of the legal issues in the film, television, and music businesses and covers the entertainment industry structure; First Amendment issues, legalities of agency/talent representation, contracts, bankruptcy, torts/defamation, copyright issues and trademarks, and unfair competition.

**ESM 4100 SPORT AND ENTERTAINMENT ETHICS AND LEADERSHIP (3 credits)**

Enhances student awareness of how ethical behavior and decision-making impacts the leadership roles of the sport and entertainment manager. Leadership is explored from two different perspectives: 1) Focus on determinants and consequences of individual motivation and attitudes in organizations; 2) Theory related to those responsible for guiding people toward organizational goals.

**Prerequisite: 90 credits completed or department chair approval**

**ESM 4300 SEMINAR IN SPORT AND ENTERTAINMENT MANAGEMENT (3 credits)**

This is a capstone course for students who have completed all of the ESM core course requirements. Students apply their internship experience and develop a sport and entertainment management project related to strategic management concepts.

**Prerequisites: 90 credits completed and 21 ESM credits completed**

## **ENTREPRENEURSHIP (ETR)**

### **ETR 1010 INTRODUCTION TO ENTREPRENEURSHIP (3 credits)**

An introduction to the creative and innovative managerial practices of successful entrepreneurship. This course reviews the significant economic and social contributions entrepreneurs provide to society, the intense lifestyle commitment, and the skills necessary for entrepreneurial success. Provides an overview of the entrepreneurial process.

### **ETR 1200 SUCCESSFUL BUSINESS MODELS (3 credits)**

A survey course of successful entrepreneurial business models and the initial challenges these business models encountered. Students review and evaluate the business models of some of the world's great entrepreneurs such as Astor, Lowell, Swift, Rockefeller, DeVos, Walton, and Gates. Explores how to use a company's business model to identify resource requirements, focus risks, and diagram revenue streams.

### **ETR 2010 ENTREPRENEURIAL MARKETING (3 credits)**

This course reviews and applies entrepreneurial marketing approaches used by successful entrepreneurs. These include utilizing industry sector trends, identifying emerging customer niches, developing new products/services, using guerilla marketing strategies, and Internet and social marketing strategies. Methods to research industry sector trends, identify emerging needs, develop new product and service ideas, and evaluate their feasibility, competitive advantage, and potential profitability. Explore the relationship between a well-developed marketing plan and successfully raising start-up capital.

**Prerequisite: MKT 2080**

### **ETR 2200 ENTREPRENEURIAL DISTRIBUTION STRATEGIES (3 credits)**

This course reviews and explores the various distribution strategies available to entrepreneurs to deliver products and services in the 21st century. These include traditional layered distribution, franchise development and/or purchase, multi-level marketing, direct Internet, and direct distribution models including 800 numbers and advertising-based response approaches. Also included are the factors to consider when selecting a business location, deciding to build, buy or lease space, as well as tradeoffs and process of signing a lease for company space.

**Prerequisite: ETR 2010**

### **ETR 3010 NEW VENTURE FINANCE (3 credits)**

The application of prerequisite accounting and finance course material to the challenges and specific needs of entrepreneurial ventures. The course emphasizes importance of managing cash flows, ratio analysis, pro forma development, and the basics of deal structure and harvesting a business venture. Students will identify and interpret sources of information from company financial reports, financial publications, industry benchmarks, the media, and web sites.

**Prerequisite: FIN 3010 or FIN 3210**

### **ETR 3100 ENTREPRENEURIAL LEADERSHIP (3 credits)**

This course explores how to identify and develop solutions to the most common leadership and personal challenges faced by entrepreneurs when starting new ventures or launching new products. Promotes a deeper understanding of what is required to be a successful entrepreneur. Highlights the skills and tools necessary to start a new business and explores alternatives to common pitfalls.

**Prerequisite: 60 credit hours completed**

### **ETR 3200 RISK ANALYSIS AND BUSINESS MODEL CREATION (3 credits)**

This course reviews financial tools and industry benchmarks used to identify and manage start-up risks. Applies completed objectives from core finance courses to the specific needs of entrepreneurial ventures. Stresses the importance of using a company's business model to identify resource requirements, focus risks, and diagram revenue streams. Surveys lessons from successful entrepreneurial business models used by some of the world's greatest entrepreneurs.

**Prerequisite: FIN 3010 or FIN 3210**

### **ETR 3300 BUSINESS PLAN DEVELOPMENT (3 credits)**

An introduction to the process of researching, writing, and presenting a business plan. Students identify and screen ideas using a business feasibility study that describes the product features, market opportunity, customer profile, sales forecast, competitive advantage, and profit potential. Following a successful feasibility study students may use business plan software as each develops their own complete business plan. Exceptional students may be granted permission to identify and work with a small business owner to help them develop a business plan that potentially expands their current business.

**Prerequisite: ETR 3010**

### **ETR 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in entrepreneurship. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

**ETR 3990 ENTREPRENEURSHIP HONORS INTERNSHIP (3 credits)**

Exceptional students may apply during their junior or senior year for this real-world based internship. Students will work with an entrepreneur, CEO or executive manager, or a new business incubator or innovation project. Their supervisor must monitor and assess the student's work.

**Prerequisite: Department chair approval**

**ETR 4010 RISK ANALYSIS AND SOURCES OF CAPITAL (3 credits)**

This problem and case-driven course applies many of the objectives from ETR 3010 and core finance courses to the specific needs of small businesses and high growth startups. Financial tools, analysis techniques, and industry benchmarks are used to evaluate, fund, manage, and value entrepreneurial ventures. Valuation options are explored, including the basic valuation techniques imbedded in 'Crystal Ball' or a similar commonly accepted valuation software.

**Prerequisite: ETR 3010**

**ETR 4030 ENTREPRENEURIAL BUSINESS MODEL CREATION AND EVALUATION (3 credits)**

This case-driven course applies many of the completed objectives from ETR 1200 and other management core courses. This course explores ways entrepreneurs maximize wealth and economic value.

**ETR 4040 STRATEGIC MANAGEMENT OF A FAST-GROWING NEW VENTURE (3 credits)**

This case-based course applies techniques to design, develop, implement, monitor, and revise new enterprise business strategy. Methods to formulate, implement, and evaluate the strategic management process are analyzed. The congruity and interaction between a proposed strategy and the environment in which a new business is expected to operate are explored in detail. Heavy emphasis is placed on the venture's core competencies, competitors, customer needs, industry, available resources, and operating constraints.

**Prerequisite: ETR 3010 or Department chair approval**

**ETR 4050 SEMINAR IN FAMILY BUSINESS GROWTH AND SUCCESSION PLANNING (3 credits)**

Explores the issues associated with business growth, estate, and succession planning within a family-owned business. Special attention is paid to intergenerational changes of management control and their implications for business sustainability and continuity.

**Prerequisite: ETR 3010 or Department chair approval**

**ETR 4060 INTERNATIONAL ENTREPRENEURIAL PROCESS (3 credits)**

Focuses on an understanding of business methodologies needed to create new venture opportunities in and between foreign markets. Explore entrepreneurial and practical aspects of importing, exporting, and offshore outsourcing. Student teams will research foreign business climates, cultures, and market trends within countries that have unilateral or multilateral free-trade agreements with the United States (e.g., NAFTA) or other countries.

**Prerequisites: ETR 3010 and ECN 3000 or department chair approval**

**ETR 4070 ENTERPRISE LAW—FROM CREATION TO HARVEST (3 credits)**

Students will learn and apply the legal considerations affecting an entrepreneurial enterprise throughout the life cycle of an organization (pre-startup, launch, growth, maturity, and harvest). Teams of students will complete a series of legal tasks and develop work products necessary to define, create, and operate an entrepreneurial venture.

**Prerequisite: ETR 3010 and LAW 3000 or LAW 3025 or Department chair approval**

**ETR 4080 SOCIAL AND CREATIVE ARTS ENTREPRENEURSHIP (3 credits)**

Explores how entrepreneurial work habits and managerial expertise can be applied to help community service organizations to be more effective at helping to solve social problems and creative arts entrepreneurs to be able to financially support their artistic endeavors. Students create project teams that possess a strong sense of mission by participating in real-world community service activities. A mix of enterprising leaders engaged in social and creative arts enterprises will visit with the students to provide them with insights into their organizations' challenges, setbacks, and successes.

**ETR 4100 ENTREPRENEURIAL MANAGEMENT (3 credits)**

This course focuses on the challenges and opportunities to operate new and small businesses. Students develop an understanding of how to manage growth through planning, budgeting, and execution skills. Heavy emphasis is placed on the venture's core competencies, competitors, customer needs, industry dynamics, available resources, and operating constraints.

**Prerequisite: 90 credit hours completed**

**ETR 4200 NEW VENTURE BUSINESS CASE (3 credits)**

Students integrate course material from all completed entrepreneurship courses. Students research, prepare, and present a comprehensive business plan for a new venture idea of their choice. The plan extends the outline used in ETR 3300 by adding increased market research, complex financial analysis, detailed capitalization explanation, a fundraising plan, and potential harvest strategy.

**Prerequisite: ETR 3300 and ETR 3010**

**EXECUTIVE FITNESS (EXF)****EXF 1150 TENNIS (1 credit)**

Designed to teach the rules, terminology, and strategy of tennis. During the course, different fundamental aspects of tennis will be taught to allow students to actively learn and participate. The class usually begins with a brief lecture followed by class activity for the duration of the period.

**EXF 1420 SWIMMING (1 credit)**

Instruction on the basic skills of swimming and water safety. Students will learn the following strokes: elementary backstroke, freestyle, backstroke, breaststroke, and sidestroke.

**EXF 1510 WEIGHT TRAINING (1 credit)**

Designed to teach proper forms of weight lifting and weight training. Students will develop individual training programs and learn to strengthen various parts of the body. Topics will include functional anatomy during various lifts, the physiology of training methods, and the biomechanics of the body during training.

**EXF 1600 DANCERCISE (1 credit)**

Teaches students how to coordinate aerobic fitness and conditioning activities with music. Proper cardiovascular exercises will be demonstrated and students will complete these exercises coordinated to music. Students will learn to monitor their own cardiovascular health indicators.

**EXF 1700 CREATIVE DANCE (1 credit)**

Introduction to creative dance with a focus on providing an open, inviting atmosphere for dance and movement exploration, as well as the experience of dance improvisation, composition, and choreography. This course also includes an introduction to the basic elements of modern dance techniques.

**EXF 1800 SCUBA (2 credits)**

Consists of evenly divided pool and classroom sessions. Students learn the theory of diving and all safety aspects of the sport. Each diver must provide a mask, fins and snorkel, SSI Log Book, and the Sport Diver Manual with workbook.

**Prerequisite: Average swimming abilities and good general health**

**EXF 1810 SCUBA II (1 credit)**

Leads to certification. Consists of pool and classroom review of diving safety skills and a review of Scuba I. Divers participate in a minimum of 6 open water lake dives to complete the requirements for the Scuba School International "Open Water Diver" certification. Each diver must provide a mask, fins, snorkel, wet suit, mitts, boots, and chemical glow lights.

**Prerequisite: EXF 1800 or certification from a nationally recognized scuba diving association**

**EXF 1900 BOWLING (1 credit)**

Teaches the rules, terminology, skills, and strategy of bowling. Students actively participate and learn the different fundamental elements of bowling.

**EXF 2001 FIRST AID (1 credit)**

Trains students on how to respond in emergency situations and give care to an adult who needs assistance. Upon satisfactory completion of the course each student will receive a first aid certification card that is valid for 3 years from the date of course completion.

**EXF 2010 CARDIOPULMONARY RESUSCITATION—ADULT (1 credit)**

Teaches students how to respond in emergency situations and give care to an adult who needs assistance or cardio pulmonary resuscitation (CPR). Upon satisfactory completion of the course each student will receive an adult CPR certification card that is valid for 1 year from the date of course completion.



**EXF 2015    CARDIOPULMONARY RESUSCITATION—CHILD & INFANT (1 credit)**

The child and infant CPR class prepares students to respond in emergency situations and give care to an infant or child who needs assistance or cardiopulmonary resuscitation (CPR). Upon satisfactory completion of the course each student will receive an infant and child CPR certification card that is good for 1 year from the date of course completion.

**EXF 2020    PROFESSIONAL LIFESTYLE (1 credit)**

Presents students with lifestyle issues that can affect health and job performance. Topics include anatomy and physiology, nutrition, cardiac function, stress recognition and management, and health and wellness issues.

**EXF 2400    BASKETBALL (CO-ED) (1 credit)**

Presents the rules, terminology, and strategy of basketball. Students actively participate and learn different fundamental aspects of basketball including ball handling and shooting techniques, and offensive and defensive team strategies.

**EXF 2500    VOLLEYBALL (CO-ED) (1 credit)**

Introduction to the fundamental skills and strategies of organized volleyball designed to further develop individual skills for the beginner and/or intermediate player. Students will also learn to practice effective communication with teammates.

**EXF 2620    AMERICAN FLAG FOOTBALL (CO-ED) (1 credit)**

Teaches the rules and techniques of standard American football and incorporates them into a flag football format.

**EXF 2630    SOCCER (CO-ED) (1 credit)**

An introduction to the fundamental skills, rules, and strategies of organized soccer and is designed to further develop individual skills for the intermediate player. Students will work on the development of individual skills and team communication and strategies: dribbling, passing, trapping, heading, shooting, goalkeeping, and team strategies in offense and defense.

**EXF 2700    KUNG-FU (1 credit)**

Students learn the 400-year-old, seven-star praying mantis-style Chinese martial arts. During the course of training, students study the basic self-defense technique, theories, and history of the mantis system.

**EXF 2710    ADVANCED KUNG-FU (1 credit)**

Designed for those students who have completed the previous Kung Fu class training and wish to advance their martial arts techniques.  
**Prerequisite: EXF 2700**

**EXF 2720    TAI CHI FOR HEALTH, WELLNESS, AND SELF-DEFENSE (1 credit)**

Introduces students to the ancient martial art of Tai Chi. Short lectures will make students aware of its history, current research into its health benefits, appreciation of the Chinese cultural aspects, as well as its utility in the workplace for both stress reduction and employee fitness. Students learn Tai Chi stretching, exercises, breathing techniques, and form training. Self-defense applications of the form will also be covered.

**EXF 2730    ADVANCED TAI CHI FOR HEALTH, WELLNESS, AND SELF-DEFENSE 1 credit**

Continues to perfect the techniques and applications started in EXE 2720. Students will finish the second half of the Wu Tai Chi Form.

**Prerequisite: EXF 2720**

**EXF 2800    GOLF (1 credit)**

Instruction in the basic principles of golf along with a thorough coverage of rules and etiquette.

**FASHION MARKETING & MANAGEMENT (FMM)****FMM 1010    INTRODUCTION TO FASHION MARKETING AND MERCHANDISING (3 credits)**

This introductory class provides an exposure to merchandising terminology. Activities and operations that make up the apparel fashion work will be explored as will discussions regarding the entrepreneurs who influence the industry. Career possibilities are presented with an overview of the raw materials, designing, and manufacturing, plus the wholesale and retail markets.

**FMM 2010    FASHION PROMOTIONS AND VISUAL MERCHANDISING (3 credits)**

Various components of a manufacturer's or retailer's promotional techniques, including visual merchandising, are studied. In addition, forms of advertising and special events are studied to evaluate their applications to various situations.

**Prerequisite: FMM 1010**

**FMM 2050 TEXTILES (3 credits)**

A thorough study of all aspects of the textile industry including fiber, fabrics, prints, finishes, care, and legislation will take place in this course. Students will study the impact of textiles on global economies as well as environmental issues through a variety of teaching methods.

**Prerequisite: FMM 1010**

**FMM 3020 HISTORY OF FASHION (3 credits)**

This course will survey the evolution of apparel and accessories from the Egyptian period to today's current fashions and relationships therein. The course stresses the social, economic, and political factors which have influenced fashion throughout the ages as well as noting construction, design methods, and terminology.

**FMM 3110 APPAREL ANALYSIS (3 credits)**

Students conduct a thorough study of the primary and secondary levels of the industry from raw materials to the finished product and quality levels to costing of materials. Industry terminology, global, and environmental issues will be explored as they pertain to the apparel industry.

**Prerequisites: FMM 1010 and 2050 and 3020**

**FMM 3120 TEXTILES AND APPAREL ANALYSIS (3 credits)**

Explores multiple factors including cost of materials, brand names, and quantities that affect the designing, manufacturing, and pricing of fashion merchandise. Students will study the processing of textiles from fibers to fabrics and processing to care and legislation. This course engages students in the overall workings of the textile industry as it relates specifically to the apparel and soft goods industries.

**Prerequisites: FMM 1010**

**FMM 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in fashion marketing and management. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

**FMM 3990 INTERNSHIP (3 credits)**

The 400 hours internship is designed to provide the student with supervised on-the-job training in their area(s) of interest. A contract between the University, students, and employer as well as a complete list of goals and objectives provides the ground work for this experience. A daily log, periodic evaluations, study of the company, and personal self-reflection are designed to provide the student with a realistic learning experience.

**Prerequisite: Department chair approval**

**FMM 4030 MERCHANDISING BUYING (3 credits)**

Students will participate as a "buyer" through a buying and merchandise assortment planning experience. Students will learn to bridge the gap between the principles of retail buying and mathematical formulas and concepts. The career of a buyer and their responsibilities will be explored.

**FMM 4120 PRACTICES AND THEORIES OF FASHION MERCHANDISING (3 credits)**

Successful fashion manufacturers, wholesalers, and retailers are studied along with career opportunities in these areas. The multiple factors, such as cost of materials, brand, names, quantities, and sourcing that affect the designing, manufacturing, and pricing of merchandise are explored. Information and experiences will come from interaction with professionals in these areas. A cumulative and thorough application of all facets of the student's program is exhibited through a variety of projects concluding with a major business plan.

**Prerequisites: FMM major with 90 credit hours completed and ACC 2415**

**FINANCE (FIN)****FIN 1010 INTRODUCTION TO FINANCE (3 credits)**

Designed to build an understanding of the various banking and finance industries through an examination of the segments of these industries and appraisals of the financial and management skills that future managers need to succeed. The course pedagogy is enhanced with student-led discussion regarding current events in global financial markets. Students gain insights into the development and characteristics of the different industries through popular trade magazines, newspapers, Internet sources, and text.

**FIN 2600 FINANCIAL INSTITUTIONS AND SIMULATION (3 credits)**

Introduction to the commercial banking function and the operations and management of state and national banks. Emphasis on the general management functions, with special attention to management of deposits, loans, investments, liquidity, trusts, and other service functions. A bank simulation is included as a practical application of banking principles, including information provided by banks, competitors, and bank regulatory agencies.

**Prerequisite:** ACC 2410

**FIN 3010 FINANCIAL MANAGEMENT (3 credits)**

Study of the theoretical and conceptual framework financial managers use to reach decisions. Particular emphasis is given to the finance function and its relevance to the management of an enterprise. Analysis, problem solving techniques, and decision-making tools are emphasized. Differences between multinational and domestic financial management, such as currencies, political, and economic risks are discussed. Stocks, bonds, and interest rates are evaluated as they relate to the basic financial analysis of investments.

**Prerequisite:** ACC 2415

**FIN 3210 FINANCIAL MANAGEMENT (3 credits)**

Required for students seeking a degree with a major or concentration in finance or accounting or is recommended for those students pursuing a minor in accounting or finance. Study of the theoretical and conceptual framework financial managers use to reach decisions. Particular emphasis is given to the finance function and its relevance to the management of an enterprise. Analysis, problem solving techniques, and decision-making tools are emphasized. Differences between multinational and domestic financial management, such as different currencies, political, and economic risks are discussed.

**Prerequisite:** ACC 2415

**FIN 3310 ECONOMICS AND FINANCE IN THE RECREATIONAL MARINE INDUSTRY (3 CREDITS)**

This course will examine some of the key economic and financial issues associated with the recreational marine industry. Topics include economic trends in boat and personal watercraft construction and sales, recreational fishing and marine tourism, and marine aftermarket and marine recreational activity, financial concepts and statements, budgeting, revenue and cost analysis, capital investments, funding development, contract management, and terms and performance measurements.

**Prerequisites:** ECN 2210, 2220, FIN 3010

**FIN 3600 REAL ESTATE FINANCE & ANALYSIS (3 credits)**

A comprehensive overview of the various types of real estate markets in the United States and how purchases and sales are financed. Students examine both standard and creative financing/structuring techniques used with residential real estate and income real estate properties. Purchase, sale, lease, and underwriting issues as well as real estate investment analysis techniques will be fully explored. The effects of market and economic conditions on the real estate markets are analyzed.

**Prerequisite:** FIN 3010 or 3210

**FIN 3700 FINANCE FOR SUSTAINABILITY (3 credits)**

This course will examine the principles of finance for effective management decision-making following a triple-bottom-line approach. The focus is on understanding and analyzing financial information including triple bottom line accounting practices, green investing, cash and capital budgeting and management, human resource management, carbon credits and other similar markets, and stakeholder issues.

**Prerequisites:** ACC 2410, ACC 2415 and FIN 3010

**FIN 3750 CAPITAL MARKETS & ANALYSIS (3 credits)**

An introduction to the basics of investing with emphasis on equities, debt, preferred stocks, convertible securities, rights and warrants, options, mutual funds, and fixed and variable annuities. The market on which each is traded, as well as fundamental and technical analysis, will be researched.

**Prerequisite or co-requisite:** FIN 3210

**FIN 3760 APPLIED FINANCIAL ANALYSIS & PORTFOLIO MANAGEMENT (3 credits)**

Continuation of FIN 3750 with particular emphasis on the intricate nature of assets contained in sophisticated securities. Concentration will be on the management of portfolios with special emphasis on growth strategies, income strategies, retirement planning, tax-advantaged investing, stock brokerage trends, and overall financial planning.

**Prerequisite:** FIN 3750

**FIN 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in finance. These may be one-time or occasional course offerings.

**Prerequisite:** Dependent on specific course content

**FIN 3990      INTERNSHIP (3 credits)**

The internship (400 hours of paid employment) is designed to provide the student with supervised on-the-job training. A contract between the University, student, and employer provides the groundwork. Objectives, evaluations, written log, and a study of the organization are designed to provide a realistic learning experience.

**Prerequisite: Department chair approval**

**FIN 4010      INTERNATIONAL FINANCE (3 credits)**

A comprehensive overview of the international monetary system in terms of its institutional structure, participants and their motivations, markets, and products, as well as currency exposure and techniques in risk management.

**Prerequisites: FIN 3010 or FIN 3210 and ECN 3000**

**FIN 4100      CHARTERED FINANCIAL ANALYST (CFA) TOPICS (3 credits)**

Emphasizes various finance topics contained in the course of study for the CFA designation. This designation is a rigorous 3-year graduate program of study desired by experienced financial professionals. It is considered to be the ultimate credential for the financial professional throughout the industry. Finance majors who aspire to become an analyst and/or the corporate fields should take this course.

**Prerequisite: FIN 3760; Co-requisite: FIN 4550**

**FIN 4150      CERTIFIED FINANCIAL PLANNER (CFP) TOPICS (3 credits)**

Emphasizes various topics contained in the course of study for the CFP designation. The CFP designation is an industry program of study that is desired by those selling financial planning services, and is usually taken soon after beginning one's career. The CFP is a necessary credential for the financial planner throughout the financial planning industry. Students who aspire to becoming a personal financial planner should take this course.

**Prerequisite: FIN 3010 or 3210**

**FIN 4200      ECONOMICS AND FINANCE OF PORT AND TERMINAL OPERATIONS (3 credits)**

Ports require significant infrastructure and complex relationships with governments and private industry. This course will examine some of the key economic and financial issues associated with port and terminal operations. Topics include economics of port and terminal operations, global demand for shipping and passenger transport, commercial geography, government versus private ownership, financial concepts and statements, budgeting, revenue and cost analysis, capital investments, funding development, contract management, terms and performance measurements, risk management, and pricing and tariff structures.

**Prerequisites: ECN 2210, 2220, FIN 3010**

**FIN 4230      PERSONAL FINANCIAL PLANNING 1 - (3 credits)**

Designed for senior level students not majoring in finance who will be graduating and leaving the University to pursue their chosen careers, this course will introduce the basic financial planning tools that are needed to acquire a comfortable financial life in the future. Skill topics will include saving, non-retirement and retirement investing, mutual fund/ stock investments, house purchasing/renting, and changing the financial plan as the student's career and family situations advance throughout life. Courses offered for more than one credit will delve further into the course topics based on the number of credit hours.

**Prerequisite: 90 credit hours completed**

**FIN 4550      CORPORATE INVESTMENT DECISIONS (3 credits)**

Emphasizes case/discussion methods to develop an in-depth expansion on the basic concepts presented in FIN 3010/3210. This course extends the financial analysis of a business to valuing complex capital budgeting and corporate strategies. Issues such as building the financial component of a business plan and using financial management techniques to identify corporate problems/opportunities and fix or pursue them. Options for various capital structures and the financing thereof are pursued in depth.

**Prerequisite: FIN 3010 or 3210**

**FIN 4850      CORPORATE FINANCING DECISIONS AND VALUATION (3 credits)**

A capstone finance course that builds on the financial concepts learned in previous courses and presents an integrated approach to corporate financing decisions and corporate valuation. This is a case discussion and application course covering various financing and valuation approaches and the application of these methodologies in the contemporary business environment.

**Prerequisite: FIN 4550**

## FOUNDATIONS (FDN)

### **FDN 1100 STRATEGIES FOR SUCCESS (1 credit)**

This course prepares students to take personal responsibility for their learning and academic success at Northwood University with an emphasis on holistic factors including how to acquire and apply knowledge, critical thinking, problem-solving, and effective communication skills. Includes an overview of University resources that support student success. Also includes an introduction to the institutional philosophy as it pertains to “The Northwood Idea,” emphasizing the role of the individual and limited government in a free-enterprise society.

### **FDN 1200 INTRODUCTION TO THE NORTHWOOD IDEA (1 credit)**

Building on FDN 1100, this course emphasizes the relationship between student success and institutional culture and philosophy as it pertains to “The Northwood Idea.” An introduction to the role of government, individual freedom and responsibility, property rights, and the free-enterprise system of capitalism.

**Prerequisite:** FDN 1100 or 15 credit hours completed

### **FDN 2200 INTERNATIONAL STUDENT SEMINAR (1 credit)**

Designed for new transfer international students during the first semester of attendance. The course provides an overview of practical information and tools to achieve academic and extracurricular success, and social adjustment to the American university system. The course also focuses on developing awareness of American values, traditions and facilitating the acquisition of skills needed to cope with challenges such as the realities of “culture shock” and intellectual maturity in an English-speaking environment.

### **FDN 3100 CAREER DEVELOPMENT (1 credit)**

Designed to provide juniors and seniors with research skills and methodology to gain information and understanding about specific industries and enterprises in which the students are interested in seeking employment. Students will learn about the importance of non-verbal interaction, interviewing techniques, resume and cover letter writing, and negotiation skills.

## FRANCHISING MANAGEMENT (FRA)

### **FRA 1010 PRINCIPLES OF FRANCHISING (3 credits)**

This course is an overview of the concepts and principles of franchising as they pertain to the economic sustainability of both the domestic and global markets. In route, students will study the history and development of franchising models and businesses derived from those models, including single-unit and multi-unit franchises. The importance of operations manuals will be cover as well. International franchising is introduced as a viable means for start-up franchises, as well as expansion of existing franchise businesses. Students will learn the proper franchising terminology so that they will be able to converse intelligently throughout the franchising community.

### **FRA 3000 FRANCHISING LAW AND COMPLIANCE ISSUES (3 credits)**

Overview of specific legal and compliance issues in franchising and franchise business structure, including contractual negotiations, human resource management, environmental compliance, liability, and federal and state law regarding disclosure documents. Case law, as well as case studies of legal and compliance issues will be used to illustrate developments and legal precedents in franchises.

**Prerequisites:** FRA 1010 and LAW 3000

### **FRA 3990 INTERNSHIP (3 credits)**

The internship (400 hours of paid employment) is designed to provide the student with supervised on-the-job training. A contract between the college, student, and employer provides the groundwork. Objectives, evaluations, written log, and a study of the organization are designed to provide a realistic learning experience.

**Prerequisite:** Department chair approval

### **FRA 4100 INTERNATIONAL FRANCHISING (3 credits)**

Examines the history and role of international franchising, including the growth of overseas franchising and the legal requirements for international franchises. Includes an overview of the role of culture, local requirements and local markets in successful franchise operations. Case studies of successful international franchising are part of the course as well.

**Prerequisite:** FRA 3000

**FRA 4200 CURRENT ISSUES AND TRENDS IN FRANCHISING (3 credits)**

This course gives an overview of contemporary issues and trends in franchising. Includes contemporary developments in franchising strategy, operations, legal issues, finance, marketing and management of franchises. Explores new markets for franchising and career opportunities in contemporary franchising, including multi-unit franchises.

**Prerequisite:** FRA 4100

**HEALTH CARE MANAGEMENT (HCM)****HCM 1010 INTRODUCTION TO HEALTH CARE MANAGEMENT AND ADMINISTRATION (3 credits)**

Overview of key issues in the management and administration of comprehensive health care facilities. Focuses on the administrator's relationship to the medical and nursing professions and assesses the attributes of the various types of health service organizations.

**HCM 1020 ORGANIZATIONAL BEHAVIOR AND CULTURE IN HEALTH CARE (3 credits)**

Analysis of problems and issues associated with management of health care organizations and distinguishes between various types of organizations. This course focuses on hospitals, mental care centers, long-term care facilities, managed care organizations, and community clinics. Introduction to special terminology, culture, and behavior patterns that characterize health care with emphasis on implications for administration of health care institutions.

**HCM 2010 ECONOMICS OF HEALTH CARE (3 credits)**

Analysis of economic factors bearing on the costs and affordability of health care. Covers public perceptions, attitudes, and political pressures as they affect demand for health services; reimbursement policies shaping service delivery; competition and alternative delivery systems; managed care and other government and private payer attempts to control costs; and overview of the medical cost containment crisis.

**HCM 2030 HISTORY OF HEALTH CARE MANAGEMENT (3 credits)**

Students will have the opportunity to follow the strategic trends of the health care industry since its entry into the business arena. An assessment of post-World War II changes in health care, managed care, and managed competition will be addressed. Changes in incentives for physicians, hospitals, and health care providers will be discussed. An assessment of new technology and techniques introduced into the health care industry will also be addressed.

**HCM 2990 INTERNSHIP I (3 credits)**

The internship (400 hours of employment) is designed to provide the student with supervised on-the-job training. A contract between the University, student, and employer provides the groundwork. Objectives, evaluations, written log, and a study of the organization are designed to provide a realistic learning experience.

**Prerequisite:** Department chair approval

**HCM 3000 HEALTH CARE ACCOUNTING, BUDGETING AND FINANCIAL MANAGEMENT (3 credits)**

Application of accounting, budgeting and financial management concepts and techniques to managerial decision making in the health care industry. Examines how private and public agencies determine program priorities, allocate resources to execute programs and obtain funds through taxation, bond issues, and other means. Explores cash flow problems related to third-party payments. Uses case study analysis to determine financial techniques and reporting for health care providers.

**Prerequisite:** FIN 3010

**HCM 3030 HUMAN RESOURCE MANAGEMENT FOR THE HEALTH CARE INDUSTRY (3 credits)**

Analyzes special problems of forecasting, planning, staffing, and developing human resource management in health care institutions. Explores legal aspects of human resource management and administration in the industry with an emphasis on compliance.

**HCM 3040 LEGAL AND ETHICAL ASPECTS (3 credits)**

Basic principles of law applicable to the business world, emphasizing contract, sales, bailments, negotiable instruments, agency, partnerships, corporations, insurance, and real estate.

**HCM 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in health care management. These may be one-time or occasional course offerings.

**Prerequisite:** Dependent on specific course content

**HCM 3990      INTERNSHIP II (3 credits)**

The internship (400 hours of paid employment) is designed to provide the student with supervised on-the-job training. A contract between the University, student, and employer provides the groundwork. Objectives, evaluations, written log, and a study of the organization are designed to provide a realistic learning experience.

**Prerequisite: Department chair approval**

**HCM 4010    HEALTH CARE QUALITY MANAGEMENT (3 credits)**

Comprehensive examination of those systems that measure and maintain quality in health care. Continuous improvements of the Total Quality Management discipline as it applies to health care.

**HCM 4020    CURRENT TOPICS IN HEALTH CARE MANAGEMENT (3 credits)**

The analysis, discussion, and reporting from current literature of significant trends, controversial issues affecting health care, and application of advanced decision-making techniques to those issues.

**HCM 4030      MARKETING MANAGEMENT FOR THE HEALTH CARE INDUSTRY (3 credits)**

Application of marketing concepts and techniques within and to health care institutions. Comprehensive overview of market analysis for new and on-going products and services.

**HCM 4060      INDUSTRY TRENDS IN HEALTH CARE MANAGEMENT (3 credits)**

This capstone course for Health Care Management majors focuses on the application of the principles, concepts, and theories underlying the discipline. Emphasis is on the application of high-ordered thinking and decision-making techniques regarding industry trends in Health Care Management.

**Prerequisites:** HCM 3000, HCM 4010, HCM 4030

**HISTORY (HIS)****HIS 2100    FOUNDATIONS OF THE MODERN WORLD I (3 credits)**

Introduces students to the historical development of Western civilization and its traditions. Major themes include the evolution of social, economic, religious, and political systems to fit the changing conditions of each age, and the expression of changing values and beliefs through intellectual and artistic endeavors. The course traces the development of Western civilization from ancient Near Eastern cultures to the beginning of the modern era in the 1600s.

**HIS 2150    FOUNDATIONS OF THE MODERN WORLD II (3 credits)**

Introduces students to the historical development of Western civilization and its traditions. Major themes include the evolution of social, economic, religious, and political systems to fit the changing conditions of each age, and the expression of changing values and beliefs through intellectual and artistic endeavors. The course traces the development of Western civilization from the beginning of the modern era in the 1600s to the present.

**Prerequisites: HIS 2100**

**HIS 2160    FOUNDATIONS OF THE MODERN WORLD (3 credits)**

Introduces students to the historical development of Western civilization and its traditions. Major themes include the evolution of social, economic, religious, and political systems to fit the changing conditions of each age, and the expression of changing values and beliefs through intellectual and artistic endeavors. The course traces the development of Western civilization from the beginning of the modern era in the 1600s to the present.

**Prerequisite: ENG 1200**

**HIS 2175    THE HISTORY OF THE UNITED STATES OF AMERICA (3 credits)**

The history of the United States is presented beginning with the European background and first discoveries. The pattern of exploration, settlement, and development of institutions is followed throughout the colonial period and the early national experience. The course continues through the Civil War, Reconstruction, the 19th, 20th, and 21st centuries and the development of the United States as a world power. The study includes social, cultural, economic, intellectual, and political aspects of American life.

**Prerequisite: ENG 1200**

**HIS 2200    EARLY US HISTORY (3 credits)**

This course will focus on the major political, economic and cultural developments in American history to 1865. A variety of historical documents, including maps, newspapers and political cartoons will also be examined.

**HIS 3010 THE FOUNDING OF THE AMERICAN REPUBLIC (3 credits)**

Covers the historical development of the United States from colonial times through the beginning of the 19th century, with emphasis on the historical context of the Declaration of Independence and the U.S. Constitution as examples of the unique expressions of American political, social, and economic systems. The course will focus on primary sources and on selected individuals who helped formulate these ideals.

**Prerequisite: HIS 2150 or HIS 2160**

**HIS 3100 AFRICANS IN AMERICA 1607 – 1861 (3 credits)**

Examines the experiences of Africans in America from the founding of the first colonies to the Civil War as evidenced through the historical, economic, political, social, religious, and literary values of the period. The course is focused on democracy, economics, freedom, leadership, identity, race, and racism from 1607 to 1861.

**HIS 3130 THE AMERICAN CIVIL WAR AND RECONSTRUCTION (3 credits)**

Examines the American Civil War, including its causes, the military, political, social and economic aspects of the war, and its continuing legacy. The course also covers Reconstruction following the war.

**Prerequisite: 60 credit hours completed**

**HIS 3150 THE ERA OF THE VIETNAM WAR (3 credits)**

Examines the Vietnam War, including its causes, the military, political, social and economic aspects of the war, and its continuing legacy for both Vietnam and the United States.

**Prerequisite: 60 credit hours completed**

**HIS 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in history. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

**HIS 4020 CONTEMPORARY GLOBAL ISSUES (3 credits)**

An examination of the historical basis and context for contemporary global issues. Topics may include political, economic, scientific, technological, cultural, and social challenges.

**Prerequisite: HIS 2150, HIS 2160, or HIS 2175**

**HIS 4040 EUROPEAN CULTURAL HISTORY (3 credits)**

Explores the development of European history and culture through focused visits to historical and cultural sites such as museums, historical parks, memorials, military sites, and cathedrals; and through film and performance. Taught during the annual Semester in Europe program.

**Prerequisite: HIS 2100 or HIS 2150**

**HOSPITALITY MANAGEMENT (HOS)**

[Formerly Hotel, Restaurant, and Resort Management (HRM)]

**HOS 1010 INTRODUCTION TO HOSPITALITY MANAGEMENT (3 credits)**

Designed to build an understanding of the hospitality industry by examining the management skills needed to succeed in the industry. The student will also gain an insight in the development of the industry through popular trade magazines, guest speakers, and field trips.

**HOS 1030 SANITATION (3 credits)**

Provides foodservice personnel with basic sanitation principles; understanding personal hygiene; sanitizing of eating and drinking utensils; food bacteriology; emergency pathogens; prevention of illnesses; HACCP, accident prevention; employee training; sanitary and safe foodservice operation. Also includes information regarding alcohol: serving alcohol responsibly; safety of the customer, legalities of the employer, and lawsuits and violations of the state liquor code; how alcohol affects the body; the law and your responsibility; reasonable care; establishing policies and procedures; designing an alcohol responsible program; and checking age identification.

**HOS 1031 SERVE SAFE ALCOHOL SEMINAR (1 credit)**

Emphasis on alcohol law and the responsibility of the server. Includes information regarding alcohol: serving alcohol responsibly; safety of the customer, legalities of the employer, and lawsuits and violations of the state liquor code; how alcohol affects the body; the law and your responsibility; reasonable care; establishing policies and procedures; designing an alcohol responsible program; and checking age identification. Students will have the opportunity to earn the national Serve Safe Alcohol certification.



