



# American Tech and Management University

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# Kapitel 2 A Word from the ATMU Management

## Global vs. International:

ATMU believes that the world is becoming more and more globalized every day. Our motto: *“Everyone has the right to a quality degree program at a fair tuition.”*

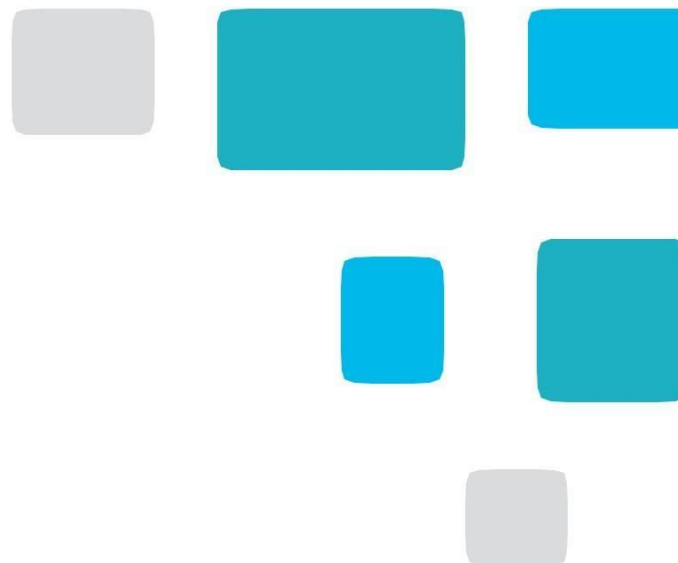
*So join us and let us help change your life!*

### Information about the ATMU Catalog

As pursuant to section 94909 of the California Bureau for Private Postsecondary Education (BPPE), ATMU provides a catalog which will be updated annually. Annual updates will be made by the use of supplement or inserts accompanying the catalog. If changes in ATMU’s educational programs, educational services, procedures or policies required to be included in the ATMU catalog by statute or regulation are implemented before the issuance of the annually updated catalog, those changes shall be reflected at the time they are made in supplements or inserts accompanying the catalog.

The 2020 ATMU catalog covers the period from January 1, 2020 to December 31, 2020.

Prior to enrollment, ATMU shall provide a prospective student, either in writing or electronically, with a school catalog.



# Kapitel 3 About ATMU

ATMU was founded as a university in the State of California in 2013 with a focus on local and international students to provide them with degree programs at the Bachelor, Master, and Doctorate levels with extensive industry-specific competencies. We develop skills to enhance employability and cultivate leadership skills for managers of the future.

ATMU's faculty and staff represent a diverse pool of highly academic individuals who also have years of expertise in corporate and industrial environments. They bring with them a combination of theory and practice which enriches ATMU students' learning experience.

We believe in serving the community by offering high-quality education to demographically diverse populations of students at an affordable price.

The global business environment has changed rapidly in the past decades. To progress and compete, you need a degree that is appropriate to the international skills you require.

ATMU offers all of these opportunities in course-based programs with options that can be customized.

ATMU is dedicated to delivering high quality knowledge as well as state of the art skills, enabling today's students to engage in business management issues with the needed theoretical level and self-confidence. The material is both theoretical and practical. Our faculty has with extensive global industry-specific experience.

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.

ATMU does not provide student housing, does not assist the student in locating housing, nor does it provide dormitory facilities. Please see the catalog addenda for the campus to which you are applying or enrolling for estimates of rent for housing near each campus.

According to rentcafe.com, the average rent for an apartment in Pleasanton CA is \$2,454. The average rent for a studio apartment is \$2,064 a month while a one-bedroom apartment rents for an average of \$2,194 a month.

## Notice to Prospective Degree Program Students

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

- Become institutionally accredited by an accrediting agency recognized by the United States Department of Education, with the scope of the accreditation covering at least one degree program.
- Achieve accreditation candidacy or pre-accreditation, as defined in regulations, by July 1, 2017, and full accreditation by July 1, 2020. If this institution stops pursuing accreditation, it must:
  - Stop all enrollment in its degree programs, and
  - Provide a teach-out to finish the educational program or provide a refund.

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

Institutional Representative Initials: \_\_\_\_\_ Date:  
Student Initials: \_\_\_\_\_ Date:



# Kapitel 4    ATMU Program Objectives

## Vision and Mission Statement

**ATMU's Vision:** To teach the necessary skills for employability and deliver quality talent to a global marketplace using flexible learning opportunities to local and global students.

**ATMU's Mission Statement:** It is the Mission of American Tech and Management University to provide students access to quality higher education and integrating a global perspective in preparation for engagement as effective members in the dynamic fields of Technology and Management.

## Institutional Learning Outcomes (ILOs)

Students completing their education with degree programs from American Tech and Management University will demonstrate Institutional Learning Outcomes (ILOs) incorporating the breadth and depth of learning experiences and acquired competencies applicable to successful graduate students in all degree programs. The ATMU Institutional Learning Outcomes (ILOs) are the acquisition of learning experiences of educated professionals in the areas of core competencies adopted by the university.

## Institutional Learning Outcomes of ATMU

Students completing degree programs at ATMU will demonstrate the following Institutional Learning Outcomes (ILOs) incorporating the breadth and depth of learning experiences and acquired competencies applicable to successful graduates in all degree programs:

1. Students will demonstrate evidence of high competence levels in verbal, non-verbal, and written communication of ideas, perspectives and values in academic, workplace, and interpersonal contexts.
2. Students will be able to think critically and analyze and resolve problems through gathering information, reasoning, evaluating alternatives, and reaching appropriate solutions.
3. Students will demonstrate professional and ethical behavior with recognition of the diverse and multicultural communities.
4. Students will demonstrate an understanding of the ethical issues that permeate business decisions and actions.
5. Students will demonstrate leadership skill sets appropriate to their work and professional environments.
6. Students will demonstrate appropriate and effective use of technology and information to make evidence-based decisions related to their field of study.
7. Students will be able to use mathematical concepts and models and quantitative reasoning to solve real-world problems.
8. Students will demonstrate multicultural understanding, empathy, and ethical understanding and behavior in their professional communications, interactions, and actions.

## MBA Program Specializations

The ATMU MBA program offers the students the opportunity to acquire a specialization in seven (7) areas:

- Organizational Leadership
- Accounting
- Human Resources Management
- Project Management
- Information Management
- Marketing Management
- Healthcare Management

# Program Learning Outcomes for MBA Specializations:

## **MBA with Specialization in Organizational Leadership**

1. Formulate an integrative business project through the application of multidisciplinary knowledge in the specialization area of organizational leadership
2. Analyze the impact of decisions and actions on stakeholders including interpersonal, societal, environmental, and organizational considerations
3. Develop skills to generate novel and value-creating products, processes, or organizational forms
4. Demonstrate professional interaction and communication skills
5. Apply skills appropriate for senior management professionals in the area of organizational leadership, including: analytic thinking, clear communication, effective teamwork, global perspective and ethical practices

## **MBA with Specialization in Accounting**

1. Formulate an integrative business project through the application of multidisciplinary knowledge in the specialization area of accounting
2. Analyze the impact of decisions and actions on stakeholders including interpersonal, societal, environmental, and organizational considerations
3. Develop skills to generate novel and value-creating products, processes, or organizational forms
4. Demonstrate professional interaction and communication skills
5. Apply skills appropriate for senior management professionals in the area of accounting, including: analytic thinking, clear communication, effective teamwork, global perspective and ethical practices

## **MBA with Specialization in Human Resources Management**

1. Formulate an integrative business project through the application of multidisciplinary knowledge in the specialization area of human resources management
2. Analyze the impact of decisions and actions on stakeholders including interpersonal, societal, environmental, and organizational considerations
3. Develop skills to generate novel and value-creating products, processes, or organizational forms
4. Demonstrate professional interaction and communication skills
5. Apply skills appropriate for senior management professionals in the area of human resources management including analytic thinking, clear communication, effective teamwork, global perspective and ethical practices

## **MBA with Specialization in Project Management**

1. Formulate an integrative business project through the application of multidisciplinary knowledge in the specialization area of project management
2. Analyze the impact of decisions and actions on stakeholders including interpersonal, societal, environmental, and organizational considerations
3. Develop skills to generate novel and value-creating products, processes, or organizational forms
4. Demonstrate professional interaction and communication skills
5. Apply skills appropriate for senior management professionals in the area of project management, including: analytic thinking, clear communication, effective teamwork, global perspective and ethical practices

## **MBA with Specialization in Information Management**

1. Formulate an integrative business project through the application of multidisciplinary knowledge in the specialization area of information management
2. Analyze the impact of decisions and actions on stakeholders including interpersonal, societal, environmental, and organizational considerations
3. Develop skills to generate novel and value-creating products, processes, or organizational forms
4. Demonstrate professional interaction and communication skills
5. Apply skills appropriate for senior management professionals in the area of information management, including: analytic thinking, clear communication, effective teamwork, global perspective and ethical practices

## **MBA with Specialization in Marketing Management**

1. Formulate an integrative business project through the application of multidisciplinary knowledge in the specialization area of marketing management
2. Analyze the impact of decisions and actions on stakeholders including interpersonal, societal, environmental, and organizational considerations

3. Develop skills to generate novel and value-creating products, processes, or organizational forms
4. Demonstrate professional interaction and communication skills
5. Apply skills appropriate for senior management professionals in the area of marketing management including: analytic thinking, clear communication, effective teamwork, global perspective and ethical practices

## MBA with Specialization in Healthcare Management

1. Formulate an integrative business project through the application of multidisciplinary knowledge in the specialization area of healthcare management
2. Analyze the impact of decisions and actions on stakeholders including interpersonal, societal, environmental, and organizational considerations
3. Develop skills to generate novel and value-creating products, processes, or organizational forms
4. Demonstrate professional interaction and communication skills
5. Apply skills appropriate for senior management professionals in the area of healthcare management including: analytic thinking, clear communication, effective teamwork, global perspective and ethical practices

## Finance and Loan

ATMU does not participate in any federal or other loan or aid arrangements.