**HOS 1032 FOOD SERVE SAFE CERTIFICATION (2 credits)**

Provides foodservice personnel with basic sanitation principles; understanding personal hygiene; sanitizing of eating and drinking utensils; food bacteriology; emergency pathogens; prevention of illnesses; HACCP, accident prevention; employee training; sanitary and safe foodservice operation. Also includes information regarding alcohol: serving alcohol responsibly; safety of the customer, legalities of the employer, and lawsuits and violations of the state liquor code; how alcohol affects the body; the law and your responsibility; reasonable care; establishing policies and procedures; designing an alcohol responsible program; and checking age identification.

**HOS 2040 PRACTICUM I (1 credit)**

Designed to provide the student with supervised on-the-job training, exposure to organizational, management, internal workings, and services offered through an approved organization. A contract between the college, student, and employer provides the beginning groundwork. Goals, evaluations, a review of skill, and a study of the organization are designed to provide a realistic learning experience.

**Prerequisite: 30 credit hours completed**

**HOS 2050 FOOD AND BEVERAGE MANAGEMENT (3 credits)**

Designed to move the student through the various management steps involved in food service. Food production issues are studied from a managerial point of view. Standards in food production and beverage service are a focal area of the course. This course is designed to build the skills necessary to operate a successful and profitable food service operation.

**HOS 2100 FACILITIES ENGINEERING (3 credits)**

Introduces students to facilities engineering and why hospitality managers need to be aware of basic engineering principles and tools to enable them to make decisions regarding the operations of their facility.

**HOS 2980 BEVERAGE SEMINAR (1 credit)**

Exploration of various wines/beers from around the world. Class includes beverage evaluation and tasting for serious students who will benefit professionally from this knowledge. Primarily for Hotel/Restaurant students, but others will be considered.

**HOS 3040 PRACTICUM II (1 credit)**

Designed to provide the student with supervised on-the-job training, exposure to organizational, management, internal workings and services offered through an approved agency. A contract between the university, the student, and the employer provides the beginning groundwork. Goals, evaluations, a review of skill and a study of the organization are designed to provide a realistic learning experience.

**Prerequisite: 30 credit hours completed**

**HOS 3050 HOSPITALITY OPERATION MANAGEMENT (3 credits)**

The class covers the study of broad-based hotel and motel management operations reviewing development, pre-opening, marketing, departmental operations, and organizational structure. Includes work in training, staffing, work improvement techniques, motivating, organizing, planning, and scheduling.

**HOS 3100 RESORT & CLUB MANAGEMENT (3 credits)**

Introduces the student to these exciting and dynamic segments of the industry and the many challenges in operations. Students will explore the many career choices available after visits to various properties and the behind-the-scenes look at how they are run.

**HOS 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in hotel, restaurant, and resort management. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

**HOS 3990 INTERNSHIP (3 credits)**

The internship (400 hours of paid employment) is designed to provide the student with supervised on-the-job training. A contract between the University, student, and employer provides the groundwork. Objectives, evaluations, written log, and a study of the organization are designed to provide a realistic learning experience.

**Prerequisites: Department chair approval**

**HOS 4050 HOSPITALITY COSTING, PRICING, AND FINANCIAL MANAGEMENT (3 credits)**

Designed to move the student through the various management steps involved in developing a financially successful hotel, restaurant, resort, spa or other hospitality business. This course presents methods and principles for accurately pricing goods and services, controlling costs, and maximizing profits. Hotels, restaurants, and resorts are studied from a managerial point of view to keep costs low and margins high. Budgeting and financing standards set in the hospitality industry are a focal area of the course.

**Prerequisite: FIN 3010 or FIN 3210**

**HOS 4100 HUMAN RESOURCES APPLICATION (3 credits)**

Strong human resource management is critical for the survival of any company. This course will discuss and highlight ways that the new or even experienced manager can stay ahead of the workforce challenges. Current articles and group projects will supplement the classroom experience.

**HOS 4150 INTERNATIONAL TOURISM (3 credits)**

Focuses on the economic, social, cultural, and environmental considerations of international travel and tourism. The course is designed to create sensitivity to and an awareness of the differences in cultures in regard to a worldview of hospitality management.

**HOS 4180 SPECIAL EVENTS AND MEETING PLANNING (3 credits)**

Provides students with the basic understanding of the management process as it relates to planning and operation of special events and meetings. This course is designed to develop skills, strategies, knowledge, and understanding about planning, organizing, scheduling, marketing, and implementing meetings and special events for various groups.

**HOS 4400 MARINE TOURISM MANAGEMENT (3 credits)**

Focuses on the economic, social, cultural and environmental considerations of travel and tourism involving marine and coastal activities. The course will focus on marine oriented resort management, chartering and bareboating, charter fishing, SCUBA, snorkeling and underwater exploration, tour boats and tour operations, recreational marine craft rentals, personal boating instruction, and other marine orientated tourist activities.

**HOS 4500 CURRENT ISSUES IN THE HOSPITALITY INDUSTRY (3 credits)**

Explores the dynamics and implications of current societal and professional issues while developing leadership styles and identifying current trends. The course focuses on examining current trends that will impact the profession and help students understand the relevance of trends to their professional development.

**HUMANITIES (HUM)****HUM 1020 INTRODUCTION TO WORLD CULTURES AND CUSTOMS (3 credits)**

This course is an exploration of cultural values and their expression, and the theories and tools with which to compare and contrast them in a diversity of cultural contexts. The course will involve an introduction to cultural anthropology with particular emphasis on oral history, cultural relativity, folk tradition, socialization, colonization and the political struggles of indigenous and culturally marginalized people.

**HUM 2010 FINE ARTS APPRECIATION: VISUAL ARTS AND ARCHITECTURE OF WESTERN CULTURE (3 credits)**

An introduction to the Arts such as (but not limited to) Literature, Music, Visual, Architecture, Theatre, Dance, and Cinematic. This course focuses on the study and appreciation of the fine and performing arts and the ways in which they reflect the values of civilizations

**HUM 3010 IDEAS THAT SHAPED AMERICA (3 credits)**

Explores ideas from America's European heritage that shaped modern America. Course taught only in the Semester in Europe Study Abroad program.

**HUM 3020 SURVEY OF WESTERN ART (3 credits)**

Explores Western art through first-hand visits to European cultural centers and classroom lectures during the Semester in Europe Study Abroad program.

**HUM 3100 CREATIVITY (3 credits)**

An overview of the creative process and its relationship to both personal and professional achievement. Theories of creativity are summarized, covering such topics as the creative personality, creative problem solving, and creative team work. Students will acquire the resources and techniques for stimulating creative thinking and facilitating creative problem solving. The course will encompass both individual and group exercises to stimulate creative thinking.

**Prerequisite: 60 credit hours completed**

**HUM 3110 THE SEARCH FOR MEANING THROUGH THE HUMANITIES (3 credits)**

An examination of the human search for meaning through perennial questions and their possible answers as expressed in intellectual, artistic, and social endeavors.

**Prerequisite: 60 credit hours completed**

**HUM 3120 INTRODUCTION TO ART (3 credits)**

A survey of visual media, past and present, with particular emphasis on expressionism and realism and how they mirror society. Technique as well as theory is covered.

**Prerequisite: 60 credit hours completed**

**HUM 3130 INTRODUCTION TO MUSIC (3 credits)**

The study of music from the past and present, and its impact on our culture. Included is a survey of music from historical periods and the relationship of this auditory art form to other areas of the humanities.

**Prerequisite: 60 credit hours completed**

**HUM 3140 INTRODUCTION TO MODERN ART (3 credits)**

A chronological survey of major art movements beginning with Romanticism and culminating in the most recent developments in painting and sculpture.

**Prerequisite: 60 credit hours completed**

**HUM 3150 INTRODUCTION TO FILM ART (3 credits)**

A survey of past and present films with particular emphasis on the elements of form and style. A history of film and survey of genres and styles is included.

**Prerequisite: 60 credit hours completed**

**HUM 3200 CRITICAL APPRECIATION OF THE ARTS (3 credits)**

Focuses on the special role of the arts: painting, sculpture, architecture, literature, drama, music, dance, film, and photography as forms of human expression. Attention is given to definitions of art and various critical approaches to the arts in order to establish a foundation for critical response.

**Prerequisite: 60 credit hours completed**

**HUM 3210 GENERAL HUMANITIES (3 credits)**

Beginning with the advent of the Renaissance, this course traces the humanistic aspects of our intellectual development, as that development is manifested in painting, sculpture, architecture, music, literature, philosophy, political theory, and spiritual experience.

**Prerequisite: 60 credit hours completed**

**HUM 3220 DESIGN PRINCIPLES (3 credits)**

Exploration of human reaction to visual stimuli and the role of design to solve problems and make decisions in business and personal life. The goal is that students will make better functional, practical, and economic visual judgments.

**Prerequisite: 60 credit hours completed**

**HUM 3230 UNDERSTANDING WESTERN ARCHITECTURE (3 credits)**

This course is a comparative examination of the built environment as a cultural, technological, and artistic achievement. Basic design and technical concepts that allow buildings to stand up will be explored. In addition, the history of architectural development in the West, from prehistoric times to the present, will be surveyed. The focus is on architecture as an expression of culture, a systematic statement of values.

**Prerequisites: HIS 2100, HIS 2150**

**HUM 3500 HONORS SEMINAR (3 credits)**

Critical study of various forms of artistic expression to sharpen students' ability to form divergent points of view.

**Prerequisites: 60 credit hours completed and approval of academic dean**

**HUM 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in humanities. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

**INNOVATION MARKETING AND MANAGEMENT (IMM)****IMM 1100 FOUNDATIONS OF INNOVATION (3 credits)**

The emphasis of the course is to explain the value and importance of innovation and its role in a competitive global economy. An introduction to the principles and concepts of innovation and the role of innovation in society in general. Basic skills and elements of the innovation process are described and practiced by reviewing the theoretical bases and models of innovation processes, as well as case studies of relevant innovations in business. Students will learn about science and technology based “megatrends” and identify areas attractive to them to practice innovation. Basic knowledge of physics, chemistry and biology will be covered that will allow students to comprehend the innovations brought by nano-science, biotechnology and new materials scientific fields. The students will be exposed to the discovery-driven planning which is a practical tool that acknowledges the difference between planning for a new venture and planning for a more conventional line of business. In addition, students will participate in design challenges, learn from failure, value diverse perspectives in approaching problems, and generate ideas that demonstrate both incremental and radical inventiveness.

**IMM 3050 DEMOGRAPHIC DATA MINING (3 credits)**

This course is a continuation and expansion of concepts covered in statistics classes using demographic databases for business applications. It explores advanced sources of demographic data, measures, and methods to analyze the levels and changes of demographic settings. It considers applications of demographic techniques in marketing, management and in business forecasting. It provides practical case-studies based experience in applying demographic knowledge and methods. It includes hypothesis testing of proportions, means and variances of one and two populations, including matched pairs, correlation, simple linear regression, chi-square tests, and multiple regression.

**Prerequisite: MTH 2310**

**IMM 3200 INNOVATION PROCESSES (3 credits)**

This course covers incremental and disruptive innovations, consumer behavior and market growth trends. Students are challenged to identify areas where innovations can be lucrative and will develop their own innovation using web/patent searching software. The projects will stimulate creative thinking and teach students how to extract concepts from relevant technical content. Students will appreciate the process necessary to quickly conceive and validate the ideas, and to become competent project leaders. The course provides basic knowledge of financial evaluation of the new product, culminating with a rudimentary individual business plan evaluation report for the student’s innovation.

**Prerequisite: IMM 1100**

**IMM 3990 INNOVATION INTERNSHIP (3 credits)**

The internship (400 hours of paid employment) is designed to provide the student with supervised on-the-job training. A contract between the college, student, and employer provides the groundwork. Objectives, evaluations, written log, and a study of the organization are designed to provide a realistic learning experience.

**Prerequisites: Department chair approval**

**IMM 4110 IDEAS TO MARKETS PROJECT I (3 credits)**

A project-team based cohort course in which the idea of the product/application can be generated by the students, by an external company, or by an organization. The project may focus on an idea, a redesign of an existing product, a new product, or a new application for an existing product. Specific objectives for each team will be assigned by the instructor, in consultation with the project teams. This class will focus on collecting and analyzing data, creating a physical or conceptual prototype, and preparation of a marketing plan.

**Prerequisites: IMM 3200, MKT 4230 and MKT 4240**

**IMM 4210 IDEAS TO MARKETS PROJECT II (3 credits)**

Continuation of project-team based cohort course in which the idea of the product/application can be generated by the students, by an external company, or by an organization. The project and specific objectives for each team will have already been assigned by the instructor in IMM 4110. This class will focus on designing the product/application, and identifying financial, manufacturing, distribution and promotion channels through the development of a three year rudimentary business plan. The students will gain experience in multiple phases of the commercialization of innovation.

**Prerequisite: IMM 4110**

## **INSURANCE RISK MANAGEMENT (INS)**

### **INS 1100 PRINCIPLES OF INSURANCE (3 credits)**

Introduces the student to understanding the nature of risk and how insurance can manage risk. Overview of the insurance industry and its nature and structure and how insurance organizations are regulated. Case studies will be utilized in understanding the challenges of IM and the role of regulation. Case studies will be used to evaluate the financial strength of industry organizations.

### **INS 1200 PRINCIPLES OF PERSONAL INSURANCE (3 credits)**

Introduces the student to the concept of personal insurance studying life, health, disability and long term care insurance. The student gains the prospective of managing personal risk associated with personal insurances.

**Prerequisite:** INS 1100

### **INS 2100 PRINCIPLES OF COMMERCIAL INSURANCE (3 credits)**

Introduction to the concept of commercial insurance. The student will gain an understanding of insurance to manage commercial risk. Students will evaluate appropriate levels of coverage, and insurance contracts for greater understanding of insurance language. Course will cover property, liability, and auto.

**Prerequisite:** INS 1100

### **INS 2500 CLAIMS AND UNDERWRITING (3 credits)**

Designed to introduce the student to the concept of the underwriting process. Students study how underwriters decide on the cost of the risk and price it accordingly. Actuarial science is studied in relationship to cost structure. Students gain knowledge in the underwriting process and understand how an offer is made to a prospective client by assessing and appraising the risk involved in the offer. Students use software in the finance lab to work on proposals based on statistical methods is assessing probability of loss. Students will work in teams on case studies to create underwriting scenarios using data and circumstances in real life situations in the pricing of insurance. The study of claims is designed to introduce students to the claims (property and liability) process, claims adjusting and extent of the companies' liability to the claimant. This course is designed to have the student understand the investigative nature of claims. Students also study the concept of depreciation, replacement costs and the cash value of assets using financial formulas that are industry/company specific. Special attention will be given to the two sides of claims, representation of the company and representation of the client (public adjustors).

**Prerequisites:** MIS 1050 or 1500, INS 1200 and INS 2100

### **INS 3000 AGENCY OPERATIONS (3 credits)**

An overview of managing agency operations. Students will examine the operations in their entirety; claims, underwriting, reinsurance, finance, actuarial importance, insurance regulation and strategic planning for the insurance industry. Emphasis will be placed on regulatory compliance. Global markets will be studied as a means to understand competition and designing strategic plans to overcome the competition. Student teams will design and set up agencies.

**Prerequisites:** INS 1200 and INS 2100

### **INS 3100 STATE INSURANCE CODE (1 credit)**

Designed to make students aware of how this code is designed and how it affects property insurance. Insurance code language is defined. Common insurance policy provisions are examined and explained. This class is mandatory for students taking the property insurance exam.

**Prerequisite:** INS 3000

### **INS 3500 ACTUARIAL SCIENCE (3 credits)**

An overview of actuarial science and its application to risk management. Students will be introduced to mathematical and statistical methods used to assess risk, and the role of actuarial science in the insurance industry.

**Prerequisite:** MTH 2310

### **INS 3990 INSURANCE INTERNSHIP (3 credits)**

The internship is designed (400 hours of employment) to provide the student with supervised on-the-job experience within the industry and discipline. A contracted and supervised work program is arranged between the student, employer and university to meet program objectives.

**Prerequisite:** Department chair approval

**INS 4850 INSURANCE PROPOSALS AND NEGOTIATIONS (3 credits)**

A capstone course that integrates holistic insurance risk management components to develop and negotiate proposals. Student teams will be presented with data and a situation that demands insurance protection. Students will design and build proposals to be presented to management for managing risk. Students will utilize software, financial formulas and negotiation skills to prepare their presentations. Strong emphasis in understanding the role of regulatory compliance and exposure to underwriting process.

**Prerequisites: SPC 2050 and INS 3000**

**INTENSIVE ENGLISH PROGRAM (IEP)**

**IEP 0901 PRE-ELEMENTARY SPEAKING/LISTENING (3 credits)**

Designed for non-native speakers of English with an emphasis on developing speaking/listening skills at a pre-elementary level.

**IEP 0902 PRE-ELEMENTARY READING/VOCABULARY (3 credits)**

Designed for non-native speakers of English with an emphasis on developing reading skills at a pre-elementary level.

**IEP 0903 PRE-ELEMENTARY WRITING (3 credits)**

Designed for non-native speakers of English with an emphasis on developing writing skills at a pre-elementary level.

**IEP 0904 PRE-ELEMENTARY GRAMMAR (3 credits)**

Designed for non-native speakers of English with an emphasis on developing grammar skills at a pre-elementary level.

**IEP 0911 ELEMENTARY SPEAKING/LISTENING (3 credits)**

Designed for non-native speakers of English with an emphasis on developing speaking/listening skills at an elementary level.

**IEP 0912 ELEMENTARY READING/VOCABULARY (3 credits)**

Designed for non-native speakers of English with an emphasis on developing reading skills at an elementary level.

**IEP 0913 ELEMENTARY WRITING (3 credits)**

Designed for non-native speakers of English with an emphasis on developing writing skills at an elementary level.

**IEP 0914 ELEMENTARY GRAMMAR (3 credits)**

Designed for non-native speakers of English with an emphasis on developing grammar skills at an elementary level.

**IEP 0921 INTERMEDIATE SPEAKING/LISTENING (3 credits)**

Designed for non-native speakers of English with an emphasis on developing speaking/listening skills at an intermediate level.

**IEP 0922 INTERMEDIATE READING/VOCABULARY (3 credits)**

Designed for non-native speakers of English with an emphasis on developing reading skills at an intermediate level.

**IEP 0923 INTERMEDIATE WRITING (3 credits)**

Designed for non-native speakers of English with an emphasis on developing writing skills at an intermediate level.

**IEP 0924 INTERMEDIATE GRAMMAR (3 credits)**

Designed for non-native speakers of English with an emphasis on developing grammar skills at an intermediate level.

**IEP 0931 PRE-ADVANCED SPEAKING/LISTENING (3 credits)**

Designed for non-native speakers of English with an emphasis on developing speaking/listening skills at a pre-advanced level.

**IEP 0932 PRE-ADVANCED READING/VOCABULARY (3 credits)**

Designed for non-native speakers of English with an emphasis on developing reading skills at a pre-advanced level.

**IEP 0933 PRE-ADVANCED WRITING (3 credits)**

Designed for non-native speakers of English with an emphasis on developing writing skills at a pre-advanced level.

**IEP 0934 PRE-ADVANCED GRAMMAR (3 credits)**

Designed for non-native speakers of English with an emphasis on developing grammar skills at a pre-advanced level.

**IEP 0941          ADVANCED SPEAKING/LISTENING (3 credits)**

Designed for non-native speakers of English with an emphasis on developing speaking/listening skills at an advanced level.

**IEP 0942          ADVANCED READING/VOCABULARY (3 credits)**

Designed for non-native speakers of English with an emphasis on developing reading skills at an advanced level.

**IEP 0943          ADVANCED WRITING (3 credits)**

Designed for non-native speakers of English with an emphasis on developing writing skills at an advanced level.

**IEP 0944          ADVANCED GRAMMAR (3 credits)**

Designed for non-native speakers of English with an emphasis on developing grammar skills at an advanced level.

**IEP 0951          GRADUATE SPEAKING/LISTENING (3 credits)**

Designed for non-native speakers of English with an emphasis on developing speaking/listening skills for graduate students.

**IEP 0952          GRADUATE READING/VOCABULARY (3 credits)**

Designed for non-native speakers of English with an emphasis on developing reading skills for graduate students.

**IEP 0953          GRADUATE WRITING (3 credits)**

Designed for non-native speakers of English with an emphasis on developing writing skills for graduate students.

**IEP 0954          GRADUATE GRAMMAR (3 credits)**

Designed for non-native speakers of English with an emphasis on developing grammar skills for graduate students.

## **INTERNATIONAL BUSINESS (INB)**

**INB 1100          INTRODUCTION TO INTERNATIONAL BUSINESS (3 credits)**

This is a survey course that acquaints students with the salient components of the discipline and the curriculum. It covers the various functional areas of International Business such as trade, finance, law, management, and marketing. It also examines the importance of culture and its impact on human behavior, and brings home to students the importance of understanding cultural differences for the successful pursuit of a career in international business. The course introduces students to career opportunities in the international business field.

**INB 3850          SPECIAL TOPICS (1-3 credits)**

Various topics in international business. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

***NOTE: Below are other required major courses in the interdisciplinary International Business curriculum:***

**ECN 3000          INTERNATIONAL TRADE (3 credits)**

Examines the basis of trading among nations with emphasis on resources, foreign exchange, balance of payments, investments, tariffs, import quotas, export controls, nationalism, free trade, protectionism, and the institutions aiding in world trade.

**Prerequisites: ECN 2210 and 2220**

**ECN 3410          COMPARATIVE ECONOMIC SYSTEMS (3 credits)**

An analysis of the various systems of economic organization; comparison of socialist methods of economic management with the operations of the market economy; overview of the current economies of several nations.

**Prerequisites: ECN 2210 and 2220**

**FIN 4010          INTERNATIONAL FINANCE (3 credits)**

A comprehensive overview of the international monetary system in terms of its institutional structure, participants and their motivations, markets, and products, as well as currency exposure and techniques in risk management.

**Prerequisites: FIN 3010 or FIN 3210 and ECN 3000**

**LAW 4050          INTERNATIONAL LAW (3 credits)**

Overview of the international legal environment, including an emphasis on common and code law systems and their impact on the conduct of international business. Explores international jurisdiction, world legal agreements and bodies, treaty agreements, and treaty law.

**Prerequisites: LAW 3000 and ECN 3000**

**MGT 4030 INTERNATIONAL MANAGEMENT (3 credits)**

Familiarizes students with the evolution of the multi-national enterprise over the past century, and addresses the challenges today's managers of such enterprises. Discusses the various aspects of the complex task of managing and leading a multi-national enterprise such as strategy formulation, structuring organizations, liaising with external stakeholders, ensuring ethical conduct, and providing inspirational leadership. Knowledge and skills are imparted through the use of experiential learning tools such as simulations and case discussions.

**Prerequisites: MGT 2300 and MKT 2080**

**MKT 3100 INTERNATIONAL MARKETING (3 credits)**

Addresses global issues challenging today's international marketer. Discusses the various strategic, tactical, and operational components of the international marketing function. Explores in detail the practical aspects of international marketing such as exports and imports, international marketing research, and the development of a comprehensive marketing plan.

**Prerequisites: MKT 2080**

**12 credits of Spanish or other foreign language:****SPN 2010 SPANISH I (3 credits)**

The first of a two semester sequence designed specifically for beginning university students with no previous language study. Emphasis is placed on acquisition and application of basic language skills.

**SPN 2015 SPANISH II (3 credits)**

Continuation of the first year language sequence in Spanish. Course design places emphasis on development of the target language in the five goal areas of foreign language education: communication, cultures, connections, comparisons, and communities.

**Prerequisite: SPN 2010**

**SPN 3010 SPANISH III (3 credits)**

The first of a two semester sequence designed for students who have a background of at least one year of college level Spanish or its equivalent. The objective is to further acquisition and application of the target language at the intermediate level. Authentic materials in the target language reflect contemporary topics relevant to contemporary global issues.

**Prerequisite: SPN 2015**

**SPN 3015 SPANISH IV (3 credits)**

Completes the second year language sequence in Spanish. Course emphasis is placed on continued development of proficiency in the target language through grammar review, composition, selected readings, small group discussion, and short speeches on topics of interest.

**LAW (LAW)****LAW 2500 ENVIRONMENTAL REGULATIONS AND PUBLIC POLICY (3 credits)**

This course will provide an overview of environmental law, regulation and international policies, focused on those areas that directly impact on commercial and industrial enterprise. The course will also help students understand the relationship between environmental protection and societal, political, economic and ethical concerns that shape regulatory policy.

**Prerequisites: NSC 2100 and MGT 2400**

**LAW 2800 MOCK TRIAL I (1 credit)**

Emphasis is placed on building the skills necessary to compete in American Mock Trial Association Invitational Tournaments. Each student will be a part of a team responsible for the development of a case to be tried in a court of law including opening statement, introduction of testimony, physical, and demonstrative evidence, direct and cross examination of witnesses, closing arguments, etc. Students will participate in competitions both on and off campus.

**LAW 2810 MOCK TRIAL II (2 credits)**

Emphasis is on continuing development of skills necessary to compete in regional American Mock Trial Association Invitational Tournaments. Students who have taken LAW 2800 will have already competed at invitational tournaments sponsored by the American Mock Trial Association. During this course, as a member of the Regional Team, students will perform the same skills introduced in the LAW 2800 course at a higher level. Students will participate in competitions both on and off campus.

**Prerequisite: LAW 2800**



**LAW 2820      MOCK TRIAL III (2 credits)**

Emphasis is on continuing development of skills necessary to compete in the national American Mock Trial Association Invitational Tournament. Students who have taken LAW 2800 will have competed at Invitational Tournaments and those who have taken LAW 2810 will have competed at the Regional Tournament. During this course, as a member of the Regional, National and Championship Team(s), students will consistently perform the skills introduced in LAW 2800 and LAW 2801 at a higher level reflecting their prior experience. Students will participate in competitions both on and off campus.

**Prerequisites: LAW 2800 and 2810**

**LAW 3000      BUSINESS LAW I (3 credits)**

Basic principles of law applicable to the business world emphasizing ethics, the U.S. judicial system, contracts, sales, property, agency, and business organizations. The goal of the course is to provide the basic knowledge and understanding of legal theories and practical applications of rules/laws as they pertain to the decision-making aspects of administration and professional conduct in business.

**LAW 3025      BUSINESS LAW FOR ACCOUNTING MAJORS (3 credits)**

The course will focus on two main areas. First, the course will undertake a critical exploration and examination of the regulation of the accounting profession. This will include research, application, and evaluation of the regulation of for-profit financial accounting, auditing of private and public entities, not-for-profit financial accounting, and taxation. Second, students will focus on specific areas of business law most applicable to the practicing accountant, including business organizations, securities law, and professional liability. Additionally, basic principles of law applicable to the business world, emphasizing contracts and sales, as well as period after sales, bailments, negotiable instruments, agency, partnerships, corporations, insurance, and real estate will be examined.

**LAW 3026      BUSINESS LAW FOR ACCOUNTING MAJORS (1 credit)**

The course will focus on specific areas of business law most applicable to the practicing accountant, including business organizations, securities law, and professional liability. Additionally, basic principles of law applicable to the business world, emphasizing contracts and sales, as well as period after sales, bailments, negotiable instruments, agency, partnerships, corporations, insurance, and real estate will be examined.

**Prerequisite: LAW 3000**

**LAW 3050      BUSINESS LAW II (3 credits)**

An in-depth study of law with special emphasis on those points of law that would be of particular importance to students planning careers in accounting, especially those considering qualifying as Certified Public Accountants. Provides students with the basic knowledge and understanding of legal theories and practical applications of rules/laws as they pertain to the decision-making aspects of administration and professional conduct of business, especially in the accounting industry.

**Prerequisite: LAW 3000 or LAW 3025**

**LAW 3500      COMMERCIAL AND REAL ESTATE LAW (3 credits)**

This course provides an overview of real estate transactions and acquisitions for commercial real estate, including site selection, appraisals, purchase contracts, lease negotiations and contracts, mortgage financing, loan documentation, escrows and titles. Transactions related to franchise agreements will be a specific feature of the course.

**Prerequisite: LAW 3000**

**LAW 3850      SPECIAL TOPICS (1-3 credits)**

Various topics in law. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

**LAW 4050      INTERNATIONAL LAW (3 credits)**

Overview of the international legal environment, including an emphasis on common and code law systems and their impact on the conduct of international business. Explores international jurisdiction, world legal agreements and bodies, treaty agreements, and treaty law.

**Prerequisites: LAW 3000 and ECN 3000**

## MANAGEMENT (MGT)

### **MGT 2300 PRINCIPLES OF MANAGEMENT (3 credits)**

Foundation course that provides an overview of the principles, concepts, and theories underlying the management discipline. Students learn the specialized vocabulary necessary for the practice of management. Origins, history, and antecedents of the management discipline and its relationship to the other disciplines that are the components of a business education.

### **MGT 2400 SUSTAINABLE ENTERPRISE STRATEGIES (3 credits)**

This course will allow students to gain an understanding of the decision-making process in sustainable organizations and industries, including the theories supporting sustainable management and the concepts of triple-bottom-line management. Students will apply the core management functions and practices learned in previous business core courses to sustainable organizations. A systems approach will be used to help students develop the ability to analyze whole systems.

**Prerequisites:** MGT 2300, ECN 2210 and ECN 2220

### **MGT 2500 HUMAN RESOURCE MANAGEMENT (3 credits)**

Provides students with a broad understanding of the behavioral, structural, operational, and legal aspects of managing an organization's human resources and the interrelationship between managerial functions and human resource policies. Examines the human resource functions of job analysis and design, recruitment, training and development, compensation and benefits, appraisal, and retention. Traces the evolution of the discipline and highlights certain landmark events that have impacted human resource management. Discusses the function of the various governmental agencies responsible for ensuring legal compliance.

### **MGT 3200 MANAGEMENT COMMUNICATIONS (3 credits)**

Students develop the techniques of sending and receiving skills necessary for effective communication in the global business environment. Topics covered include: writing effective business letters, memos, e-mails, and reports; group dynamics and effective meetings; nonverbal communication; listening; perception and semantics; and oral reporting.

**Prerequisite:** ENG1200

### **MGT 3500 OPERATIONS MANAGEMENT (3 credits)**

Deals with the strategic/operational activities that relate to the creation of goods and services through the transformation of inputs to outputs. Students will be able to formulate strategies that increase productivity and quality so as to maximize a firm's profitability in a global marketplace and for the benefit of society.

**Prerequisites:** MGT 2300 and MTH 2310

### **MGT 3700 PRACTICE OF MANAGEMENT AND LEADERSHIP (3 credits)**

Builds on the foundations of management theory and concepts contained in MGT 2300. It teaches students the practical elements of management and leadership through analysis, discussion, and reporting of significant trends and key issues from current literature. Examines advanced techniques in decision making and their applications in organizations. Using experiential learning tools, students learn management principles and identify important concepts related to leadership, emotional intelligence, diversity, organizational change, and sustainability.

**Prerequisites:** ACC 2415, MGT 2300, and MKT 2080

### **MGT 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in management. These may be one-time or occasional course offerings.

**Prerequisite:** Dependent on specific course content

### **MGT 3990 INTERNSHIP (3 credits)**

The internship (400 hours of paid employment) is designed to provide the student with supervised on-the-job training. A contract between the college, student, and employer provides the groundwork. Objectives, evaluations, written log, and a study of the organization are designed to provide a realistic learning experience.

**Prerequisite:** Department chair approval

### **MGT 4030 INTERNATIONAL MANAGEMENT (3 credits)**

Familiarizes students with the evolution of multinational enterprises over the past century, and addresses the challenges today's managers of such enterprises. Discusses the various aspects of the complex task of managing and leading a multinational enterprise such as strategy formulation, structuring organizations, liaising with external stakeholders, ensuring ethical conduct, and providing inspirational leadership. Knowledge and skills are imparted through the use of experiential learning tools such as simulations and case discussions.

**Prerequisites:** MGT 2300 and MKT 2080

**MGT 4250 ORGANIZATIONAL BEHAVIOR (3 credits)**

Examines how the behavior of individuals and the relationships among individuals and groups within an organization impact its effectiveness. Draws upon the theories and models that constitute the core of the discipline, and also examines current topics and areas of interest. Develops the skills and tools necessary to effectively manage change within an organization and evolve into successful leaders in a complex, global environment.

**Prerequisite:** MGT 2300

**MGT 4300 MANAGEMENT OF INFORMATION TECHNOLOGIES (3 credits)**

Students learn how to use and manage information technologies to revitalize business processes, improve business decision making, and gain a competitive advantage. Major emphasis is placed on the essential role of the Internet and networked technologies in order to create efficiencies that will help contribute to business success in the global economy.

**Prerequisites:** MGT 2300 and MIS 1050 or MIS 1500

**MGT 4360 STRATEGIC RISK MANAGEMENT (3 credits)**

Examines the risk management process in detail and its application in an organization. The course covers principled holistic risk management (pure and speculative risk) and why organizations have risk managers. Includes the administrative and strategic aspects of global strategic risk management examining how a risk manager operates within a complex organization. The application of risk management tools will be discussed; such as risk mapping, loss forecasting, application of total quality management principles, integrated risk financing, financial reinsurance, captives/risk retention groups, and benchmarking. The course will also examine the specific issues of managing risk globally and other pertinent issues faced by risk managers.

**Prerequisite:** MGT 2300

**MGT 4800 STRATEGIC PLANNING (3 credits)**

Integrates the various theories, concepts, and models covered in previous management courses and other courses dealing with other functional areas, and presents a comprehensive view of the competitive environment of today's global business enterprise. Through the use of experiential learning tools such as simulations and case discussions, students learn the skills necessary to formulate and implement strategy and exercise effective leadership in diverse organizational settings and business environments.

**Prerequisites:** 90 credit hours completed, MGT 2300, and FIN 3010 or FIN 3210

**MGT 4810 BUSINESS SEMINAR (3 credits)**

This course is utilized in study abroad programs and allows students to study a wide scope of international business practices including financial, retail, industrial, manufacturing, and service industries.

**Prerequisite:** MGT 2300

**MANAGEMENT INFORMATION SYSTEMS (MIS)****MIS 1050 BASIC COMPUTER APPLICATIONS (3 credits)**

Students gain the computer skills needed to succeed in their academic careers and in today's workplace. Major topics include basic computer operations and software productivity tools: word processing, spreadsheets, presentation graphics, and email. Students learn the mechanics of using Microsoft Office productivity tools; how to select the most appropriate productivity tool for a task; and how to efficiently use these tools to store data, analyze data, and communicate information.

**MIS 1500 BUSINESS PRODUCTIVITY SOFTWARE (3 credits)**

Students gain the computer skills needed to succeed in their academic careers and in today's workplace. Major topics include file management and office productivity tools: Word-Processing, Visual Presentation, and Basic to Advanced Spreadsheet usage. Students learn the mechanics of file management and the use of Microsoft Office productivity tools; how to select the most appropriate productivity tool for a task; and how to efficiently use these tools to store data, analyze data, and communicate information. In this course, students gain hands-on, practical experience using currently popular word-processing, presentation, and spreadsheet programs.

**MIS 1110 INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS (3 credits)**

Explores current Information Systems concepts and technologies. Students learn how information systems give a business or organization a competitive edge by providing technologies that help managers plan, control, and make decisions. Includes topics such as hardware and software components of an information system, e-business concepts and implementation, and a survey of common information systems used today.

**MIS 1300 INFORMATION TECHNOLOGY INFRASTRUCTURE (3 credits)**

Students will develop a thorough understanding of the current operating systems, networks, and communications infrastructure. Includes an understanding of the functions of operating systems, fundamental automated data and voice communications concepts and terminology, and modes of data transmission, transmission media, and different types of networks.

**MIS 1800 COLLABORATION AND WEB PROGRAMMING (3 credits)**

Introduces students to basic elements of collaborative tools and web programming concepts. Students use these tools to develop skills in business process integration with web applications.

**MIS 2140 BUSINESS APPLICATION PROGRAMMING I (3 credits)**

Introduces students to the elements of business programming using a selected programming language. Study of the program development cycle and practice designing and writing business application programs. In designing programs, students will learn to identify program requirements, data requirements, user interface requirements, and the programming processes needed to develop a solution. Based on their designs, students will code, test, and evaluate their programs.

**MIS 2150 BUSINESS APPLICATION PROGRAMMING II (3 credits)**

Advances the student's knowledge of programming concepts and design principles acquired in MIS 2140. Students will develop more advanced algorithms and use more complex data structures. Concepts of GUI, web enabled, and event-driven programming will be utilized.

**Prerequisite: MIS 2140**

**MIS 3100 GRAPHICS AND WEB DESIGN (3 credits)**

Focuses on web concepts and high quality web design as well as digital image/graphic design and manipulation for the web and print media. Important issues such as sequential communication, editorial design, and visual communication for the web will be studied and applied within this course. Students will integrate text, digital images/graphics, and other design applications into website design. Website and digital image design will be applied using the most powerful and up to date industry software (Adobe Creative Suite).

**Prerequisites: MIS 1050 or MIS 1500**

**MIS 3200 DATABASE DESIGN AND IMPLEMENTATION (3 credits)**

The design, implementation, and maintenance of databases play a key role in the success of modern information systems. Students examine the logical design and physical organization of data in an enterprise database. Various approaches to data management are covered including relational database management systems. Topics include the advantages of using database management systems, the proper design and implementation of a database, accessing and manipulating data using Structured Query Language (SQL), and the role of a database administrator.

**Prerequisite: MIS 2140**

**MIS 3250 ERP BUSINESS APPLICATIONS (3 credits)**

Introduces students to the concepts used with Enterprise Resource Planning (ERP). Students examine the relationships and interdependence of programs used to create information systems for organizations. Customer relationship, supply chain, production, and financial system models will be featured. Implementation issues are examined for SAP including technical structure.

**MIS 3300 PROJECT MANAGEMENT (3 credits)**

Students will examine the significant role that project management plays in the successful completion of an information technology project. The skills, tools, and best practices used to effectively manage a project from its inception to successful closure will be discussed. Students will learn how to control the scope, time, cost, and quality of projects, and gain hands-on experience using project management software.

**Prerequisite: MIS 1050 or MIS 1500**

**MIS 3400 SYSTEMS ANALYSIS AND DESIGN (3 credits)**

Examines the various tools and methodologies for the development and implementation of a business information system. Students will also examine the logical and physical organizations of data in an enterprise database. The systems approach is covered in detail in conjunction with current concepts of systems analysis and design. The life cycle concept, the importance of implementing controls during the planning, analysis, design, implementation, and evaluation phases of a management information system to solve business management problems are highlighted.

**MIS 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in management information systems. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

**MIS 3990 INTERNSHIP (3 credits)**

The internship (400 hours of paid employment) is designed to provide the student with supervised on-the-job training. A contract between the college, student, and employer provides the groundwork. Objectives, evaluations, written log, and a study of the organization are designed to provide a realistic learning experience.

**Prerequisite: Department chair approval**

**MIS 4000 ADVANCED INFORMATION SYSTEMS PROJECT (3 credits)**

Capstone course for the MIS concentration and is designed to consolidate the business and information systems knowledge acquired during the completion of the program. The skills, tools, and best practices used to effectively manage a project from its inception to successful closure will be discussed. Student teams will manage an information systems project that improves business operations. Students will apply project management best practices as they work through the project life cycle. This course promotes the development of consultative communications skills and interpersonal skills with team members and other project stakeholders.

**Prerequisite: MIS 3400**

**MIS 4110 SYSTEMS PROJECT I (3 credits)**

Students majoring in MIS apply the concepts learned in prior courses along with new knowledge about computer system analysis and design to step through the entire systems development life cycle in a team environment. A business process will be analyzed and documented for a selected business. Emphasis will be placed on the overall design of a business information system using a macro perspective as well as interaction with other systems. The analysis of the business process and the data design will be completed within this course.

**Prerequisite: MIS 3400**

**MIS 4210 SYSTEMS PROJECT II (3 credits)**

Students majoring in MIS work within assigned teams to develop the business systems designed in MIS 4110 Systems Project I course. Students will use various programming languages and database systems to develop components of the designed business application. The project plan will be utilized to track the progress of the project timeline and costs. Documentation will be developed for both users and developers for the project. A project implementation plan will be developed for the completed project.

**Prerequisite: MIS 4110**

## MARKETING (MKT)

**MKT 2010 PRINCIPLES OF SELLING (3 credits)**

Explores the psychology of selling, the customer-centric organization, the sales process, sales techniques, ethical and legal issues in sales, and career opportunities associated with selling as a professional career. Experiential learning takes place during role playing and simulated sales presentations.

**Prerequisite: MKT 2080**

**MKT 2080 PRINCIPLES OF MARKETING (3 credits)**

Explores the development of marketing principles and the role of marketing in an enterprise economy. Reviewing current articles and case studies develops an understanding of marketing principles.

**MKT 2200 SALES MANAGEMENT (3 credits)**

Planning, implementing, and controlling the firm's professional sales assets. Explores the recruitment, selection, and motivation of the internal sales force, the distributor network, and the use of manufacturing representatives. Addresses time and territory management, compensation, training, budgeting, and the evaluation of selling efforts. Emphasizes the integration of the sales function into the firm's strategic planning and implementation processes. Case studies are used extensively to explore the concepts.

**Prerequisite: MKT 2010**

**MKT 3000 E-COMMERCE (3 credits)**

Discusses the rapid evolution of the marketplace because of the emergence of e-commerce and the tools facilitating this evolution, such as the Internet. Covers the impact of these tools and the changes they invoke on organizations, careers, and in general, on the conduct of business in the global marketplace. Use of these tools with special emphasis on utilization in value chain integration and enterprise resource planning. The development of an e-commerce strategic plan is a capstone element of this course.

**Prerequisites: MKT 2080**

**MKT 3050 CONSUMER BEHAVIOR (3 credits)**

Consumer behavior theory, including the introduction of behavioral models to investigate the consumer psychology. Application of consumer behavior principles to customer satisfaction, market planning, and merchandise mix decisions. Ethical, diversity, and international issues are also explored.

**Prerequisite: MKT 2080**

**MKT 3100 INTERNATIONAL MARKETING (3 credits)**

Addresses global issues challenging today's international marketer. Discusses the various strategic, tactical, and operational components of the international marketing function. Explores in detail the practical aspects of international marketing such as exports and imports, international marketing research, and the development of a comprehensive marketing plan.

**Prerequisites: MKT 2080 and MGT 2300**

**MKT 3133 RETAIL MANAGEMENT (3 credits)**

Explore the effective methods and strategies required for successful retail management in both brick and mortar and electronic retail outlets. Topics of discussion, examination, analysis, and application include how to utilize resources and techniques in retail management, locations, products, pricing, human resources, information systems, store operations, customer communications, and implementing and controlling a retail strategy.

**Prerequisites: ACC 2415, MGT 2300, MKT 2080, and 90 credit hours completed**

**MKT 3350 LEAN DISTRIBUTION (3 credits)**

Lean distribution is based on the Toyota Production System and is a philosophy of a set of methods for dramatically reducing time from customer order to building and shipping a product that costs less, uses less space, and is of superior quality. Covers the history, philosophy, and core methodologies of lean distribution.

**Prerequisite: MKT 2080**

**MKT 3450 LOGISTICS (3 credits)**

Provides a management guide to the flow of products from suppliers to manufacturers, manufacturers to distributors, distributors to retailers, and manufacturers to retailers. Logistics will be discussed and described in all phases of the transportation system including rail, truck, air, and water borne shipments. Help engage students in the overall workings of logistics including an overview of employment opportunities in logistics management.

**Prerequisite: MKT 2080**

**MKT 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in marketing. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

**MKT 3990 INTERNSHIP (3 credits)**

The internship (400 hours of paid employment) is designed to provide the student with supervised on-the-job training. A contract between the college, student, and employer provides the groundwork. Objectives, evaluations, written log, and a study of the organization are designed to provide a realistic learning experience.

**Prerequisite: Department chair approval**

**MKT 4230 MARKETING RESEARCH (3 credits)**

Examines the role of research in the solution of marketing problems, with emphasis on available data analysis, non-parametric statistical procedures, sampling, variable analysis, and field research methodology. Development of research and survey instruments and use of a software computer package to analyze data. Student teams will identify a research problem, gather and analyze data, and integrate results in a research report presented in class.

**Prerequisites: MTH 3340 and MKT 2080**

**MKT 4240      MARKETING MANAGEMENT (3 credits)**

A case-based, capstone course that builds upon previous classes in marketing principles and marketing research. Course includes development of a market plan and managerial analysis of marketing policy, strategy, organization, administrative structures to facilitate the marketing function, procedures in demand analysis, product planning policy, pricing, and physical distribution. Emphasizes the integration of these marketing activities and their planning and direction.

**Prerequisite:** MKT 4220 or MKT 4230

**MATHEMATICS (MTH)****MTH 0980      DEVELOPMENTAL MATHEMATICS (3 credits)**

A developmental math course for students who have not been placed directly in college algebra or finite math. This course is delivered in modules, each module focusing on a different required competency. Students will be required to complete each module at an 80% mastery level in order to complete this course. Students not completing all modules successfully in one semester will be required to enroll in the course the following semester until all modules have been mastered.

**Prerequisite:** ACT Math score of 23 or less or equivalent SAT Math score

**MTH 1100      FINITE MATHEMATICS (3 credits)**

Uses elementary functions to explain mathematical models. Quadratics, systems of equations, and mathematical models of business finance are used to facilitate understanding mathematical techniques used in business and other applications. Additional topics are selected to prepare students for the statistical and quantitative reasoning used by professionals. Probability concepts and summation notation are explored to provide a strong basis for statistics. Also covered are the logic and set theory concepts used in quantitative reasoning.

**Prerequisite:** Minimum ACT Math score of 24 or minimum SAT Math score of 550 or MTH 0980 or successful completion of the placement examination

**MTH 1150      COLLEGE ALGEBRA (3 credits)**

Completes the sequence of algebraic topics necessary for a mathematically literate person. An understanding of the Real Number System is extended to complex numbers required to solve quadratic equations. Students will learn how to solve quadratic equations using the quadratic formula, how to solve logarithmic and exponential equations, how to solve systems of equations in two or more variables using matrix operations, how to solve a system of linear inequalities, and how to apply the notation and principles of sequences and series. A modeling approach is used with an emphasis on functions and applied problem solving.

**Prerequisite:** Minimum ACT Math score of 24 or minimum SAT Math score of 550 or MTH 0980 or successful completion of the placement examination

**MTH 2000      PRE-CALCULUS (3 credits)**

This course prepares student for calculus or other courses requiring depth of algebraic trigonometric background, including: inequalities; theory of equations; matrices; functions and relations; logarithms; exponential and trigonometric functions.

**Prerequisite:** MTH 1150

**MTH 2300      COLLEGE CALCULUS I (4 credits)**

This course covers the following topics: limits and derivatives; differentiation rules; applications of differentiation; curve sketching; optimization problems; antiderivatives; definite integral and indefinite integrals.

**Prerequisites:** MTH 1150 and MTH 2200

**MTH 2310      STATISTICS I (3 credits)**

A thorough treatment of descriptive statistics; an introduction to the concepts of probability, probability distributions, and sampling distributions; and an introduction to inference through estimation by confidence intervals. Students will determine which statistical technique is appropriate depending on the data type and level of measurement, analyze the data, and then interpret the results. Appropriate technology and/or software will be required.

**Prerequisites:** MIS 1050 or MIS 1500 and MTH 1100 or MTH 1150

**MTH 2350      COLLEGE CALCULUS II (4 credits)**

Topics in this course include areas between curves, volume, volumes by cylindrical shells, techniques of integration, improper integrals, arc length, area of a surface of revolution, applications to physics and engineering, modeling with differential equations, Euler's Method, separable equations, parametric equations, polar coordinates, conic sections and an introduction to sequences and series.

**Prerequisite:** MTH 2300

**MTH 2520 DISCRETE MATHEMATICS (3 credits)**

This course covers topics in discrete mathematics such as elementary logic, set theory, and relations; induction, enumeration techniques, recurrence relations, trees and graphs, Boolean algebra and algorithm analysis.

**Prerequisite:** MTH 2000

**MTH 2600 DIFFERENTIAL EQUATIONS (3 credits)**

This course covers the following topics: first order differential equations, the existence and uniqueness theorem, second order linear equations, higher order linear equations, series solution of differential equation, the Laplace transform, systems of first order linear equations, and nonlinear differential equations and stability.

**Prerequisite:** MTH 2300

**MTH 2870 LINEAR ALGEBRA (3 credits)**

This course covers the elementary theory of vector spaces. Topics include linear independence, bases, dimension, linear maps and matrices, determinants, orthogonality, eigenvalues and eigenvectors.

**Prerequisite:** MTH 2000

**MTH 3100 CALCULUS I (3 credits)**

The basics of differential and integral calculus and its application in solving problems. Linear and nonlinear functions are reviewed; the concepts of limits and continuity, derivatives of functions and their applications, finding maxima and minima, and definite and indefinite integrals are covered.

**Prerequisite:** MTH 1100 or MTH 1150 or ACT Math score of 29 or higher or equivalent SAT Math score

**MTH 3200 CALCULUS II (3 credits)**

Understanding and utilization of multivariable calculus and matrix algebra techniques commonly used in business, economics, and the social sciences.

**Prerequisite:** MTH 3100

**MTH 3340 STATISTICS II (3 credits)**

A continuation and expansion of concepts covered in MTH 2310. It includes hypothesis testing of proportions, means and variances of one and two populations, including matched pairs, correlation, simple linear regression, chi-square tests, multiple regression, forecasting, statistical process control, and analysis of variance. Appropriate technology and/or software will be required.

**Prerequisite:** MTH 2310

**MTH 3400 INTRODUCTION TO DATA SCIENCE (3 credits)**

This survey course will introduce students to the concepts and principles of Data Mining industry standards like CRISP-DM and SEMMA. This includes the conceptualization of data, information and knowledge, introduction of data collection, storage and preparation, database management, data visualization, and statistical data driven decisions for solving business problems.

**Prerequisites:** MTH 2310 and MIS 1500

**MTH 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in mathematics. These may be one-time or occasional course offerings.

**Prerequisite:** Dependent on specific course content

**NATURAL SCIENCE (NSC)****NSC 1100 INTRODUCTION TO ECOLOGICAL PRINCIPLES (3 credits)**

An introductory course presenting the main concepts of ecosystem function and ecological interrelationships. Students will develop an understanding of the complex relationships between physical, chemical and biological components of ecosystems. This understanding will provide the basis for later application of human interaction and sustainability concepts to the natural world.

**NSC 1200 BIOLOGY 1 WITH LAB (4 credits)**

An introductory course in scientific thinking, classification, and explanations of natural processes of life on earth, including those of cells, organisms, plants, animals, ecosystems and the biosphere. Provides students with a broad perspective of the field of biology and establishes a background for further study in advanced biology courses (laboratory participation required).



**Prerequisites: ENG 1150 and MTH 1150**

**NSC 1250 BIOLOGY II WITH LAB (4 credits)**

An Introduction to bioenergetics, enzymes, biological membranes, transport across membranes, chemotrophic energy metabolism (glycolysis and fermentation), chemotrophic energy metabolism (aerobic respiration), phototrophic energy metabolism, gene expression and signal transduction mechanism (laboratory participation required).

**Prerequisite: NSC 1200**

**NSC 1300 GENERAL CHEMISTRY I WITH LAB (4 credits)**

This course will cover the fundamentals of chemistry. Topics discussed include atomic structure, chemical periodicity, molecules and ions, chemical reactions, stoichiometry, thermo chemistry, properties of gases and molecular geometry (laboratory participation required).

**Prerequisites: ENG 1150 and MTH 1150**

**NSC 1350 GENERAL CHEMISTRY II WITH LAB (4 credits)**

This course will cover the basic tools of chemistry: atoms, molecules, and ions; chemical reactions; stoichiometry; thermochemistry; gases and their behavior; the structure of the atom; atomic electron configurations; chemical periodicity; atomic structure and electron configurations; and theories and models of chemical bonding (laboratory participation required).

**Prerequisite: NSC 1300**

**NSC 1500 PHYSICS I WITH LAB (4 credits)**

This course focuses on mechanics covering the following topics: motion in one and two dimensions, Newton's laws, statics, work, energy and power and momentum (laboratory participation required).

**Prerequisites: ENG 1150 and MTH 1150**

**NSC 1550 PHYSICS II WITH LAB (4 credits)**

This course includes the discussion of elastic properties of materials; gases; fluids; thermodynamics; electric forces, fields and potentials; direct currents; and optics (laboratory participation required).

**Prerequisite: NSC 1500**

**NSC 1600 COLLEGE PHYSICS I WITH LAB (4 credits)**

This calculus-based course focuses on mechanics and covers the following topics: one and two dimensional kinematics; Newton's laws of motion and gravitation; work, energy, and power; equilibrium and momentum; properties of fluids; harmonic motion, waves and sound; and Thermodynamics (laboratory participation required).

**Prerequisites: ENG 1150 and MTH 2300**

**NSC 1650 COLLEGE PHYSICS II WITH LAB (4 credits)**

This calculus-based course continues the series with a focus on applied physics and examines: electrostatics (conductors, insulators, and potentials); electronic circuits; electromagnetism (magnetic fields and electromagnetic radiation); light and optics (reflection, refraction, mirrors, and lenses); and atomic and nuclear physics and associated elementary particles (atomic structure, radioactive decay, fission, fusion). Differential and integral calculus and simple vector analysis are used throughout this course (laboratory participation required).

**Prerequisite: NSC 1600**

**NSC 2100 ENVIRONMENTAL SCIENCE (3 credits)**

Designed to give an overview of basic environmental principles. Concepts central to the biological and physical sciences will be covered to provide a background for understanding the environment. The basic environmental issues of human population growth, biodiversity, natural resources and energy use, and their role in the wellbeing of the environment will be highlighted. Ethical, social, economic, and political interrelationships will also be discussed. This material will provide a good foundation for sound decisions regarding environmental issues.

**NSC 2300 ORGANIC CHEMISTRY I WITH LAB (4 credits)**

This course explores the structure and reactions of carbon-based compounds with a focus on: alkanes, alkenes, and alkynes; cyclic carbon structures; stereochemistry; and aromatic compounds (laboratory participation required).

**Prerequisite: NSC 1350**

**NSC 2350      ORGANIC CHEMISTRY II WITH LAB (4 credits)**

A continuation of topics such as alcohols and ethers; phenols and quinones; aldehydes and ketones; carboxylic acids and their derivatives; amines; carbohydrates; lipids; and amino acids, proteins, and nucleoproteins (laboratory participation required).

**Prerequisite:** NSC 2300

**NSC 3100      CLIMATE CHANGE (3 credits)**

Examines the current scientific knowledge of climate change and its implications for society as a whole. Specific topics include: energy balance, components of climate, measuring climate, and modeling climate. The consequences of climate change from biological, social, and economic perspectives will be examined, as well as political, corporate, and individual responses to this issue.

**Prerequisites:** NSC 2100 and 60 credit hours completed

**NSC 3200      UNDERSTANDING BIOTECHNOLOGY (3 credits)**

Biotechnology is the latest technological revolution to transform many facets of our society. Its impacts on the environment, agriculture, nutrition, industry, and health will advance social and individual health and technology beyond anything imaginable. This course reviews the science behind biotechnology including cell biology, genetics, genetic behavior, and genetic manipulation. It presents the technologies and laboratory processes that enable biotechnology discovery and development. Finally, it explores specific applications of biotechnology including food, human health, industrial, and environmental applications.

**Prerequisites:** NSC 2100 and 60 credit hours completed

**NSC 3330      TROPICAL NATURAL HISTORY (3 credits)**

Examines the various tropical ecosystems of the world with a primary focus on the neotropical rainforests. Examines the climate, geology, geography, ecology, biodiversity, economic potential, and environmental concerns of these ecosystems. Their values, including ecological, economic, and cultural, will be examined in order to establish a framework to understand the urgent need for their conservation for future generations and the health of the planet in general.

**Prerequisites:** NSC 2100 and 60 credit hours completed

**NSC 3400      ENVIRONMENTAL STUDY IN MEXICO (3 credits)**

A broad presentation of environmental science, integrating technical and social concepts and issues as they relate to the Mexican environment. The ecological, economic, social, and ethical aspects of current issues are scrutinized from a scientific base.

**Prerequisites:** NSC 2100 and 60 credit hours completed

**NSC 3450      ENVIRONMENTAL STUDY IN SOUTHEAST ASIA (3 credits)**

A broad presentation of environmental science, integrating technical and social concepts and issues in the Southeast Asian environment. The ecological, economic, social, and ethical aspects of current issues are scrutinized from a scientific base.

**Prerequisites:** NSC 2100 and 60 credit hours completed

**NSC 3850      SPECIAL TOPICS (1-3 credits)**

Various topics in natural science. These may be one-time or occasional course offerings.

**Prerequisite:** Dependent on specific course content

**NSC 4020      OCEANOGRAPHY (3 credits)**

A broad presentation of oceanographic concepts and processes, including exploration, physical, chemical, and biological aspects. Current societal issues pertaining to the world's oceans will also be covered.

**Prerequisites:** NSC 2100 and 60 credit hours completed

**NSC 4030      FIELD ORNITHOLOGY (3 credits)**

An overview of the scientific study of birds and the important contributions to the field made by amateur birders. The course focuses on the field identification of local and regional species plus an overview of worldwide groups. In addition, this course includes ecological, behavioral, and biological topics including anatomy, territoriality and nesting, migration, trophic interactions, and conservation. The recreational and economic impacts of bird watching and feeding are addressed.

**Prerequisites:** NSC 2100 and 60 credit hours completed

**NSC 4040      ECOLOGY (3 credits)**

Students study and become familiar with the geology, indigenous plants, animals, and various ecosystems representative of the region, and identify the relationships involved between the living and nonliving factors in their environment.

**Prerequisites:** NSC 2100 and 60 credit hours completed

**NSC 4050 BIODIVERSITY (3 credits)**

Examines the three components of biodiversity: species diversity, genetic diversity, and ecosystem diversity, including the implications and impacts that human activities are having on each of them. Specific concepts of evolution, speciation, adaptive radiation, biogeography, and ecology are also addressed. The value of biological diversity is examined from both an economic as well as an ecological perspective.

**Prerequisites:** NSC 2100 and 60 credit hours completed

**NSC 4060 SCIENCE AND TECHNOLOGY (3 credits)**

A science course aimed at the non-science major. An overview of various scientific disciplines and processes, the creation and commercialization of scientific knowledge, and the impact of scientific discovery on business and society. The course provides students with basic information necessary to work in a technology-based environment.

**Prerequisites:** NSC 2100 and 60 credit hours completed

**OPERATIONS AND SUPPLY CHAIN MANAGEMENT (OPS)****OPS 1100 INTRODUCTION TO OPERATIONS MANAGEMENT (3 credits)**

This course deals with the strategic and operational activities that relate to the creation of goods and services through the transformation of inputs to outputs. Upon completion of this course, students will be able to formulate strategies that increase productivity and quality so as to maximize a firm's profitability in a global marketplace and to benefit society. This course introduces other topics in the Operations and Supply Chain Management curriculum. The objective will be to provide a cohesive "big picture" so that students will be able to understand how all of the elements of Operations and Supply Chain Management tie together.

**OPS 1200 BUSINESS PROCESS MANAGEMENT (3 credits)**

This course will examine the global competitive environment that requires organizations to view their operations in terms of business processes. Students will also learn to develop information systems to support these processes. Current, leading software will be utilized to study systems integration and development.

**Prerequisite:** OPS 1100

**OPS 2350 STATISTICS FOR QUALITY ENGINEERING (3 credits)**

This course applies the concepts of Statistics to the quality management functions within an organization. When students have completed this course, they will be prepared to succeed on the American Society for Quality Certified Quality Engineer exam. Topics covered will include: Introduction to Quality Management, Quality Systems Requirements, Measurement Systems Analysis; Process Capability Analysis; Process Control; and Reliability and Risk Management.

**Prerequisite:** MTH 2310 and MTH 3340

**OPS 3500 PURCHASING (3 credits)**

This course will provide students with the understanding of purchasing and inventory management. Working from an ERP perspective, the course will focus on examining the day to day processes of organization, analyzing material and process flows, enhancing the value added procedures and eliminating waste, redundancy, and bureaucracy to streamline supplier selection, supplier negotiations, logistics, and procurement in a global free enterprise system. Upon completion of the Purchasing and Supply Chain Management courses, students will be prepared to write the written examination for the Certification in Production and Inventory Management (CPIM).

**Prerequisites:** OPS 1100, MIS 3250, and MIS 1500

**OPS 3600 SUPPLY CHAIN MANAGEMENT 3 credits**

This course will expose students to topics related to design and management of supply chains, from incoming raw materials to final product delivery. Course topics will include supply chain network design, facility planning, capacity planning, globalization and outsourcing, information technology, and global issues in supply chain management. Upon completion of the Purchasing and Supply Chain Management courses, students will be prepared to write the written examination for the Certification in Production and Inventory Management (CPIM).

**Prerequisites:** OPS 3500 and MIS 3250

**OPS 3990 INTERNSHIP (3 credits)**

The internship (400 hours of paid employment) is designed to provide the student with supervised on-the-job training. A contract between the college, student, and employer provides the groundwork. Objectives, evaluations, written log, and a study of the organization are designed to provide a realistic learning experience.

**Prerequisite:** Department chair approval

**OPS 4100 STATISTICS FOR CONTINUOUS IMPROVEMENT (3 credits)**

This course will provide hands-on experience in the arena of Designed Experiments for process improvement and optimization. The DMAIC (Design, Measure, Analyze, Improve, Control) process will be covered in detail. Students will learn to identify sources of variation, analyze variation, reduce variation, and tie these concepts to Six Sigma methodology which can be applied in any business setting and to any business process. When the course is successfully completed, students will be prepared to be examined for Six Sigma Green Belt certification.

**Prerequisite: OPS 2350**

**OPS 4200 LEAN SIX SIGMA (3 credits)**

This course will provide an overview of the principles of Lean manufacturing, both internal at a company and throughout its supply chain. Topics covered will include value stream mapping and identifying waste. Students will gain experience with pull production/ just-in-time continuous flow systems. They will develop an understanding of the relationship between reducing work in process inventory and managing quality. The relationship between lean manufacturing and six sigma implementation will also be explored.

**Prerequisite: OPS 2350**

**OPS 4500 OPERATIONS AND SUPPLY CHAIN MANAGEMENT CAPSTONE (3 credits)**

This course will provide the student with cumulative case study experience for the Operations and Supply Chain Management major. Students will use the knowledge gained in the previous nine classes in the Operations and Supply Chain Management program to develop operational strategies for business applications. Simulations and industry projects will be utilized in this capstone course.

**Prerequisites: All OPS courses**

**PHYSICAL EDUCATION (PE)****PE 1010 INTERCOLLEGIATE FOOTBALL (1 credit)**

This course provides a study of the theory and principles of sports; rules techniques and equipment related to the conduct of the game; and etiquette, sportsmanship, and the appreciation of competition as character-building elements. Participation in the intercollegiate series is subject to varsity squad and conference rules.

**Prerequisite: Coach approval**

**PE 1020 INTERCOLLEGIATE BASKETBALL (1 credit)**

This course provides a study of the theory and principles of sports; rules techniques and equipment related to the conduct of the game; and etiquette, sportsmanship, and the appreciation of competition as character-building elements. Participation in the intercollegiate series is subject to varsity squad and conference rules.

**Prerequisite: Coach approval**

**PE 1030 INTERCOLLEGIATE BASEBALL (1 credit)**

This course provides a study of the theory and principles of sports; rules techniques and equipment related to the conduct of the game; and etiquette, sportsmanship, and the appreciation of competition as character-building elements. Participation in the intercollegiate series is subject to varsity squad and conference rules.

**Prerequisite: Coach approval**

**PE 1040 INTERCOLLEGIATE GOLF (1 credit)**

This course provides a study of the theory and principles of sports; rules techniques and equipment related to the conduct of the game; and etiquette, sportsmanship, and the appreciation of competition as character-building elements. Participation in the intercollegiate series is subject to varsity squad and conference rules.

**Prerequisite: Coach approval**

**PE 1050 INTERCOLLEGIATE TENNIS (1 credit)**

This course provides a study of the theory and principles of sports; rules techniques and equipment related to the conduct of the game; and etiquette, sportsmanship, and the appreciation of competition as character-building elements. Participation in the intercollegiate series is subject to varsity squad and conference rules.

**Prerequisite: Coach approval**

**PE 1060 INTERCOLLEGIATE LACROSSE (1 credit)**

This course provides a study of the theory and principles of sports; rules techniques and equipment related to the conduct of the game; and etiquette, sportsmanship, and the appreciation of competition as character-building elements. Participation in the intercollegiate series is subject to varsity squad and conference rules.

**Prerequisite: Coach approval**

**PE 1070 INTERCOLLEGIATE TRACK (1 credit)**

This course provides a study of the theory and principles of sports; rules techniques and equipment related to the conduct of the game; and etiquette, sportsmanship, and the appreciation of competition as character-building elements. Participation in the intercollegiate series is subject to varsity squad and conference rules.

**Prerequisite: Coach approval**

**PE 1080 INTERCOLLEGIATE SOFTBALL (1 credit)**

This course provides a study of the theory and principles of sports; rules techniques and equipment related to the conduct of the game; and etiquette, sportsmanship, and the appreciation of competition as character-building elements. Participation in the intercollegiate series is subject to varsity squad and conference rules.

**Prerequisite: Coach approval**

**PE 1090 INTERCOLLEGIATE VOLLEYBALL (1 credit)**

This course provides a study of the theory and principles of sports; rules techniques and equipment related to the conduct of the game; and etiquette, sportsmanship, and the appreciation of competition as character-building elements. Participation in the intercollegiate series is subject to varsity squad and conference rules.

**Prerequisite: Coach approval**

**PE 1100 INTERCOLLEGIATE CROSS COUNTRY (1 credit)**

This course provides a study of the theory and principles of sports; rules techniques and equipment related to the conduct of the game; and etiquette, sportsmanship, and the appreciation of competition as character-building elements. Participation in the intercollegiate series is subject to varsity squad and conference rules.

**Prerequisite: Coach approval**

**PE 1130 PHYSICAL CONDITIONING (1 credit)**

This course provides a study of the theory and principles of sports; rules techniques and equipment related to the conduct of the game; and etiquette, sportsmanship, and the appreciation of competition as character-building elements.

**Prerequisite: Coach approval**

**PE 1260 SOCCER (1 credit)**

This course provides a study of the theory and principles of sports; rules techniques and equipment related to the conduct of the game; and etiquette, sportsmanship, and the appreciation of competition as character-building elements.

**Prerequisite: Coach approval**

**PE 1290 CHEERLEADING (1 credit)**

This course provides a study of the theory and principles of sports; rules techniques and equipment related to the conduct of the game; and etiquette, sportsmanship, and the appreciation of competition as character-building elements.

**Prerequisite: Coach approval**

**PE 1300 HOCKEY (1 credit)**

This course provides a study of the theory and principles of sports; rules techniques and equipment related to the conduct of the game; and etiquette, sportsmanship, and the appreciation of competition as character-building elements.

**Prerequisite: Coach approval**

**PHILOSOPHY (PHL)****PHL 2430 CRITICAL THINKING (3 credits)**

Students develop the skills to express their thoughts and form judgments clearly, logically and effectively, using appropriate and adequate evidence for a variety of purposes and audiences. Students also learn to reflect on and challenge their own values and assumptions and form positions which demonstrate sensitivity and tolerance of various viewpoints and interpretations.

**Prerequisite: ENG 1150 and MTH 1150**

**PHL 3000 PHILOSOPHY OF RELIGION (3 credits)**

Essence and meaning of religion as a pervasive phenomenon in human societies; faith and reason, nature of divinity, arguments for and against God's existence, religious knowledge and experience, morality, and the problem of evil.

**Prerequisite: 60 credit hours completed**

**PHL 3100 ETHICS (3 credits)**

Study of moral decision making and theories that define our responsibilities. This course will examine sources for moral value e.g. law, authority, culture, tradition, religion, the problems associated with ethical subjectivism, as well as prominent historical approaches to ethics in the West.

**Prerequisite: 60 credit hours completed**

**PHL 3300 LOGIC (3 credits)**

Entails a thorough study of traditional Aristotelian logic, propositional logic, induction, informal fallacies, and scientific method. Topics discussed include: use and misuse of statistics, tools of basic economic analysis, memory training, fundamental principles of formal deductive reasoning, and rules of argumentation.

**Prerequisite: 60 credit hours completed**

**PHL 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in philosophy. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

**PHL 4100 PHILOSOPHY OF AMERICAN ENTERPRISE (3 credits)**

Examines the role of freedom, individual responsibility, property rights, entrepreneurship, and free markets in moral, intellectual, and economic development. Course materials draw on philosophical arguments, economic theory, and historical examples to demonstrate how these factors work together to create civil society.

**Prerequisites: 90 credit hours completed, ECN 2210, ECN 2220**

**PHL 4105 CRITICAL PHILOSOPHICAL PROBLEMS (3 credits)**

Critical philosophical problems of civilization with emphasis on their current status are explored. Problems include the relationship of the increase of knowledge and the use of science and technology in our societies, human rights, war, peace, poverty, prosperity, private property, government control, religion, and other selected philosophical problems with international significance, implications, and relationships.

**Prerequisite: 60 credit hours completed**

## **POLITICAL SCIENCE (PSC)**

**PSC 2010 INTRODUCTION TO AMERICAN GOVERNMENT (3 credits)**

A survey of the institutions of American government including: legislative, executive, and judicial branches; interpretation of the Constitution and the Bill of Rights; federalism; political parties; the federal bureaucracy; elections; and interest groups.

**PSC 3000 POLITICAL PHILOSOPHY (3 credits)**

A philosophical examination of major social and political concepts such as freedom, authority, justice, law, obligation and rights. Emphasis on important philosophers and ideologies in the history of political philosophy.

**Prerequisite: 60 credit hours completed**

**PSC 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in political science. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

## **PRIOR LEARNING (PL)**

**PL 1010 PRIOR LEARNING ASSESSMENT (1 credit)**

A writing course that explores learning styles, the writing process, and portfolio development to verify college-level learning. A portfolio with the following elements will be produced: autobiography, resume, areas of study, documentation/verification items, and evaluation breakdown from the prior learning assessment evaluator(s). Graded pass (P)/fail (F) only.

**Prerequisite: Approval of advisor**

## PSYCHOLOGY (PSY)

### **PSY 3000 PRINCIPLES OF PSYCHOLOGY (3 credits)**

Provides students the opportunity to analyze their own personalities, interpersonal relationships, and values by reviewing major psychological theories. Experiential exercises are integrated throughout the course to apply theory to “real life” situations.

### **PSY 3010 APPLIED PSYCHOLOGY (3 credits)**

An overview of major psychological concepts and techniques that is relevant to the application of organized knowledge about human behavior to improve productivity and personal satisfaction on the job. Classical theories of human behavior are summarized covering such topics as perception, learning, personality, conflict, motivation, team work, empowerment, and wellness. Business psychology is applicable in any work setting, such as a company, government agency, hospital, hotel/restaurant, or educational institution.

### **PSY 3100 DEVELOPMENTAL PSYCHOLOGY (3 credits)**

This course is designed to provide an understanding of the field of the study of human development across the lifespan with a focus on the interaction between physical, cognitive and psychosocial dimensions. The course will discuss the impact of said dimensions on the developing human being during all stages of life.

### **PSY 3200 THEORIES OF PERSONALITY (3 credits)**

This course provides an overview of the basics of the science of personality focusing on identifying and understanding the person through individual differences, culture, and biology in light of current research trends in the field.

### **PSY 3210 SOCIAL PSYCHOLOGY (3 credits)**

This course is designed to provide knowledge on the major theories and research in social psychology. Topics of discussion include what is social psychology and how does it affect us in our everyday life, social thinking, social influence, social relations and how these theories apply in research and in real life.

### **PSY 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in psychology. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

## SOCIOLOGY (SOC)

### **SOC 3000 PRINCIPLES OF SOCIOLOGY (3 credits)**

Introduces students to the field of sociology and the sociological perspective. Provides students with three important tools: a basis for understanding how society operates; an understanding of the core sociological concepts, methods, and theories; and the ability to understand society from an objective point of view. Topics for this course include sociological theory, groups, family, bureaucracies, social class, power, deviance, interaction, inequality, organization, socialization, minority relations, community, and social change.

### **SOC 3010 WORLD CULTURE AND CUSTOMS (3 credits)**

Designed to give students a global perspective by examining cultural regions of the world. Students will explore and analyze geography, economics, history, religion/philosophies, and value system, as well as cultural factors such as language, art, and music. The rationale for this course is to prepare students for the ever-growing interdependence of the world in which they live and work, and to help prepare them to be responsible and participating citizens of the 21st century global society.

### **SOC 3020 WOMEN IN AMERICAN CULTURE (3 credits)**

Examines the changing image of women—women as seen by other women, women as seen by men, and individual women as they see themselves.

### **SOC 3450 CULTURE OF LEADERSHIP (3 credits)**

An analysis of organizational factors that influence leadership and management skills. Key aspects include formal and informal groups, norms, sanctions, organizational change, morale, function of committees and teams, role of unilateral decisions, team work, empowerment, and ethical philosophy. Includes a self-appraisal of leadership and management strengths and areas for development.

### **SOC 3500 CULTURAL ANTHROPOLOGY (3 credits)**

Study of how humans are affected by and can change culture. Topics include ethnography, language and communication, ecology and subsistence, kinship and family, identity, roles and groups, globalization and culture change, and applied anthropology. Theoretical and historical analysis will build upon or serve as a foundation for SOC 3010 which has a more contemporary focus.

**SOC 3850 SPECIAL TOPICS (1-3 credits)**

Various topics in sociology. These may be one-time or occasional course offerings.

**Prerequisite: Dependent on specific course content**

**SPANISH (SPN)****SPN 2010 SPANISH I (3 credits)**

The first of a two semester sequence designed specifically for beginning university students with no previous language study. Emphasis is placed on acquisition and application of basic language skills.

**SPN 2015 SPANISH II (3 credits)**

Continuation of the first year language sequence in Spanish. Course design places emphasis on development of the target language in the five goal areas of foreign language education: communication, cultures, connections, comparisons, and communities.

**Prerequisite: SPN 2010**

**SPN 3010 SPANISH III (3 credits)**

The first of a two semester sequence designed for students who have a background of at least one year of college level Spanish or its equivalent. The objective is to further acquisition and application of the target language at the intermediate level. Authentic materials in the target language reflect contemporary topics relevant to contemporary global issues.

**Prerequisite: SPN 2015**

**SPN 3015 SPANISH IV (3 credits)**

Completes the second year language sequence in Spanish. Course emphasis is placed on continued development of proficiency in the target language through grammar review, composition, selected readings, small group discussion, and short speeches on topics of interest.

**Prerequisite: SPN 3010**

**SPEECH (SPC)****SPC 2050 SPEECH (3 credits)**

Introduces students to the basics of public speaking. How can stage fright be handled? What techniques are necessary to engage an audience? How can the needs of different audiences be considered? How can visuals be designed and used effectively? What can be done so that verbal and nonverbal delivery is fluent? Addressing these questions requires students to examine their personal presentations in order to set improvement goals. The study will help engage students in the overall workings of public speaking. The course requires strict attendance, formal presentations, and impromptu presentations.

**SPC 2800 COMPETITIVE SPEECH I (1 credit)**

Emphasis is placed on building the skills necessary to compete in speech and Competitive Speech tournaments. The course includes selection of a speech category and topic, research, organizing and writing.

**SPC 2810 COMPETITIVE SPEECH II (1 credit)**

Emphasis is placed on continuing to build and improve the skills necessary to compete in speech and Competitive Speech tournaments. The course includes selection of a speech category and topic, including research, organizing and writing. New topics must be selected for each subsequent enrollment in Competitive Speech courses.

**Prerequisite: SPC 2800**

**SPC 2820 COMPETITIVE SPEECH III (1 credit)**

Emphasis is placed on continuing to build and improve the skills necessary to compete in speech and Competitive Speech tournaments. The course includes selection of a speech category and topic, including research, organizing and writing.