ATMU has not been involved in or had any pending petition in bankruptcy, or is operating as a debtor in possession, or has filed a petition within the preceding five years, or has had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under.

If a student obtains a loan to pay for an ATMU educational program, the student will have to repay the full amount of the loan plus interest, less the amount of any refund. The student is entitled to a refund of the money not paid from federal financial aid funds.

## Kapitel 5 State Approval & License

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.

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 obtained on the Bureau's Internet Website: [www.bppe.ca.gov](http://www.bppe.ca.gov).

ATMU is a private institution that is approved to operate by the California Bureau for Private Postsecondary Education (BPPE), which means that ATMU has met the minimum standards set forth by the California Education Code and Title 5, Division 7.5 of the California Code of Regulations.

ATMU is licensed to operate as a private postsecondary institution in the State of California is based on provisions of the California Private Postsecondary Education Act (CPPEA) of 2009, which is effective January 1, 2010 and title 5, California Code of Regulations. The Act is administered by the Bureau for Private Post-Secondary Education, under the Department of Consumer Affairs. The Bureau can be reached at: P.O. Box 980818, West Sacramento, CA 95798-0818, 888.370.7589. Approval to operate does not imply that the Bureau endorses programs, or that the Bureau approval means ATMU has exceeded minimum state standard.

"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, Capitol 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). Tel: (888) 370-7589 - (916) 431-6959 or by fax: (916) 263-1897"

# ATMU is working as a non-accredited institution

- A. Students holding an ATMU degree cannot expect to sit for the California/other state licensure exams.
- B. Students holding an ATMU degree cannot use this degree to apply for state jobs e.g. in California. Also students might not be eligible to apply for other jobs using the ATMU Degree.
- C. Students enrolled in the ATMU program are not eligible for federal financial aid programs.

## ASIC accreditation:

ATMU is holding candidate status ASIC accreditation.

**ASIC** is an independent, government approved accreditation body specialising in the accreditation of schools, colleges, universities, training organisations and online and distance education providers, both in the **UK** and overseas.



## About ASIC Accreditation

ASIC Accreditation is an internationally renowned quality standard for schools, colleges, universities and online learning providers, and is recognised by the UK Home Office.

The well-defined and objective benchmarking of ASIC's accreditation brings independent information to both students and education professionals.

Accreditation through ASIC will help students and parents make a more informed choice and will also help a school, college, university, training provider or distance education provider demonstrate to the international student body that they are a high-quality institution.

Our international accreditation allows students to gain a realistic and honest picture of what an institution is really like in terms of quality, resources, student support and ethics.

## Our Expertise

Drawing on nearly three decades of international education experience, ASIC has a unique insight into the global education market.

As education becomes increasingly globalised, the need for quality assurance becomes ever more important. Institutions need to ensure that they are recruiting genuine and appropriately qualified students, while students themselves look to ensure that they receive a quality learning experience, allowing them to achieve their maximum academic potential whilst having their social and pastoral needs fully addressed.

ASIC has also gained many recognitions, memberships and affiliations ([a full list can be found here](#)) in acknowledgement of our commitment to quality in education:

- Recognised by UK Visas and Immigration (UKVI) in the UK for the Short-term study visa
- Gained ISO 9001:2015 Accredited Certification

- Member of the CHEA International Quality Group in the USA
- Member of the British Quality Foundation
- Affiliate Member of ENQA, European Association for Quality Assurance in Higher Education
- Member of GUIDE Association, Global Universities in Distance Education
- Member of UN Academy Impact group
- Member of The Association of International Education Administrators (AIEA)

## Next step in ATMU list of accreditations

ATMU is in progress to achieve WASC Senior College and University Commission. This is a long process but its needed to make sure ATMU is fully recognized and to keep and uphold the license from BPPE.

## About WASC

### Mission

The WASC Senior College and University Commission ("the Commission") is a regional accrediting agency serving a diverse membership of public and private higher education institutions throughout California, Hawaii, and the Pacific as well as a limited number of institutions outside the U.S. Through its work of peer review, based on standards agreed to by the membership, the Commission encourages continuous institutional improvement and assures the membership and its constituencies, including the public, that accredited institutions are fulfilling their missions in service to their students and the public good.

The WASC Senior College and University Commission (WSCUC) is recognized by the U.S. Department of Education as certifying institutional eligibility for federal funding in a number of programs, including student access to federal financial aid.

### 2017-19 Strategic Priorities:

#### **Strategic Priority 1: Cultivate and steward stakeholder partnerships for research and learning in support of institutional improvement**

*Goal 1: Support the measurement and evaluation of student success*

Project 1.1 Continue the development of and embed the Graduation Rate Dashboard in a comprehensive student achievement initiative

Project 1.2 Secure Lumina grant to advance assessment Communities of Practice among member institutions (In-kind investment)

*Goal 2: Provide structures and resources for ALO development and support*

Project 2.1 Create and implement an ALO orientation/training process

*Goal 3: Strengthen evaluator and committee member selection and preparation*

Project 3.1 Update content, revise approach, and deploy technology for all evaluator selection and training

Project 3.2 Update content, revise approach, and deploy technology for all committee member selection and

training

## **Strategic Priority 2: Improve effectiveness and efficiency of WSCUC policies and processes in support of quality assurance and institutional improvement**

*Goal 1: Clarify, organize, and streamline the use of data*

Project 1.1 Support the Commission's Data Workgroup

Project 1.2 Audit the data elements collected by the agency

*Goal 2: Improve the management of agency documents*

Project 2.1 Determine a standard template and modify all documents to conform, to include logo, font, orientation on page, etc.

Project 2.2 Create and implement a standard format for document naming

Project 2.3 Develop a system to curate agency documents to assure that template, naming, and revisions are implemented consistently and regularly

*Goal 3: Create a systematic approach to policy revision and development*

Project 3.1 Develop and propose policy revision process to Commission AP&P Committee

Project 3.2 Develop and propose policy creation process to Commission AP&P Committee

Project 3.3 Revise Degree Level policy

Project 3.4 Revise Independent Governing Board policy

Project 3.5 Revise Substantive Change Manual

Project 3.6 Audit Handbook for internal consistency

*Goal 4 Implement new information management system*

Project 4.1 Deploy Salesforce

## **Strategic Priority 3: Strengthen accreditation and its perception by stakeholders in support of quality assurance**

*Goal 1: Strengthen WSCUC agency effectiveness*

Project 1.1 Conduct an evaluation of the 2013 Handbook reaffirmation process

Project 1.2 Design and implement a program review process of WSCUC service areas (e.g., staff liaison model, Interim Report and Eligibility Committees, Educational Programming)

Project 1.3 Assess the Commission panel review process

*Goal 2: Communicate the WSCUC members' "Story"*

Project 2.1 Contract to highlight our institutions' successes, on a regular and periodic basis, consistent with SP1:Goal 1

Project 2.2 Educate publically elected and appointed officials about the accreditation process

*Goal 3: Respond to national, state, and local requirements and initiatives*

Project 3.1 Prepare and submit USDE reauthorization application

Project 3.2 Prepare and submit CHEA Interim Report

Project 3.3 Develop the Focused Accreditation Pathway

Project 3.4 Create and implement an institutional finance risk-assessment process

Project 3.5 Create and implement comprehensive certificate/credential tracking system

Project 3.6 Participate in national non-traditional certificate initiative(s)

## Recognition

WSCUC is reviewed periodically for renewal of recognition by the [US Department of Education](#) and by the [Council for Higher Education Accreditation](#) (CHEA).

## History

The Western Association of Schools and Colleges, (WASC), was formed in 1962 to promote the development of higher education in the Western region when it took over and further formalized the work of its predecessor organization, the Western College Association. WASC was previously incorporated as a single 501c3 entity that encompassed the three commissions (WASC Senior College and University Commission, Accrediting Commission for Community and Junior Colleges and the Accrediting Commission for Schools, Western Association of Schools and Colleges).