**Prerequisite: SPC 2810**

**SPC 2830 COMPETITIVE SPEECH IV (1 credit)**

Emphasis is placed on continuing to build and improve the skills necessary to compete in speech and Competitive Speech tournaments. The course includes selection of a speech category and topic, including research, organizing and writing.

**Prerequisite: SPC 2820**



**SPC 3000      ADVANCED COMPETITIVE SPEECH (3 credits)**

Course designed for students who have completed Competitive Speech I – IV, and who have a high level of achievement in Competitive Speech competitions. Students serve as mentor and coach to lower-level students, under the guidance of the Director of Competitive Speech.

**Prerequisites:** SPC 2050, SPC 2830, Instructor approval

**SPC 3850      SPECIAL TOPICS (1-3 credits)**

Various topics in speech. These may be one-time or occasional course offerings.

**Prerequisite:** Dependent on specific course content

**SUSTAINABILITY MANAGEMENT (SUS)****SUS 3010      RESOURCE MANAGEMENT FOR SUSTAINABLE ENTERPRISE I (3 credits)**

This course will examine the use of key natural resources and processes required for any enterprise; energy, water and raw materials. It will review the availability of these resources, measure their sustainability based on current global utilization and explore existing and emerging technologies and practices employed to manage these resources.

**Prerequisite:** NSC 2100

**SUS 3020      RESOURCE MANAGEMENT FOR SUSTAINABLE ENTERPRISE II (3 credits)**

This course will review existing uses, issues and limitations of using natural resources. It will then explore the challenges of waste management, the development of sustainable supply chain processes and the development and integration of new technologies.

**Prerequisite:** SUS 3010

**SUS 3990      INTERNSHIP (3 credits)**

The internship (400 hours of paid employment) is designed to provide the student with supervised on-the-job training. A contract between the college, student, and employer provides the groundwork. Objectives, evaluations, written log, and a study of the organization are designed to provide a realistic learning experience.

**Prerequisite:** Department chair approval

**SUS 4100      SUSTAINABLE URBAN DESIGN AND CONSTRUCTION (3 credits)**

This course will focus on the broader concepts of sustainable design and development. Focus will be on how cities and residents can integrate natural surroundings and local resources into sustainable living designs. Students will learn about the most current trends in the integration of transportation, living environments, building design, landscaping, growth management, and land-use planning and zoning laws into sustainable urban designs. Student will research existing and planned communities incorporating these concepts.

**Prerequisites:** LAW 2500, SUS 3020 and FIN 3700

**SUS 4150      INTERNATIONAL COMMERCE AND SUSTAINABILITY (3 credits)**

With more than 4 billion people living in the emerging markets, businesses are looking to this sector as the fastest growing marketplace. Without well-developed sustainable planning, this growing population will tax resources well beyond supply and accelerate global environmental stresses. Companies, governments and non-government organizations must play a significant role in providing the means to raise the standard of living for this population in a manner that is effective, profitable and sustainable.

**Prerequisites:** LAW 2500, SUS 3020 and FIN 3700

**SUS 4200      CASE STUDIES IN SUSTAINABILITY (3 credits)**

This course will build on the theory and concepts developed in SUS 4100 Sustainable Enterprise Strategies by focusing on a variety of sustainable business policy strategies in varying types of business enterprises. The triple-bottom-line approach will be used to evaluate how these strategies elevate the economic value of the business, improve the health of the environment and increase social capital within a community.

**Prerequisites:** SUS 4100 and SUS 4150

**SUS 4850      CAPSTONE PROJECT IN SUSTAINABILITY MANAGEMENT (3 credits)**

This course will require students to draw upon the entire content of the major in order to develop a strategic plan for a fictitious business operation or for an actual business. Students will work in teams to analyze operations, develop methodologies for conducting risk assessments, identify and analyze life-cycle functions, recommend existing technologies and processes, and development methodologies for assessment.

**Prerequisites:** senior status and successful completion of all SUS courses.

# ACADEMIC POLICIES AND INFORMATION

## Northwood University Notification of Rights Under FERPA and The Directory Information Public Notice

The Family Educational Rights and Privacy Act (FERPA) affords students certain rights with respect to their education records.

These rights are outlined below:

1. The right to inspect and review the student's education records within 45 days of the day that Northwood University receives a request for access. Students should submit to the Registrar's Office a written request that identifies the record(s) they wish to inspect. The Registrar's Office will make arrangements for access and notify the student of the time and place where the records may be inspected.
2. The right to request an amendment of the student's education records that the student believes are inaccurate or misleading. Students may ask Northwood University to amend a record that they believe is inaccurate or misleading. They should write to the Registrar's Office, clearly identify the part of the record they want changed, and specify why it is inaccurate or misleading. If Northwood University decides not to amend the record as requested by the student, Northwood University will notify the student of the decision and advise the student of his or her right to a hearing regarding the request for amendment. Additional information regarding the hearing procedures will be provided to the student when notified of the right to a hearing. If Northwood University still decides not to amend the record, the student has the right to place a statement with the record setting forth his or her view about the contested information.
3. The right to consent to disclosures of personally identifiable information contained in the student's education records, except to the extent that FERPA authorizes disclosure without consent.
  - School officials with legitimate educational interest. A school official has a legitimate educational interest if the official needs to review an education record in order to fulfill his or her professional responsibility;
  - Other schools to which a student is transferring;
  - Specified officials for audit or evaluation purposes;
  - Appropriate parties in connection with financial aid to a student;
  - Organizations conducting certain studies for or on behalf of the school;
  - Accrediting organizations;
  - To comply with a judicial order or lawfully issued subpoena;
  - Appropriate officials in cases of health and safety emergencies; and
  - State and local authorities, within a juvenile justice system, pursuant to specific state law.

A school official is a person employed by Northwood University in an administrative, supervisory, academic, or support staff position; a person serving on the Board of Trustees; or a person serving on an official committee, such as a disciplinary or grievance committee.

4. The right to refuse to permit Northwood University to designate certain personally identifiable information about the student as directory information that is not subject to the above restrictions on disclosure. Northwood University may, within its discretion, release some or all directory information as it determines is appropriate. Northwood University has designated the following information about a student as directory information: name, address, telephone listing, email address, major field of study, year in school, enrollment status, participation in officially recognized activities and athletics, weight and height of members of athletic teams, photographs, dates of attendance, diplomas received, awards received, and the name of the last previous school attended by the student, and other similar information that would not generally be considered harmful to a student, or an invasion of privacy if disclosed. If a student does not wish to have the student's information designated as directory information and disclosed, the student must request and complete a Request to Prevent Disclosure of Directory Information from the Registrar's Office and submit the completed form to the Registrar's Office within two weeks from the beginning of each semester. Please note that a request to block the designation of information as directory information may apply to all categories listed above and to all requests for directory information from within and outside the Northwood University community. This notification will remain in effect until the student informs the Registrar's Office in writing to remove the block to designation and disclosure.

5. The right to file a complaint with the U.S. Department of Education concerning alleged failures by Northwood University to comply with the requirements of FERPA. The name and address of the office that administers FERPA are:

Family Policy Compliance Office  
U.S. Department of Education  
400 Maryland Avenue, SW  
Washington, DC 20202-8520

## **Absence Policy**

Attendance is expected as a sign of your interest and seriousness as a student. Excessive absences and tardiness can have an adverse effect on overall course achievement. Students should refer to their course syllabi for faculty absence policies.

## **Academic Appeals**

There are academic appeal processes available to provide for appropriate processing of academic grievances. The “statute of limitations” for academic appeals is 30 days following the grievance.

Academic appeals must first be presented to the Academic Dean’s Office. Students who are not satisfied with the Dean’s decision may submit a last appeal to the Executive Vice President and Chief Academic Officer, who is the final arbiter of all academic matters. This appeal must be in writing and should explain all particulars, including reference to the previous level of appeal. This appeal should be sent by electronic mail to the Executive Vice President and Chief Academic Officer at the headquarters of the University in Midland, Michigan. The Executive Vice President and Chief Academic Officer will invite written input from others involved in the previous appeal based on copies of the appeal that will be provided to them. Copies of their responses will be sent to the person appealing, who will then have up to 10 days to respond in writing to their responses. Following this exchange, a written decision will be rendered.

# Academic Calendar

## *Northwood University Undergraduate (Traditional and Adult Degree Program) Academic Calendar 2016-2017*

### **Fall Semester 2016** *15 Weeks with 1 Week for Finals (Traditional) / 16 Weeks (ADP)*

Classes Begin .....	Monday, August 29, 2016
Add (Traditional).....	August 29-September 2, 2016
Drop (Traditional) .....	August 29-September 9, 2016
Labor Day Holiday (No Classes) .....	Monday, September 5, 2016
Convocation (Northwood Michigan) .....	Tuesday, September 6, 2016
Auto Show Setup/Opening Day (No Classes – Traditional) .....	Thursday & Friday, September 29 & 30, 2016
Last Day to Withdraw from Class (Traditional).....	Friday, November 11, 2016
Thanksgiving Break (No Classes).....	Thursday & Friday, November 24 & 25, 2016
Classes End (Traditional) .....	Friday, December 9, 2016
Final Exam Week (Traditional).....	Monday-Sunday, December 12-18, 2016
Classes End (ADP).....	Sunday, December 18, 2016
Commencement (Northwood Michigan).....	Saturday, December 17, 2016

### **Spring Semester 2017** *15 Weeks with 1 Week for Finals (Traditional) / 16 Weeks (ADP)*

Classes Begin .....	Monday, January 9, 2017
Add (Traditional).....	January 9-13, 2017
Drop (Traditional) .....	January 9-20, 2017
Spring Break.....	Monday-Friday, March 6-10, 2017
Last Day to Withdraw from Class (Traditional).....	Friday, March 31, 2017
Classes End (Traditional) .....	Friday, April 28, 2017
Final Exam Week (Traditional).....	Monday-Sunday, May 1-7, 2017
Classes End (ADP) .....	Sunday, May 7, 2017
Commencement (Northwood Texas) .....	Thursday, May 4, 2017
Commencement (Northwood Michigan).....	Saturday, May 6, 2017

### **Summer Semester 2017** *12 Weeks*

Classes Begin .....	Monday, May 15, 2017
Memorial Day Observance (No Classes) .....	Monday, May 29, 2017
Independence Day Observance (No Classes).....	Tuesday, July 4, 2017
Classes End.....	Sunday, August 6, 2017

#### **Note:**

- Please check with your advisor on the availability of compressed courses.
- Summer sessions are offered in a variety of delivery formats over the 12-week period. See summer course schedule for offerings.

09/01/2016

## Academic Progress

Continued matriculation at Northwood University requires satisfactory academic progress demonstrated by the student in achieving basic scholastic goals. Academic achievement in any semester that results in a cumulative GPA below 2.0 places a student on academic probation. All academic programs have advising systems to assist the student in raising the earned cumulative GPA so that at scheduled graduation time the student will have had an opportunity to earn the necessary minimum 2.0 GPA and successfully complete [grade of 0.7 (D-) or better] all required courses in the curriculum.

During periods of academic probation, students may not carry more than 13 credits in order to achieve more concentration on less course work.

There is a sliding academic dismissal level of performance, based on the cumulative GPA and the number of hours earned, to which every student is subject, and which can only be exempted on a semester-by-semester basis by the academic dean. The dismissal process follows.

## Academic Dismissal

Students accepted on academic probation are subject to review at the end of the first semester of attendance. Failure to achieve a cumulative GPA of 2.0 or above will lead to consideration for academic dismissal at the end of the first semester of study at Northwood University.

All students, whether new or continuing, must meet the following criteria for Satisfactory Academic Progress (SAP) or be subject to academic dismissal. At the end of each academic year, the Academic Dismissal Committee will review the record of each student who has not met criteria for SAP.

***Pace of Progress Toward Degree Completion (Quantitative)*** - Students must earn at least 67% of credit hours attempted.

***Minimum GPA Requirements (Qualitative)*** - The following table details the minimum cumulative Grade Point Average (GPA) requirements.

Semester Hours Earned	Minimum Cumulative GPA
1-15	1.70
16-29	1.80
30-59	1.90
60 or more	2.00

The final academic dismissal decision rests with the campus Academic Dean and the Executive Vice President/Chief Academic Officer. Dismissals will be communicated in writing to the student. Upon dismissal, a student is no longer eligible to attend Northwood University. Academic dismissal appeals must be submitted in writing to the Executive Vice President and Chief Academic Officer of Northwood University who makes the final determination in the case of an appeal.

## Academic Honors

Northwood University recognizes outstanding academic achievement of students at the end of each semester through the following honors a student may earn:

The President's List: Full-time students who in any semester have earned a cumulative GPA of "A" (3.85 or above) and who have no Is or Fs or ungraded courses will be on the President's List for that semester.

The Dean's List: Full-time students who in any semester have achieved a cumulative GPA of 3.25 to 3.84 and who have no Is or Fs or ungraded courses will be on the Dean's List for that semester.

## Academic Integrity

### Plagiarism and cheating

Plagiarism is the act of taking the words, ideas, strategies, formulas, compositions, research, or creative ideas of another and presenting them as if they were your own. In any presentation, creative, artistic, or research, it is the ethical responsibility of each student to identify the conceptual sources of the work submitted. Failure to do so is dishonest and is the basis for a charge of cheating or plagiarism, which is subject to disciplinary action. Plagiarism can be either intentional or unintentional, but in

either case is a serious offense. Academic integrity is an important value at Northwood University. We consider all forms of cheating a serious academic infraction. Plagiarism and cheating may lead to expulsion from the University.

## **Academic Responsibility of the Student**

Students must become familiar with the University's academic and other policies, curriculum requirements, and associated deadlines. While these are normally outlined in the University catalog, there may be amendments, updates, and corrections which the University will communicate through separate means, such as other publications and on the University website. Such changes to policies, procedures, and rules become effective for all students at the time of their implementation. The academic staff will advise students on all matters related to their programs of study and will aid students in the interpretation of policies whenever necessary. However, it is ultimately each student's responsibility for meeting all pertinent and most current requirements for the degree and the policies related thereto.

Students also have responsibility to actively use their Northwood University email and the University website as it is a major communication resource and is often our primary communication with our students.

Students who travel on behalf of Northwood University to industry shows and competitive events must have a 2.3 or higher cumulative GPA at the time the trip information is due to the Academic Office.

## **Attendance Policy**

Attendance is taken through the census period and recorded in Blackboard; the University's secure Learning Management System.

Attendance is expected as a sign of your interest and seriousness as a student. Excessive absences and tardiness can have an adverse effect on overall course achievement. The administration provides faculty with information concerning excused absences such as field trip participation and other university-related activities that take students away from class so that faculty can make judgments about the nature of student absences. Students must assume full responsibility for work missed when they are absent. Absences do not automatically lower a student's earned grade by any universal formula. Students should refer to their course syllabi for specific faculty absence policies.

## **Course Offering Changes**

Courses to be offered each semester are indicated in class schedule listings available on the Northwood website. Northwood may drop any course from the schedule of academic offerings if the enrollment is not sufficient to warrant its instruction.

## **Course Load**

The normal course load for Northwood undergraduate students is 15 to 16 credit hours per semester. Students who wish to enroll for more than 18 credits per semester, must apply to the Academic Dean for permission to take an overload.

## **Credit Hour Policy**

Northwood University complies with the federal credit hour definition for all of its credit-bearing academic courses in all delivery formats and modalities. This policy provides consistent standards across program areas and meets the requirements specified by the Higher Learning Commission and federal regulations. Northwood adheres to these standards to ensure that students have an equivalent opportunity to achieve the Student Learning Outcomes in the respective courses. Courses offered in timeframes shorter than a semester or delivered in modalities other than traditional face to face format must have an equivalent number of hours dedicated to instruction and student work as that spent in a semester-based class.

## **Disability Services Eligibility**

In accordance with the Americans with Disabilities Act of 1990 and Section 504 of the Disabilities Act of 1973, Northwood University provides accommodations for students with documented disabilities. Students are urged to make their needs known as soon as they are admitted to the University. Refer to <http://www.northwood.edu/> for more detailed information regarding services and service contacts at specific locations.

Northwood University will make every reasonable effort to accommodate the needs of disabled students at every instructional center. However, not all of the previously existing buildings have been retrofitted to American with Disability Act (ADA) standards.

Also under Section 504 of the Rehabilitation Act (1973), Northwood University provides academic accommodations for students with learning deficiencies.

## Grading Policy

To be considered in good academic standing, students must maintain a minimum 2.0 cumulative GPA. The cumulative GPA is calculated from the grades received for courses completed. The designations of W, P, I, or Z are not included in the GPA calculation. However, these grade designations are counted when calculating the cumulative completion percentage for financial aid recipients. This policy is in effect for all certificate, diploma, and degree-seeking students. Following is the grading system of the University.

Letter	Honor Points	Interpretation
A	4.0	Excellent
A-	3.7	
B+	3.3	
B	3.0	Above Average
B-	2.7	
C+	2.3	
C	2.0	Average
C-	1.7	
D+	1.3	
D	1.0	Unsatisfactory
D-	0.7	
F	0.0	Failure
P	0.0	Pass
I	0.0	Incomplete
W	0.0	Withdrawn
X	0.0	No Credit/Audit
Z	0.0	Deferred

## Interpretation

**A = Excellent:** This grade reflects achievement of the highest order. Assignments and tests are structured to permit clear differentiation at this upper, narrow range. Rarely would more than ten percent (10%) of a group be capable of achieving this level, as assignments and tests are structured to challenge the most capable students.

**B = Above Average:** This grade reflects achievement clearly above average standards. This level of achievement is one that stretches the person of average ability to accomplish it. Persons achieving in this range exhibit good comprehension of the subject matter with minor flaws.

**C = Average:** This grade reflects average, ordinary achievement. Achievement and performance at this level are satisfactory and meet minimum standards. More flaws are evident, some of a serious nature. The greatest proportion of grades falls in this range, unless there is an extraordinary group distribution.

**D = Unsatisfactory:** This grade reflects poor, unsatisfactory achievement below minimum standards. Major flaws are present, but there is some competence to reflect segments of course content. A grade of D- is the minimum passing grade.

**F = Failure:** This grade reflects poor, unsatisfactory achievement below minimum standards. Achievement is very flawed with little competence to reflect segments of course content. No credit hours are earned. A course in which a grade of F is earned must be retaken and successfully completed if that course is required for the curriculum in which the student is enrolled (see Repeating Courses).

**P = Pass:** This grade reflects completion of a course with a pass/fail option or a test out with an earned grade of at least a C. No honor points are awarded.

**I = Incomplete:** This grade reflects an extraordinary, uncontrollable interruption in completion of course requirements. It is not to be used in the case of a missed test, term paper, etc., unless the incomplete work is caused by the student's hospitalization or an extreme emergency that takes the student away from classes for a week or more. All incompletes are subject to review by the Registrar. Incompletes not made up become Fs at the end of 90 days.

**W = Withdrawn:** This grade reflects student withdrawal from a class by the end of the designated last day to withdraw from a class (eleventh week of the semester for standard 15 week semester courses). Student withdrawals occurring after those times are recorded as F. Withdrawals from the University (and all courses) before final exams result in grades of W.

X = No Credit/Audit: This grade should be used to reflect the presence of a student in a course on an audit basis. The student has completed course work but has elected that no college credit be attached. Not all courses are available on an audit basis. Where audits are available, charges are one-half of normal tuition.

Z = Deferred grade: This grade is used to reflect an internship that is still in progress. The Z grade will be replaced when a grade is submitted; if no grade is submitted, the Z grade becomes an F.

## Grade Appeals

Northwood faculty have the authority and obligation to assign appropriate grades and to conduct classes within the context of University academic policies. Hence, the first level of grade appeal is to the professor whose decision is questioned.

Students who are not satisfied with the decision of the professor to whom they appealed may subsequently appeal to the faculty department or division chair and then to the Academic Dean's Office. The Chief Academic Officer makes the final decision in all grade appeal cases.

The "statute of limitations" for grade appeals is 30 days following the grievance.

## Graduation

### Graduation Requirements

- Completion of a minimum of 123 semester hours.
- Completion of 31 semester hours of academic credit at Northwood University.
- Successful completion of the program requirements.
- An overall cumulative grade point average of 2.0 or better.
- Application for graduation.
- Recommendation of the faculty with approval by the Board of Trustees.

### Graduation with Distinction

In addition to semester honors, Northwood recognizes students who have maintained high academic achievement throughout their education through the following graduation honors. A student is required to earn 31 semester hours of credit through Northwood University to be eligible for one of these graduation honors. Degree honors are awarded as follows:

Cum Laude: A cumulative GPA of at least 3.5.

Magna cum laude: A cumulative GPA of at least 3.7.

Summa cum laude: A cumulative GPA of at least 3.9.

### Graduation Honors – Valedictorian/Salutatorian

The valedictorian shall be that student in the traditional undergraduate program graduating class who has earned a minimum of 61 credits at Northwood University and has maintained the highest cumulative GPA in the graduating class. In the event of a tie for highest cumulative GPA, the student with the greatest number of earned Northwood credits will be valedictorian and the other student will be salutatorian.

The salutatorian shall be that student in the traditional undergraduate program graduating class who has earned a minimum of 61 credits at Northwood University and has maintained the second-highest cumulative GPA in the graduating class. In the event of a tie for second highest cumulative GPA, the student with the greatest number of earned Northwood credits will be salutatorian.

## Leave of Absence & Withdrawal Process

Northwood University does not have a formal leave of absence policy. Instead, a student can request an institutional withdrawal, in writing, when personal circumstances interfere with their ability to make satisfactory progress toward degree completion. The student must withdraw from all current courses. The student must go through the standard admission procedure to be readmitted. There is no time limitation on when a student can reapply for admission nor is there an application fee for this process.

## Online Registration

All students register for classes (face-to-face, online, hybrid) using Web Advisor–Student Planning on the my.northwood.edu portal. Registration information is posted on my.northwood.edu.



Through registration information postings (or supplementary emails), the student receives a registration time slot, a schedule of upcoming classes, and instructions for online registration. It is the student's responsibility to follow these instructions and register or make schedule adjustments at the times specified. Students can access their my.northwood.edu portal from any computer with Internet access. Students do not have to be on campus to register.

## Records Retention Policy

Northwood University has adopted the recommended Records Retention Policy as identified by the American Association of Collegiate Registrars and Admission Officers (AACRAO). The following documents that are permanently maintained by the university are listed below:

Documents
Acceptance Letters
Application for Admissions
Course Substitution Forms
Course Withdrawals
Curriculum Guides
FERPA Forms
Grade Changes and Reports
Graduation Application and Audit
International Student Documents (e.g., I-20, work permit)
Official High School and College Transcripts
Prior Learning Assessment Evaluations
Test Scores (e.g., ACT, SAT, AP, TOEFL)
Transcript Evaluations

## Repeating Courses

Courses for which a student has earned a grade of F must be repeated if the course is required in the student's curriculum plan. A failed course may be repeated at another institution and transfer credit will be awarded; however, the Northwood cumulative grade point average will not be affected. Students are encouraged to repeat a failed course at Northwood. Students who wish to improve their achievement level may elect to retake a course at Northwood if they earned a C- or below in that course; courses in which grades of C or better are earned may not be retaken. The letter grade earned in the most recent attempt will replace the prior grade in the calculation of cumulative credit totals and grade point average, even if that grade is lower than the previous grade. All grades will be included on a student's transcript.

## Schedule Adjustment

Using their my.northwood.edu account, students may adjust their schedules by dropping or adding courses during the specified schedule adjustment period.

## Student Awards

On the residential campus, an awards system of academic, curriculum, leadership, and other factors is used to recognize outstanding achievements by graduates. Trophies, cash, and other forms of recognition are used to express honor and appreciation. The faculty, students, and student groups develop the rules and conduct the elections for the various awards. A special Honors Convocation is held to formally present these awards.

## Student Complaints

Northwood places high importance on obtaining feedback from students and responding to areas of concern in a timely manner. Complaints are addressed informally and formally. Each operating unit/program area has a process for collecting, analyzing, and addressing formal student complaints. Formal complaints must be in writing. Northwood logs complaints and ensures timely tracking of response(s) and outcomes for each. The University regularly reviews complaints to determine potential systemic issues/themes and identify opportunities for improvement. Northwood communicates the process through a variety of means including student orientation and Student Handbooks. Students with a formal complaint or wishing to learn more about the complaint process should contact the Executive Vice President at the Residential Campus or the Dean at the respective operating unit – DeVos Graduate School of Management, Adult Degree Program, or International Programs.

Recent amendments to the Higher Education Act of 1965 include changes in regulations for State Authorization that may impact online, distance, and correspondence education providers. In compliance with the language passed in the Higher Education

Opportunities Act of 2008, the U.S. Department of Education (USDOE) determined that institutions offering distance education must provide enrolled and prospective students with contact information for filing complaints with its accrediting agency and with the appropriate state agency for handling complaints in the student's state.

Students are encouraged to use Northwood University's internal complaint procedures prior to filing a complaint with a state agency or agencies. The regulations require states to provide the opportunity for students to lodge the following types of complaints:

- Allegations of state consumer protection violations, including, but not limited to fraud and false advertising.
- Allegations that state laws or rules addressing the licensure of postsecondary institutions have been violated.
- Allegations regarding the quality of education or other accreditation requirements.

<b>Alaska</b>	<b>Alaska Commission on Postsecondary Education</b> <a href="http://acpe.alaska.gov/ABOUT_US/Consumer_Protection">http://acpe.alaska.gov/ABOUT_US/Consumer_Protection</a>
<b>Arizona</b>	<b>Arizona State Board for Private Postsecondary Education</b> <a href="https://ppse.az.gov/complaint">https://ppse.az.gov/complaint</a>
<b>California</b>	<b>Bureau for Private Postsecondary Education</b> <a href="http://www.bppe.ca.gov/enforcement/complaint.shtml">www.bppe.ca.gov/enforcement/complaint.shtml</a>
<b>Colorado</b>	<b>Colorado Department of Higher Education</b> <a href="http://highered.colorado.gov/Academics/Complaints/default.html">http://highered.colorado.gov/Academics/Complaints/default.html</a>
<b>Connecticut</b>	<b>Office of Higher Education</b> <a href="http://www.ctohe.org/studentcomplaints.shtml">http://www.ctohe.org/studentcomplaints.shtml</a>
<b>Delaware</b>	<b>The Delaware Department of Education</b> The Delaware Department of Education will investigate complaints. Such complaints must be in writing and verified by the signature of the person making the complaint. Oral, anonymous or unsigned complaints will not be investigated. Until the web site is functional, please write or call for more information. The Delaware Department of Education; Teacher and Administrator Quality; John W. Collette Resource Center; 35 Commerce Way; Dover, DE 19904. The Delaware Department of Education phone number is 302-857-3388.
<b>District of Columbia</b>	<b>Office of the State of Superintendent of Education</b> <a href="http://osse.dc.gov/service/education-licensure-commission-elc-public-complaints">http://osse.dc.gov/service/education-licensure-commission-elc-public-complaints</a>
<b>Florida</b>	<b>Florida Department of Education</b> <a href="http://www.fldoe.org/policy/cie/file-a-complaint.stml">http://www.fldoe.org/policy/cie/file-a-complaint.stml</a>
<b>Georgia</b>	<b>State of Georgia Nonpublic Postsecondary Education Commission</b> <a href="http://gnpec.org/consumer-resources/">http://gnpec.org/consumer-resources/</a>
<b>Hawaii</b>	<b>Hawaii Postsecondary Education</b> <a href="http://cca.hawaii.gov/hpeap/student-complaint-process/">http://cca.hawaii.gov/hpeap/student-complaint-process/</a>
<b>Idaho</b>	<b>Idaho State Board of Education</b> <a href="http://www.boardofed.idaho.gov/priv_col_univ/student_complaint.asp">http://www.boardofed.idaho.gov/priv_col_univ/student_complaint.asp</a>
<b>Illinois</b>	<b>Illinois Board of Higher Education</b> <a href="http://complaints.ibhe.org/">http://complaints.ibhe.org/</a>
<b>Indiana</b>	<b>Indiana Commission for Higher Education</b> <a href="http://www.in.gov/che/2744.htm">http://www.in.gov/che/2744.htm</a>
<b>Kansas</b>	<b>The Kansas Board of Regents</b> <a href="http://www.kansasregents.org/academic_affairs/private_out_of_state/complaint_process">http://www.kansasregents.org/academic_affairs/private_out_of_state/complaint_process</a>
<b>Kentucky</b>	<b>Kentucky Council on Postsecondary Education</b> <a href="http://cpe.ky.gov/forstudents/consumercomplaints">http://cpe.ky.gov/forstudents/consumercomplaints</a>
<b>Louisiana</b>	<b>Board of Regents State of Louisiana</b> <a href="http://www.regents.la.gov/page/StudentComplaints">http://www.regents.la.gov/page/StudentComplaints</a>
<b>Maine</b>	<b>Maine Department of Education, Office of Higher Education</b> Complaints shall be addressed in writing to the Maine Department of Education, Office of Higher Education, 23 State House Station Augusta, Maine, 04333, with specific facts and allegations and signed by the complainant. The school shall be notified of any complaints which are to be investigated.
<b>Massachusetts</b>	<b>Massachusetts Department of Higher Education</b> <a href="http://www.mass.edu/forstudents/complaints/complaintprocess.asp">http://www.mass.edu/forstudents/complaints/complaintprocess.asp</a>
<b>Michigan</b>	<b>Licensing and Regulatory Affairs (LARA)</b> <a href="http://www.michigan.gov/lara/0,4601,7-154-61343_35414_60647_2739---,00.html">http://www.michigan.gov/lara/0,4601,7-154-61343_35414_60647_2739---,00.html</a>
<b>Mississippi</b>	<b>Mississippi Commission on College Accreditation</b> <a href="http://www.mississippi.edu/mcca/downloads/studentcomplaintform.pdf">http://www.mississippi.edu/mcca/downloads/studentcomplaintform.pdf</a>
<b>Missouri</b>	<b>Missouri Department of Education</b> <a href="http://dhe.mo.gov/contactus.php">http://dhe.mo.gov/contactus.php</a>
<b>Montana</b>	<b>Montana University System</b> <a href="http://mus.edu/MUS-statement-of-complaint-process.asp">http://mus.edu/MUS-statement-of-complaint-process.asp</a>

Nebraska	<b>Nebraska Coordinating Commission for Postsecondary Education</b> <a href="http://www.ccpe.state.ne.us/publicdoc/ccpe/complaint.asp">http://www.ccpe.state.ne.us/publicdoc/ccpe/complaint.asp</a>
Nevada	<b>Commission on Postsecondary Education</b> <a href="http://www.cpe.state.nv.us/CPE%20Complaint%20Info.htm">http://www.cpe.state.nv.us/CPE%20Complaint%20Info.htm</a>
New Hampshire	<b>New Hampshire Department of Education</b> <a href="http://www.education.nh.gov/highered/compliance-allegation.htm">http://www.education.nh.gov/highered/compliance-allegation.htm</a>
New Jersey	<b>State of New Jersey Office of the Secretary of Higher Education</b> <a href="http://www.state.nj.us/highereducation/">http://www.state.nj.us/highereducation/</a>
New Mexico	<b>New Mexico Higher Education Department</b> <a href="http://www.hed.state.nm.us/institutions/complaints.aspx">http://www.hed.state.nm.us/institutions/complaints.aspx</a>
New York	<b>New York State Education Department</b> <a href="http://www.highered.nysed.gov/ocue/spr/COMPLAINTFORMINFO.html">http://www.highered.nysed.gov/ocue/spr/COMPLAINTFORMINFO.html</a>
North Carolina	<b>University of North Carolina General Administration</b> <a href="http://www.northcarolina.edu/sites/default/files/documents/student_complaint_form.pdf">http://www.northcarolina.edu/sites/default/files/documents/student_complaint_form.pdf</a>
North Dakota	<b>North Dakota University System</b> <a href="https://www.ndus.edu/system/state-authorization/">https://www.ndus.edu/system/state-authorization/</a>
Ohio	<b>Ohio Higher Ed Department of Higher Education</b> <a href="https://www.ohiohighered.org/students/complaints">https://www.ohiohighered.org/students/complaints</a>
Oklahoma	<b>Oklahoma State Regents for Higher Education</b> <a href="http://www.okhighered.org/current-college-students/complaints.shtml">http://www.okhighered.org/current-college-students/complaints.shtml</a>
Oregon	<b>Higher Education Coordinating Commission</b> <a href="http://www.oregon.gov/HigherEd/Pages/complaints.aspx">http://www.oregon.gov/HigherEd/Pages/complaints.aspx</a>
Pennsylvania	<b>Pennsylvania Department of Education</b> <a href="http://www.education.pa.gov/Postsecondary-Adult/College%20and%20Career%20Education/Pages/Students-Complaints.aspx#.ViZEunluUk">http://www.education.pa.gov/Postsecondary-Adult/College%20and%20Career%20Education/Pages/Students-Complaints.aspx#.ViZEunluUk</a>
Rhode Island	<b>Rhode Island Board of Governors for Higher Education</b> <a href="http://www.ribghe.org/students.htm">http://www.ribghe.org/students.htm</a>
South Carolina	<b>South Carolina Commission on Higher Education</b> <a href="http://www.che.sc.gov/Students.FamiliesMilitary/LearningAboutCollege/ConsumerInformation.aspx">http://www.che.sc.gov/Students.FamiliesMilitary/LearningAboutCollege/ConsumerInformation.aspx</a>
South Dakota	<b>South Dakota Office of the Attorney General</b> <a href="http://atg.sd.gov/Consumers/HandlingComplaints/ConsumerComplaintForm.aspx">http://atg.sd.gov/Consumers/HandlingComplaints/ConsumerComplaintForm.aspx</a>
Tennessee	<b>Tennessee Board of Regents</b> <a href="https://www.tbr.edu/academics/program-integrity-student-complaint-form">https://www.tbr.edu/academics/program-integrity-student-complaint-form</a>
Texas	<b>Texas Higher Education Coordinating Board</b> <a href="http://www.thecb.state.tx.us/index.cfm?objectid=C9BD55D4-C5A3-4BC6-9A0DF17F467F4AE9">http://www.thecb.state.tx.us/index.cfm?objectid=C9BD55D4-C5A3-4BC6-9A0DF17F467F4AE9</a>
Utah	<b>Utah Department of Commerce</b> <a href="http://consumerprotection.utah.gov/complaints/index.html">http://consumerprotection.utah.gov/complaints/index.html</a>
Vermont	<b>Vermont Department of Education, State Board of Education</b> <a href="http://education.vermont.gov/new/pdffdoc/pgm_postsecondary/EDUComplaint_Resolution_Statement_f or_Postsecondary_Education_Matters.pdf">http://education.vermont.gov/new/pdffdoc/pgm_postsecondary/EDUComplaint_Resolution_Statement_f or_Postsecondary_Education_Matters.pdf</a>
Virginia	<b>State Council of Higher Education for Virginia</b> <a href="http://www.schev.edu/students/studentcomplaint.asp">http://www.schev.edu/students/studentcomplaint.asp</a>
Washington	<b>Washington Student Achievement Council</b> <a href="http://www.wsac.wa.gov/protecting-education-consumers">http://www.wsac.wa.gov/protecting-education-consumers</a>
West Virginia	<b>West Virginia Higher Education Policy Commission</b> <a href="http://www.wvhepc.edu/inside-the-commission/special-initiatives/state-authorization-reciprocity-agreement-sara/">http://www.wvhepc.edu/inside-the-commission/special-initiatives/state-authorization-reciprocity-agreement-sara/</a>
Wisconsin	<b>State of Wisconsin Educational Approval Board</b> <a href="http://eab.state.wi.us/resources/complaint.asp">http://eab.state.wi.us/resources/complaint.asp</a> Educational Approval Board 431 Charmany Drive, Suite 102 Madison, WI 53719 Phone: 608-266-1996; Fax: 608-264-8477 Email: <a href="mailto:eabmail@eab.wisconsin.gov">eabmail@eab.wisconsin.gov</a>
Wyoming	<b>Wyoming Department of Education</b> <a href="http://edu.wyoming.gov/beyond-the-classroom/school-programs/private-school-licensing/">http://edu.wyoming.gov/beyond-the-classroom/school-programs/private-school-licensing/</a>

**Regional Accreditation Agency**  
Higher Learning Commission  
A Commission of the North Central Association  
<https://www.ncahlc.org/HLC-Institutions/complaints.html>

**Specialty Accreditation Agency**  
Accreditation Council for Business  
Schools and Programs  
[http://www.acbsp.org/?page=accred\\_complaints](http://www.acbsp.org/?page=accred_complaints)

## **Student Records**

The Registrar's Office is responsible for maintaining academic records on each student. Permanent retention of records include documents such as the original application; letter of acceptance to Northwood; results of orientation placement tests; standardized test results; grades; transfer credit evaluations; letters of award, honor, or probation; and cumulative transcripts. A complete listing of the university records retention policy can be obtained from the Registrar's Office.

Official student transcripts will be sent to third parties only upon receipt of a signed request from the student. Some restrictions may apply.

The student can obtain unofficial transcripts by forwarding a completed transcript request form to the Registrar's Office pursuant to the Family Educational Rights and Privacy Act of 1974, Federal Law 93-380. Grades and unofficial transcripts are available on Web Advisor.

## **Tardiness**

Tardiness can have an adverse effect on overall course achievement. Northwood University does not have a formal tardiness policy; it is left up to the individual instructor. Students should refer to their course syllabi.

## **Test-Out Policy**

Students may attempt to test out of certain courses, for a fee, with a maximum of 30 credits permitted. Credit for the course will be granted if a grade of C or better is achieved, but no honor points will be awarded. Test-outs may be attempted only once and may not be used to repeat a course.

## **Transferability of Credit**

As an institution regionally accredited by the Higher Learning Commission, Northwood University's academic credit is recognized by other regionally-accredited institutions. However, the receiving institution makes the determination as to whether credits count toward a student's desired degree or program of study.

# STUDENT AFFAIRS

The Student Affairs Department provides programs, resources, services, and personnel primarily concerned with providing a value-added experience to the educational opportunities outside of the classroom. Often, academic and non-academic opportunities overlap and Student Affairs, with associated departments, is staffed with professionals who are advocates for students and their needs. They are ready to assist students in resolving conflict and removing barriers to find ways to improve academic performance and the educational experience.

## Activities

Northwood University believes that a successful student is one that is well rounded with a passion for being involved, accepting new challenges, and making a difference. These students are better prepared for the challenges they may face in the business world post-graduation. Northwood University provides countless opportunities for its students to get involved and make the most of their educational experience.

Activities range from professional and social clubs to music and drama groups, intercollegiate, intramural, and club sports, recreational activities, social activities, and more. Participation in co-curricular activities allows students to use their leisure time productively while making new friends, developing their leadership skills, and their ability to be effective in group situations. Northwood recommends that students involved in all co-curricular activities maintain an above average grade point average.

## EXCEL: The Student Development Program

Employers of Northwood University graduates constantly stress their desire to have employee candidates who demonstrate a variety of experiences, positive attitudes, and leadership abilities beyond those gained within the classroom and reflected on the academic transcript. EXCEL is a value-added program beyond the academic curriculum that enhances the employability of Northwood University graduates and provides valuable experiences and dimensions beyond the classroom.

Through EXCEL, students participate in valuable, documentable activities, resulting in a Student Development Transcript that is issued whenever an academic transcript is issued. Students are expected to participate in a minimum of five credits of co-curricular activities each year. Activities, certain honors and awards, and community/university volunteerism are reflected on the Student Development Transcript. The EXCEL program is intended to provide opportunities to expand students' Northwood University education well beyond the classroom requirements, enrich their lives and experiences, and improve their prospects for employment after graduation.

## Michigan Campus Organizations and Activities

Current organizations and activities on the Michigan campus include:

- Alcohol/Drug Educational Programs
- Alpha Chi Omega – National Social Sorority
- Alpha Chi Rho – National Social Fraternity
- Alpha Gamma Delta – National Social Sorority
- Alpha Sigma Phi
- Alumni – Student Alumni Network
- American Advertising Federation – College Competition
- American Marketing Association – AMA
- BBA/MBA Student Group
- Big Brothers/Big Sisters
- Blood Drives (one per semester)
- Business Professionals of America – BPA
- Cause for Paws
- Cheerleading
- Circle K
- Cultural Activities – Art, Music, Dance, Lectures, Movies
- DECA – Distributive Education Clubs of America
- Delta Mu Delta
- Delta Zeta – National Social Sorority
- Distinguished Teachers Spring Luncheon for NU Honors Students nominees
- Emerging Leaders
- Entertainment, Sport & Promotion
- Management Association (ESPMA)
- Fashion Group
- Finance Association
- Fishing Club
- Global Entrepreneurship Week
- Go MAD Day
- Greek Week
- Hockey – Men's Club
- Homecoming – Fall and Spring Semester
- Honorary Accounting Society of Northwood University – HASNU
- Honors Convocation – Spring Semester
- Intercollegiate Sports
- Inter-fraternity Council – Social Fraternities
- International Business Association
- Intramural Sports
- Iota Phi Theta
- Kappa Sigma
- Leadership Opportunities
- Lectures – Informational and Motivational
- Mock Trial Team
- Northwood Hospitality Enterprises – NUHE
- Northwood University International Auto Show (NUIAS)

- NU Arts Council
- NU Catholic Student Association
- NU Music Association
- NU Entrepreneurship Society
- NU Kick-Off Party
- NU Players – Theater Group
- Omega Psi Phi
- Omniquest Panels – Each Semester
- Opening Convocation – Fall Semester
- Order of Omega
- Pack Pride Family Day
- Panhellenic Council – Social Sororities
- Phi Delta Theta – National Social Fraternity
- Rake a Difference
- Rotaract
- SAP University Alliance
- Senior Reception/Dance – Spring Semester
- St. Jude Up ‘Til Dawn
- Stafford Scholarship Fundraising Dinner
- Student Alumni Network
- Student Athletic Advisory Committee (SAAC)
- Student Government Association
- Student United Way
- Students for Sustainability
- Style Show
- Tau Kappa Epsilon – National Social Fraternity
- Timby Theatre Troup
- The Automotive Group (TAG)
- Values Emphasis Program – Spring Semester
- Volunteer Service in Midland Community
- Victorious Student Outreach
- Young Americans For Liberty

Students with interests in specific areas outside their curriculum are encouraged to form other organizations to pursue those interests. The staff and faculty of the University will provide assistance in establishing such groups.

## Bookstore

The Bookstore carries textbooks for each semester, as well as supplies such as pens, pencils, notebooks, Northwood clothing, and Northwood souvenirs. Personal checks are accepted only for the amount of the sale. VISA, MasterCard, American Express, and Discover cards, as well as cash, are also accepted. A receipt is required for all refunds. Textbook returns for Adult Degree Program books are two days from the purchase date.

## Career Advancement Center

A fundamental aim of the Northwood philosophy is that every student be involved in a program that leads toward a satisfying and productive career. To facilitate career opportunities, Northwood has a Career Advancement Center which coordinates and assists the effort to bring together our students and alumni with potential employers. The campus Career Advancement Center serves all traditional, Adult Degree, and graduate Northwood students and alumni for life.

### It Starts at New Student Orientation

The career development process begins at Northwood with new student orientation and follows students throughout their academic careers at the University and beyond. While attending Northwood, students have the opportunity to explore many companies and career paths. These opportunities are presented during the academic process as well as through company presentations outside the classroom.

### The First Step to Career Assistance

During a student's first year of study, they are encouraged to begin work on their career path. Seminars, informational meetings, the Myers-Briggs Type Indicator (MBTI) personality assessment and personal consultations are available to explain career paths and the job search process. Resume and cover letter writing assistance, the interview process with mock interviews, as well as what a new employee can expect on the first job are covered in special workshops presented throughout the year by the Career Advancement Center.

Some Northwood curricula require an internship (400 hours) before completion of requirements for the Bachelor of Business Administration degree. The Career Advancement Center has a dedicated Internship Coordinator who works closely with curriculum chairs, employers, and students to aid in completion of this requirement, including the addition of new employer partnerships every academic year.

Additional assistance is provided for students that do not require an internship, but wish to gain the experience in their respective field of study. Northwood has a dedicated online networking database, BlueLink, designed to connect upperclassman with Alumni for mentoring, internships, and jobs located at [www.nubluelink.com](http://www.nubluelink.com).

### Company Representatives Visit Northwood

Through the years, Northwood University has developed close, long-term relationships with many firms that represent our various curricula. Representatives from these firms visit the campus to interview those who are about to graduate and are looking for employment. Additionally, off-campus interviews are scheduled depending on the requirements of the recruiting

firm. The track record of Northwood graduates is very good and employers come to Northwood looking for the best. They are seldom disappointed because Northwood students have been prepared to assume roles in several fields and have the right portfolio of skills, attitudes, and values.

The on- and off-campus recruiting schedules are supplemented by companies who contact the Career Advancement Center about positions that are currently available. Through Northwood's online job database, the Northwood University Career Network, opportunities with firms are posted (internship, co-op, part-time, and full-time). Students and alumni are able to upload resumes and apply for positions based on meeting all qualifications. The recruiting firm reviews the resumes and selects candidates for interviews directly or via the Career Advancement Center.

Additionally, students are also given the opportunity to participate in University sponsored career fairs and networking opportunities. Bulletin boards throughout the campus post new jobs, and internship opportunities.

### **Publications, Research, and Services**

The Career Advancement Center also supports and contributes to the Career Services Alcove Collection in the Strosacker Library (MI), as well as the Career Advancement Center office, where a comprehensive cross-section of career assistance information is maintained.

The Northwood University Career Network is available to traditional, Adult Degree Program (ADP), graduate students, and graduates from all Northwood programs. For the convenience of all Northwood students, the Career Advancement Center also has information and resources posted on the Northwood University website located at [www.northwood.edu/nucn](http://www.northwood.edu/nucn).

## **Counseling, Academic Advising, and Orientation**

Academic advising is provided for each Northwood student. Advisors help each student to establish educational programs and plans. Individual attention is given to a course of study selection commensurate with the student's potential, area of interest, and academic background. Strength in the breadth of educational study is encouraged together with the intended area of specialization. Continued advisement throughout the student's program at Northwood is available to aid the student in self-appraisal and the development of traits and abilities of self-discipline that would identify those values necessary for successful academic performance. Specialized advising is available for international students.

Northwood can assist students with any personal issues that affect their academic progress. The Student Affairs staff members are available for private discussions with students, parents, and others on a variety of topics, including social life, housing situations, financial matters, and health.

A Student Counseling Assistance Program with professional personal counseling available to all Northwood students. The counseling staff from J&A Counseling and Evaluation has on-campus office hours available to provide confidential counseling for personal, psychological, social, and behavioral concerns, as well as issues with the use of alcohol or other drugs.

All first-year students are required to register and to participate in a two-semester foundations (FDN) course. This on-campus course has two components: "Strategies for Success" and "Introduction to the Northwood Idea;" they are part of the curriculum for all incoming students.

Orientation sessions are scheduled throughout the spring, summer and immediately prior to the fall semester. FDN 1100 continues during fall semester for all freshman students. Students receive additional information on the University environment and holistic factors that aid in their success to include problem solving, communication, and critical thinking components.

Freshmen continue with a second foundations course titled Introduction to the Northwood Idea, FDN 1200, in the spring semester. This course provides an emphasis on institutional culture and philosophy as it pertains to "The Northwood Idea." Additional topics include free markets, skills needed for success, Northwood University Outcomes, and the Code of Ethics.

The counseling/advising program interfaces the academic and personal lives of students. This comprehensive program takes a development approach by helping each student to explore his or her academic, career, and life goals, as well as the potential barriers blocking the fulfillment of those goals. This complex process involves the selection of appropriate courses and curricula consistent with diagnosed skills, and of remediation work when necessary, plus the assertiveness skills and self-management skills necessary to resolve personal problems and interpersonal conflicts.

## **Cultural Arts Events**

Cultural Arts Events provide opportunities for Northwood students to understand and appreciate the importance of the arts and humanities in their personal lives and their value as a business tool. Programs are guided by Northwood's principle, "The Arts and Business Make Good Partners," and focus on exposing students to various art forms while relating their experiences to creativity and entrepreneurship. Guests from business, industry, the arts, and government provide campus activities throughout the year.

Among the wide variety of experiences offered to students to support the philosophy are art exhibitions, guest lecturers, performing artists, musical events, and competitions. Social activities include dinners, dances, receptions, and other forms of entertainment, which generally are sponsored both by the University and student activity groups.

## **Food Services**

Modern dining room facilities are provided for students. Meals are served regularly three times a day with the exception of Saturday and Sunday, when brunch and dinner are served. Students with special dietary needs may see the Food Service Director for assistance.

All resident students have housing and meals as a part of their plan. Non-resident students (commuters) may also purchase a meal plan for each semester. Please contact the Food Service Department for specific arrangements.

## **Housing**

All incoming freshmen (as defined by the Office of Financial Aid) are required to live in on campus housing unless they live within a 50 mile radius of campus or are married. Waivers to the housing requirement are considered on an individual basis. Specifics on the criteria and process are available from the Student Affairs Office.

Northwood maintains campus housing units. Separate units are available for men and women on the residential campus. Resident Housing Directors and/or Head Residents and Resident Assistants provide supervision and guidance in all units. Visitation hours are established by the University and are published by the Housing Office. For health reasons, no pets may be kept in on-campus housing.

Because the demand for on-campus housing is greater than the supply, sophomores, juniors, and seniors who wish to reside on campus must participate in a housing sign-up process to determine housing assignments. The sign-up process is conducted during Spring Semester for the following school year.

Along with the housing staff, student organizations play an integral part in the planning and implementation of resident events and activities. Northwood takes the responsibility for placing all required resident students in housing. Assigned occupants of each room are financially responsible for keeping the room and its contents in good order and free from damage either by themselves or their guests. Residents are liable for damage to University property. If a student does not return the room in good order, their room deposit fee will be debited for the cost of the repairs.

## **Intercollegiate and Intramural Athletics**

In recognition of the need for healthful, competitive physical activity, organized sports participation is encouraged on the residential campus. A variety of varsity sports and intramural programs are available. It is planned that, as physical education facilities grow, all forms of recreation will be available, with emphasis on lifelong participation and interest.

Northwood University is a Division II member of the National Collegiate Athletic Association (NCAA). The Timberwolves compete in the Great Lakes Intercollegiate Athletic Conference (GLIAC). In addition to Northwood University, conference members include Ashland University, Ferris State University, University of Findlay, Grand Valley State University, Hillsdale College, Lake Erie College, Lake Superior State University, Michigan Technological University, Northern Michigan University, Ohio Dominican University, Saginaw Valley State University, Tiffin University, Walsh University, and Wayne State University.

Varsity sports include football, men's and women's tennis, women's volleyball, men's and women's soccer, men's and women's basketball, baseball, men's and women's golf, women's softball, men's and women's track and field, and men's and women's cross country. For more specific information about the Timberwolves' varsity teams, see [gonorthwood.com](http://gonorthwood.com).

Intramural programs and sports include: flag football, soccer, badminton, 4-on-4 volleyball, basketball, whiffle ball, dodge ball, tennis, bocce ball, ultimate Frisbee, softball, and floor hockey. In addition to these sports there are numerous one-day tournaments including powder-puff football, table tennis, 3-on-3 basketball, and slow-pitch softball. Regional intramural tournaments against other universities in sports such as flag football and basketball are also available. Club sports for men's lacrosse, men's soccer, and hockey also exist. These clubs compete on an informal basis with clubs from other colleges and universities.

## **Timberwolf Learning Center**

The Northwood University Timberwolf Learning Center provides a variety of programs and services to help students succeed and excel academically. All students are encouraged to participate in the TLC programs and services, regardless of current class status or level of achievement. All programs are available to Northwood students free of charge.



Students may choose from three types of tutoring in the Timberwolf Learning Center (TLC). Drop-in tutoring is available without an appointment for Accounting Principles I & II, Developmental Math, Finite Math and College Algebra. Students may also sign up for a one-on-one tutor for any subject or join a tutor-led study group which meets weekly. In addition, student tutors periodically present learning strategy seminars on APA format, use of Excel, test taking, scholarship thank you letters, and more. Details are available in the TLC in the lower Strosacker building and on [my.northwood.edu](http://my.northwood.edu).

## Library

The mission of the Northwood library is “to enhance the learning environment by supporting instructional services, promoting information literacy, and developing leaders who are independent, life-long learners.” Online library services across the Northwood system provide access to thousands of full-text magazines, newspapers, journals, and specialized business information sources. Whether on campus or off campus, students can access resources 24 hours a day, seven days a week, through the library web pages via the Blackboard Course Management system. Assistance in using the collections and services is readily available at library reference desks through “Ask a Librarian” and course-specific resource guides on the library web pages.

The Strosacker Library is centrally located in the upper level of the Strosacker building. It has a book collection of approximately 36,000 volumes, as well as 194 periodical titles. The library acquires materials for a well-rounded education with emphasis on business management and economics. Special curriculum collections include accounting; advertising; automotive & automotive aftermarket; entertainment, sport & promotion management; entrepreneurship & franchising; fashion marketing & management; finance; and hospitality. Strosacker Library is a member of the OCLC library cooperative, which provides global access to library materials through interlibrary loan. The library is a member of the Valley Library Consortium, which provides access to the holdings of regional academic and public libraries using the online catalog of materials (VALCAT). The VALCAT library catalog provides access across the collections of each Northwood locations.

## Reporting

The following reports are mandated by the Student Right-to-Know and Campus Security Act of 1990 and the Equity in Athletics Disclosure Act of 1994 and are available upon request to all current students, prospective students, and the public:

- **Campus Security Report** – This report discloses data on crimes committed on campus, as well as campus safety policies and procedures. The report may be viewed at <http://www.northwood.edu/compliance>.
- **Equity in Athletics Report & Athletics Revenue and Expense Report** – These reports provide information on the intercollegiate athletic programs at the University. Specifically, they disclose data on student athlete participation, coaches’ participation, recruiting expenses, athletic aid, average coaches’ salaries, operating expenses, and overall athletic revenues and expenses. These reports are available annually after October 15 and can be requested from the University Title IV Compliance office.

## Student Life Center

The Hach Student Life Center is a 62,217 square foot recreation facility built in 2002 to respond to the growing recreational, social, and educational needs of Northwood University. The Center is a recreational, intramural, and fitness complex built to complement the Bennett Sports Center. The center features three multi-purpose basketball, volleyball, and badminton courts that are utilized for a wide range of sports, a four-lane running track, a fitness center equipped with circuit weight training systems, elliptical trainers, stair steppers, bikes, dumbbells, benches and mats, a multi-use/wellness room, and locker rooms equipped with shower and sauna facilities. The lobby area serves as a check-in point and houses a health food snack bar and leisure areas equipped with network connections for laptop computers.

24-Month Evening MBA program students can currently purchase a membership for \$90 per semester. Membership for 12-Month Daytime MBA program students is included in the cost of the program.

## Student Medical Services

The Health Center, staffed by a registered nurse and a physician in the office on a limited basis, is open at designated times for advice concerning illnesses and injuries, with limited first aid treatment and physician referral available. Midland has three walk-in Urgent Care facilities and MidMichigan Medical Center is nearby and available 24 hours/day for emergencies.

In compliance with federal regulations, Northwood requires that all students have healthcare insurance. The university makes available two policies, one that provides students with comprehensive healthcare coverage and a second that provides accidental injury only coverage.

Students who have their own comprehensive health insurance coverage will be allowed to opt out of the NU comprehensive

healthcare insurance plan if their coverage meets criteria as a qualifying plan. Every student will have accidental injury only coverage as part of their student package to supplement their own/family health insurance coverage or NU healthcare insurance plan. For more information, please visit <http://www.studentinsurance.com>

### **International Students and Insurance Requirement**

As of the Fall Semester of 2016, all international students are required to purchase the Northwood University Comprehensive Insurance Plan. Information regarding the policy may be found at [www.studentinsurance.com](http://www.studentinsurance.com). Once on the website, please follow prompts provided. A link to the insurance brochure is available on the insurance site. All full-time international students will have coverage through the accidental injury coverage plan as well.

The Northwood University Health Center is compliant with the Health Insurance Portability and Accountability Act (HIPPA) and your personal health information will only be released with your written consent.

## **Soliciting, Selling, Publicizing**

No student, student organization, or outside organization shall engage in advertising or selling any goods, services, or tickets; solicit for any purpose whatsoever on Northwood University's property or in University operated buildings; without first obtaining the written approval. Contact the Dean of Students who will obtain approval from the Director of Compliance & Tax Matters. Food that is sold on campus must be purchased or have approval through Food Services. For additional details, please reference the Student Handbook.

## **Security**

The residential campus engages a professionally licensed security service provider to perform specific guard and patrol responsibilities. Campus security officers are supervised by the Director of Security and are responsible for securing buildings and grounds, traffic regulations, and parking control. Officers are available 24 hours a day, 7 days a week to respond to requests for assistance from students, faculty, and staff. Campus Security personnel have the authority to enforce all campus policies and state laws. These officers do not carry weapons nor do they have arrest powers. Northwood University maintains a very strong relationship with city and county law enforcement agencies. These agencies are contacted to assist with some on-campus complaints. The city and county agencies also notify Northwood University officials of off-campus incidents that involve Northwood students.

Students are expected to assume responsibility for their property and personal safety by making sound decisions and reporting any concerns to security immediately. Crimes should be reported to ensure inclusion in the annual crime statistics and to aid in providing timely warning notices to the campus community when appropriate. Proactive methods employed by campus security against personal property theft include parking lot and building patrols, campus escorts (as requested), routine lighting and emergency equipment checks, and identification engraving on personal items. Firearms and other weapons are prohibited on Northwood University property.

It is the policy of Northwood University to comply with all applicable features of the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act, or commonly known as the Clery Act. Timely Notifications/Crime Alerts will be utilized in an effort to notify campus and/or community members of certain crimes in and around the University community. Specific protocols and campus crime reporting are outlined on the University compliance webpage at [www.northwood.edu/compliance](http://www.northwood.edu/compliance).

It is also the policy of Northwood University to comply with all applicable features of the Higher Education Opportunity Act for reported missing students. Northwood University has established a missing student protocol for the notification procedures for students who live in on-campus housing and who have been reported missing for more than 24 hours. Specific protocols are outlined on the University compliance webpage at [www.northwood.edu/compliance](http://www.northwood.edu/compliance).

## **Student Conduct**

A student may be placed on probation if his or her social conduct does not meet the standards of good conduct set up by the administrative officials and published in the Student Handbook.

Disregard for others and their property, policies, rules, and regulations of the University may lead to social probation, the extent and seriousness of which will be in relation to the offense. A fine or other penalty may be imposed.

A student may be suspended or dismissed for either academic or social cause. Each student's case will be handled individually. A student may be considered for readmission after dismissal by petitioning the Dean of Students or the Chief Academic Officer. It is the policy of the University to maintain a learning and work environment that is free from harassment because of an individual's

race, gender, color, religion, creed, national origin or ancestry, age, marital status, disability, or veteran status. The University prohibits any and all forms of harassment because of race, gender, color, religion, creed, national origin or ancestry, age, marital status, disability, or veteran status.

It shall be a violation of University policy for any student, teacher, administrator, or other school personnel to harass a student through conduct of a sexual nature, or regarding race, gender, color, religion, creed, national origin or ancestry, age, marital status, disability, or veteran status. The policy can be located at <http://www.northwood.edu/compliance> or a paper copy may be obtained from the Human Rights Officer in the Human Resources Department, Northwood University Administrative Center, Midland, Michigan. The telephone number for this office is (989) 837-4345.

## **Manners and Good Grooming**

Good manners are never old fashioned. Pleasantness and consideration have their own reward and cost little. Respect is one of the University's cored values. Respect for the rights of others first, and oneself second, is the essence of good manners.

Good grooming is the result of planning and the adherence to basic health rules. Higher education is the place to experience new ideas, changing attitudes, new friends, and to develop a good grooming identity. One's dress expresses one's personality. Attire should be appropriate and tasteful at all times, whether in the workplace, the classroom, the dining area, or the living areas. Northwood is a business university; its faculty and staff members are expected to be well-groomed in accordance with business standards; its students are expected to dress in a manner that does not cause classroom distraction.

## **Policies:**

### **Alcohol/Drugs**

The Drug-Free Workplace Act of 1988, Subtitle D, Section 5152, and the Drug Free Schools and Communities Act Amendments of 1989, PL No. 101-226, require that Northwood University maintain an environment free from the unlawful manufacture, distribution, dispensation, possession, or use of controlled substances or alcohol.

The University recognizes its obligation to support the law and is aware of the damaging impact illegal drugs can have on our culture and especially its young people.

The President or the Dean of Students may elect to expel a student for any criminal behavior or convictions that indicate behavior that is threatening to other students.

The unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited while on University property, attending Northwood events, or performing work-related duties.

Pursuant to applicable procedures, policies, or appropriate collective bargaining agreements governing employee or student discipline, involvement in the unauthorized use, sale, manufacturing, dispensing, or possession of controlled substances or alcohol on Northwood University premises or during Northwood University activities, or working under the influence of such substances, will be subject to disciplinary action up to and including dismissal or expulsion.

Any employee or student who is convicted of violating any criminal drug/alcohol statute when such violation occurs at Northwood or as a part of any school activities must notify the University no later than five (5) days after such conviction. Failure to provide such notice may subject the employee or student to dismissal or expulsion. The employee shall notify his or her immediate supervisor, who will report the incident to the Human Resources Department. The student will notify the Dean of Students.

Northwood University supports programs aimed at the prevention of substance abuse by Northwood employees and students. The University provides preventive educational programs for students and refers employees and students experiencing substance-dependency related problems for counseling and assistance.

### **Drug and Alcohol Prevention Counseling**

Northwood encourages faculty, staff, and students with alcohol or other drug-dependency problems to contact community counseling centers for assistance. Students may contact the Student Assistance Counselor, Director of Counseling Services, or a staff member in the Student Affairs office.

### **Penalties for Violation**

Misuse of alcohol and drugs interferes not only with students' academic performance, but with their emotional, physical, mental, and social development as well. Based on this realization, the federal government has recently enacted several laws in an effort to

address these issues. Northwood University supports these policies. Therefore, the possession, use, or distribution of substances that violate state or federal laws is subject to disciplinary action by Northwood University.

Specific sanctions are outlined in the Student Handbook. These sanctions can include, but are not limited to the following:

## **Penalties for alcohol use/abuse and/or possession may include but are not limited to:**

### **First Offense**

- Confiscation of alcohol and disposal
- Disciplinary probation with contract
- Notification of parents
- Referral to Student Assistance Counselor (A \$50 fine will be added if non-compliant)
- Referral to athletic director and coach if student is an intercollegiate athlete
- Loss of alcohol privileges if living in a “21” apartment, and possible reassignment to a non-designated apartment
- 10 supervised community service or program completion hours (minimum \$50 fine if not completed as directed)

### **Second Offense**

- Notification of parents
- Counseling, outpatient, or inpatient rehabilitation program
- Possible suspension
- Confiscation and disposal of alcohol
- 15 supervised community service hours (minimum \$75 fine if not completed as directed)
- Possible referral for substance abuse evaluation through the Counseling office and required participation in a substance abuse class (minimum 6 hrs.)

### **Third Offense**

- Notification of parents
- Suspension or dismissal
- Proof of completion of an alcohol rehabilitation program for re-admittance consideration (off campus)
- Confiscation and disposal of alcohol

## **Penalties for drug use and/or possession, or drug paraphernalia may include but are not limited to:**

### **First Offense**

- Confiscation and destruction of drugs and/or paraphernalia
- Disciplinary probation with contract (period of time determined by Dean of Students)
- Notification of parents
- Referral to Student Assistance Counselor (A \$50 fine will be added if non-compliant)
- Mandatory substance abuse evaluation and mandatory participation in a substance abuse class (minimum 6 hrs.)
- Community Service
- Referral to athletic director and coach if student is an intercollegiate athlete
- Possible referral to local police
- Possible suspension or dismissal

### **Second Offense**

- Notification of parents
- Counseling, outpatient, or inpatient rehabilitation program (successful completion of a program)
- Confiscation and destruction of drugs and/or paraphernalia
- Completion of a community off campus substance abuse program before readmission to the University
- Possible suspension or dismissal
- Possible referral to local police

### **Third Offense**

- Notification of parents
- Confiscation and destruction of drugs and/or paraphernalia
- Immediate permanent dismissal with no appeal
- Possible referral to local police

The Student Drug Assistance program is a confidential, professional counseling service.

# ADULT DEGREE PROGRAM

For over 40 years, Northwood University has provided options for working adults to complete a bachelor degree through the Adult Degree Program. Programs are offered for working adults that are seeking professional improvements by returning to school. Students may complete their degree requirements online or at one of our program centers located in multiple states. Courses are offered in a variety of formats to meet the needs of working adults including evening, weekend, and online.

## Contact Information:

### Adult Degree Program

Northwood University  
4000 Whiting Drive  
Midland, MI 48640  
Toll Free (800) 622-9000 [www.northwood.edu/adults](http://www.northwood.edu/adults)

## Admissions Process

- Request official transcript(s) from applicable institutions and have them mailed to the ADP Registrar at 4000 Whiting Drive, Midland, MI 48640.
- Students who have received an associate degree from a regionally-accredited college or university will receive a credit evaluation that identifies equivalencies and electives acceptable for transfer. Credits are transferable; grades are not.
- Courses completed after the associate's degree was awarded may be transferable as long as a grade of "C" (2.0) or better has been earned and if applicable to the curriculum.

Students transferring without an associate's degree will have their transcripts evaluated for equivalent Northwood credit. Students in this category will be permitted to transfer equivalent courses and electives with grades of "C" (2.0) or better.

Once admitted, the student will receive a curriculum guide indicating exactly which courses must be completed for graduation.

## Academic and Grade Appeals

Three levels of academic appeals are possible to provide for appropriate processing of academic grievances. The "statute of limitations" for academic appeals is the 30 days following the grievance. Northwood faculty has the authority and obligation to assign appropriate grades and to conduct classes within the context of the Academic Policies section of this catalog. Hence, the first level of academic appeal is to the professor whose decision is questioned.

Students who are not satisfied with the decision of the professor to whom they appealed may appeal to the campus Academic Dean or, in the case of all Adult Degree Program students, to the Adult Degree Program Associate Dean.

Students who are not satisfied with the Dean's decision may submit a last appeal to the Executive Vice President/Chief Academic Officer /Chief Operating Officer (EVP/CAO/COO), who is the final arbiter of all academic matters. This appeal must be in writing and should explain all particulars, including reference to the previous two levels of appeal. This appeal should be sent by e-mail to the EVP/CAO/COO at the corporate headquarters of the University in Midland, Michigan. The EVP/CAO/COO will invite written input from others involved in the previous appeals based on copies of the appeal that will be provided to them. Copies of their responses will be sent to the person appealing, who will then have ten days to respond in writing to their responses. Following this exchange, a written decision will be rendered.

## Academic Honors

- For academic honors, a student must complete the minimum of 31 credit hours with Northwood University and meet honors criteria as prescribed below:
- Cum Laude – 3.50 cumulative GPA to 3.69 cumulative GPA
- Magna Cum Laude – 3.70 cumulative GPA to 3.89 cumulative GPA
- Summa Cum Laude – 3.90 cumulative GPA to 4.00 cumulative GPA

## Cancellation Policy for Wisconsin Distance Education Students

You may cancel acceptance to Northwood University, without any penalty or obligation, within three business days from the day you are accepted (Saturdays, Sundays and holidays are not business days).

If you cancel, any payments made by you, and any negotiable instruments executed by you will be returned within 10 business days following receipt by Northwood University of your cancellation notice, and any security interest will be canceled. To cancel this transaction, mail or deliver a signed and dated copy of this cancellation notice or any other written notice, or send a telegram to:

Northwood University  
Attn: Business Office  
4000 Whiting Drive  
Midland MI 48640

Note: Purchase of educational goods and services offered by Northwood University is deemed to take place when written and final acceptance is communicated to the student by Northwood. If you have not been accepted in writing at the time you enroll, the cancellation period does not end until midnight of the third business day after the day you receive written acceptance by certified mail from Northwood.

## Course Delivery Options

- Night courses (on- or off-campus)
- Weekend courses (on- or off-campus)
- Online courses
- On-campus daytime classes
- Limited credit by examination, such as the CLEP general and subject exams
- Hybrid/blended combination of online and face-to-face

Northwood University offers online classes in an asynchronous format. By taking coursework asynchronously, students have the flexibility to engage in their courses at both the time and place that is most convenient for them. By design, this delivery format allows for expanded interaction and participation and, therefore, all students participate in the discussions and feedback sessions.

Throughout the duration of the course, students will engage in a minimum of 45 hours of online interactive learning. Students should plan on an average of 5-7 hours of online instructional engagement per week. Students should also plan on an average of 10-12 additional hours per week for individual coursework such as reading the textbook, research, or writing papers. Each online student works with a Program Center Manager/Advisor who provides guidance from admission to graduation. They review delivery expectations, course outlines, and course shell templates so students are fully prepared to be successful in their online courses.

Northwood University is devoted to continuous improvement and reserves the right to revise all curriculum guides or academic programs. These enhancements could cause changes but not additions to the student's program of study. To fulfill graduation requirements, students are to complete the curriculum guide that is in effect at the time they are accepted for admission to Northwood University.

## Course Offering Changes

Courses to be offered each semester are indicated in class schedule listings available on the Northwood website. Northwood may drop any course from the schedule of academic offerings if the enrollment is not sufficient to warrant its instruction.

## Degree Offerings

Northwood University's Adult Degree Program offers a Bachelor of Business Administration (BBA) degrees in the following areas: Accounting, Aftermarket Management, Automotive Marketing, Computer Information Management, Entertainment and Sports Management, Entrepreneurship, Finance, Franchising, Health Care Management, International Business, Management, Marketing Operations & Supply Management. For degree requirements and courses, please see section beginning on page 20. ADP also offers a Bachelor of Science (BS) degree in Applied Management (degree requirements are listed on page 119). To be awarded the bachelor's degree, an individual must complete a minimum of 31 semester hours with Northwood University and have a cumulative GPA of 2.0 or above. Majors vary by location—visit [www.northwood.edu/adults](http://www.northwood.edu/adults) for a list of programs available near you.

Associate of Arts degrees are also offered at the military sites: Selfridge, New Orleans, and Fort Worth and some corporate locations. To be awarded the associate's degree, an individual must complete a minimum of 15 semester hours with Northwood University and have a cumulative GPA of 2.0 or above.

## Associate of Arts Degree (AA) in Management

The Associate of Arts degree in Management focuses on the broad functional disciplines of management and prepares graduates with a diverse background in general management and industry who have developed strong ethics, outcomes, and who are ready to for leadership positions. Associate of Arts degrees are offered at the three military sites (Selfridge, New Orleans, and Fort Worth) and some corporate locations. The residential campus also offers an Associate of Arts degree in Management and Aftermarket Management to some students, by petition only.

The following guide outlines the required coursework (60 credits) including general education, business core and elective requirements.

### FOUNDATION COURSES (18 semester hours)

ENG 1150 Composition I	3
ENG 1200 Composition II	3
MTH 1150 College Algebra OR MTH 1100 Finite Math	3
SPC 2050 Speech	3
MIS 1500 Business Productivity Software	3
FDN 1100 Strategies for Success	1
FDN 1200 Introduction to the Northwood Idea	1
FDN 3100 Career Development	1

### BUSINESS CORE (15 semester hours)

ACC 2410 Fundamentals of Financial Accounting	3
ACC 2415 Fundamentals of Managerial Accounting	3
MGT 2300 Principles of Management	3
MKT 2080 Principles of Marketing	3
LAW 3000 Business Law I	3

### GENERAL EDUCATION CORE (12 semester hours)

ECN 2210 Principles of Microeconomics	3
ECN 2220 Principles of Macroeconomics	3
PHL 4100 Philosophy of American Enterprise*	3
General Education Elective	3

### ELECTIVES (15 semester credits)

Open Electives at the 2000 level or above	15
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\*Course that must be taken at NU.

Note: The Northwood University residency requirement requires a minimum of 31 earned credits at Northwood University; nine (9) of the 31 semester hours must be taken at Northwood University for residency MUST be in the student's major discipline.

## Bachelor of Science (BS) in Applied Management (ADP transfer program only)

The Bachelor of Science degree in Applied Management is designed for transfer students who have earned an A.A.S. degree in a specialized area or a minimum of 30 transferable credits in a single specialized or technical area and seek broad knowledge of how to manage in the field/specialization.

The following guide outlines the required coursework (123 credits) including general education, business core, electives and major requirements. Students who want to pursue an additional major or minor should consult with an academic advisor to determine the best education plan.

### FOUNDATION COURSES (15 semester hours)

ENG 1150 Composition I	3
ENG 1200 Composition II	3
MTH 1150 College Algebra OR	3
MTH 1100 Finite Math	
SPC 2050 Speech	3
MIS 1500 Business Productivity Software	3

### MAJOR CORE (15 semester hours)

MGT 2500 Human Resource Management	3
MGT 3500 Operations Management	3
Choose three courses from:	
ETR 3100 or MGT 3700; MGT 4030;	
MGT 4300; MGT 4360; IMM 3020; MIS 3300;	
AMM 3500 or MKT 3350 or MKT 3450	9

### GENERAL EDUCATION CORE (27 semester hours)

ECN 2210 Principles of Microeconomics	3
ECN 2220 Principles of Macroeconomics	3
PHL 3100 Ethics	3
MTH 2310 Statistics I	3
ENG 4010 Communication & Interpersonal Relations or HUM Elective	3
PHL 4100 Philosophy of American Enterprise*	3
NSC Natural Science [Environmental Science recommended]	3
HIS History [Western Civilization recommended]	3
GENERAL EDUCATION ELECTIVE	3

### BUSINESS CORE (24 semester hours)

ACC 2410 Fundamentals of Financial Accounting	3
ACC 2415 Fundamentals of Managerial Accounting	3
MGT 2300 Principles of Management	3
MKT 2080 Principles of Marketing	3
FIN 3010 Financial Management	3
LAW 3000 Business Law I	3
MGT 4250 Organizational Behavior	3
MGT 4800 Strategic Planning	3

### ELECTIVES (42 semester credits)

Up to 42 technical credits	42
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\*Course that must be taken at NU.

Note: The Northwood University residency requirement requires a minimum of 31 earned credits at Northwood University; nine (9) of the 31 semester hours taken at Northwood University for residency MUST be in the student's major discipline.



## Locations

- **Michigan:** Alpena, Bay City, Flint, Gaylord, Grand Rapids, Lansing, Livonia, Macomb, Midland, Saginaw, Selfridge (Military), and Troy
- **California:** Cerritos, 11110 Alondra Blvd., Norwalk, CA 90650
- **Kentucky:** Louisville, Toyota (Georgetown – Employees only), Ford Fern Valley and Ford West Port (Ford – Employees only)
- **Louisiana:** New Orleans (Military)
- **Texas:** Cedar Hill, Fort Worth (Military)
- **Online**

## Military Program Centers

The Military Program Centers are located at Selfridge ANGB, Michigan; Naval Support Activity, New Orleans, Louisiana; and Naval Air Station/JRB, Ft. Worth, Texas, and offer coursework in evening and on weekends. These are traditional, resident programs with the same admission and graduation requirements as the campus resident programs. The programs are controlled and supervised by the Associate Dean of the Adult Degree Program.

## Prior Learning Assessment

Adult Degree Program students may earn college credit for their prior learning. To apply for prior learning credit, the student should have significant work experience and a minimum of 3-5 years of related and documented management experience. Of the first 60 semester credits awarded a student in an undergraduate program, no more than 15 semester credits may be awarded for prior learning experience. Of the second 60 semester units (i.e., credits 61 to 123) awarded a student in an undergraduate program, no more than 15 semester credits may be awarded for prior experiential learning. A maximum of 30 semester hours total of credit may be awarded (Texas maximum is 15 credits). Prior learning is evaluated much like that of coursework. The evaluator awards credit where appropriate. Prior learning assessments must be submitted within 120 days of beginning Northwood's coursework. Students interested in prior learning credit will complete a 1-credit online course during their first semester at Northwood University in which they will develop their portfolio.