In 2012-2013 the three Commissions re-incorporated as separate entities that share the same 'WASC' acronym but are otherwise separate organizations with independent scopes and governance structures. For more information about the two other agencies share the WASC acronym see [Types of Accreditation and Links to Other Accrediting Agencies](#).

# Kapitel 6 Transferability of Credits

## Purpose of the Policy

### **ATMU notice concerning transferability of credits and credentials earned at our institution:**

The transferability of credits you earn at American Tech and Management University (ATMU) is at the complete discretion of an institution to which you may seek to transfer.

The following degree programs are offered by ATMU:  
Master of Business Administration

If the educational program that you earn at this institution is 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 would meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending American Tech and Management University to determine if Bachelor of Business Administration, Master of Business Administration, or Doctorate of Business Administration will transfer.

## **Credit Transfer Agreement:**

ATMU accepts credits from licensed and accredited institutions. ATMU has not entered into articulation or transfer agreements with any other college or university.

## **Notice Concerning Transferability of Credits and Credentials Earned at ATMU**

The transferability of credits you earn at American Tech and Management University (ATMU) 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 American Tech and Management University (ATMU) to determine if your credit or degree will transfer.

## **Credit Transfer Rules of the State of California**

No more than 20% of the total graduate credits (7 graduate credits of the 36-credit hour MBA program) or the equivalent in other units awarded by another institution may be transferred for credit toward the Master of Business Administration degree.

Transfer credit hours must be earned at institutions approved by BPPE, public or private institutions or higher learning accredited by an accrediting association recognized by the U.S. Department of Education, or any institution of higher learning, including foreign institutions, if the institution offering the MBA graduate program documents that the institution of higher learning at which the units were earned offers degree programs equivalent to degree programs approved by BPPE or accredited by an accrediting association recognized by the U.S. Department of Education.



categories of courses never receive transfer credit or, in some instances, receive credit on a restricted basis. Examples of courses that receive no credit include:

- Courses considered below MBA graduate level
- Repeated courses or courses with duplicate subject content.
- Coursework earned at an institution that did not hold at least candidacy status with its regional accrediting association when the coursework was taken.
- Mathematics courses considered below college level, including basic math, business math, and beginning and intermediate algebra.
- Courses offered for non-credit continuing education units.
- Remedial English (e.g., reading, vocabulary development, grammar, speed reading, or any courses that are preparatory to an institution's first Freshman Composition course).
- Courses providing instruction in English as a Second Language
- Examinations offered by the College-Level Examination Program (CLEP).
- Non-academic/vocational-technical courses.
- Remedial courses in any academic discipline (100-level and above)

## Policy for Experiential Learning

Experiential Learning refers to learning that is acquired outside of a traditional classroom. This can be a co-curricular activity linked to a traditional classroom or professional standards in a particular field of study such as in the case of practicum, internships, student teaching, service learning or cooperative education.

ATMU does not award academic credit for any of its degree programs for prior experiential learning.

## 5. Credits from ATMU Programs:

- (A) Are ineligible to sit for the applicable licensure exam in California and other states.
- (B) Are unaccredited and as such is not recognized for some employment positions, including, but not limited to, positions with the State of California.

Students at ATMU enroll with the knowledge and understanding that ATMU is an unaccredited institution and therefore, is not eligible for federal or state financial aid programs.

## 6. Credit Transfer Process

The credit transfer at ATMU is the following four-step process:

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### Step 1: Credit transfer application

Student submits credit transfer form to Admission Team.

Application documents including:

- Credit transfer form
  - Transcript from previous study. If credits were earned outside of the US, an American evaluation is required.
- 

### Step 2: Credit transfer check

Admissions officer checks the application of the student according to the study subjects and number of credit hours.

If the application matches to credit transfer policy, the admission officer will complete an approval form to be submitted to the Dean of the respective school.

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### Step 3: Approval

Dean is responsible for approval of credit transfer applications.

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### Step 4: Feedback

Admissions officer gives feedback to the student via email about the result of the credit transfer application and whether it has been approved or not. The process may take from 10 – 12 working days.

# Credit Hours Transfer Form for MASTER Degrees

Student Name:

Student Previous Education:

Country of the study:

Student Address:

Course Credit hours transfer guidelines:

A minimum of 15 master-level hours and a grade point average of 2.5 or more per course

A minimum of 30 or more master-level hours and a grade point average of 2.0 or more per course

Name and content of the courses are similar to the contents of the courses at ATMU

Credit transfer rules of The State of California:

No more than 20% of graduate semester units or the equivalent in other units awarded by another institution may be transferred for credit

toward the Master of Business Administration degree. ATMU may accept transfer credits only from institutions of higher learning described in section A above.

ATMU reserves the right to deny credit for courses that are not compatible with those offered in its degree programs. Some general categories of courses never receive transfer credit or, in some instances, receive credit on a restricted basis. Examples of courses that receive no credit include:

- Repeated courses or courses with duplicate subject content.
- Coursework earned at an institution that did not hold at least candidacy status with its regional accrediting association when the coursework was taken.
- Courses offered for non-credit continuing education units.
- Non-academic/vocational-technical courses.

# Kapitel 7 Management, Team and Faculty

## Management

**CEO/President:**



### **Martin Nielsen**

Founder and CEO/President of 'My Global World Education Group' which has business schools in Denmark and Switzerland as well as campuses in Vietnam, Egypt and Malaysia.  
Founder of ATMU  
Graduated from Aarhus Business School (Aarhus University)  
Entrepreneur by heart.

**Dean of Business School/Chief Operating Officer:**

### **Lawrence Rubly**



An accomplished general manager with a strong international background in business development and traditional education management and technology transfer applications.  
Exceptional interpersonal and relationship-building skills.  
Excels at developing disciplined teams and providing the vision, strategy, and collaborative leadership necessary to achieve critical business objectives

**Registrar:**

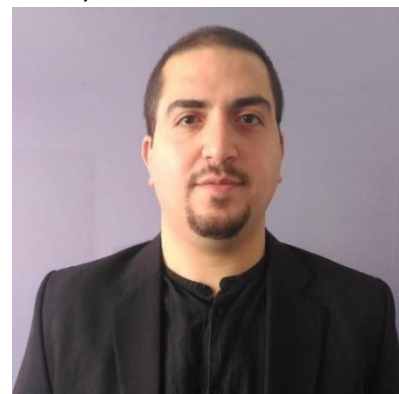
### **Phyllis Shannon**

**Roxie Samaniego, CPA, CHFP**



Professional experience includes extensive knowledge in accounting, bookkeeping, facilities, revenue cycle, purchasing, finance administration, state, local, and federal funding and compliance, governmental accounting/auditing, not-for-profit accounting/auditing, budgeting, grant administration, marketing to specific populations and related growth analysis, and industry specific knowledge regarding school districts, construction, homeowner associations, non-profit organizations, governmental entities, healthcare organizations, behavioral healthcare, substance abuse, and IDD programs and related insurances. Self-motivated, collaborative, influential and result oriented professional with the ability to challenge and make changes across an organization.

Quality Control officer



## Governing Board Members:

Chairman Walter C.K. Wong



Professor Walter Wong is an Australian citizen but was born and bred in Malaysia. He obtained his Bachelor degrees in Mechanical and Production Engineering at the Royal Melbourne Institute of Technology, Australia; Master of Science degree in Production Engineering at Aston University; and Doctor of Philosophy degree in Mechanical Engineering from the University Birmingham, England.

Professor Wong has spent 54 years practicing as an engineer, a researcher and an academia working in Australia, United Kingdom, Norway, United States of America, Papua New Guinea, and now in Malaysia. He spent several sabbatical appointments as Visiting Professor in USA, Germany, Norway, United Kingdom and China. Altogether he has published 175 articles in refereed journals, book chapters, conference proceeding papers, and research reports and he has been successful in obtaining some AUD60m of research grants from industry, government, and universities. Professionally, he is a fellow of a number of professional engineering institutions and has served on various boards. He retired in December 2004 after having served as the inaugural Vice-Chancellor at the University of Vudal, Papua New Guinea. Since January 2016, he has taken a new role as Chief Executive and Vice-Chancellor, BERJAYA University College (formerly known as Berjaya University College of Hospitality).

Mae Ho Seok Khen



Mae Ho is the Executive Director/Chief Executive Officer of the Berjaya Higher Education group and is also the Director of Berjaya TVET College (M) Sdn Bhd, Berjaya Global Professional Development Sdn Bhd., Informatics Education Ltd (Singapore) and NCC Education Ltd (UK). She has been in the hospitality industry for more than three decades. Trained in England in Hospitality Management her specialisation is in cuisine, patisserie, restaurant service and oenology. She graduated with an MA in Education Management (Bath), UK. She was also awarded the Fellow of the Institute of Hospitality, UK.

She took her first step towards the Hospitality Industry as a lecturer and then as the Dean of the School of Hotel and Catering Management at KDU, Petaling Jaya.