## Semester Hour Requirements

- A minimum of 123 semester credit hours are needed to obtain a BBA from Northwood University.
- A minimum of 31 credits must be completed with Northwood University to be eligible for residency and academic honors.
- Students may incorporate additional minors or majors, but this will involve additional coursework.

## Transfer Coursework

- All transfer coursework (if applicable) must be college level; remedial or developmental coursework is not considered college level.
- All transfer coursework (if applicable) must meet GPA requirements set by Northwood University.
- Grade Point Averages (GPA) from other institutions do not transfer.

## Tuition-ADP 2016-2017

Distance Education	Per Credit Hour	3-Credit Course
Online Courses	\$425.00	\$1,275.00

*Figures based on the 2016-2017 academic year*

### Adult Degree Program Fees

Graduation .....	\$80.00
Transcript.....	No Fee
Prior Learning Portfolio .....	\$1,750.00
Prior Learning Portfolio Class.....	425.00

*Figures based on the 2016-2017 academic year*

## Monthly Payments

Students who desire to divide the year's balance into monthly payments can make arrangements through the Tuition Payment Plan. There is a \$55 non-refundable application fee and payments can be made using an electronic check, American Express, Discover Card, MasterCard, or VISA. (Credit card payments will be assessed a 2.5% service fee).

## Refund Policy

Students must notify their Adult Degree Program Center Manager of any changes to their enrollment. This date will be the withdrawal date used in processing any refunds.

All courses dropped prior to the start of the course will be refunded in full. Definition of a week: 7 days starting on the first scheduled meeting of a class.

### 8-Week Course:

(based on the actual start date of the course)

- 90% if withdrawal is during the first week of class
- 75% if withdrawal is during the second week of class
- 50% if withdrawal is during the third week of class

### 16-Week Course:

(based on the actual start date of the course)

- 90% if withdrawal is during the first or second week of class
- 75% if withdrawal is during the third or fourth week of class
- 50% if withdrawal is during the fifth or sixth week of class

### Compressed Course:

(based on the actual start date of the course)

- 75% if withdrawal is prior to second class meeting
- 0% if after second class meeting begins

## Refund Policy for Wisconsin Distance Education Students

Student will receive a full refund of all money paid if the student:

1. Cancels within the three-business-day cancellation period under EAB 6.04;
2. Accepted was unqualified and the school did not secure a disclaimer under EAB 9.04;
3. Enrollment was procured as the result of any misrepresentation in the written materials used by the school or in oral representations made by or on behalf of the school.

Refunds will be made within 10 business days of cancellation.

A student who withdraws or is dismissed after attending at least one class, but before completing 60% of the instruction in the current enrollment period, is entitled to a pro rata refund as follows:

<u>At Least</u>	<u>But Less Than</u>	<u>Refund of Tuition</u>
1 unit/class	10%	90%
10%	20%	80%
20%	30%	70%
30%	40%	60%
40%	50%	50%
50%	60%	40%
60%	0	no refund

As part of this policy, the school may retain a one-time application fee of no more than \$100. The school will make every effort to refund prepaid amounts for books, supplies and other charges. A student will receive the refund within 40 days of termination date. If a student withdraws after completing 60% of the instruction, and withdrawal is due to mitigating circumstances beyond the student's control, the school may refund a pro rata amount.

A written notice of withdrawal is not required.

## **Refunds for Recipients of Federal Financial Aid:**

### **Return of Title IV Aid Policy for Federal Financial Aid Recipients**

As prescribed by law and regulation, Federal Title IV funds will be returned to the applicable sources in the following order: Federal Direct Unsubsidized Loan, Federal Direct Subsidized Loan, Federal Direct PLUS Loans, Federal Pell Grant, Academic Competitiveness Grant, National SMART Grant, Federal Supplemental Educational Opportunity Grant (SEOG), and then other Title IV Aid Programs. Examples of this refund policy are available at the Financial Aid Office.

### **Executive and Continuing Education**

The Executive and Continuing Education division of Northwood University is led by the Senior Vice President of Strategic and Corporate Alliances. Its focus is to deliver a wide variety of training and seminar programs to all levels in the world of business. Constituents and clients across the country can avail themselves of the service offered through this department of Northwood University.

Included in the offerings are both stand-alone seminars and packaged programs that lead to certificates in a wide variety of business disciplines.

Each area offers a number of current management training seminars to participants either on the residential campus, or custom-designed at any site. Short courses and online training are available as well.

For information concerning Executive and Continuing Education, contact:

Executive and Continuing Education Department  
(800) 684-2786 • (989) 837-4323  
continuinged@northwood.edu  
Northwood University  
4000 Whiting Drive  
Midland, MI 48640

### **Northwood University's University of the Aftermarket**

The University of the Aftermarket is an educational alliance of the Auto Care Association (formerly AAIA), Automotive Warehouse Distributors Association (AWDA), and the Automotive Aftermarket Suppliers Association (AASA). Its mission is further strengthened by its affiliation with Northwood University, a private, accredited university that grants bachelor and master's degrees in a variety of specialized managerial and entrepreneurial business disciplines.

The University of the Aftermarket's mission is to meet the continuing management, business, and leadership education and development needs of professionals working within the motor vehicle aftermarket. The University achieves this mission through the creation, promotion, and management of industry-wide and custom educational programs in a variety of online, collaborative, and custom conference formats. Successful completion of these programs culminates in earning the widely recognized and respected Automotive Aftermarket Professional or Master Automotive Aftermarket Professional certificates. For more information and to view the course calendar, please visit [www.universityoftheaftermarket.com](http://www.universityoftheaftermarket.com).

For more information, contact:

Director  
University of the Aftermarket  
(800) 551-2882 • (989) 837-4326  
uofa@northwood.edu

## California Disclosures:

### Academic Catalog

Northwood University updates the academic catalog annually. Information in this catalog is valid beginning 10/01/2016 through 09/30/2017. If changes in educational programs, educational services, procedures, or policies occur, those changes shall be reflected in addendums that accompany the electronic catalog.

### Academic Catalog Distribution

The institution will provide copies of the catalog to students electronically, via email. The e-mail will include an attachment of the catalog, all addendums and a link to the catalog that is posted on the institution's website.

### Academic Catalog Questions. Bureau for Private Postsecondary Education Contact Information

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 Drive, Suite 400, Sacramento, CA 95833, P.O. Box 980818 West Sacramento, CA 95798-0818, [www.bppe.ca.gov](http://www.bppe.ca.gov), telephone 888-370-7589 or 916-431-6959, fax 916-263-1897.

### Articulation Agreements

Northwood University has transfer articulations with Cerritos College. Through this partnership students may earn a Bachelor of Business Administration with majors in Accounting, Aftermarket Management, Automotive Marketing & Management, Computer Information Management, Entrepreneurship, Finance, Franchising Management, Health Care Management, Management, Marketing and a minor in Operations & Supply Chain Management.

### Complaints

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).

### Course Drop, Withdrawal, and Refund Policy for the Adult Degree Programs

A course dropped through attendance at the first class session or seven days after enrollment, whichever is later, will be refunded in full.

Students not in attendance the first week of classes are administratively dropped and given a full refund of all tuition charges. For the purpose of calculating any refund, the last day of actual attendance in class is considered the withdrawal date. Students may be administratively dropped for conduct, including but not necessarily limited to a student's lack of attendance. If a student is administratively dropped for lack of attendance they will receive a pro-rata refund for unused portion of the tuition minus \$100 registration fee, if the student has completed 60% or less of the total number of hours of instruction during each payment period. All refunds must be processed within 45 days after the student's date of completion of, or withdrawal from, the educational program in which the student was enrolled.

It is the student's responsibility to complete the [Course Withdrawal Form](#) online. This form will be processed based on the date it was submitted. Forms may be faxed, submitted electronically, in person or via mail.

### Facilities and Equipment

Classes are held on the campus of Cerritos College. Advising staff are available full-time at this site to support students from admission to graduation. There is:

- Student Lounge. There are two lounge areas for students to gather before and after class.
- Staff offices. There are two offices onsite for students to meet privately with their academic advisor.
- Classroom. Each classroom is equipped with SMART technology, whiteboards, wireless and accessible electrical outlets. All classrooms have tables and chairs.

Students must have access to a computer to successfully complete their coursework. The following are hardware and software recommendations:

Platform:

- PC (Windows 2000/XP/Vista)
- Mac (10.2, 10.3, 20.4)

Hardware:

- 12.8 MB of RAM
- 2 GB of free disk space
- Sound card with speakers (for courses with multi media)
- Ethernet, high speed internet connection or 56K modem for dial-up internet connection

## Final Grades

Final grades for undergraduate coursework are posted seven days after the course ends, regardless of the delivery format.

## Financial Aid

Students using loans must sign a Master Promissory Note (MPN). The MPN is a legal document in which the student promises to repay his/her loan(s) and any accrued *interest* and fees to the U.S. Department of Education. It also explains the terms and conditions of the loan(s); for instance, it will include information on how interest is calculated, when interest is charged, available repayment plans, and *deferral* and *cancellation* provisions.

When students sign an MPN they are promising to repay all loans that are made under that MPN. As stated on the MPN, students must repay the loan even if

- they don't complete their education,
- they can't get a job after they leave school, and/or
- they don't like the education they received.

Before—or at the time of—the first *disbursement* of the loan(s), students receive a disclosure statement that includes the loan amount, fees, and the expected disbursement dates and amounts.

Students receiving federal financial aid funds may be eligible for refunds after their balance with the institution has been paid. Refunds are processed in 14 business days.

## Housing

Cerritos is a non-residential program. As such, this site has no dormitory facilities. The institution has no responsibility to find or assist a student in finding housing near this location. The median gross rent for housing in the Cerritos area is approximately \$1345.00 to \$2000.00/month.

## License to Operate

Northwood University is a private institution that is approved to operate by the Bureau for Private Postsecondary Education. Approval to operate means the institution is compliant with the minimum standards contained in the California Private Postsecondary Education Act of 2009 (as amended) and Division 7.5 of Title 5 of the California Code of Regulations.

The university has no pending petitions in bankruptcy, is not operating as a debtor in possession, has not filed a petition within the preceding five years and has never had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code (11 U.S.C. Sec. 1101 et seq.).

## Location of Class Sessions

Classes are held on the campus of Cerritos Community College. The campus address is:  
11100 Alondra Boulevard  
Norwalk, CA 90650

When on campus, students will attend class in the building located at:  
11111 New Falcon Way  
Cerritos, CA 90703

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

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

## Prior Experiential Learning Assessment.

A student may be awarded a maximum of 30 credits through prior experiential learning. Students must successfully complete PLA 1010 and submit their final portfolio for credits to be awarded. A student must meet the residency requirement of 31 credits before the prior experiential learning credit will be posted.

Of the first 60 semester credits awarded a student in an undergraduate program, no more than 15 semester credits may be awarded for prior experiential learning. Of the second 60 semester units (i.e., credits 61 to 120) awarded a student in an undergraduate program, no more than 15 semester credits may be awarded for prior experiential learning.

PLA 1010 course fee. \$425

Prior Experiential Learning Credit Fee single fee for 1-30 credits. \$1700

## Prospective Student Notification

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.

## Student Tuition Recovery Fund Disclosures

The State of California requires to 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
2. Prepay all or part of your tuition either by cash, guaranteed student loans, or personal loans, and
3. 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:

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

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

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

1. The school closed before the course of instruction was completed.
2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected 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 this Division within 30 days before the school closed or, if the material failure began earlier than 30 days prior to closure, the period determined by the Bureau.
5. An inability after diligent efforts to prosecute, prove, and collect on a judgment against the institution for a violation of the Act.”

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

## **Tuition and Fee Charges-ADP 2016-2017**

The total estimated tuition charges for a period of attendance varies based on how many credits a student completes. In addition to the tuition rate of \$425/credit hour, there is a graduation fee of \$80. There are no other fees.

- For 30 credits the tuition charges would be \$12,750
- For 60 credits the tuition charges would be \$25,500
- For 90 credits the tuition charges would be \$38,250

The total estimated tuition charges for an entire educational program is \$52,275.

# THE DEVOS GRADUATE SCHOOL

## DeVos Method

The DeVos Graduate School regards management as an art that requires the ability to understand and utilize information, assumptions, contexts, processes, human factors, and work group designs to exercise responsible and effective decisions so as to influence others and organizations.

Our basic approach—our core understanding—is that effective management education focuses on the use of data rather than beliefs, must be integrative, is student-centered, and action-oriented.

## Using Data Rather than Beliefs

Students will use first- and second-hand information. Quantitative and qualitative data will be used from which interpretations and judgments may be made. The key initiative is for students to develop their own logic and reasoning in solving problems, become aware of their personal biases, and develop the ability to manage them.

## Integrative

The emphasis in the classroom is to have students look and see across the functions of an organization. Rarely is a cause found in one silo of a firm, and rarely can a solution be implemented that can be applied in only one area. The goal for students is to be able to see, interpret, fix, and manage across the entire organization or firm. This integrative approach is achieved by readings, case selection, and faculty member focus.

## Student-centered

The focus is on developing effective behaviors in the classroom that can be transferred to the workplace. Attention is paid to the reasoning and thinking of the student and the ability of the student to effectively engage others. Faculty members are committed to getting to know each student so as to be able to pay attention to the behavioral and attitudinal expressions of each student with regard to effective management.

## Action-oriented

We do not expect students to develop simple or elegant solutions. We help students develop an understanding of the complexity of business problems while finding solutions that can address similar problems in the workplace. Students are encouraged to see through the protagonist's eyes through cases and to take on a variety of roles and responsibilities in simulation exercises. In each case, the focus is upon having the student be responsible for designing what needs to be done, implementing the details of the decision, and assessing risks.

Our methodologies include requiring student initiative and action, supporting mentoring relationships with faculty, expecting students to learn in cohort groups, and be responsible for the learning and personal development of the other members.

## A Message from the Dean

Welcome to the DeVos Graduate School at Northwood University. We hope these pages help you understand who we are and how we are different from other graduate business programs.

At DeVos, we believe that management is not about buzzwords, fads, formulas, beliefs, or simplistic answers. We believe management is about finding and fixing problems, not as an individual doing tasks, but rather, through others, as part of an organization. Our goal is to create highly effective business leaders through a process of personal and professional transformation based on our integrative curriculum and problem-based learning methodology. The DeVos Graduate School is committed to its students and to developing the future leaders of a global, free-enterprise society.

Please take the time to explore DeVos and see if we fit your education needs.



**Lisa Fairbairn, Ph.D.**  
Dean



## History of the DeVos Graduate School

By 1989, Northwood Institute had served the academic community for 30 years with flexible and innovative programs matched to real needs. During much of our institution's third decade, our undergraduate faculty and other academic committees explored the idea that, despite an obvious proliferation of MBA programs worldwide, we were uniquely qualified to serve real marketplace needs for MBA programs designed to make a difference.

An effort was launched to make that belief a reality in early 1990. In that year, a three-person task force, chaired by a newly appointed Dean of Graduate Studies, set about designing an Executive MBA program to serve identified needs within the state of Michigan. From the outset, it was assumed that the design would mirror Northwood's very successful undergraduate programs by innovatively meeting real marketplace needs.

The design would also lend itself to continual adaptation by an eminently qualified graduate faculty to be identified later. The task force also sought the advice of a team of its own graduates who had earned MBA degrees from many distinguished American universities, and by two consultants, Dr. Joseph H. Rogatnick (Ph.D., Wharton School), whose career included a professorship at Boston College, diplomatic and business service, and the CEO position of Boston College's graduate school in Brussels; and Dr. William D. Guth (D.B.A., Harvard, M.A.), who chaired the Management/Organizational Behavior Department at NYU, and subsequently served as NYU's Director of the Center for Entrepreneurial Studies.

Northwood submitted its plan for the Executive MBA program in the spring of 1992 to its regional accreditors, The North Central Association of Colleges & Schools, who sent a team of individuals to visit us that summer. Following a favorable recommendation from the team, we received full approval from the Association at its quarterly meeting that November. Immediately thereafter, the Graduate School of Business was established as a new entity of the institution, and the first, three full-time faculty members were in place by December 1. Northwood's President and CEO, Dr. David E. Fry, announced that the first MBA classes would be held without delay in January 1993, and that the institution would simultaneously change its name to Northwood University. Initial classes were held in Detroit, Flint, Lansing, and Midland for about 75 students.

In September 1993, the graduate school received a substantial gift from the Richard and Helen DeVos Foundation and was established as The DeVos Graduate School. Since its startup, the graduate school has more than quadrupled its faculty and enrollments, moved into a beautiful new home on the Michigan campus, and added a separate 15-Month Full-time MBA program which is uniquely designed to simulate business experience. Five years after its inception, the innovation and intensity of the DeVos Graduate School's executive program earned recognition by *Business Week* magazine with its listing among top Executive Programs (Business Week On-Line, October 20, 1997). In spring 2000, it added the Managerial MBA program, offering a range of management education designed to fit the unique needs of today's new middle and executive level managers.

Fall 2001 marked the beginning of a unique partnership with the HantzGroup with the development of an in-house Executive MBA program. This program was designed to meet the needs of the dynamic managerial and leadership roles of individuals in the financial services sector. In summer 2004, The Dow Chemical Company and the graduate school joined hands to launch a Global Executive MBA program. Custom designed for Dow, the program was only available to those employees identified as future leaders of the company.

In September 2007, the DeVos Graduate School introduced the innovative Evening 24-month MBA program of study. This program delivered a dynamic, integrated management curriculum to enhance the leadership and management skill sets of today's globally minded business professionals.

The Dealership Executive MBA Program (Fall 2008), and the Aftermarket Executive MBA Program (Summer 2009), were designed with the career demands of upper-echelon executives in mind. These programs provided customized curriculums that afforded professionals aligned with the retail automotive and aftermarket industries the opportunity to further develop the skills needed to compete in the ever-changing automotive marketplace and motor vehicle aftermarket arena. Leaders from any undergraduate discipline gain an edge over the competition and become part of a diverse global network through their DeVos experience.

The DeVos Graduate School expanded its 24-Month Evening MBA program by launching the MBA in Cedar Hill, Texas (fall 2009; and in Grand Rapids, Michigan (spring 2011). These programs follow the same format as the existing Midland, Lansing, and Troy, Michigan 24-Month Evening MBA program with a unique cohort-based curriculum developed to meet the needs of individuals with significant professional work experience. 24-Month Evening MBA students seek to gain the additional knowledge, understanding, and skills necessary to advance in their respective careers.

The DeVos Graduate School broadened their offering by launching a Weekend MBA program in spring of 2013. The Weekend MBA program was implemented to be conducive to the schedule of the working professional; allowing course work on average of two weekends per month in comparison to the weekly meetings of the Evening MBA Program.

Additionally, the DeVos Graduate School launched the online Master of Science in Organizational Leadership (MSOL). This was a milestone for the DeVos Graduate School as this broadened the graduate program beyond the MBA. The program is offered using the online / virtual classroom incorporating asynchronous and synchronous learning technology to create a robust learning environment and like a traditional education, the MSOL degree can be completed at the pace of each individual student.

The DeVos Graduate School launched the first General Motors Executive MBA program in spring 2014. This program offers a hybrid model of learning; including online and classroom participation. The GM/DeVos Executive MBA Program is an intensive opportunity for dealership and corporate General Motors employees to enhance their education and careers with industry specific course learnings and connections.

The Online MBA program was introduced in spring 2015 with the start of two cohorts. The 24-month DeVos Online MBA degree program is designed for working professionals who can make the time commitment for a virtual classroom and are prepared to invest 12-18 hours per week for reading and preparation. An additional time commitment is required to accommodate contribution in and to the virtual classroom environment.

To meet the needs of professionals in the financial sector or those looking to enter the sector, the DeVos Graduate School has launched master of science degrees in accounting, applied economics, finance, and taxation.

## **The DeVos Difference**

Northwood University's DeVos Graduate School is a specialized business school focused on developing the future leaders of a global, free-enterprise society. We provide dynamic graduate degree programs for adults designed to strategically expand your managerial and leadership skill sets, equipping you with the necessary tools to lead and drive change in your career and life. You will find yourself in the unique position of having choices in your career and entrepreneurial endeavors that you had not previously thought possible with a graduate business degree from Northwood University.

Our MBA and MSOL programs work with the demands of today's competitive marketplace, and most importantly work with you! The DeVos Graduate School's Master of Business Administration (MBA) programs and Master of Science in Organizational Leadership (MSOL) program were created with the understanding you are unique. Whether it is through our 12-month accelerated MBA program, our 24-month evening/weekend/traditional/online MBA programs, our 30-month executive program, or our online MSOL program, we are here for you. You demand specific professional and personal elements that will enable greater satisfaction in your career, higher earning potential, and a more fulfilled life. The journey from discovery to transformation begins here.

## **GRADUATE PROGRAMS OF STUDY**

### **The Master of Business Administration (MBA) Program**

Each DeVos MBA program allows students to continually practice, assess, and refine their management skills. Students learn to analyze issues from a cross-functional perspective. Rather than concentrations or majors, each program focuses on increasing analytical and critical thinking skills that center on the scrutinized business as a whole. These skills are developed through a combination of case analysis, business and management simulations, workshops, as well as interaction with executive students and alumni.

The DeVos curriculum is designed to provide students with global management skills throughout each course and activity. Because knowledge of global issues is fundamental to success in today's business community, there is little distinction between international and domestic business in the DeVos MBA Management issues transcend the organization itself, reaching beyond the front door to encompass the global marketplace. As such, it is no longer acceptable to offer only a course or two in international business.

Students are exposed to a wide array of opportunities to practice using the management tools and skills required to develop their professional potential. Upon completion of the program, students are able to:

- Find and fix organizational problems
- Capitalize on opportunities
- Drive necessary changes
- Create a vision to influence others

Our MBA programs are delivered in a cohort format and require 36 semester hours of coursework. A typical semester includes courses from the following modules:

- Leadership I: Human Behavior
- Leadership II: Managing and Leading People
- Critical Thinking, Reasoning & Analysis I: Fundamental Concepts & Approaches to Decision Making

- Critical Thinking, Reasoning & Analysis II: Process Improvement for Managers
- Measurement I: Financial Reporting
- Measurement II: Corporate Financial Decision Making
- External Environment: Global Markets, Policy and Regulation
- Satisfying Customers I: Strategy & Marketing Perspective
- Satisfying Customers II: Strategy & Marketing Practicum
- Satisfying Shareholders: Corporate Strategy
- Integration & Implementation: Critical Case Application
- Management & Leadership Capstone

## 12-Month Accelerated MBA Program

**Midland, Michigan; Cedar Hill, Texas**

The DeVos Graduate School's 12-Month Accelerated MBA Program utilizes a student-centered, discussion-based learning approach that immediately involves students in real-world managerial situations. This program was designed for students with varying degrees of work experience who have the ability to attend courses during the day, over a 12-month period.

## 12-Month Accelerated MBA Program Specifications

Program Start:	Fall (August)
Length of Program:	12 months
Total Credits	36
Degree:	Master of Business Administration: Focus Integrated Management
Class Size:	30-35 students
Curriculum:	100% case study-based, student-centered discussion
Program Location:	Midland, Michigan; Cedar Hill, Texas
Avg. Entering GPA:	3.25/4.10 Scale Little to no previous work or internship experience.
Typical Candidate:	
Financial Aid:	Eligible students may qualify for loans
Scholarships:	Merit scholarships available

### Contact Information (Admissions):

Email: [devos@northwood.edu](mailto:devos@northwood.edu)

Web: [www.northwood.edu/graduate](http://www.northwood.edu/graduate)

## 24-Month Evening MBA Program

**Midland, Lansing, Troy, and Grand Rapids, MI; and Cedar Hill, TX**

The 24-Month Evening MBA was developed to meet the needs of individuals with significant professional work experience. 24-Month Evening MBA students seek to gain the additional knowledge, understanding, and skills necessary to advance in their respective careers. The 24-Month Evening MBA program is delivered one evening per week at each location.

Courses will run one night a week, Monday-Thursday from 6:00 p.m. to 10:00 p.m. Each course will also have a weekly activity equivalent to 2 hours of in-class time which will be referred to as a practical application experience.

## 24-Month Evening MBA Program Specifications

Program Start:	Fall (August); Spring (January)
Length of Program:	24 months (6 semesters)
Total Credits:	36
Degree:	Master of Business Administration: Focus Integrated Management
Class Size:	20-35 students
Curriculum:	100% case study-based, student-centered discussion
Program Locations:	Midland, Lansing, Troy, Grand Rapids, MI; and Cedar Hill, TX
Avg. Entering GPA:	3.15/4.0 Scale
Typical Candidate:	Working professionals, managers, entrepreneurs/business owners
Financial Aid:	Eligible students may qualify for loans
Scholarships:	Merit scholarships available

**Contact Information (Admissions):**Email: [devos@northwood.edu](mailto:devos@northwood.edu)Web: [www.northwood.edu/graduate](http://www.northwood.edu/graduate)

## 24-Month Traditional MBA Program

The Traditional MBA is designed to meet the needs of students with varying degrees of work experience. The program is tailored for individuals who seek to gain additional knowledge, understanding and skills necessary to advance in their respective careers. The Traditional MBA program meets twice each week, over a 24-month period.

### 24-Month Traditional MBA Program Specifications

Program Start:	Fall (August)
Length of Program:	24 months (6 semesters)
Total Credits:	36
Degree:	Master of Business Administration
Class Size:	20-35 students
Curriculum:	100% case study-based, student-centered discussion
Program Locations:	Varies by semester
Avg. Entering GPA:	3.15/4.0 Scale
Typical Candidate:	Aspiring managers, entrepreneurs/business owners with varying degrees of work experience
Financial Aid:	Eligible students may qualify for loans
Scholarships:	Merit scholarships available

**Contact Information (Admissions):**Email: [devos@northwood.edu](mailto:devos@northwood.edu)Web: [www.northwood.edu/graduate](http://www.northwood.edu/graduate)

## 24-Month Weekend MBA Program

**Midland, Lansing, Troy, and Grand Rapids, MI; and Cedar Hill, TX**

The 24-Month Weekend MBA was designed to meet the needs of working professionals. The program provides students a high quality graduate level business education in a convenient, manageable delivery. The Weekend MBA program consists of four weekend meetings per eight week course, over a 24-month period.

### 24-Month Weekend MBA Program Specifications

Program Start:	Spring (January)
Length of Program:	24 months (6 semesters)
Total Credits:	36
Degree:	Master of Business Administration
Class Size:	20-35 students
Curriculum:	100% case study-based, student-centered discussion
Program Locations:	Midland, Lansing, Troy, Grand Rapids, MI; and Cedar Hill, TX
Avg. Entering GPA:	3.15/4.0 Scale
Typical Candidate:	Managers, entrepreneurs/business owners with at least three years of work experience
Financial Aid:	Eligible students may qualify for loans
Scholarships:	Merit scholarships available

**Contact Information (Admissions):**Email: [devos@northwood.edu](mailto:devos@northwood.edu)Web: [www.northwood.edu/graduate](http://www.northwood.edu/graduate)

## 30-Month Executive MBA Program

The Executive MBA was designed to educate and transform leaders and future leaders from both corporate and industry perspectives. Our problem-based learning methodology results in a transformational learning experience that enables students to immediately apply their learning to their businesses. The Executive MBA program is delivered online with six week-long onsite residencies.

### 30-Month Executive MBA Program Specifications

Program Start:	Fall (August); Spring (January)
Length of Program:	30 months
Total Credits:	36
Degree:	Master of Business Administration

Class Size: 20-35 students  
Curriculum: 100% case study-based, student-centered discussion  
Program Locations: Varying locations  
Avg. Entering GPA: 3.15/4.0 Scale  
Typical Candidate: Executives, managers and business owners with significant industry and corporate experience  
Financial Aid: Eligible students may qualify for loans

**Contact Information (Admissions):**

Email: [devos@northwood.edu](mailto:devos@northwood.edu)  
Web: [www.northwood.edu/graduate](http://www.northwood.edu/graduate)

Visit our website for location specific Admissions contact information: [www.northwood.edu/graduate](http://www.northwood.edu/graduate).

## 24-Month Online MBA Program

The 24-Month Online MBA was designed to meet the needs of working professionals balancing the demands of work, home and study. The program is offered entirely online with no required campus visits.

## 24-Month Online MBA Program Specifications

Program Start: Fall (August); Spring (January)  
Length of Program: 24 months (6 semesters)  
Total Credits: 36  
Degree: Master of Business Administration  
Class Size: 20-35 students  
Curriculum: 100% case study-based, student-centered discussion  
Program Location: Online  
Avg. Entering GPA: 3.15/4.0 Scale  
Typical Candidate: Managers, entrepreneurs/business owners with at least 3 years of work experience  
Financial Aid: Eligible students may qualify for loans  
Scholarships: Merit scholarships available

**Contact Information (Admissions):**

Email: [devos@northwood.edu](mailto:devos@northwood.edu)  
Web: [www.northwood.edu/graduate](http://www.northwood.edu/graduate)

Graduate administration reserves the right to cancel an MBA cohort start, for any reason; an alternative start date, delivery method or DeVos Graduate School of Management program may offered in its place.

The university reserves the right to cancel an MBA cohort start, for any reason; an alternative start date, delivery method or program may be offered in its place.

## MBA Course Descriptions (All MBA Program Formats)

### **MBA 612 HUMAN BEHAVIOR IN ORGANIZATIONS (3 credits)**

This course is designed to help the student develop the capabilities to observe and affect individual and group behavior within an organizational setting. Specifically, the course will address motivation and commitment, gender and generational differences, interpersonal communication, managing expectations, and emotional intelligence. The student will learn to understand self as well as others toward the goal of effectively managing relationships with a wide range of people in an organizational setting.

### **MBA 614 MANAGING & LEADING PEOPLE (3 credits)**

The focus of this course is on the behaviors of effective leaders. Specifically, the course will address the ideas of leadership versus management, transitions into leadership roles, power and influence, and contemporary practices in management and leadership that affect individual behavior in order to improve organizational performance. Additionally, several challenges of managing the corporation are also addressed, including change management, ethical decision making, and managing conflict in the workplace.

### **MBA 622 FUNDAMENTAL CONCEPTS & APPROACHES TO DECISION MAKING (3 credits)**

This course is designed to raise the critical thinking skills of the student. Emphasis is placed on developing the skills to identify problems, evaluate alternative actions, and to justify and defend decisions. The goal is for each student to develop the ability to apply thinking and reasoning skills to business decisions and to develop the skills to influence others.

**MBA 624 PROCESS IMPROVEMENT FOR MANAGERS (3 credits)**

This course exposes the student to problem-solving philosophies including Lean Thinking, Six Sigma, and Theory of Constraints. The module includes several team-based, business simulations and exercises where students are given the opportunity to implement their problem-solving and critical thinking learnings in a dynamic and complex business environment.

**MBA 625 GM PROCESS IMPROVEMENT FOR MANAGERS (3 credits)**

This course exposes the student to problem-solving philosophies including Lean Thinking, Six Sigma, and Theory of Constraints. The module includes several team-based, business simulations and exercises where students are given the opportunity to implement their problem-solving and critical thinking learnings in a dynamic and complex business environment.

**MBA 626 MOTOR VEHICLE PROCESS IMPROVEMENT FOR MANAGERS (3 credits)**

This course exposes the student to problem-solving philosophies including Lean Thinking, Six Sigma, and Theory of Constraints. The module includes several team-based, business simulations and exercises where students are given the opportunity to implement their problem-solving and critical thinking learnings in a dynamic and complex business environment.

**MBA 632 FINANCIAL REPORTING (3 credits)**

This course focuses on developing the student's ability to read and interpret reported financial information through deliberate review of accounting fundamentals, application of accounting principles, and evaluation of accounting rules. Students will consider accounting information for the purpose of decision making and will consider what financial information measures and what it can or cannot reveal. Additionally, students will explore principles of internal control, external auditing, and corporate fraud for the purpose of developing an understanding that reading and interpreting reported financial information is valuable only when data, reporting, and assumptions are true and valid.

**MBA 634 CORPORATE FINANCIAL DECISION MAKING (3 credits)**

In this course, students will review tools used to measure and review internal performance for the purpose of effective managerial decision making. These tools include: budget development, budget performance review, time-value of money, and discounted cash flow. Specific emphasis is also placed on the role of effective corporate governance in ensuring the availability of information for decision making and the appropriate use of that information.

**MBA 644 GLOBAL MARKETS, POLICY & REGULATION (3 credits)**

Building on the overarching principle that management decisions and actions are impacted by conditions in which a manager is operating, this course focuses on the macro setting external to the firm. In addition to the traditional economic focus of macroeconomics, regulation, international trade and finance, and public policy issues, the module incorporates a study of the definition, scope, and dimensions of national culture. Throughout the module, emphasis is on integrating an understanding of how the external environment sets the context for leadership, strategy, and managerial effectiveness.

**MBA 652 COMPETITIVE STRATEGY & MARKETING (3 credits)**

The first part of this course focuses on achieving sustainable differentiation at the line-of-business level. This requires the simultaneous evaluation and management of the organization's internal (processes, structures, resources) and external (competitors, suppliers, other stakeholders) environment in an effort to satisfy the selected primary customer needs that guide the business strategy. A methodology that systematically aligns the customer needs, internal measurable outcomes, and operational activities is employed. The second part of the course focuses on achieving sustainable marketing differentiation by managing the marketing function within the organization. Areas to be investigated include: internal/external assessment (customers, competitors, collaborators, company, context), creating value (market segmentation, target market, positioning), and managing the marketing mix (product, place, and price, promotion) to capture and sustain value for the firm.

**MBA 654 COMPETITIVE STRATEGY & MARKETING PRACTICUM (3 credits)**

Building on Satisfying Customers I, the focus of this course is on achieving sustainable marketing differentiation by managing the marketing function within the organization. Areas to be investigated include: internal/external assessment (customers, competitors, collaborators, company, context), creating value (market segmentation, target market, positioning), and managing the marketing mix (product, place, price, promotion) to capture and sustain value for the firm.

**MBA 664 CORPORATE & ORGANIZATIONAL STRATEGY (3 credits)**

Building on the Satisfying Customers and Measurement Modules, this course develops the student's ability to anticipate, evaluate, and respond to shareholder expectations using strategy and measurement concepts. This requires the student to develop the ability to simultaneously evaluate and manage the organization's internal and external environment. Skills to satisfy shareholders include: articulating vision, choosing boundaries and lines-of-business, and identifying and managing capabilities/resources across multiple lines-of-business. The integration of the concepts of free cash flow projection and company valuation explores how strategy drives these measures, which in turn drive value back to the shareholder.

**MBA 665 GM CORPORATE & ORGANIZATIONAL STRATEGY (3 credits)**

Using GM strategy as a foundation, this course develops the student's ability to anticipate, evaluate, and respond to shareholder expectations. Skills to satisfy shareholders include: articulating vision, choosing boundaries and lines-of-business, and identifying and managing capabilities/resources across multiple lines-of-business. The integration of the concepts of free cash flow projection and company valuation explores how strategy drives these measures, which in turn drive value back to the shareholder.

**MBA 671 MOTOR VEHICLE Corporate & Organizational Strategy (3 credits)**

Building on the Competitive Strategy and Financial Reporting/ Decision Making courses, this course develops the student's ability to anticipate, evaluate, and respond to shareholder expectations using strategy and measurement concepts. This requires the student to develop the ability to simultaneously evaluate and manage the organization's internal and external environment. Skills to satisfy shareholders include: articulating vision, choosing boundaries and lines-of-business, and identifying and managing capabilities/resources across multiple lines-of-business. The integration of the concepts of free cash flow projection and company valuation explores how strategy drives these measures, which in turn drive value back to the shareholder.

**MBA 676 INTEGRATION & IMPLEMENTATION (3 credits)**

This course focuses on the development of the student's ability to synthesize, integrate, and implement concepts and skills across the spectrum of managerial and leadership roles and responsibilities, incorporating learning from all prior MBA courses. The course content is centered upon the in-depth preparation of cases for cohort-based discussion and written submission, with emphasis on developing plans for the implementation and control of decisions in an ambiguous context. Ultimately, the course engages the student to reflect on their DeVos experience, learnings, and personal transformation and envision how this integration results in the wisdom to acknowledge and change the way he or she sees and deals with the complex business world and opportunities presented by it.

**MBA 679 MANAGEMENT & LEADERSHIP CAPSTONE (3 credits)**

The five-day capstone learning event provides the opportunity for students to integrate and apply all of the knowledge and skills acquired throughout their MBA program. Students will be able to see how they perform in a fast-paced, quick-changing business environment where they make true to life decisions and quickly see the results for those decisions. A comprehensive balanced scorecard measurement system is used so that students can see and understand the strong intended and unintended interplay of their actions among the various functional areas. Students will be placed in teams of approximately 15 members with each member taking on a specific role. This course brings students from all DeVos programs and locations together for an opportunity to learn and work with one another in this complex and dynamic business simulation.

**MBA 695 GM CAPSTONE PROJECT (Independent Study) (6 credits)**

Working with a faculty sponsor, students will find and fix a critical business problem or opportunity that exists in their current organization. The problem or opportunity must be one that is inter-functional in nature, and extend beyond the student's immediate horizontal and vertical responsibility. This course is an individualized tutorial between a student and a designated faculty member. The capstone project must be approved by a supervisor two levels above that which the student reports to as well as a DeVos Graduate School faculty advisor. The final project must demonstrate a minimum EBIT benefit of \$50,000 and should be designed into the project scope.

**MBA 697 MOTOR VEHICLE Capstone Project (Independent Study) (6 credits)**

Working with a faculty sponsor, students will find and fix a critical business problem or opportunity that exists in their current organization. The problem or opportunity must be one that is inter-functional in nature, and extend beyond the student's immediate horizontal and vertical responsibility. This course is an individualized tutorial between a student and a designated faculty member. The capstone project must be approved by a supervisor two levels above that which the student reports to as well as a DeVos Graduate School faculty advisor. The final project must demonstrate a minimum EBIT benefit of \$50,000 and should be designed into the project scope.

## MASTER OF SCIENCE PROGRAMS (MS)

### Master of Science in Accounting (MSA)

The Master of Science in Accounting (MSA) provides the groundwork for graduates to excel in dynamic career opportunities afforded to accounting professionals. Organizations are seeking accountants who do more than just analyze numbers - people who know the intricacies of corporate financials and can act as skilled and ethical advisors. The curriculum also assists students who desire the CPA (Certified Public Accountant) or the CMA (Certified Managerial Accountant) designation.