Mae was appointed Director of the School of Hospitality & Tourism Management at Sunway College from 1997 until 2007. During her tenure, she was appointed Project Director for the China operations to set up the Xian-Sunway International Business Management to conduct corporate training programmes and summer schools.

Mae sits on the panel of judges for the Hospitality Asia Platinum Award (HAPA) and her judging stretches across the ASEAN Continent for Service Excellence Awards, 5-Star Hotel/Resorts, Passions of Hospitality (Master of Fine Cuisine), Flavours of Hospitality (Restaurants/Night Spot) and Industry Recognition Award.

Roy Prasad



20+ years of extensive business background in international, multicultural environment in financial services, tech start-up, geospatial, media, health, property & construction, government and HR industries.  
Senior executive with documented record of strong, decisive executive leadership in organisations ranging from start-up to multi-national environment. Extensive experience in managing cross-cultural boundaries within S.E. Asia; highly successful in building relationships with C-Suite management and Country Dignitaries, understands the sensitive relationships between Government and business influencers, manage expectations and delivery to customer commitments. Valued contributor to key strategic acquisitions and highly successful joint ventures.  
Experience with hands-on implementation of digital and smart device platform development and customisation. Highly performance driven, led and motivated teams between Australia, Asia, UK and Middle East. Management style centred on impact-driven financial models and strategies. Strong boardroom presence.

**Education:**

Doctor of Business Administration, International Business Academy of Scandinavia & Switzerland  
Master of Professional Accountancy (CPA), Deakin University, Australia Expected Completion, Dec 2019  
Post Grad Diploma (Innovation & Commercialization), University of Newcastle Gradschool, NSW  
Diploma in Real Estate Tafe, NSW Sydney, Australia  
Diploma in Financial Services, Deakin University Sydney, NSW  
Practitioner – Neuro-Linguistic Programming Evolve Now Mind Institute (American Board of NLP) Sydney, NSW  
Graduate Management Qualifications Bond University Gold Coast, Qld  
Diploma of Business Sales Management Business and Commercial College Queensland Brisbane, Qld  
Australian Nationality Bilingual in English And Hindi

**CEO/President**

**Martin Nielsen**



Founder and CEO/Managing Director of 'My Global World Education Group' which has business schools in Denmark and Switzerland as well as campuses in Vietnam, Egypt and Malaysia.

Founder of ATMU

Graduated from Aarhus Business School (Aarhus University)

Entrepreneur by heart



**Dean of Business School/Chief Operating Officer:**

## Lawrence Rubly

An accomplished general manager with a strong international background in business development and traditional education management and technology transfer applications.

Exceptional interpersonal and relationship-building skills.

Excels at developing disciplined teams and providing the vision, strategy, and collaborative leadership necessary to achieve critical business objectives

# Kapitel 8 Faculty



## Arlene Goodman

Doctorate in Business Administration - Agrosy University, Sarasota, FL, 2012

Bachelor of Business Administration - Hofstra University, Hempstead, NY, 1972

Arlene is currently an Instructor for Accounting & International Business for four institutions:

DeVry University (since June 2013), Colorado State University (since Sep 2013), Post University, Waterbury, CT (since Oct 2012) and Colorado Technical University, Denver, CO (since Oct 2012)

Arlene has 27 years of professional accounting experience. She was the Chief Finance Officer of the Jewish Community Foundation of SPBC, Boca Raton, FL (2008-2013), she was the Accounting manager at the Holy Cross Hospital, Ft. Lauderdale, FL (2006 – 2008) and she was the Sr. Tax Associate and Instructor at H&R Block (1990 – 2009).



## Lisa Cherivtch

MBA with marketing emphasis – De Paul University, Chicago, Illinois, 2000

BA Marketing – Northern Illinois University, 1989

Lisa is currently Associate Professor at Oakton Community College (since 2007). She is also an instructor at Elgin Community College (since 2005). With professional organizations, she is currently the Director-Liaison for Educational Relations at the International Trade Association for Greater Chicago.



## Rene Ryman

DBA in International Business Management, University of Sarasota (Agrosy University), Orange CA, 2007; Masters of Intl Studies, University of Denver, Denver CO, 1998; MBA, Lake Forest Graduate School of Management, Lake Forest IL, 1993; BBA, Elmhurst College, Elmhurst IL, 1991.

Rene Ryman is the President and Founder of Ryman Consulting Inc. Her academic experiences include: Professor for the Australian College of Kuwait (since 2012), Assistant Professor with the American University of Afghanistan, and the American University of Iraq (2008 – 2012)

Her other academic experiences, for fifteen years, include positions such as Adjunct Professor for the University of Colorado, Colorado State University, & the University of Denver. She has also held a management position with ATT (1989 - 1993). She has also done independent consulting work with various organizations such as the American University of Afghanistan, Verizon, Qwest, and Western Pacific, Northern and Mountain Air Express Airlines.





### Robert Donnelly

Professor Donnelly has had twenty years of corporate management experience, and over twenty years of academia. Donnelly has had work experiences with big companies such as Exxon and IBM. Donnelly is interested in teaching online, 24/7, and has no preference on being full time or part time



### Gregory Kravitt

1973 North Western University Graduate School of Management  
1975 Master of Business Administration with a double major in finance and marketing. Graduated with distinction in top 10% of the class. Elected to Beta Gamma Sigma National Management Honor Society.  
1968 University of Denver  
1972 Bachelor of Arts with a double major in psychology and interpersonal communication.  
Elected into Phi Gamma Mu Honor Society and a 4.0 Honor Club.



### Mark Nasry

DBA Student at Golden State University  
MBA University of Wales United Kingdom  
BA Menouifa University, Egypt



## Laura Saret

Laura Saret is a Professor of Business Emerita at Oakton Community College, where she taught general business, management, and computer technologies as a full-time faculty member from 1981 – 2011

At Oakton, she has held the position of Faculty Coordinator for the Teaching and Learning Center, which she co-created, and was a Department Chairperson for Computer Technologies and Information Systems. She also served as the Faculty Coordinator for Assessment. From 2000 – 2009, Saret served as the President of the Faculty Association. Saret earned her BS and BSE in Mathematics, Chemistry and Secondary Education from Northern Illinois University in 1972. In 1975 she completed her MBA at the University of Chicago's Booth School of Business.

In 1993, Saret earned her Ed. D in Adult Education and Community College Management from Northern Illinois University. In 2011 Saret earned her Master Online Teacher Certificate from the University of Illinois.

## Marie Smith

MBA, Organizational Management, New York Institute of Technology

AINS, AIS, The Institutes (Insurance Industry designations)

BA, Women's Studies; Minors: History; African New World Studied, Florida International University

Diploma, Management Studies, Jamaican Institute of Management

Business Administration Diploma & Certificate: General Business Studies, University of Technology (formerly College of Arts Science & Technology), Jamaica W.I

## Mina Farag

ATMU Alumni

Columbia University, New York

Master of Science, Material Science, Columbia University, New York, May 2008.

Bachelor of Science, Chemistry, Cairo University, Egypt, May 1992

## Alaa Guindy

MBA Arab Academy of Science

## Tonya Hobbs

MSW - Spalding University, Louisville KY, May 2006

BSW - Middle Tennessee State University, Murfreesboro TN, May 2004



## Andrew Klein

Andrew was with the Corporate Academic Department of DeVry University for ten years where, among other positions, he was Associate Director of Business Programs.

PhD in Business Administration, University of Chicago

MBA, University of Chicago, 1983

BA, University of Massachusetts, 1977



## Theresa McKee

Highly energetic, dedicated and motivated Information Technology instructor with proven online/onsite instruction experience and leadership abilities. Diverse background with systems and project management experience. Excellent problem solving, managerial and communication skills

Teaching experience: Kaplan University Online, Iowa Central Community College Online, Central Texas College Online, Mohave Community College Online and Mid-State Technical College



## Said Malki

Chartered Quality Professional at the CQI, United Kingdom (2016). It is a body that advances education in, knowledge of and the practice of quality in industry, commerce, the public sector and the voluntary sectors. <http://www.thecqi.org> Management System Models Certificate (2015), Chartered Quality Institute, London, UK.

Courses Taught Elsewhere

State University of New York at New Paltz (2017). Economics of Development. New England College of Business- Boston – MA -

Master of Science in Finance: International Financial management; Financial Markets.

Keller Graduate School of Management, New York, USA: Securities Analysis; Business Economics, Macroeconomics, Microeconomics; & Managerial Accounting Trident University International, California, USA: Monetary Policy & Financial Institutions; International Finance; Strategic Corporate Finance; Money & Banking; & Macroeconomics.

Al Akhawayn University, Morocco: Fundamentals of Management & International Management.

Prince Sattam Bin Abdul-Aziz University, Saudi Arabia: Strategic Management; Finance; Operations Management; Supply Chain Management; Project Management; Management Information System; & Human Resource Management



### David Overbye

PhD Electrical engineering, University of Illinois; MBA University of Wisconsin, Milwaukee; M.S. Electrical Engineering, University of Wisconsin, Milwaukee; B.S. Electrical Engineering, University of Wisconsin, Madison  
PhD, University of Illinois, Chicago, 2004; MBA, University of Wisconsin, Milwaukee, 1988; MSEE, University of Wisconsin, 1983; BSEENG, University of Wisconsin, Madison, 1980



### Gabriel Valee-Leon

With dual MBA degree in Global Technology and Human Resources Management from American Intercontinental University, decided to enter the education profession as a teacher in the Elizabeth Public School system in NJ. The same year also became part of the Faculty of Fairleigh Dickinson University in NJ, where Gabriel is teaching Business Management, and Technology courses along with a course of special interest for him: Principles and Processes of Adult Learning. In addition, developed a Curriculum and the textbook for this Hispanic Learner Success Involvement course



### Paul Backlund

Paul has been teaching at the Graduate School of Business and Non-profit Management of the North Park University for 10 years and Keller Graduate School of Management for over 21 years and teach the following courses:

Marketing Analysis & Consumer Behavior  
Advanced Marketing Management  
Integrated Marketing Communications (IMC)  
Non-profit Marketing Analysis & Consumer Behavior  
Advanced Non-profit Marketing Management  
Ethical Strategic Management Keller  
GM570Managing Workplace Conflict



### Charmaine Rose

Since receiving her PhD, she has worked with several small businesses to build and maintain affordable websites, Marketing and Branding through Social Media, operational policy, and procedures, risk management, efficiency, accountability, and leadership. She has provided workshops in a variety of subjects to local companies on a continual basis. She works with individuals to assist them in attaining jobs, by writing resumes, cover letters and mentors Doctoral and MBA students. She spent four years as the VP of Marketing for the Society of Emotional Intelligence as an active member. She always keeps abreast of new trends in both Marketing and Human Resources through associations and webinars, conferences and training workshops



### Ben-Gourion Mestman

He has been considered a “renaissance man” and has taught a wide array of courses. Ben has worked in fields of business management and business development, consulting, entrepreneurship, sports and education. Ben has taught elementary, middle and high school as well as on a college-level for about 12 years. He has worked in college administration as an Academic Coach, Course-Developer, Department Chair, Chief Executive Officer, Chancellor, Dissertation Chairman, Founder, President, Quality Control Evaluator, Student Teacher Supervisor and Lifelong Learning Evaluator.

Furthermore, Ben is a professional writer for major news, he graduated with a PhD with Honors (3,778 Grade Point Average) and has been President of four companies.

Education – J.D. – Law – Concord University, (incomplete, one full year completed). Certified Fitness Trainer – International Sports Sciences Association, 2013. Ph.D. - Organization & Management - Capella University, 2007. M.B.A. - Business Administration - University of Colorado at Denver, 2003. B.A. - Major: Behavioral Science; Minor: Business Management - Metropolitan State College of Denver, 1999

### Brent Tabor

Doctorate in Business Administration

Online Instructor Experience

KAPLAN University Online, Adjunct Instructor – Accounting

DEVRY University Online, Visiting Professor – Accounting



### **Ehab Saad**

Financial professional with proven experience in Finance, Accounting, and auditing in both governmental sector and Private multinational companies.

Solid knowledge of US GAAP, IFRSs, GAAS and GAGAS

His strengths include strategic thinking, positive long-term vision, aligning teamwork and communication skills focusing on applying business sense, policies, procedures, systems development and review with an emphasis on implementing effective cost reduction to maximize productivity and profits.

He has experience in training and teaching Accounting, Auditing, Finance and Business-related courses to corporate staff in multinational companies, as well as undergraduate and postgraduate students in reputable universities



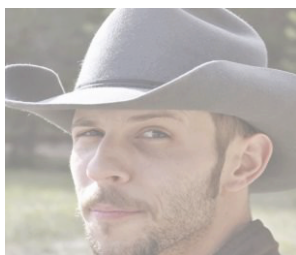
### **Robert Todd Kane**

PhD Candidate 2014 on Organizational Leadership

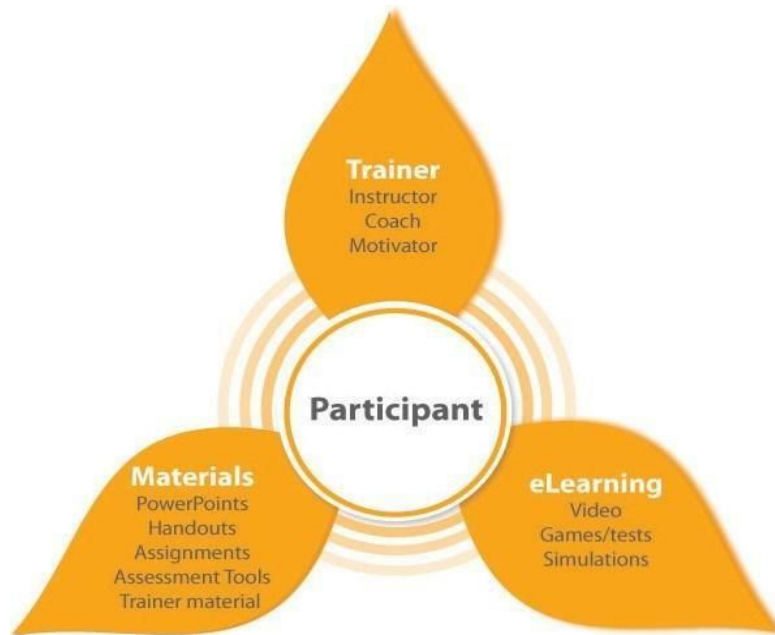
MBA on Healthcare Mgmt

BBA on Management PhD Current – Northcentral University, Prescott Valley AZ

MBA – Northcentral University



# Kapitel 9 Educational Concept



The **ATMU** degree program develops managerial and business development skills.

Based on recent research, the blended learning model, which combines synchronous and asynchronous is now the preferred model for online course design.

**ATMU** adopted this method achieved by multiple activities such as:

1. Live Events (Synchronous): Instructor-led learning events in which all learners participate at the same time, such as in a "virtual" classroom.
2. Self-Paced (Asynchronous) Learning: Learning experiences that the learner completes individually, at his own speed and on his own time.
3. Collaboration (Synchronous): Environments in which learners communicate with others, for example, e-mail, threaded discussions or debate forums on the LMS (Learning Management System).
4. Assessment: A measure of learners' knowledge. Pre-assessments can come before live or self-paced events to determine prior knowledge. Post-assessments can occur following live or self-paced learning events to measure the learning transfer.

**ATMU** uses appropriate technology and believes in using the most cost-effective and freely available technology. **ATMU** makes sure to provide adequate technical support while giving students and instructors time to adjust to the new technologies.

One of the most important teaching strategies at **ATMU** is through open communication. We believe that a key to success of any online education program is a high level of communication between students and teachers and between students and students.

At **ATMU**, we focus on the three types of interactions:

1. learner-content
2. learner-instructor
3. learner-learner

Some ATMU classes are conducted online. Non-on-line classes which involve face-to face lectures will be held at the ATMU campus located at 6200 Stoneridge Mall, Suite 30, Pleasanton, CA 94588.

**Placement:** ATMU does not assist with any placements. Students should to enter the program already be in a job situation.

## List of Instructional Methods and Platforms:

- Face-to-face lectures
  - Learning Management system: Moodle
  - Online learning platform: WIZIQ
  - Personal emails
  - Skype for one to one discussions.
  - Dropbox for file sharing
1. Syllabus / course outline posting: The syllabus will be posted and will be available on the ATMU portal
  2. Self-Learning Tutorials
    - i) Previously recorded online lectures will be uploaded to ATMU portal for students to watch
    - ii) Some courses will have tutorials with text and videos uploaded to the portal. Each of these courses will have quizzes and assignments for self –evaluation
    - iii) Course Notes: Course notes will be posted to the ATMU portal to supplement lectures and required readings.
    - iv) Course Reference Materials, Readings, Cases
    - v) Supplemental reading materials will be posted to the ATMU portal for students to download and the links to other websites are frequently provided as references.
  3. Online Forums: Structured online Forums, set by the instructor provide group discussion on course activities and assignments, by the use of real-time chat, the instructor can ask questions like in the traditional classroom.

The online Forum, also allows the instructor to give the students immediate feedback, questions, evaluate the students' participation.
  4. Email: Email will be used to allow students to communicate with their instructor.
    - i) Students will be able to ask questions and send assignments to their instructor if they encounter a problem with the ATMU portal.
    - ii) The instructor can use email to send evaluated assignments back to the students in case there is a problem with the ATMU portal.
    - iii) Since ATMU offers distance education for the delivery of its degree programs, no more than seven (7) calendar days will elapse between the institution and/or faculty member's receipt of student lessons, projects, theses, or dissertations and the institution/faculty member's mailing of its response or evaluation.
  5. Bulletin Boards, Group Discussion Boards, Digital Drop Boxes: These tools will allow the students to collaborate on projects, exchange ideas and work with in group activities.
  6. Online Testing: tests prepared by the instructor of the course will be used as: True or false, multiple choice, matching, and fill-in-the-blank questions, Long or short essay questions.
  7. Feedback: The ATMU portal (using Moodle) ensure that students receive sufficient timely feedback.