Courses are offered in a variety of learning modalities during Spring, Summer, and Fall semesters at the Troy, Michigan campus. These classes utilize leading edge technology as support. Northwood University classes are taught by faculty members who bring real-life executive experience and application-based scholarship into the classroom.

The Master of Science in Accounting can be completed in as few as 30 credit hours (10 courses) depending on the student's undergraduate degree and prior coursework.

Students who have earned an undergraduate degree in accounting prior to admission will have the opportunity to complete the program in as few as ten courses (30 credit hours). The curriculum includes two core courses; two courses chosen from the fields of accounting, taxation and business law; a capstone course; and five courses in an area of specialization. Specializations are available in applied economics, finance and taxation.

In order to support student success in the program, individuals who do not have an undergraduate degree in accounting will be required to take prerequisites at the undergraduate level in the field of accounting. Upon admission to the program, students without a baccalaureate degree in business will be required to complete two additional graduate level courses in the fields of analytics and finance. Once the above coursework is complete, students will take ten courses (30 credit hours): two core courses; seven courses chosen from the fields of accounting, taxation and business law; and a capstone course. Students will work with faculty advisors to determine the appropriate degree plan.

### MSA Program Specifications

Program Start:	Fall, Spring and Summer
Length of Program:	24 Months
Total Credits	30
Degree:	Master of Science in Accounting
Class Size:	20 students
Curriculum:	Accounting
Program Location:	Troy, Michigan
Financial Aid:	Eligible students may qualify for loans

#### Contact Information (Admissions):

Email: [devos@northwood.edu](mailto:devos@northwood.edu)

Web: [www.northwood.edu/graduate](http://www.northwood.edu/graduate)

### Master of Science in Applied Economics (MSAE)

The Master of Science in Applied Economics (MSAE) degree is designed to provide a mixture of economics and finance courses that provide students with the practical knowledge of how economic principles can be understood, observed, and applied to everyday operations in the real world. Students of this program will learn how to access and use economic information to better inform financial decision-making processes. This curriculum will appeal to all business professionals, and particularly to those who aspire to successful managerial or executive careers in small and medium-sized private sector businesses (SMEs). The curriculum will also assist those students who wish to successfully earn the CBE (Certified Business Economist) designation to prepare for that examination.

Courses are offered in a variety of learning modalities during Spring, Summer, and Fall semesters at the Troy, Michigan campus. These classes utilize leading edge technology as support. Northwood University classes are taught by faculty members who bring real-life executive experience and application-based scholarship into the classroom.



## MSAE Program Specifications

Program Start:	Fall, Spring and Summer
Length of Program:	24 Months
Total Credits	36
Degree:	Master of Science in Applied Economics
Class Size:	20 students
Curriculum:	Applied Economics
Program Location:	Troy, Michigan
Financial Aid:	Eligible students may qualify for loans

### Contact Information (Admissions):

Email: [devos@northwood.edu](mailto:devos@northwood.edu)  
Web: [www.northwood.edu/graduate](http://www.northwood.edu/graduate)

## Master of Science in Finance (MSF)

The Master of Science in Finance (MSF) degree blends courses in finance, accounting and economics to offer a graduate education in all aspects of finance. The MSF is designed to introduce students to advanced methods for analyzing financial data and will provide them with the skill set to propose, structure and execute financial and/or operational strategies for their companies. Students will also learn how to benchmark results and modify original plans as appropriate. The program is designed to provide substantive courses to prepare students to succeed in diverse settings that include, but are not limited to, corporate finance, banking, financial services, and healthcare. Enrollees in the program who desire to seek the CFA (Chartered Financial Analyst) designation will be introduced to the concepts tested on that exam.

Courses are offered in a variety of learning modalities during Spring, Summer, and Fall semesters at the Troy, Michigan campus. These classes utilize leading edge technology as support. Northwood University classes are taught by faculty members who bring real-life executive experience and application-based scholarship into the classroom.

## MSF Program Specifications

Program Start:	Fall, Spring and Summer
Length of Program:	24 Months
Total Credits	36
Degree:	Master of Science in Finance
Class Size:	20 students
Curriculum:	Finance
Program Location:	Online and Troy, Michigan
Financial Aid:	Eligible students may qualify for loans

### Contact Information (Admissions):

Email: [devos@northwood.edu](mailto:devos@northwood.edu)  
Web: [www.northwood.edu/graduate](http://www.northwood.edu/graduate)

## Master of Science in Organizational Leadership (MSOL)

The Master of Science in Organizational Leadership (MSOL) at Northwood University is designed to help you unleash the human potential within your organization while positioning yourself for professional advancement.

The MSOL offers participants a chance to prepare for personal and professional advancement for themselves, their communities, and their organizations. The program design examines the behaviors that facilitate effective personal and organizational leadership and learning, as well as collaborative problem-solving strategies and practices. Prospective students must have earned a bachelor's degree and have at least three years of work experience prior to enrolling in the program.

The program is ideal for individuals who want to upgrade their knowledge and skill-sets in a multi-disciplinary program and earn a graduate credential. Courses are offered by outstanding faculty who are both practicing leaders in their fields and exceptional educators who bring real-world experience and opportunities into the learning environment. The program is offered using the online/virtual classroom incorporating asynchronous and synchronous learning technology to create a robust learning environment.

A Master of Science in Organizational Leadership prepares you to:

- Synergize the power of your peers and encourage positive change within an organization
- Make ethical leadership choices
- Master techniques of collaborative team communication
- Implement creative and cooperative problem-solving strategies
- Use various intellectual and technical tools to foster competitive advantage

The MSOL program is delivered in an online format that requires 30 credit hours of course work. Atypical semester includes courses from the following modules:

- Organizational Leadership
- Measurement Concepts & Analysis
- Organizational Transformation & Effectiveness
- Organizational Communication
- Technology & Innovation
- Legal Environment in Organizations
- Global Perspective
- Organizational Cultures & Systems
- Organizational Strategy
- Capstone in Organizational Leadership

## MSOL Program Specifications

Program Start:	Fall, Spring and Summer
Length of Program:	24 Months*
Total Credits	30
Degree:	Master of Science in Organizational Leadership
Class Size:	20 students
Curriculum:	Leadership
Program Location:	Online
Financial Aid:	Eligible students may qualify for loans

\*Program may be completed at the student's own pace

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Web: [www.northwood.edu/graduate](http://www.northwood.edu/graduate)

## Master of Science in Taxation (MST)

The Master of Science in Taxation (MST) degree provides a deep analysis in various areas of taxation to groom well-rounded tax professionals. The curriculum enhances the learning of the fast paced, ever changing rules and regulations in the field of taxation. Graduates of this program will have deep research skills, as well as the ability to communicate complex topics to non-tax professionals. The curriculum will appeal to accountants and attorneys who need to expand their tax knowledge in order to effectively advise either an internal or external client base.

Courses are offered in a variety of learning modalities during Spring, Summer, and Fall semesters at the Troy, Michigan campus. These classes utilize leading edge technology as support. Northwood University classes are taught by faculty members who bring real-life executive experience and application-based scholarship into the classroom.

## MST Program Specifications

Program Start:	Fall, Spring and Summer
Length of Program:	24 Months
Total Credits	36
Degree:	Master of Science in Taxation
Class Size:	20 students
Curriculum:	Taxation
Program Location:	Troy, Michigan
Financial Aid:	Eligible students may qualify for loans

Contact Information (Admissions):

Email: [devos@northwood.edu](mailto:devos@northwood.edu); Web: [www.northwood.edu/graduate](http://www.northwood.edu/graduate)

# MS Course Descriptions

## **ACC 5001 - Comprehensive Concepts in Financial Accounting (3 credits)**

This course emphasizes key concepts in financial accounting. Topics include accounting changes, errors and the impact on financial statements, deferred taxes, investments, contingent liabilities and earnings per share. A comparative study of GAAP and IFRS will also be included in this course. Students successfully completing this class will become knowledgeable in concepts covered on the CPA exam.

## **ACC 5003 - Governmental and Not-for-Profit Accounting (3 credits)**

*Prerequisite(s): ACC 5001*

This course emphasizes key topics in the fund accounting area. Topics covered will include the development of the financial statements for both government agencies and not-for-profit entities. Becoming proficient in specific transactions related to fund accounting will be an objective of the course. This course content is designed to cover between 16 - 24% of the FAR section of the CPA exam.

## **ACC 5004 - Accounting Fraud, Discovery and Analysis (3 credits)**

This course will involve the study of classic fraud cases in the field of accounting. Students will analyze the methods of discovery as well as the related analysis required when performing various audit procedures. In depth discussions and case analysis related to the ethical behavior behind the headlines will also be included in this course.

## **ACC 5005 - Advanced Financial Accounting (3 credits)**

*Prerequisite(s): ACC 5001*

An in-depth analysis of the equity method of accounting, leading to the concept of business combinations. Accounting for mergers and consolidations will be analyzed and applied in comprehensive problems. Accounting for foreign currency transactions, as well as the concepts of translation and re-measurement for financial reporting.

## **ACC 5006 - Accounting Information Systems (3 credits)**

A study of accounting information systems which captures the tracing of accounting data, processing the data into information which is reportable in various types of business entities. Concepts include the role of accounting information systems in making management decisions, internal controls for both private and public enterprises, analysis of business processes and systems studies.

## **ACC 5007 - Auditing (3 credits)**

*Prerequisite(s): ACC 5001, ACC 5006*

Fundamental procedures, principles and philosophy of independent and internal auditing. Professional ethics, audit reports, audit work-papers, internal controls, evidence, proper disclosure, statistical sampling, and general audit procedures are emphasized. Other assurance and attestation services will be introduced, as well as the rules of independence for audit firms. Professional obligations and the code of conduct for accountants will be explored using key cases involving ethical concerns.

## **ACC 5008 - Advanced Managerial Accounting (3 credits)**

This course expands the study of managerial accounting beyond the initial cost accounting class required at the bachelor degree level. Knowledge of financial accounting is bridged with the use of financial analysis to assist management in making decisions. Concepts include financial modeling, projection and analysis, capital management and budgeting, and cost measurement methods and techniques.

## **ACC 5015 - Taxation of U.S. Individuals (3 credits)**

An in-depth study of individual taxation examining the tax rate structure, and applicable federal laws, as well as determining income, deductions and tax credits under various scenarios. An introduction to tax research to obtain an understanding of the levels of authority and rules associated with a very complex body of law.

## **ACC 5020 - Taxation of Business Entities (3 credits)**

*Prerequisite(s): ACC 5015*

An exploration of various types of business entities, and the applicable tax rules associated with different structures. Topics related to formation, operation and liquidation of entities will be included, as well as a continued adaptation of tax research and application.

**ACC 5299 - Accounting Internship (3 credits)**

*Prerequisite(s): ACC 5001*

This elective course allows students who have obtained an internship in the field of accounting to earn a maximum of three credits. All enrolled students must submit weekly logs, prepare a report detailing internship experience and obtain a performance review from the applicable employer. Eligible students must have a cumulative GPA of 3.50 at the point of registration for this course.

**ACC 6000 - Financial Statement Disclosure and Analysis (3 credits)**

*Prerequisite(s): ACC 5001, ACC 5005, ACC 5007*

This course is the capstone course for the accounting curriculum. The application of key GAAP concepts will be explored and documented in accordance with appropriate disclosure standards.

**ECN 5100 - Microeconomics (3 credits)**

*Prerequisite(s): MGT 5000*

This course explores economic theory and practice at the level of individuals and businesses. It explores various economic theories and compares them against empirical evidence. Finally, the course focuses on how the insights gathered can be applied to inform successful business practice in the real world.

**ECN 5110 - Macroeconomics (3 credits)**

*Prerequisite(s): ECN 5100*

This course explores economic theory and practice at the aggregate level of nations. It explores various economic theories and compares them against empirical evidence. Finally, the course focuses on how the insights gathered can be applied to inform successful business practice in the real world.

**ECN 5120 - Economic Analysis and Modeling (3 credits)**

*Prerequisite(s): ECN 5100*

This course applies microeconomic theory and economic models to solving real world business problems. The topics covered include demand and supply, production, cost function, market structures, product pricing strategies, uncertainty and risk management, moral hazard, and adverse selection. These theoretical areas are then applied to real world situations through the construction and design of forecasts and economic models.

**ECN 5130 - American Business and Economic History (3 credits)**

*Prerequisite(s): MGT 5000*

This course explores the impact of technology, factor endowments, entrepreneurship, demographics, and governmental policy on the development of the American economy. It particularly considers the factors that provided opportunities for individuals and business enterprises to succeed and flourish during times of economic continuity and change.

**ECN 5140 - Global Economics (3 credits)**

*Prerequisite(s): ECN 5110*

This course explores the current state of global economics. It will introduce students to trade theory, global economic institutions, and contemporary events. The latter portion of the course will emphasize the impact and influence of the current global economics environment upon domestic business entities, regardless of whether they engage in direct global trade.

**ECN 5200 - Business Cycles (3 credits)**

*Prerequisite(s): ECN 5110*

This course reviews trade cycle theory and seeks to explain the causes and consequences of the business cycle. It will review empirical evidence provided by historical events involving "boom and bust" episodes. The course seeks to provide context for students to fully understand the impact of trade cycles upon industries and individual business entities.

**ECN 5210 - Economic Policy (3 credits)**

*Prerequisite(s): ECN 5110*

This course examines the development of, and resulting impact of, national economic policy produced by government. Students will be introduced to the quantitative measurements used by policy makers, the theory behind fiscal and monetary policy, and the empirical evidence of the results of these policy initiatives. The course will conclude by examining the impact of these policies on individual business entities.

**ECN/FIN 5220 - Business Ethics (3 credits)**

This course introduces students to the long-standing world literature addressing relationships between individuals and what constitutes ethical relationships and behavior. Students will be introduced to both historical and current literature, relate these traditions to financial and economic theory, and learn how to apply these traditions within our contemporary business culture.

**ECO 5230 - Economic Environment of the Firm (3 credits)**

*Prerequisite(s): ECN 5110*

This course explores the process of business decision making with an economic perspective. The first half (microeconomics) explores how prices, wages, and profits are determined in market economies, the advantages and disadvantages of unfettered competition, and the impact of government intervention on market outcomes. The second half (macroeconomics) investigates the factors influencing Gross Domestic Product, interest rates, unemployment, inflation and growth; the causes of the business cycle; the role of the federal government and the Federal Reserve in stabilizing the economy; the impact of technology on productivity and growth; and the influence of international trade and finance on economic activity.

**ECN 5240 - History of Economic Thought (3 credits)**

*Prerequisite(s): MGT 5000*

This course examines significant lines of economic thought that have impacted the world over the past three centuries. It specifically examines the fields of free market, socialist and communist economic theory. It also compares and contrasts specific offshoots of the classical liberal tradition, including Austrian, Keynesian and Monetarist ideas. Finally, it considers the definition of capitalism and the actual condition of the present American economy.

**ECN 5250 - Case Studies in Business and Economic History (3 credits)**

*Prerequisite(s): ECN 5130*

This course employs the case study model to examine actual historical events. Students will examine the entrepreneurial challenges in each case, the context of the dynamic economic and business variables that existed. Students will seek to identify the potential choices that business leaders confronted, and what the positive and negative consequences of those decisions were. This knowledge will provide students with valuable insights that they will be able to apply in decision making in the contemporary business environment.

**ECN 5260 - Seminar in Economic Topics (3 credits)**

*Prerequisite(s): MGT 5000*

This course provides an in-depth coverage of selected topics in the field of economics that are of particular current interest.

**ECN 6000 - Case Study of the Entrepreneurial Firm (3 credits)**

*Prerequisite(s): Completion of MSAE core courses. ECN 6000 can only be taken as part of a student's final three classes prior to completion of program degree requirements.*

This course places assigned student teams within a competitive simulated business environment. Each team will be responsible for establishing a strategic plan that incorporates all of the major elements and functions of a typical business entity. The course will assess each team's financial results as well as the quality of their analytical assessment of their business plan in relationship to their actual performance.

**FIN 5100 - Accounting Principles and Practice (3 credits)**

*Prerequisite(s): Students who already possess an undergraduate or graduate degree in accounting may take an additional Finance Core elective in lieu of FIN 5100. Students must have previously taken an undergraduate course in accounting prior to FIN 5100*

This course introduces students to the essential elements of accounting principles and their usage in financial reporting. Students will learn how to read, assess and interpret financial statements. They will also learn where and how to access publicly available financial information. The course will also demonstrate how to use core accounting information for various financial benchmarking and modeling outcomes.

**FIN 5110 - Corporate Finance (3 credits)**

*Prerequisite(s): MGT 5000, FIN 5100*

This course introduces students to the foundational knowledge that is essential for any person who is involved in the field of corporate finance. Core concepts that are explored include, but are not limited to, understanding time value of money principles, designing cash flow projections, calculating and applying weighted average cost of capital, assessing capital investment expenditures, and balance sheet management.

**FIN 5120 - Investments (3 credits)**

*Prerequisite(s): MGT 5000*

This course surveys the contemporary field of investing. Students will be introduced to significant theories regarding the operations and behavior of capital markets. The course will also introduce students to the variety of investment vehicles available in the marketplace, including equities, fixed-income securities, derivatives, and non-traditional investments. Finally, the course will cover beginning elements of portfolio construction.

**FIN 5130 - Financial Statement Analysis (3 credits)**

*Prerequisite(s): FIN 5110*

This course introduces students to the methodologies of analyzing and interpreting GAAP financial statements from a finance perspective. Students will learn how to generate financial projections from financial statement data in order to assess future business performance. By the end of the course, students will be capable of accessing core information, projecting future cash flows, and will be introduced to entity valuation concepts.

**FIN 5200 - Entrepreneurial Finance (3 credits)**

*Prerequisite(s): FIN 5110*

This course is designed to introduce students to specific financial issues that small and medium size businesses often confront. Students will review the creation of business plans, the various potential sources of debt and equity capital, and the financial practices and benchmarks that are appropriate to the unique risks and rewards associated with startup and rapid growth business enterprises.

**FIN 5210 - Mergers, Acquisitions and Valuations (3 credits)**

*Prerequisite(s): FIN 5110*

This course introduces students to the methodologies used to value business enterprises. Students will learn various market-accepted valuation models used to estimate entity market value. The course will also investigate the dynamic nature of the mergers and acquisitions marketplace, with an emphasis on understanding common negotiating points and potential pitfalls that often occur in private sector mergers and acquisitions.

**FIN/ECN 5220 - Business Ethics (3 credits)**

This course introduces students to the long-standing world literature addressing relationships between individuals and what constitutes ethical relationships and behavior. Students will be introduced to both historical and current literature, relate these traditions to financial and economic theory, and learn how to apply these traditions within our contemporary business culture.

**FIN 5230 - Risk Management and Derivatives (3 credits)**

*Prerequisite(s): FIN 5110*

This course considers the field of risk management. It will review the current state of global and domestic insurance markets. Students will learn techniques, including the use of derivatives, which will enable private sector companies and investors to manage the levels of volatility outcomes in various financial scenarios.

**FIN 5240 - Real Estate (3 credits)**

*Prerequisite(s): FIN 5120*

This course introduces students to the field of commercial real estate. Students will learn to prepare cash flow projections, identify potential sources of debt and equity capital, and estimate the fair valuation of commercial real estate. The course will also consider how legal, acquisition due diligence, asset management and property management issues impact valuations and operations.

**FIN 5250 - Global Finance (3 credits)**

*Prerequisite(s): FIN 5110*

This course introduces students to business issues arising from global commerce and appropriate business practices for firms engaged in international transactions. Topics covered include, but are not limited to, international banking, currency exchange issues, hedge strategies and common business practices in significant foreign markets.

**FIN 5260 - Business Financial Strategic Planning (3 credits)**

*Prerequisite(s): FIN 5110*

This course is an in-depth look at how finance is an integral element in the strategies of business entities incorporating diverse entity functions such as finance operations and sales. Students will investigate the interrelationships between these functions in creating a well-designed strategic business plan. They will also be introduced to appropriate ways to benchmark and adjust strategies in the face of changing market environments. The course will also address how macro level economic, political and technological variables can impact an entity's performance.

**FIN 5270 - Seminar in Financial Topics (3 credits)**

*Prerequisite(s): MGT 5000*

This course provides an in-depth coverage of selected topics in the field of finance that are of particular current interest.

**FIN 6000 - Corporate Case Studies (3 credits)**

*Prerequisite(s): Completion of MSF core courses. FIN 6000 can only be taken as part of a student's final three classes prior to completion of program degree requirements.*

This course uses a case study model to expose students to the dynamic challenges that business enterprises confront in the real world. They will use financial statements to identify opportunities and threats that businesses might face and both identify and analyze the potential choices that a business enterprise may consider.

**FIN 6100 - Portfolio Management (3 credits)**

*Prerequisite(s): Completion of MSF core courses. FIN 6100 can only be taken as part of a student's final three classes prior to completion of program degree requirements.*

This course builds upon the concepts learned in FIN 5110 and teaches students techniques and methodologies that are appropriate in constructing investment portfolios. Students will identify outcome goals in light of risk and reward tolerances and then construct portfolios that align with the initial objectives. They will also learn how to appropriately benchmark and adjust the portfolio composition in light of changing events and trends.

**LAW 5100 - Business Law for the Accountants (3 credits)**

This course is a comprehensive overview of the legal environment of business for accounting students. Students learn the basics of American and international law, with emphasis on those subjects covered on the CPA examination. Additional topics explored are: legal and international law, constitutional and administrative law, contracts, commercial transactions, employment law and other governmental regulations, environmental protection and property. Students will also discuss the formation of business organizations for conducting both domestic and international business.

**LEAD 6050 - Organizational Leadership (3 credits)**

This course examines leadership principles and theoretical concepts in the context of present day organizations. Organizational behavior at the individual, team and corporate level is examined with the purpose of developing the knowledge and skills necessary for a successful leadership role. Students will examine their own leadership styles and tendencies and develop a personal action plan for leadership development.

**LEAD 6100 - Measurement Concepts & Analysis (3 credits)**

This course introduces data analytical techniques that can be used to develop the skills and instincts necessary to make good data-informed decisions and become a more effective organizational leader. Key concepts include techniques used to collect, organize and structure data for analysis including sampling, levels of measurement, measurement scales and the evaluation of survey worth. Emphasis is placed on exploring numerical data and their properties, measures of central tendency, covariance, correlation, basic probability, discrete and continuous probability distributions and confidence interval estimation.

**LEAD 6150 - Organizational Transformation & Effectiveness (3 credits)**

This course presents a perspective of theories of organizations through an historical and developmental context, as well as through current practices and their application to organizational transformation in one or more current settings. The future of organizational effectiveness will be considered with respect to trends and possibilities for the 21st century. Understanding these contexts is accomplished through the reading of primary texts, independent study of particular aspects of this history and class discussion.

**LEAD 6200 - Organizational Communication (3 credits)**

This course will examine the process of communicating within an organization; viewing organizations as instruments to achieve other ends. It will demonstrate how communication within an organization affects us as individuals at the group, community, national and international levels. Students will realize that to understand the dynamics of power, it is impossible to ignore the organizational communication process. The role organizations play in shaping social structures and influencing social change through their communicative processes will be explored.

**LEAD 6250 - Technology & Innovation (3 credits)**

This course offers students an evolutionary process perspective on technology and innovation. The focus is on processes to help organizations better understand and deploy technology and innovation. The course explores the strategic use of technology and innovation with a goal to develop competency, understanding the methodologies and critical thinking needed to achieve a sustainable competitive advantage.

**LEAD 6350 - Legal Environment in Organizations (3 credits)**

This course will examine a variety of organizational legal structures and considerations that impact decision making at all levels and phases of an organization's existence. The course will also investigate the relationship and differences between legal and ethical obligations while further defining and refining the analytical process for ethical considerations at the individual, team and organizational levels.

**LEAD 6400 - Global Perspective (3 credits)**

The course introduces students to the fundamental theoretical and institutional constructs that impact business activity in today's globalized society; as well introducing the methods businesses use to solve problems within these constructs. Students will learn and apply fundamental concepts of economics, finance, law and marketing in the global context through practical application based on knowledge acquired via assigned readings, course discussion, problem sets and case studies.

**LEAD 6450 - Organizational Cultures & Systems (3 credits)**

The course examines capabilities and competencies needed to interact with different societal cultures and what skills it takes to build effective local organizational cultures. This course examines organizational culture from an interdisciplinary perspective. Key models of organizational culture and current research studies are investigated with an emphasis on how culture develops and evolves and its relationship to leadership and organizational effectiveness.

**LEAD 6500 - Organizational Strategy (3 credits)**

This course will review organization planning processes and then examine the planning process from a strategic perspective. Students will learn how to apply a variety of tools and techniques for decision-making and will develop strategic approaches to management decisions. This course is designed to encourage students to think strategically and operationally about organizations in an increasingly diverse management environment.

**LEAD 6800 - Capstone in Organizational Leadership (3 credits)**

*Prerequisite(s): Complete all LEAD Courses - Must be completed prior to taking this course.*

The capstone is an independent, supervised body of work covering a topic selected by the individual learner. It provides the opportunity to identify and research a leadership topic or issue and explore it in detail. The final outcome is a written document of particular value to the learner. The capstone requires effective demonstration of mastery over the competency areas and their relationship to organizational leadership. As such, the capstone serves as evidence of the value of the learners' experience in the Master of Science in Organizational Leadership program and will be a valuable addition to their legacy as leaders.

**MGT 5000 - Strategic Business Analysis (3 credits)**

This course is specifically designed to train and educate students in the decision making sciences using secure sound data information, practical analysis, modeling, forecasting, and preparing information that will help guide an organization to a data driven decision making culture. This course will take the student to the next level of analytical knowledge and help secure the tools of business transformation while focusing on clients, consumers, and the company's bottom line.

**TAX 5100 - Introduction to Tax Research and Analysis of Tax Authorities (3 credits)**

This course provides an introductory study into the essential techniques used by tax professionals conducting basic tax research. Students will have an opportunity to navigate through various online tax databases as they apply the materials covered in class to graded assignments. The materials covered in this course will provide students with an enhanced understanding of the relative value of statutes, legislative history, judicial precedents, and administrative interpretations as the important sources of authority professionals are required to apply in practice.

The course also covers basic concepts in the law and its application to tax professionals. Students will study the basic principles required of tax advocates (private and public sector), including construction of tax statutes, analyzing judicial opinions, the role of administrative precedents, and formulating positions under the tax law.

**TAX 5110: Advanced Tax Research and Writing for Tax Professionals (3 credits)**

*Prerequisite(s): TAX 5100*

This course is an advanced tax writing and research seminar that emphasizes the development of students' critical thinking, writing, and research skills. The course will also emphasize the importance of proper citation of tax authorities discovered in tax research. Students will apply techniques required for the adequate reporting of research results in graded assignments.



**TAX 5200 - Tax Accounting (3 credits)**

This course offers a comprehensive study of the Internal Revenue Code and Treasury Regulations as applied in federal tax accounting. The instructor will cover accounting periods and methods, as well as making changes thereto through graded assignments. The course will also cover the effect of the federal tax accounting rules for depreciation and cost recovery, inventories, and allocations of income and deductions under section 482 of the Internal Revenue Code.

**TAX 5210 - Tax Consequences Involving Sales and Exchanges of Property (3 credits)**

This course is a comprehensive study of the federal tax consequences that result to sales and exchanges involving real and personal property. The various topics covered in this course include: the at-risk rules, passive activity loss rules, capital gains and losses, section 1231 gains and losses, and non-recognition transactions. In addition to emphasis on like-kind exchanges, involuntary conversions, sales of residential properties and foreclosures, the course will cover installment sale transactions, sales of businesses and business interests, and sales involving securities and commodities.

**TAX 5220 - Taxation of Pass-Thru Entities, S-Corporations and Partnerships (3 credits)**

Students will study the federal income treatment of S-corporation shareholders and partners under the Internal Revenue Code and Treasury Regulations. Particular focus in this course will be on closely-held corporations, including subchapter S elections, distributions to shareholders, and compensation issues concerning S-corporations. In addition, topics in this course will include partnership tax, including: formation, operational issues (draws and distributions), sales and exchanges ownership interests, terminations and liquidations, special basis adjustments, and using partnerships for investment. Students will apply the materials covered in this course through graded assignments, including preparation of IRS Forms 1120-S and 1065.

**TAX 5230 - Taxation of Corporations, Single-Entities and Consolidated Groups (3 credits)**

This course is a study of the basic concepts involved in federal tax law applied to corporations, including tax issues resulting from the formation and operation of a corporation. In addition to computing the corporate income tax under subchapter C of the Internal Revenue Code, students will analyze issues raised with controlled and consolidated groups, tax-deferred formations, earnings and profits, distributions, redemptions, liquidations, reorganizations, corporate divisions and other acquisitions. Students will also study the corporate alternative minimum tax and relevant tax law applied to filing consolidated corporate tax returns. Students will apply the materials in this course through graded assignments, including the preparation of IRS Forms 1120, a consolidated Form 1120, and a corporate AMT schedule.

**TAX 5240 - Transfer Taxes and Income Taxation of Estates and Trusts (3 credits)**

Students enrolled in this course will study the federal transfer taxes (the estate, gift and generation-skipping transfer taxes) and the application of the federal income tax to decedents' estates, irrevocable trusts, charitable trusts, and grantor trusts. Topics in this course will include post-mortem tax planning and the application of the federal tax law on specialized trusts. Students will apply the materials covered in this course through graded assignments, including the preparation of IRS Forms 706, 709, and 1041.

**TAX 5250 - Tax Practice and Procedure (3 credits)**

Students enrolled in this class will study federal tax law and its application to tax practitioners. The course will cover mandatory procedures applicable to federal tax audits, administrative appeals before the Internal Revenue Service, petitions to the United States Tax Court, refund actions in the United States District Court and United States Court of Claims, appeals to the relevant United States Circuit Court of Appeals. In addition, students will analyze the organization of the IRS, ruling procedures before the IRS, application and consideration of the relevant statutes of limitations under federal law, requests for interest and penalty abatement, federal tax assessment and collection procedures, as well as civil and criminal tax fraud under federal law.

**TAX 5300 - International Taxation (3 credits)**

This course is an elective class that covers the application of the Internal Revenue Code to United States corporations conducting business in non-U.S. countries through subsidiaries or with related branch operations. The topics covered in this course will include issues facing companies interested in expanding their business operations into developed and developing countries, issues that confront business and tax professionals interested in creating a branch operation or a subsidiary corporation in a non-U.S. country. This course will emphasize the application and calculation of the foreign tax credit, dividend requirements, and Subpart F of the Internal Revenue Code. Other topics will include inter-company pricing, interpreting tax treaties, foreign sales corporations, non-U.S. currency issues, taxation of non-U.S. persons and non-U.S. businesses under the Internal Revenue Code and U.S. tax treaties.

### **TAX 5310 - Accounting for Income Taxes (3 credits)**

Students enrolled in this course will discover the basic concepts of tax accounting. Particular emphasis will be placed on the application of FASB ASC Topic 740, including ASC Topic 740-10, and the appropriate method for dealing with timing differences under accounting and tax rules, such as writing a proper disclosure on a federal income tax return. The course will cover issues that arise: when a current tax liability or asset is recognized for the estimated taxes payable or refundable on tax returns for the current year; when a deferred tax liability or asset is recognized for the estimated future tax effects attributable to temporary differences and carry-forwards; the measurement of current and deferred tax liabilities and assets is based on a provision under federal tax law; and the effects of future changes in tax laws or rates that were not anticipated. This elective course is recommended for students practicing, or with an interest, in publicly reported corporations.

### **TAX 5320 - State and Local Taxation (3 credits)**

This elective course covers the various state and local tax issues that arise for individuals and, in particular, business entities. Students will study state tax issues facing business entities engaged in multi-state operations, including corporate franchise taxes, intangibles taxes, property taxes, and corporate income taxes. Particular emphasis will be given to planning opportunities for multi-state operations, decisions concerning the state of incorporation, and local tax investigations. Additional topics for discussion in this course will include the sales and use taxes, state death taxes, and state and local income taxes. Students enrolled in this class will be required to complete a multi-state corporate income tax return.

### **TAX 5330 - Valuation for Tax Purposes (3 credits)**

This elective course is an examination of the federal tax law applied to estate and business planning, with an emphasis on administrative interpretations of different tax planning techniques under the federal income, estate, gift, and generation-skipping transfer taxes. In addition, students will study the various appraisal techniques used by professionals in federal tax practice and valuation issues that arise in business and estate planning transactions. This elective course is recommended for students interested (or practicing) in individual tax and estate planning.

### **TAX 5400 - Advanced Tax Reporting and Compliance (3 credits)**

*Prerequisite(s): TAX 5100, TAX 5250, TAX 5220, TAX 5230, TAX 5240*

This course is a mandatory capstone course for students enrolled in the Master of Science in Taxation program. Students will examine the penalties applicable to taxpayers, tax advisors, and tax return preparers. Students enrolled in this course will be required to prepare various federal tax returns and tax memoranda for assessment purposes. This course will also cover the ethical, professional, and legal responsibilities of tax return preparers and tax advisors, with an emphasis on Circular 230 and the regulation of tax shelters.

## **ADMISSIONS CRITERIA**

Individuals who want to be considered for one of the DeVos MBA and MS programs must hold a four-year, U.S. baccalaureate degree or equivalent from a regionally accredited institution. To be considered for admissions, a candidate must submit a complete portfolio for evaluation. A candidate's portfolio must consist of:

1. Complete a DeVos Online Application at: <http://www.northwood.edu/graduate/index.aspx>
2. Current verifiable resume or curriculum vitae (CV)
3. Official Undergraduate Transcripts

An official transcript from all undergraduate institutions attended, including the institution where a baccalaureate degree was awarded are required. Photocopies or student-issued transcripts are not acceptable for admission. You may submit an unofficial copy of your transcript for review; however, DeVos still requires an official transcript to make an admission decision.

To meet graduate school application deadlines, please allow adequate transcript processing time. Registrars should send official transcripts in sealed envelopes directly to the graduate school.

#### **Office of Graduate Admissions**

The Richard DeVos Graduate School of Management  
Northwood University  
4000 Whiting Drive  
Midland, MI 48640-2398  
USA

4. Writing Sample – A 30 minute writing meant to gauge raw writing ability is required. *(Not required for the MSOL program).*
5. Interview – A professional graduate interview conducted by a DeVos Admissions Representative is required.

6. Commitment Deposit - If accepted, a commitment deposit will be required to confirm your space in the program. This non-refundable deposit will reserve your position in the class and will be applied toward your program expenses. (*Not required for the MS programs*).

International students who are applying need to submit all of the above if applicable and will also need to submit the following:

1. TOEFL or IELTS Scores if English is not your native language
2. Certification of Finances Form with Official Bank Verification
3. Foreign National Form Required for issuance of I-20
4. Copy of your Passport

The DeVos Graduate School of Management MBA cohorts will either start their program during the fall or spring semester of the applied academic year; MS students may start their program during the fall, spring or summer semester of the applied academic year.

The University reserves the right to cancel an MBA cohort start, for any reason; an alternative start date, delivery method or program may be offered in its place.

## GRE Codes

4199 Northwood University, DeVos Graduate School

www.ets.org/gre  
1-866-473-4373

## GMAT Codes

59P-X5-32 Northwood University, DeVos Graduate School  
12-Month Accelerated MBA Program  
59P-X5-17 Northwood University, DeVos Graduate School  
24-Month Evening MBA Program

1-800-717-GMAT (4628)  
[www.mba.com](http://www.mba.com)

## Test of English as a Foreign Language (TOEFL)

International graduate student applicants to the DeVos Graduate School must submit standardized exam scores. Applications cannot be considered without the submission of an official score report. However, if an applicant's undergraduate coursework was delivered entirely in English, standardized exam scores may be waived provided the applicant provides official institutional documentation of delivery in English and/or agrees to pre-admission oral interview. **The code for reporting TOEFL scores to the DeVos Graduate School is 0267.**

EXAM	MINIMUM SCORE GRADUATE (MBA)
TOEFL	550 (Paper) 213 (Computer-based) 80+ (Internet-based)
IELTS	7.0 overall band score
STEP (Japanese-based exam)	Grade Pre-1
International Baccalaureate (IB) – <i>Undergraduate only</i>	Not accepted for graduate admission
UCLES Cambridge Exams	CAE or CPE (minimum score of C2)
ELS Language Centers	Level 112

## Transcripts

### (Requested through the Admissions Process)

An official transcript from all undergraduate institutions attended, including the institution where a baccalaureate degree was awarded are required. Photo copies or student-issued transcripts are not acceptable for admission. You may submit an unofficial copy of your transcript for review, however, DeVos still requires an official transcript to make an admission decision.

To meet graduate school application deadlines, please allow adequate transcript processing time. Registrars should send official transcripts in sealed envelopes to the graduate school.

Office of Graduate Admissions  
The Richard DeVos Graduate School of Management  
Northwood University  
4000 Whiting Drive  
Midland, MI 48640-2398  
USA

Official transcripts are those sent directly to the Office of Graduate Admissions by the issuing institution. Student copies will be accepted on a temporary basis to expedite processing, but your admission will not be finalized until we receive official transcripts. The presence of a “seal” does not make a transcript “official” for admission purposes if it has not been directly conveyed to Northwood.

All documents submitted to the graduate school become the property of Northwood University and cannot be returned to the applicant or released to other institutions.

## ACADEMIC STANDARDS

### Introduction

Northwood University's DeVos Graduate School is a specialized business school focused on developing the future leaders of a global, free-enterprise society. We provide dynamic graduate degree programs for adults designed to strategically expand your managerial and leadership skill sets, equipping you with the necessary tools to lead and drive change in your career and life. You will find yourself in the unique position of having choices in your career and entrepreneurial endeavors that you had not previously thought possible with a graduate business degree from Northwood University

### Academic Integrity

Academic honesty and integrity are fundamental to the educational process of The Richard DeVos Graduate School of Management. Academic dishonesty includes:

- Submitting the work of another, as one's own
- Allowing one's own work to be submitted, in part or total, as the work of another
- Completing any assignment for another student
- Allowing any assignment to be completed for oneself, in part or total, by another
- Interfering, in any way, with the resources or work of another person
- Fabricating or falsifying data or results

If an instructor, administrator, or another official of the Graduate School discovers a case of academic dishonesty, the culpable student may receive a failing grade on the assignment or for the course. The Academic Dean will be notified of this incident in writing and will determine whether the circumstances also warrant dismissal from the program.