Virtual Classroom: Online, interactive class sessions between students and instructor, using WizIQ, may be used to complement or substitute face-to-face classrooms. Other web-based tools may be incorporated as audio chat, video classroom, white boarding, etc.

## **Equipment & Materials**

As a student you are responsible for having access to a PC or Laptop/iPad or other electronic tool to go online and work on your assignments and projects.

You are also responsible for having a functioning headset as well as microphone.

You will also need to have setup email account privately or having consent by your company to use the office email services.

The ATMU campus is equipped with audio/visual equipment such as overhead projectors and Video/DVD players, which assist the instructor in creating a production based learning environment.

The adoption of textbooks and other required instructional materials occurs in a manner that will promote quality of education, maintain academic freedom, and further efforts to minimize cost for students while complying with the applicable federal and state statutes and rules, and eliminating conflicts of interest and/or the appearance of conflicts of interest. Textbook and other instructional materials selection will align with the ordering deadlines so as to confirm availability of the requested materials and, where possible, ensure maximum availability of used materials.

# Kapitel 10 Terms and Conditions

## Important

Students should ensure they read these terms and conditions very carefully before signing their application for enrollment.

These terms and conditions constitute the entire agreement between the parties and supersede any promises, representations, warranties, whether written or oral, made by or on behalf of one party to the other. We reserve the right to vary these terms and conditions with-out your consent at any time prior to entering a contract with you. In such circumstances, we will provide you with a revised set of terms and conditions. Nothing in these terms and conditions will exclude any liability which one party would otherwise have to the other party in respect of any statements made fraudulently.

All students agree to be bound by the regulations and procedures of ATMU, as amended from time to time. These can be found at [www.atmu.education](http://www.atmu.education) . Any reference in these terms to liability of students shall also infer liability on the parents or guardian of the students to the extent the students are minors and such liability is joint and several.

ATMU may assign or sub-contract, some or all of the benefit and or burden of this agreement without any approval from students.

## Application, Confirmation Payment

Students should complete their application and submit it to the ATMU admissions office.

When accepted, the student will be requested to sign an enrollment agreement. The amount of the deposit required will be shown in the offer letter. Other payments terms depend on the specific program.

No payments in cash or to third parties will be accepted as proof of payment. Students are not allowed to make payment to third parties and ATMU will not be held responsible in any way for payments not paid directly to the ATMU bank account.

## Deferrals

You may defer the start of your course, on the grounds that you have been prevented by some events from starting your course, up to a maximum of two times. You must ensure that your request to defer, with a full explanation of your reason for the request, is presented in writing and sent to the ATMU admissions office at least four weeks before your course start date. This should also include details of your preferred new start date for your course.

All deferrals are subject to the availability of your chosen new course start date at the time we receive your request to defer.

## Tuition

All payments should be made in full pursuant to the payment plan. If bank or credit card charges are incurred by ATMU on such payments, through no fault of ATMU, these will be re-invoiced to the student's account so that ATMU receives the payment in full. Any variation to standard payment terms must be by prior arrangement and agreed in writing. Fees remain payable if a "notice of withdrawal" has not been given in accordance with these conditions.

### Late Tuition Fees Payment:

In case of students being late more than one month in paying the tuition fees, the university holds the right to apply late fees penalty and/or un-enroll the student from the semester, course or year. If the student is over 3 months late in payment, the university holds the right to expel the student totally from the program."

# Academic Criteria

Students are accepted into the program on the strict understanding that progression through the course and successful completion of the course are conditional upon satisfactory attendance and successful attainment of specified progression grades. The assessment of student performance will take into consideration:

- Course work
- Internal examination results
- Attendance
- Effort in class and homework
- Students who do not meet the attainment criteria for successful completion will not be allowed to proceed with their original course. In such cases, students will be offered advice on suitable alternative study plans that may involve additional time and expenditure with regard to tuition and accommodation fees.

# Kapitel 11 ATMU Standards for Student Achievement

## 1. Student Achievement:

Each program courses contain comprehensive measurements of student activities.

### Assessment Strategy:

- Giving exercises and case study
- Giving tests
- Giving assignments based on what is being learned in class

### Assessment Details (for students enrolled from 1.1.2020):

- Final Project presentation (40%)
- Final Project (60%)

## 2. Perceived Student Satisfaction:

In ATMU each course is evaluated by our students. Each teacher is responsible to discuss this evaluation at final class.

The evaluation is to be conducted before the last class.

ATMU Target is to have an average during a school semester of not less than 4 out of 5 (where 5 is the highest) for students' satisfaction with both learning materials as well as faculty.

## 3. Completion/Graduation rates:

ATMU aims at having a 75% on time completion rate and a 90% of total Graduation rate.

# Attendance Policy

For open and distance learning as well as blended learning students ATMU does not depend or keep records of online or onsite attendance.

ATMU believe in the freedom for learnings to do self-study, synchronous or asynchronous as to what match each learner's way to learn the best.

Students who are administratively withdrawn from a course or the University after the add/drop period will receive an "NC," "W" or "F" grade, based on the withdrawal deadline, for the related course(s), which will count toward attempted hours at the University; a tuition refund, if applicable, will be calculated on a percentage basis according to the University's refund policy.

The University may schedule periods of non-enrollment during which no courses are held. When this occurs, such as on holidays or during the annual winter break, the non-enrollment period may extend the 14-day limit to include the scheduled break.

# Attendance Monitoring for Online Studies

If a student enrolled in an online course has not logged into the LMS for 14 consecutive days after the first day of class, he/she will be considered withdrawn from the course/module. An alert will be set up in the LMS system if a student does not log in for 14 consecutive days after the first day of class which will automatically send the name of the student directly to the Chancellor and Registrar for contact and/or withdrawal purposes.

NOTE: ATMU also has a separate policy on this topic:

*ATMU Policy #75: Attendance Monitoring for Online Studies*

## Excused Absences

Students are expected to attend all their scheduled classes.

However, ATMU recognizes that there are some circumstances that may force students to miss a class. In all instances, it is the student's responsibility to inform their instructor(s) ahead of time and to discuss how the absence will affect their ability to meet course requirements. Students must understand that not every course can accommodate absences and neither the absence nor the notification of the absence relieves them from meeting all course requirements.

Since missing classes may affect a student's ability to meet course learning outcomes and develop required competencies, any absences may impact your grades in particular courses. This notwithstanding, certain absences are always considered acceptable by the University.

Acceptable reasons for an excused absence include:

- Student illness or injury;
- Death, injury, or serious illness of an immediate family member;
- Religious observance;
- Jury duty or other government obligation; or
- Any other unavoidable circumstance that necessitates the student's absence from class.

Students must contact both their instructor and student advisor any time they have to miss a course meeting. A student may be required to provide written documentation substantiating an excused absence, and all documentation must be sent to the student advisor. An approved excused absence indicates the student's intent to remain enrolled in the course and at the institution, and will prevent students from being withdrawn.

Instructors will individually work with students in these instances to determine if/how students can make up work and set timelines for assignment submissions. ATMU expects all instructors to be reasonable in accommodating students whose absence from class meets the guidelines above, and if a student's grade is impacted by a legitimate absence or absences he/she may appeal through the normal grade appeal process.

## Leave of Absence

A student who wants to take a limited time off from course work may maintain degree status and ensure that his/her degree requirements will remain the same by taking a leave of absence. A student who does not register for consecutive semesters and is not on a leave of absence is automatically withdrawn from degree status and must apply for re-enrollment to resume his/her degree program.

## Deadline for Requesting Leave

A leave of absence request (send by email to [registrar@atmu.edu](mailto:registrar@atmu.edu) with information about student name, Student ID, Course wanted to have leave of absence from and when) should be filed by the last working day before classes start in the semester/session the leave will begin.

# Maximum Length of Leave

A leave of absence is generally not approved for longer than one year. However, under special circumstances, a leave may be approved for a maximum of five years (e.g., military deployment).

# Changing Leave

A student is expected to return for the “first semester back” indicated on the leave of absence form. However, a leave can be modified in the following ways:

Prior to the start of classes in the semester/session a leave is scheduled to begin, the student may cancel the leave by contacting the office where it was processed. Once a leave begins, it cannot be canceled.

No change is possible if the student on leave wants to return earlier than the “returning semester/session” indicated on the form or if he/she does not register for classes in the “returning semester.” Re-enrollment procedures must be followed if the student wishes to resume degree candidacy.

During a leave of less than one year, the student may submit another leave of absence form requesting an extension. The extension must be approved by the Business School Dean.

# ATMU ePortal Access Account

Will be on hold during the leave and cannot be accessed until the student have ended the leave.

# Verifying Leave

Students will receive an email from Registrar with formal approval of the leave.

# Refund Policy

ATMU has in place the following guidelines to facilitate payments of refunds of tuition fees. These guidelines have been provided to explain to staff, sponsors and students when refunds of the tuition fee will be made by the University and how they will they be calculated.

## 1. Student's Right to Cancel/Withdraw.

Any student has the right, without explanation, to cancel the enrollment agreement and obtain a full refund of charges paid through attendance at the first class session, or the seventh day after enrollment, whichever is later. The cancellation has to be in writing. Any student may withdraw from the school at any time, after classes start, and receive a pro rata refund of 60 percent (60%) or less, calculated based on the remaining scheduled days in the current payment period in the program, and based on the last day of attendance.

The refund granted will have a further deduction for a registration or administration fee, not to exceed \$250.00, and the final refund amount will be paid or credited to the student within 45 days of withdrawal.

Refund= Total amount student paid – ((Total ATMU Charges / Total Program Hours) x (Total hours Students scheduled to attend) + (Non – Refundable Charges + Charges for equipment and materials))

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

For programs beyond the current "payment period," if the student obtains a loan to pay for an educational program, the student will have the responsibility to repay the full amount of the load plus interest, less the amount of any refund. The refund shall be sent to the lender, third party or, if appropriate, to the state or federal agency that guaranteed or reinsured the loan.

If the student has received federal student financial aid funds, the student is entitled to a refund of moneys not paid from the federal student financial aid program funds. ATMU doesn't participate in federal and state financial aid programs.

If the student is eligible for a loan guaranteed by the federal or state government and the student defaults on the loan, both of the following may occur:

The federal or state government or a loan guarantee agency may take action against the student, including applying any income tax refund to which the person is entitled to reduce the balance owned on the load, and or;

The student may not be eligible for any other federal student financial aid at another institution or other government assistance until the load is repaid.

The institution shall pay or credit refunds within 45 days of a student's cancellation or withdrawal.

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

(a) The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic loss suffered by a student in an educational program at a qualifying institution, who is or was a California resident while enrolled, or was enrolled in a residency program, if the student enrolled in the institution, prepaid tuition, and suffered an economic loss. Unless relieved of the obligation to do so, you must pay the state-imposed assessment for the STRF, or it must be paid on your behalf, if you are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if you are not a California resident, or are not enrolled in a residency program.

(b) It is important that you keep copies of your enrollment agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the Bureau for Private Postsecondary Education, 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833, (916) 431-6959 or (888) 370-7589. To be eligible for STRF, you must be a California resident or enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.
2. You were enrolled at an institution or a location of the institution within the 120-day period before the closure of the institution or location of the institution, or were enrolled in an educational program within the 120day period before the program was discontinued.
3. You were enrolled at an institution or a location of the institution more than 120 days before the closure of the institution or location of the institution, in an educational program offered by the institution as to which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.
4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.
5. The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law, or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.
6. You have been awarded restitution, a refund, or other monetary award by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, but have been unable to collect the award from the institution.
7. You sought legal counsel that resulted in the cancellation of one or more of your student loans and have an invoice for services rendered and evidence of the cancellation of the student loan or loans.

To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF.

A student whose loan is revived by a loan holder or debt collector after a period of no collection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed a written application for recovery within the original four (4) year period, unless the period has been extended by another act of law.

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

Note: Authority cited: Sections 94803, 94877 and 94923, Education Code. Reference: Section 94923, 94924 and 94925, Education Code.



# Full Tuition Refund

## A refund of tuition fees paid will be made if:

- The University is unable to provide the academic course offered or the University withdraws an offer of enrollment for any reason the student provided incomplete or incorrect information)
- A student at ATMU has the right to cancel the enrollment agreement and obtain a refund of charges paid through attendance at the class session, or the seventh day after enrollment, whichever is later.
- ATMU will refund unearned institutional charges if the student cancels an enrollment agreement or withdraws during a period attendance. Students will be eligible for a refund if they withdraw prior to completing 60 percent of the period. This refund will be pro Students having completed more than 60 percent are not entitled to a refund.
- The refund granted will have a further deduction for a registration or administration fee, not to exceed \$250.00. The final refund amount will be paid or credited to the student within 45 days of withdrawal.
- Late Tuition Fees Payment:

In the case of students being late more than one month in paying their tuition fees, the university holds the right to apply late fees penalty and/or un-enroll/withdraw the student from the semester, course or year. If the student is over 3 months late in payment, the university holds the right to expel the student totally from the program."

## How to request and receive a refund

Students must submit a written request using the form below and send it to [refund@atmu.education](mailto:refund@atmu.education)

# Kapitel 12 Student Complaints and Grievances

## Introduction

ATMU wants every student to have a very positive experience throughout his/her program of study. However, we realize that sometimes situations may occur where a student may want to bring forward a complaint or grievance against an ATMU faculty or staff member. ATMU's complaint and grievance procedure is designed to guide and assist students who have a perception of unfair and/or unlawful treatment with a step-by-step process for resolution.

ATMU recommends that the student should first attempt to resolve the matter directly and informally with the faculty/staff member involved. Many issues, problems and concerns can be addressed and possibly resolved by an initial conversation and discussion with the faculty/staff member involved. However, ATMU also understands that due to the specific nature of the student matter that this approach may not always be possible, appropriate, or acceptable to the student. We fully understand that not all situations can be resolved with this initial conversation between the student and faculty/staff member involved. If the student chooses not to try to resolve the matter in this initial conversation or if the initial conversation does not result in a satisfactory resolution of the matter, the student can pursue a formal process of resolution by filing a complaint or grievance.

A complaint or grievance should be initiated as soon as possible after the issue/concern/problem has occurred but in no cases more than five (5) working days from the date of the occurrence of the incident.

A written complaint or grievance should contain:

- a) A complete description of the complaint or grievance,
- b) Any supporting documents, and
- c) The desired outcome sought.

Students should use one of the two forms:

- a. **General Complaint Form** or
- b. **IT Complaint Form**.

A completed complaint form should be sent to [info@ATMU.education](mailto:info@ATMU.education)

In addition, any faculty, staff member, student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling (toll-free telephone number) or by completing a complaint form, which can be obtained on the bureau's website, <http://www.bppe.ca.gov>. Phone: (888) 370-7589, press 3 when prompted.

### Timeline

ATMU students must file a written complaint within five (5) working days from the date of the occurrence of any incident. ATMU will investigate the complaint and respond back to the student within thirty (30) working days from the date the complaint is received.

### Appeal process for the following student complaints:

#### Violation of Student Academic Rights

(Grade issues, informed notice of course content and course grading criteria, etc.)

#### Cases of an Alleged Student Academic Offense

(Cheating, plagiarism, falsification of academic records, etc.)

#### Cases of an Alleged Student Non-Academic Offense

(Violation of computer usage policy, falsification of student records, disorderly behavior, etc.)

For matters related to an alleged violation of any of the student issues listed above, the student needs to file a written appeal with the Chancellor. If the matter is resolved by the Chancellor to the student's satisfaction, the complaint is closed. If the matter is not resolved by the Chancellor to the student's satisfaction, the matter is referred to the Chief Operating Officer (COO). If the matter is resolved by the COO to the student's satisfaction, the complaint is closed. If the matter is not resolved by the COO to the student's satisfaction, the student may file a written request for a hearing by the Appeals Board. All parties involved in the complaint will be invited to provide written documentation to support their case.

The Appeals Board will decide whether it will hear or not hear the student's complaint. If the Appeals Board decides to hear the case, a hearing will be scheduled and a decision rendered. The decision by the Appeals Board is final and cannot be appealed further at ATMU. The complaint will be considered closed. If the Appeals Board decides not to hear the case, the decision of the COO will stand and the matter will be considered closed. The matter is considered a final resolution and cannot be appealed further at ATMU.

# Appeal Boards



The appeal board shall be constituted as follows:

Chancellor- Chair

Faculty or Staff Member: Nominated by the COO

Student Representative: Nominated by the Chancellor

## Kapitel 13 Academic Integrity

### Introduction

This Policy and Procedure document provides information about policies, procedures and regulations at ATMU, either formally adopted or developed as a matter of practice and precedent. ATMU personnel use this document as a set of guidelines when taking or recommending courses of action. All policies, procedures and regulations discussed in this document are subject to change following normal University procedures.

### Policy

Academic integrity is expected and required of all ATMU students. Students are responsible and accountable for personally upholding that integrity and for maintaining control of their own work all the time so that breaches of this policy are less likely to occur. Academic dishonesty will not be tolerated. Students found guilty of violating ATMU's academic integrity policy will be disciplined in accordance with this policy

### Violations

Violations of ATMU's academic integrity including, but are not limited to the following:

- Copying from another student in any evaluation situation.
- Copying and submitting, as one's own, in whole or in part in any format, the work of another/others.
- Using unauthorized material or aids in the preparation of an assignment or other method of evaluation. Possessing unauthorized material or aids in a test or examination situation.
- Claiming to have completed assigned tasks that were, in fact, completed by another person. Plagiarizing materials or works, in whole or in part.
- Allowing another person to take a test or examination in one's place. Altering or falsifying academic records in any way.
- Submitting false medical, academic or other documentation.
- Improperly obtaining through theft, bribery, collusion or other means, any test or examination paper prior to the date and time for writing such test or examination.
- Aiding or abetting anyone in an act of academic dishonesty.
- Submitting the same work in one course that has also been submitted presented or graded in a previous course without the prior written agreement of all involved faculty members.
- Fabricating information or other types of material to meet course or program requirements. Misrepresenting the reasons for deferring an exam or assignment.
- Unauthorized collaboration, for example, working together without permission.
- Submitting, supplying, or communicating in any way work prepared collaboratively with (an) other person(s) without explicit permission from the faculty member.