### Academic Probation & Dismissal

A student must maintain a cumulative grade point average (CGPA) of 3.000 to remain in the program. A CGPA will be calculated for each student at the end of the each semester. Students not maintaining a CGPA of 3.000 will be placed on academic probation. If the student entered the program or has already been placed on probationary status and they do not maintain a CGPA of 3.000, they will be academically dismissed from the program at the end of the semester. Students must achieve a CGPA 3.000 for the awarding of the MBA degree.

In addition, receiving an “F” in any course will result in immediate academic dismissal. A student wishing to dispute an “F” grade should include that in their dismissal appeal.

Appeals should be directed, in writing, within 48 hours of receipt of the dismissal letter, to the Dean who will consider the merits of the appeal. A response will be sent via email.

A final appeal can be made to the Chief Academic Officer of Northwood University within 48 hours of receipt of the appeal decision. The decision of the Chief Academic Officer will be sent via email and will be final.

To help ensure successful completion of the student's specific DeVos program, it is highly recommended that students actively monitor their cumulative grade point average and seek mentoring, if needed, from the Graduate Programs Manager, faculty, or the Dean.

## Assessment of Performance

**Master of Business Administration:** Successful completion of the DeVos MBA program requires demonstration of mastery in business acumen, critical thinking, and personal effectiveness skills.

- **Business Acumen:** Successful students will demonstrate the ability to use business concepts to effectively identify and provide solutions to complex problems within organizations.
- **Critical Thinking:** Successful students will demonstrate the ability to critically evaluate alternative explanations of organizational issues and their potential solutions.
- **Personal Effectiveness:** Successful students will demonstrate the personal behaviors necessary to effectively lead, implement and assess activity within and across organizations.

**Accounting:** Students who successfully complete the requirements of the Master of Science in Accounting (MSA) program will be prepared to proficiently demonstrate the following outcomes necessary for a successful business career that incorporates accounting expertise:

- Mastery of the technical skills required of an accounting professional who wishes to apply those skills in public or private sector companies or in public accounting. Successful graduates will be capable of journalizing transactions both simple and complex, as well as preparing financial statements for various types of entities
- Mastery of critical thinking skills by assessing complex transactions and identifying the potential impact to a company's financial statements and tax returns.
- Demonstrate the ability of successfully navigate the multi-dimensional plane of business by understanding the relationships between accounting and other business elements such as finance, economics, sales, operations, taxation and macro-level business strategy.

**Applied Economics:** Students who successfully complete the requirements of the Master of Science in Applied Economics (MAE) program will be prepared to proficiently demonstrate the following outcomes necessary for a successful business career that incorporates both economic and financial expertise:

- Mastery of the technical skills required of an executive and or managerial-level financial professional who wishes to master key economic skills and knowledge that can be applied to benefit private sector companies. Successful graduates will be capable of accessing both macro and micro-economic data, assessing data, and generate validated options for private sector companies to consider in implementing and executing strategy in a competitive and contemporary business environment.
- Mastery of knowledge in competing economic system theories and the empirical evidence that illustrates the strengths and weaknesses of each. Successful graduates will be able to articulate the relationships between public economic policy and how such policies impact the financial performance of private sector industries and individual enterprises.
- Mastery of critical thinking skills by assessing scenarios portraying economic challenges faced by businesses, identifying appropriate courses of action, and recommending the best course of action available based upon sound economic logic.
- Demonstrate the ability of successfully navigate in the multi-dimensional plane of business by understanding the relationships between economics and other business elements such as finance, accounting, sales, operations, taxation and macro-level business strategy.

**Finance:** Students who successfully complete the requirements of the MSF program will be prepared to proficiently demonstrate the following outcomes necessary for a successful financial business career:

- Mastery of the technical skills required of an executive and or managerial-level finance professional which include, but are not limited to, time value of money principles, investing principles, treasury management, forecasting and capital budgeting.
- Mastery of knowledge in financial markets public policy, and a further understanding of how both markets and policy impact private-sector business operations.
- Mastery of critical thinking skills by assessing scenarios portraying financial challenges faced by businesses, identifying appropriate courses of action, and recommending the optimal courses of action available based upon sound financial logic.

- Demonstrate the ability of successfully navigate in the multi-dimensional plane of business by understanding the relationships between finance and other business elements such as accounting, economics, sales, operations, taxation and macro-level business strategy.

**Organizational Leadership:** Successful completion of each course in the DeVos MSOL program requires demonstration of competence related to the five program domains: Leadership, Measurement, Organizational Transformation & Effectiveness, Innovation & Technology, and Effective Communication.

- A competent practitioner in the leadership process with demonstrable working knowledge of:
  - Ethical Leadership Process & Practice
  - Individual and organizational behavior
  - Planning, critical thinking and decision-making
- A competent practitioner of measurement with a demonstrable working knowledge of:
  - Collecting, reporting, analyzing and evaluating data
  - Individual / organizational and financial measurement practices
  - Performing assessment and evaluation
- A competent practitioner and facilitator of organizational effectiveness with a demonstrable working knowledge of:
  - Concepts and practice organizational behavior and development
  - Foundations of organizational history, philosophy
  - Organizational transformation practices and emerging trends
- A competent practitioner of effective communication with a demonstrable knowledge of:
  - Individual and organizational communication concepts and practices
  - Appropriate and skillful use of verbal and written communication
  - Active listening, effective negotiation and presentation skills
- A competent practitioner and user of technology & innovative practice with a demonstrable working knowledge of:
  - The relationship of innovation and technology
  - Application of innovation & technology for individual organizational effectiveness
  - Application of current resources and recognition of emerging trends
- Identify and describe the implications of cross-relationships between all business elements such as finance, accounting, sales, operations, economics, taxation and macro-level business strategy.

**Taxation:** Students who successfully complete the requirements of the Master of Science in Taxation (MST) program will be prepared to proficiently demonstrate the following outcomes necessary for a successful business career that incorporates taxation as a fundamental and technical skill. The MST program will provide graduates with a:

- Mastery of the technical skills required of tax professional currently, or desiring a career, in private or public practice. Students will discover and master numerous research methodologies used by tax practitioners in small, midsize and major accounting firms, tax departments in publicly traded corporations and law firms, and the Department of Treasury.
- Mastery of knowledge in the technical challenges faced by practitioners and the methods used to resolve those challenges in a professional and ethical manner.
- Mastery of critical thinking skills that are necessary to assess a wide-variety of scenarios posed by individual and corporate clients, as well as regulatory authorities. These skills will include identifying the challenges faced by businesses and business owners, identifying appropriate courses of action, and recommending the best course of action available based upon sound economic logic.
- Demonstrate the ability of successfully navigate in the multi-dimensional plane of business by understanding the relationships between taxation and other business elements such as finance, accounting, sales, operations, economics and macro-level business strategy.

*All DeVos program will evaluate competence through written assignments, presentations, as well as, participation in course learning discussions.*

## Adding, Dropping and Withdrawing from Courses

Course Delivery Mode	Add	Drop	W grade	Last Date to Withdraw with a W Grade
8 Week/10 Week	Until Friday of Week 1 with advisor or dean approval	Until 7 <sup>th</sup> calendar day of course	Issued from 8 <sup>th</sup> day of course to last day for withdrawal	Friday of Week 6
16 Week	Until Friday of Week 1 with advisor or dean approval	Until 7 <sup>th</sup> calendar day of course	Issued from 8 <sup>th</sup> day of course to last day for withdrawal	Friday of Week 12

### Attendance

To comply with federal regulations governing financial aid and veterans' education benefits, we are required to report students who stop attending or who have never attended class. This includes not attending class in person or not completing any assigned activities or not logging into the course on a regular basis as specifically promulgated in each course syllabus. Attendance is defined as attending class or logging in and making a meaningful contribution in an academic-related activity such as submission of an assignment, an assessment, engagement in a study group or an online discussion, etc. If a student does not perform the assigned attendance requirement in the first week, or if a student stops attending at any point in the course (for at least a one week period), the university will drop the student without notice. Beyond the first week, instructors determine attendance for their specific courses.

In addition, if a face-to-face class is cancelled for any reason, the class is to be made-up at a later date, face-to-face. Online make-up/participation will not count as an attended class.

### Cancellation Policy for Wisconsin Distance Education Students

You may cancel acceptance to Northwood University, without any penalty or obligation, within three business days from the day you are accepted (Saturdays, Sundays and holidays are not business days).

If you cancel, any payments made by you, and any negotiable instruments executed by you will be returned within 10 business days following receipt by Northwood University of your cancellation notice, and any security interest will be canceled.

To cancel this transaction, mail or deliver a signed and dated copy of this cancellation notice or any other written notice, or send a telegram to:

Northwood University  
Attn: Business Office  
4000 Whiting Drive  
Midland MI 48640

Note: Purchase of educational goods and services offered by Northwood University is deemed to take place when written and final acceptance is communicated to the student by Northwood. If you have not been accepted in writing at the time you enroll, the cancellation period does not end until midnight of the third business day after the day you receive written acceptance by certified mail from Northwood.

### Course Completion

A grade of incomplete may be earned for unfinished course work and is at the discretion of the faculty. The student must satisfactorily complete all work required by the instructor in the time line determined by the faculty member, with a maximum of 90 days of the end of the course. Circumstances requiring an extension of this period need approval by the Dean prior to the expiration date. Failure to meet these requirements will result in the student receiving an "F" for the course.

## Grading Scale

If your professor uses a point system for grades, a percentage of the points you earned in the class will be converted into a letter grade and will use the following interpretation:

Percentage	Grade	Points	Interpretation
94-100	A	4.0	Demonstrates comprehensive acquisition of all skills articulated in course learning objectives
90-93	A-	3.7	Demonstrates proficient acquisition of most skills articulated in course learning objectives
87-89	B+	3.3	Demonstrates proficient acquisition of many of the skills articulated in course learning objectives
83-86	B	3.0	Demonstrates acceptable acquisition of skills articulated in course learning objectives
80-82	B-	2.7	Does not demonstrate acceptable acquisition of some skills articulated in course learning objectives
70-79	C	2.0	Does not demonstrate acceptable acquisition of many skills articulated in course learning objectives
Below 70%	F	0.0	Does not demonstrate acceptable acquisition of most skills articulated in course learning objectives

## Grade Appeals

The Graduate School recognizes that the faculty member is responsible for the evaluation of the student's course work and is the sole judge of the grade earned by the student. Except in the case of a potential calculation error for a course grade, appeals must focus on specific course assignments or other graded components, including participation grades. If a student disagrees with a specific grade received, it is his/her responsibility to formally contact the faculty member, by correspondence, to request a review within 7 days of receiving the grade in question.

If the overall grade in the course is in question, the student must contact the faculty member, by correspondence, to request a review of the calculation of the total course grade within 7 days of the posted grade. The faculty member will communicate the results of the grade review and his/her decision to the student. An overall course grade of "F" will elevate to Academic Dismissal.

If the student does not agree with the faculty member's decision, s/he can formally request, via correspondence, a mediation meeting with the Dean. Correspondence should include the reason for the request for mediation, reasons for disagreement with the faculty member's decision and copies of the documentation submitted to the faculty member. The Dean will schedule a meeting, acting as mediator not arbitrator, between the faculty member and student. If the two parties reach agreement, the Dean will submit documentation to the student file indicating this decision.

If it has not been resolved to the student's satisfaction, the final step is for the student to submit a letter of appeal requesting a formal and definitive decision from the Dean. This correspondence must clearly state why the student believes that a resolution cannot be reached among the two parties. The Dean will formally submit a decision based on the mediation meeting and submitted materials. The grade review is considered to be closed once this decision has been made.

## Graduation Requirements

Successful completion of any DeVos Program requires a cumulative grade point average of 3.000 or greater for all course work required by the specific DeVos Program. In order to receive a diploma, transcript or any confirmation of program completion, accounts receivables have to be at a zero balance; a graduation application must be completed by each student at an additional cost.

To maintain satisfactory progress in the program, students are expected to enroll in the prescribed course schedule each semester. All course work requirements must be completed within five years of the student's program start date.

## Leave of Absence & Program Withdrawal Process

A leave of absence must be requested by a student when personal circumstances interfere with their ability to make satisfactory progress toward degree completion. A leave of absence is requested from and granted by the Academic Dean. If a student is granted an immediate leave of absence during a semester, the student must withdraw from all current courses as well as program of study. Re-entry into the program will require modifications to the original program of study. A student who takes an unauthorized leave of absence will be considered to have voluntarily withdrawn from the program.



Students who wish to withdraw from their program with a grade of “W” must contact their Graduate Programs Manager to officially begin the process prior to:

- **8 Week Course: Friday of Week 6**
- **16 Week Course: Friday of Week 12**

## **Professional Conduct**

Students in the DeVos Graduate School of Business are expected to uphold the highest standards of professional, academic and personal conduct. Students should demonstrate Personal and Academic Integrity including: providing complete and accurate information in the application process; refraining from acts involving dishonesty, cheating, fraud, deceit or misrepresentation; refraining from any act of plagiarism, which includes any misrepresentation of academic ownership, including (but not limited to) falsifying citations, presenting another’s work as one’s own, or using data without permission; and representing all research and writing accurately and without misrepresentation. Students should exhibit Professionalism including: upholding legal and ethical standards; demonstrating appropriate self-control (such as anger control, impulse control, response to feedback) in interpersonal relationships with faculty, peers, and other associates; and respecting the fundamental rights, dignity, and worth of all people. Students should operate with Confidentiality including: respecting the rights of other students with respect to privacy and confidentiality; maintaining confidentiality regarding class discussion topics; and maintaining the anonymity of subjects used for written deliverables and or classroom discussions / examples.

## **Registration**

Any student with a hold on their account due to non-payment will not be able to register or be registered for the following semester until their account balance is paid, in full. Students who are not registered for class may not attend, be active, have access to course materials or submit assignments. In addition, no student will be registered for class after the second week of any course start.

Please refer to the Payments section on tuition due dates.

## **Repeat Course Policy**

A graduate student may repeat a graduate course one time to meet graduation requirements. Should a student need to repeat a course(s) to meet graduation requirements, the grade earned in the most recent attempt will replace the prior grade in the calculation of cumulative credit totals and grade point average, even if that grade is lower than the previous grade. Initial and repeated enrollments in the same course count as hours attempted and will be included on the student’s transcript. A student may receive financial aid for repeating a failed course until it is passed. A student may receive financial aid for repeating a previously passed course once. All financial aid inquiries should be confirmed with the Financial Aid Office. Repeat courses will be charged at the current rate of tuition, not the tuition rate at which the student began the program.

## **Student Expectations**

Students are expected to check their Northwood University email address on regular basis as all Northwood related communication will be sent to this address.

## **Student Resources**

The DeVos Graduate School has locations in Midland, Michigan and Cedar Hill, Texas. These locations include computer labs, lounges, and breakout rooms for student use. The University-provided computers have all of the necessary software applications that students need to complete their course work. Also, students may bring personal laptops and connect to the Internet through Northwood’s wireless network.

In addition to campus locations, DeVos also has satellite locations in Grand Rapids, Troy, and Lansing, Michigan; Cedar Hill, TX. These locations are equipped with wireless network capabilities, meeting spaces, and breakout rooms for student use.

All DeVos MBA students are given access to both an Internet and intranet account at the University as well as an email account.

## **Transfer Credit Policy**

Graduate transfer credit is not accepted for any of the DeVos MBA programs because of the cohort-based learning methodology.

Graduate credit may be accepted from regionally-accredited institutions to be applied to Master of Science programs at Northwood University’s DeVos Graduate School of Management. Acceptable transfer credit(s) will be subject to the approval of the Dean of the Graduate School and the Registrar’s Office. Graduate School Administration will evaluate the graduate credits on official transcripts for equivalency with specific DeVos Graduate School Master of Science program requirements to make the determination of what and how many credits will transfer.

Regardless of the number credit hours in the DeVos Graduate School Master of Science program, a maximum of 50% transfer credits will be accepted. The graduate transfer credits must be completed fewer than three (3) years prior to the start of the Northwood University degree. The graduate transfer credits must be documented as graduate credit on an official graduate transcript from a regionally-accredited institution.

- The transfer credits must reflect an earned grade of 3.000 or higher on a 4.000 scale consistent with the DeVos Graduate School's academic standards.
- The Northwood University DeVos Graduate School will only accept Master of Science equivalent course transfer credits, not grades.

## FINANCIAL POLICIES

### Payments

Payment must be received by the due date each semester. Payment received after the due date is subject to a late payment fee of \$200.00. A \$35.00 service charge will be added for each check returned unpaid by the bank, and an additional \$10.00 if not paid in ten days. All unpaid fines (parking, library) or other college expenses will have an additional \$10.00 charge if not paid during the term or are turned into the Business Office for collection. All checks are to be made payable in U.S. funds. The student is responsible for any exchange fees or bank charges associated with non-U.S. checks. Any student whose account has been written off to collection will not be allowed to take classes until the balance has been paid.

Any student with an account balance will not have the opportunity to attend or be active in any DeVos Capstone or final course prior to graduation until their account balance is paid in full. This includes but is not limited to MBA 679 Management & Leadership Capstone, MBA 695 GM Capstone Project, MBA 697 Motor Vehicle Capstone Project or LEAD 6800 Capstone in Organizational Leadership.

Please refer to the Registration section for registration limitations.

### Refunds

Given a student makes class changes, prior to the start of the semester, prepayments will be refunded in full with the exception of application fee and commitment deposits. All charges stand after the start of the semester and will be refunded as follows, regardless of the number of class sessions:

- 90% week 1 of the course(s)
- 75% week 2 of the course(s)
- 50% week 3 of the course(s)
- 0% week 4 of the course(s)

All courses that span 16 weeks begin on day 1 of the semester

All courses that span 10 weeks begin on day 1 of the semester

All courses that span 8 weeks begin on Monday of the first class meeting, regardless of the class meeting date or day 1 of the semester, whichever comes first.

\*NOTE: Weeks listed above begin Monday and run through Sunday and include holidays, regardless of the first day of class.

Refund calculations will be based upon the date the student begins the official withdrawal process.

### Refunds for Recipients of Federal Financial Aid

Federal law specifies how Northwood determines the amount of Title IV aid you can earn if you completely withdraw from school. The Title IV programs that are covered by this law are: Federal Pell Grants, Academic Competitiveness Grants (ACG), National SMART Grants, TEACH Grants, Stafford Loans, PLUS Loans, Federal Supplemental Educational Opportunity Grants (FSEOGs), and Federal Perkins Loans.

Please contact your Financial Aid Department for additional details.

### Refund Policy for Wisconsin Distance Education Students

Student will receive a full refund of all money paid if the student:

1. Cancels within the three-business-day cancellation period under EAB 6.04;
2. Accepted was unqualified and the school did not secure a disclaimer under EAB 9.04;
3. Enrollment was procured as the result of any misrepresentation in the written materials used by the school or in oral representations made by or on behalf of the school.



The total scholarship award will be allocated equally over each semester of the student's prescribed program of study (12-Month Accelerated MBA students: 3 equal installments; 24-Month Evening, Traditional, Weekend and Online MBA Program students: six equal installments)

## **Private Donor Scholarships**

Many Northwood friends and affiliates have generously provided funding for private scholarships for students. All MBA applicants and students may apply for Private Donor Scholarships.

Application available at [www.northwood.edu](http://www.northwood.edu).

## **Veterans' Benefits**

Any student eligible for veterans' benefits must contact the Business Office Manager, (989) 837-4219, for initiation and certification of benefits to the Department of Veterans Affairs. It is the student's obligation, on a semester-by-semester basis, to notify the Northwood VA Certifying Official of his/her class schedule and any change in the schedule (withdrawals, drop/add), throughout a semester.

# ACCREDITATIONS, APPROVALS, AND MEMBERSHIPS

Northwood University believes it has a responsibility to its students and the industries and communities it serves to provide the highest standard of educational excellence possible. One measure of how well an educational institution meets this responsibility is in its accreditations and approvals by outside education associations and governmental interests. Because each Northwood location is served, at least partially, by different governmental agencies and academic accrediting bodies, and because all have been in existence for varying lengths of time, the accreditations and approvals may vary from one location to another.

## All Northwood University campuses/locations have the following accreditations and approvals:

- Northwood University is regionally-accredited by the Higher Learning Commission of the North Central Association (800-621-7440, [www.higherlearningcommission.org](http://www.higherlearningcommission.org)).
- Northwood University received business specialty accreditation from the Accreditation Council for Business Schools and Programs (ACBSP) in 2014, ([www.acbsp.org](http://www.acbsp.org)).
- The United States Department of Homeland Security (DHS) certified school for nonimmigrant foreign students (F-visa); Department of State (DoS) designated exchange visitor program sponsor for exchange visitors (J-visa); Citizenship and Immigration Services (USCIS)/ Immigration and Customs Enforcement (ICE); and Student and Exchange Visitor Program (SEVP) as a higher education institution for international students.
- Respective state offices for Veterans Administration programs as a higher education institution for degree-seeking qualified veterans and dependents.
- The U.S. Bureau of Internal Revenue as a tax-exempt institution as provided for in Section 501 (c) (3) and other applicable parts of the Internal Revenue Code for higher education organizations.

## Northwood University memberships are represented in such educational and professional organizations as:

- American Accounting Association
- American Advertising Federation
- American Association of Collegiate Registrars and Admissions Officers
- American Certified Fraud Examiners
- American College Health Association
- American College Personnel Association
- American Hotel and Lodging Association
- American Institute of Certified Public Accountants
- American Library Association
- American Management Association
- American Marketing Association
- American Marketing League Association
- American Payroll Association
- American Taxation Association
- Association for Communications Technology Professionals in Higher Education
- Association for Higher Education and Disability
- Association for Leadership Educators
- Association for the Tutoring Profession
- Association of College and Research Libraries
- Association of College and University Housing Officers International
- Association of College and University Telecommunications Administrators
- Association of Professional Researchers for Advancement
- Association of University Programs in Health Administration
- Association of Veterans Educators Certifying Officials
- Automotive Aftermarket Industry Association
- College and University Personnel Association for Human Resources
- Council for Adult and Experiential Learning
- Council for Advancement and Support of Education
- Council for the Advancement of Experiential Learning
- Council for Higher Education Accreditation
- Council for Hotel and Restaurant and Institutional Education
- Data Processing Management Association
- Educause
- Family Enterprise Research Scholars
- Family Firm Institute
- Global Consortium of Entrepreneurship Centers
- Intercollegiate Press Association
- International Assembly for Collegiate Business Education
- International Council on Hotel, Restaurant & Institutional Education
- International Leadership Association
- Mathematical Association of America
- Motor and Equipment Manufacturing Association
- National Academic Advising Association
- National Advertising Federation
- National Association for Campus Activities
- National Association for College Admission Counseling
- National Association for Developmental Education
- National Association of College Admissions Counselors

- National Association of College Auxiliary Services
- National Association of College Stores (through its bookstore provider)
- National Association of College and University Business Officers
- National Association of Colleges and Employers
- National Association of Educational Buyers
- National Association of Independent Colleges and Universities
- National Association of Intercollegiate Athletics
- National Association of International Educators
- National Association of Graduate Admissions Professionals
- National Association of College and University Mail Services
- National Association of Student Financial Aid Administrators
- National Association of Student Personnel Administrators
- National Association of Veterans Programs Administrators
- National Automobile Dealers Association
- National Collegiate Athletic Association
- National Collegiate Honors Council
- National College Learning Center Association
- National Cooperative Education Association
- National Council of Teachers of English
- National Council of Teachers of Mathematics
- National Council of Women of the United States
- National Home Fashions League
- National Restaurant Association
- Newspaper Association of America
- Organization of American Historians
- Photographers' Association of America
- Society for College and University Planning
- Society for Human Resources
- Specialty Equipment Market Association
- The Fashion Group
- University Risk Management and Insurance Association

### **Northwood is a fully cooperative participant in the programs of:**

- American College Testing (ACT)
- College Entrance Examination Board (CEEB)
- College Level Examination Program (CLEP)
- Defense Activity for Non-Traditional Education Support (DANTES)
- Educational Institute of the American Hotel and Motel Association
- Scholastic Assessment Test (SAT)

### **Northwood University, Michigan Campus**

The Michigan campus has, in addition to general approvals previously listed, these specific approvals:

- Approved by the State of Michigan Department of Licensing and Regulatory Affairs as a higher education institution eligible for state assistance programs for grants, loans, and scholarships.
- Certified by the Michigan Department of State, the Michigan Corporation and Securities Commission, and the State Board of Education as a non-profit, tax-exempt Corporation for educational purposes under Act 327, Public Acts of 1931, as amended.
- Listed in the Education Directory, Part III, Higher Education, and is qualified for participation in certain federally approved assistance programs administered by the United States Office of Education.
- The Timberwolf Learning Resource Center is certified by the College Reading & Learning Association (CRLA).

### **The Michigan Campus is represented in the following organizations:**

- Adcraft Club of Detroit
- Alpha Mu Alpha (National Marketing Honorary Society)
- American Culinary Association
- American Economic Association
- American Marketing Association/Michigan Chapter
- American Political Science Association
- American Statistical Association
- Association for Business Simulation and Experiential Learning
- Association of Independent Colleges and Universities of Michigan
- Central Association of College and University Business Officers
- Collegiate DECA
- Detroit Economic Club
- Great Lakes Intercollegiate Athletics Conference
- Industrial Marketers of Detroit
- Institute of Management Accountants
- Library Orientation Exchange
- Mackinac Center for Public Policy Analysis
- Meeting Professionals International Michigan Chapter
- Michigan Academic Library Council
- Michigan Academy of Science, Arts, and Letters
- Michigan ACE Women's Leadership Network
- Michigan Association for College Admissions Counseling
- Michigan Association for Counseling and Development
- Michigan Association of Certified Public Accountants
- Michigan Association of Collegiate Registrars and Admissions Officers
- Michigan Association of Minority Business Students
- Michigan Association of Physical Plant Administrators
- Michigan Campus Compact
- Michigan Chamber of Commerce
- Michigan College and University Placement Association

- Michigan College Personnel Association
- Michigan Collegiate Telecommunication Association
- Michigan Council of Hotel, Restaurant and Institutional Education
- Michigan Council of Teachers of Mathematics
- Michigan Health Council
- Michigan Historical Commission
- Michigan Hospital Association
- Michigan Hotel and Lodging Association
- Michigan Library Association
- Michigan Lodging Association
- Michigan Personnel and Guidance Association
- Michigan Press Association
- Michigan Restaurant Association
- Michigan Society of Association Executives
- Michigan Student Financial Aid Association
- Michigan Tutorial Association
- Mid-American College Health Association
- Mid-American Greek Council
- Midland Area Chamber of Commerce
- Midland Artist Guild
- Midland Tomorrow
- Midwest Accounting Society
- Midwest Business Administration Association
- Mont Pelerin Society
- Nurse Directed College Health
- Philadelphia Society
- SEMA Businesswomen's Network
- Service Members Opportunity College
- Southern Political Science Association
- Special Libraries Association
- The Michigan Women's Studies Association
- Women's Automotive Association International
- Women's Car Care Council

## Northwood University, Texas

In Texas, Northwood University has, in addition to general approvals previously listed, these specific approvals:

- Approved by the State of Texas as a not-for-profit corporation and an institution of higher learning, February 7, 1966.
- Approved as provided under Sections 1776, Title 39, U.S. Code Veterans Administration in State of Texas, fall 1981.
- Certificate of Authorization from the Texas Higher Education Coordinating Board.

## Other Licensure and Approvals

Northwood University is currently licensed by the Board of Regents of the State of Louisiana. The State Board of Regents renews licenses every two years. Licensed institutions have met minimal operational standards set forth by the state, but licensure does not constitute accreditation, guarantee the transferability of credit, nor signify that programs are certifiable by any professional agency or organization.

Northwood University is also authorized to operate as a degree-granting institution in the following states:

### California

Bureau for Private Postsecondary Education  
2535 Capital Oaks Drive, Suite 400  
Sacramento, CA 95833  
(916) 431-6959  
www.bppe.ca.gov

### Kentucky

Kentucky Council on Postsecondary Education  
1024 Capital Center Drive, Suite 320  
Frankfort, KY 40601  
(502) 573-1555  
www.cpe.ky.gov

### Illinois

Illinois Board of Higher Education  
431 East Adams, 2nd Floor  
Springfield, IL 62701-1404  
(217) 782-2551  
www.ibhe.org

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(As of September 1, 2016)

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B.A., Marietta College	
<b>Randy Hubbard</b> .....	PC Technologist
<b>Lori Isenhardt</b> .....	Human Resources Manager
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 M.S., Ferris State University

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B.S., Ferris State University

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B.A., Saginaw Valley State University

**Robert Wisler** ..... Director, Information Technology  
B.S., University of South Florida  
M.B.A., Northwood University

**Davis Yost** ..... Associate Director, Security and Networks  
B.B.A., Northwood University

## Michigan Campus, Administrative Staff

**Patricia Timm** ..... Academic Dean and Department Chair – Accounting  
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B.A., Michigan State University  
M.S., Ferris State University  
Ph.D., Walden University

**S. Andy Cripe** ..... Dean, Student Affairs  
B.S., Manchester College  
M.S., Michigan State University

**Tamara Angell** ..... Office Manager, Admissions  
A.B.S., Delta College  
B.B.A., Saginaw Valley State University

**Erick Arnold** ..... Associate Head Football Coach  
B.A., Albion College

**Shelby Bailey** ..... Front Desk Manager  
A.A., A.B.S., Delta College  
B.B.A., Northwood University

**Zachery Ball** ..... Assistant Coach, Women’s and Men’s Track & Field and Cross Country  
B.S., Ashland University

**Jeffrey L. Bennett** ..... Director, Automotive Technology Management  
B.A., Kenyon College  
M.A., Saginaw Valley State University

**Jordan Bischel** ..... Head Baseball Coach  
B.B.A., St. Norbert College  
M.S.Ed., Northwest Missouri State University

**Katherine Bischel** ..... New Student Coordinator III  
B.S., University of Wisconsin – La Crosse  
M.S., Northwest Missouri State University

**Ann Bruzewski** ..... Manager, NADA Hotel and Catering  
A.A., B.B.A., Northwood University

**Travis Callahan** ..... Admissions Representative II  
B.A., Anderson University

**Doug Carter** ..... Head Men’s Soccer Coach  
B.S., University of Surrey – London, England

**Zane Colestock** ..... Head Coach, Women’s and Men’s Tennis  
B.A., Olivet College  
M.A., Central Michigan University

**Jeff Curtis** ..... Head Women’s Basketball Coach  
B.A., Alma College  
M.A., Central Michigan University

**Alexander Dailey** ..... Assistant Athletic Trainer  
B.S., Michigan State University  
M.Ed., University of Virginia

**Brett Devereaux** ..... Assistant Athletic Trainer  
A.A., A.B.S., Delta College  
B.A., Albion College  
M.A.T., University of Findlay

**Joseph Di Benedetto** ..... Assistant Athletic Director – Facilities and Events  
B.S., Florida Atlantic University

<b>Kate Dornbos</b> .....	Head Athletic Trainer
B.A., Hope College	
M.A., Western Michigan University	
<b>Sheri Dunatchik</b> .....	Admissions Representative I
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B.A., M.A., Central Michigan University	
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M.A., Central Michigan University	
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B.B.A., Northwood University	
M.S.A., Central Michigan University	
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<b>Teresa George</b> .....	Director, Student Life
B.A., M.A.T., Saginaw Valley State University	
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B.S., M.A.Ed., University of Phoenix	
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B.B.A., Northwood University	
<b>Alonzie Griffin</b> .....	Assistant Men's Basketball Coach
B.A., Eastern Michigan University	
<b>Tamara Hageage</b> .....	Director, Timberwolf Learning Center
B.A., University of Washington	
M.A., University of Toledo	
<b>Leonard Haynes</b> .....	Head Football Coach
A.A., B.B.A., Northwood University	
M.B.A., Salem International University	
<b>Chad Heeb</b> .....	Admissions Representative II
B.A., St. John Fisher College	
M.Ed., Argosy University	
<b>Michael Henry</b> .....	Admissions Representative I
A.A., B.B.A., Northwood University	
<b>Wendy Holmes</b> .....	Admissions Representative I
B.A., Oakland University	
<b>Marlene Hulbert</b> .....	Housing and Budget Manager, Student Affairs
<b>Chelsea Hunter</b> .....	Assistant Women's Soccer Coach
B.S., University of Louisville	
<b>Ellen Iwanow</b> .....	Assistant Director, Academic Advising
B.S., Michigan State University	
M.A., Central Michigan University	
<b>Aaron Jones</b> .....	Associate Director, Admissions
B.S., Central Michigan University	
<b>Jennifer LaBo</b> .....	Assistant Director, Financial Aid
B.A., Saginaw Valley State University	
<b>Maria Leone</b> .....	Admissions Representative II
B.A., Bowling Green State University	
M.B.A., Tiffin University	
<b>Emily Lucas</b> .....	Assistant Volleyball Coach
B.L.A., University of Missouri-Kansas City	
<b>Malen Luke</b> .....	Assistant Football Coach
B.S., Westminster College	
M.Ed., Edinboro University	
<b>David Marsh</b> .....	Athletic Director
B.B.A., Eastern Michigan University	
M.Ed., Springfield College	

**Kelsey McCabe**..... Admissions Representative II  
B.A., Michigan State University

**Travis McCurdy**..... Sports Information Director  
B.A., Saginaw Valley State University

**Christie McDonald**..... Associate Director, Financial Aid  
A.A., B.B.A., Northwood University

**Gavin McMacken**..... Assistant Football Coach

**Kelly Meerman**..... Associate Director, Admissions  
B.S., Grand Valley State University

**Nicholas Messing**..... Associate Director, Financial Aid  
B.A., Saginaw Valley State University  
M.A., Central Michigan University

**Susan Mishler**..... Director, Health Services  
A.A.S., Delta College  
B.S.N., Ferris State University

**Avante Mitchell**..... Assistant Football Coach

**Sean Mock**..... Assistant Men’s Basketball Coach / Men’s JV Basketball Coach  
B.S., Miami University

**Jennifer Newell**..... Admissions Representative II  
B.B.A., Northwood University

**Jeff Nowaczyk**..... Admissions Representative I, Automotive Programs  
B.A.A., Central Michigan University  
M.B.A., Northwood University

**Eric Palmer**..... Head Librarian  
B.A., Michigan State University  
M.L.I.S., Wayne State University

**Dean Pappas**..... Head Women’s Soccer Coach

**Penny Perlberg**..... Data Transmission Coordinator  
A.A., B.B.A., Northwood University

**Jeffrey Pierce**..... Assistant Football Coach  
B.S., Ferris State University  
M.A., Central Michigan University

**Krista Plummer**..... Assistant Athletic Director / Compliance / Sr. Woman Administrator  
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M.B.A., Tiffin University

**Erin Polterak**..... Financial Aid Advisor  
B.B.A., Northwood University

**Kyle Powell**..... Assistant Football Coach / Director, Intramural and Club Sports  
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M.Ed., Evangel University

**Gretchen Pretty**..... University Representative  
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**Gloria Redmond**..... Admissions Representative II, National  
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M.M., University of Phoenix

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B.S.B.A., University of Nebraska

**Susan Ridgway**..... System and Michigan Campus Director, Business Office  
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M.A., Wayne State University

**Darcie Roberts**..... Assistant Women’s Basketball Coach  
B.A., Alma College

**Michael Roberts**..... Head Coach, Women’s and Men’s Track & Field and Cross Country  
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**John Rogers**..... Assistant Athletic Trainer  
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B.A., Michigan State University	
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<b>Courtney Shelton</b> .....	Assistant Women's Basketball Coach
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M.A., Central Michigan University	
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B.A., Albion College	
<b>Joey Shepherd</b> .....	Director, Student Discipline and Residence Life
B.A., Berea College	
<b>David Shumaker</b> .....	Head Volleyball Coach
B.S., M.Div., Summit University of Pennsylvania	
<b>Steven Smith</b> .....	Director, Physical Plant
B.B.A., Northwood University	
<b>Karla Spaeth</b> .....	Director, Facilities and Events
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M.B.A., Northwood University	
<b>Victor Theisen</b> .....	Physical Plant and Custodial Manager
<b>Marisa Toschkoff</b> .....	Associate Director, Academic Records / Michigan Campus Registrar
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<b>Jason vonReichbauer</b> .....	Director, Safety and Security
B.S., Central Michigan University	
M.S., Ferris State University	
<b>Jill Witulski</b> .....	Admissions Representative I
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<b>Paige Woodruff</b> .....	New Student Coordinator I
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<b>Rochelle Zimmerman</b> .....	Reference and Periodical Librarian
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B.A., Saginaw Valley State University	
M.L.I.S., Wayne State University	

## Michigan Campus, Faculty

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B.B.A., Northwood University	
M.B.A., Central Michigan University	
<b>Rachelle Barr</b> .....	Mathematics
B.A., Siena Heights University	
M.S., Colorado State University	

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B.A., Adrian College	
M.B.A., Northwood University	
<b>William Brown</b> .....	Accounting
B.B.A., M.B.A., Harding University	
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A.B., Duke University	
A.M., Art.D., University of Michigan	
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M.A., University of Pittsburgh	
<b>Jay Chandran</b> .....	Department Chair – International Business
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M.B.A., Ph.D., University of South Florida	
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M.A., Ph.D., University of Chicago	
<b>Melodie Davis-Bundrage</b> .....	Department Chair – Fashion Marketing and Management
B.B.A., Howard University	
M.S., University of Maryland, University College	
<b>Christin Greiman</b> .....	Management
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M.B.A., Northwood University	
<b>Mariana Grigoras</b> .....	Department Chair – Humanities and Social Sciences
M.A., University of Bucharest	
<b>Stelian Grigoras</b> .....	Department Chair – Innovation Marketing and Management
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Ph.D., University of Illinois at Chicago	
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B.S., University of Montana	
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Ph.D., Michigan State University	
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B.A., Oakland University	
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M.S. Clemson University	
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