# Cheating & Plagiarism



Students at ATMU are engaged in preparation for professional activity of the highest standards. Each profession constrains its members with both ethical responsibilities and disciplinary limits. To assure the validity of the learning experience ATMU establishes clear standards for student work.

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.

*Cheating* includes but is not necessarily limited to:

1. Plagiarism, explained below.
2. Submission of work that is not the student's own for papers, assignments, or exams.
3. Submission or use of falsified data.
4. Theft of or unauthorized access to an exam.
5. Use of an alternate, stand-in, or proxy during an examination.
6. Use of unauthorized material including textbooks, notes, or computer programs in the preparation of an assignment or during an examination.
7. Supplying or communicating in any way unauthorized information to another student for the preparation of an assignment or during an examination.
8. Collaboration in the preparation of an assignment. Unless specifically permitted or required by the instructor, collaboration will usually be viewed by the university as cheating. Each student, therefore, is responsible for understanding the policies of the department offering any course as they refer to the amount of help and collaboration permitted in preparation of assignments.
9. Submission of the same work for credit in two courses without obtaining the permission of the instructors beforehand.

*Plagiarism* includes, but is not limited to, failure to indicate the source with quotation marks or footnotes where appropriate if any of the following are reproduced in the work submitted by a student:

1. A written phrase, sentence, or paragraph.
2. A graphic element.
3. A proof.
4. Specific language.
5. An idea derived from the work, published or unpublished, of another person.

## Procedures in Case of Cheating or Plagiarism:

Incidents of suspected academic disciplinary violations shall be handled initially at the level at which the incident occurs (e.g., course or research/creative project) and at the department level. The incident must be reported immediately to designated parties and, where appropriate, shall receive second-level review(s) in the manner outlined in the following section.

## Initial Review, Decision and Action(s)

Initial review, decision, and action shall remain local, to involve the instructor(s) or academic supervisor(s) directly involved with the course, assignment or project. If appropriate, the instructor(s) or academic supervisor(s) may decide to consult with a third party from the faculty, the department/program head or associate head, or the dean of student affairs. Instructors are free to discuss alleged violations informally with the student(s) thought to be involved, but should avoid revealing the identity of other students involved unless necessary. Suspected violations that would result in a penalty should be handled by the instructor(s), in direct communication with the student(s) involved, within one week of the discovery of the suspected infraction and before the imposition of a penalty.

After discussion with the student(s) involved and their response, the instructor(s) shall conclude, within one week of discovery of the infraction and based on available evidence, whether the suspected violation(s) occurred. Instructors are encouraged to consult at this stage with their department/program head about the nature of the suspected violations, the evidence to support or refute these violations, and the range of penalties under consideration. If the conclusion is that the suspected violation(s) did occur, the instructor(s) shall also choose an appropriate penalty.

The most severe penalty available at this level of review and action shall be **failure in the course or dismissal from a project**. However, instructors may also recommend a more severe penalty to the student's department/program head, who retains the option to impose more severe penalties (e.g., suspension or dismissal from the program) at this level. Elements to consider in making this decision include prior incidents of academic disciplinary action in a student's record, available from the head of the student affairs. The department/program head may discuss the issue with the student(s) and choose to convene a disciplinary hearing per the procedures of the department/program.

The student shall be notified immediately, and in writing, of this decision, the basis for this decision and (when applicable) the penalty imposed. This notification will come from the instructor and/or department/program head depending on the penalty involved. Students whose penalty is failure in the course in question will be informed that they are not be allowed to drop the course. Students will also be informed at this time of their right to appeal.

# Reporting of Initial Action(s)

A copy of the letter outlining the initial decision and action to the student(s) involved in cases of academic disciplinary violations should also be directed to the following parties:

- Student's home department/program head
- Dean's office of the student's college
- Dean's office of the college housing the course in which the violation(s) occurred (if different from the student's college)
- The student's major department
- The head of student affairs

The head of student affairs will maintain the central record of academic disciplinary violations and actions. If the head of student affairs is aware of information on prior incidents of academic disciplinary actions in the student's record, he or she will communicate this information to the department/program head and provide the department/program head the opportunity to impose an appropriate sanction.

# Second-level Review and Action(s)

A second-level review of an initial decision emanates from one or more of the following three sources: (1) appeal by the student(s) involved because the student deems the penalty inappropriate and/or believes that improper procedure has been followed, (2) recommendation by the instructor, home department/program/college that the student be permanently expelled from the university, (3) recommendation by the head of Student Affairs for a review.

Where an appeal is made or a second-level action appears warranted, the provost will determine what action should be taken. The provost may decide to deny the appeal or waive the opportunity for a second-level action, to remand the case to the department/program head for additional consideration, to order a new or different penalty, or to convene a Review Committee for additional investigation of facts and/or determination of appropriate sanctions.

# Student Appeals

Students who want to appeal an academic disciplinary action must state in writing to the dean their intention to do so within one week of the penalty date in question, and then must present their appeal to the dean no later than two weeks after said penalty date. Students who fail to meet these deadlines for filing a proper and timely appeal will forfeit or waive their right of an appeal of any academic disciplinary action. Appeals must be in writing, with appropriate documentation.

If the dean determines that a second-level review is warranted and that a Review Board should be convened, the dean or his/her designee shall immediately form and convene a Review Board and designate a chair. The board will include faculty from the college of the student involved, a graduate student from the college, the dean of student affairs and others deemed appropriate by the dean. If a student appeal and a review of a recommendation for second-level action occur at the same time, both shall be considered by this Review Board simultaneously. Where appropriate, it is expected that the instructor(s) from the course/project involved (or appropriate representatives designated by the department) will be available for participation or at least for consultation. The chair of the board shall inform the student(s) involved, in writing, of this step.

Copies of this letter should go to:

- The instructor(s) in the course in question
- The department head of the course involved
- Dean's office of the student's college
- Dean's office of the college housing the course in which the violation(s) occurred (if different from the student's college)
- The student's major department
- The dean of Student Affairs

The Review Board shall (a) review the facts of incidents involved and (b) make a recommendation about second-level action to the provost or his/her designee. The provost shall then render a decision subject only to appeal to the president of the university.

# Kapitel 14 Admission



American Tech and Management University (ATMU) is currently accepting the following types of students:

- US citizen students/ legal resident of the United States (US)
- International Students
- Transfer students from accredited higher education institutions
- Two-year college and community college transfer students

## Notes:

- ATMU does not permit students to enroll in any of its programs with an ability-to-benefit examination.
- ATMU does not provide student housing, does not assist the student in locating housing, nor does it provide dormitory facilities.

Please see the catalog addenda for the campus to which you are applying or enrolling for estimates of rent for housing near each campus. According to rentcafe.com, the average rent for an apartment in Pleasanton CA is \$2,454. The average rent for a studio apartment is \$2,064 a month while a one-bedroom apartment rents for an average of \$2,194 a month.

## 1.) Continuous Admissions & Enrollment Policy

A candidate may apply to and be accepted into an ATMU program anytime during the year on a continuous basis. Once accepted and enrolled, the student may start his/her program whenever a new module/class starts. The only exception is if that module/class requires a prerequisite (previous required course) for enrollment.

## 2.) Overview of the Admissions & Enrollment Process

*A candidate's application for admission and enrollment in an ATMU program will follow this process:*

- a.) An ATMU Admissions Officer (AO) responds to an initial inquiry by a candidate for admission for an ATMU program. Via a (telephone, in-person or video) interview, the AO determines the candidate's interest and overall eligibility. The AO also provides support and assistance to the applicant to complete and submit an Application for Admission.
- b.) The candidate submits an Application for Admission.
- c.) The candidate's application will be reviewed by the AO to verify that the candidate meets all of the eligibility requirements for the MBA program.
- d.) If eligibility is met for an ATMU program, the AO will recommend the candidate's application for admissions be approved by Academics (usually the Program Director, Dean or Chancellor). Academics may also decide to interview the candidate. **Academics will make the final decision regarding granting the candidate's application for admission to ATMU.**
- e.) If the Academics staff member approves the candidate's application, the AO will then notify the candidate that he/she has been offered admission and will send the candidate an Enrollment Agreement and other applicable paperwork.
- f.) If the candidate accepts ATMU's offer of admissions, he/she will need to sign and return the Enrollment Agreement and make the required payment.
- g.) Upon ATMU's receipt of the Enrollment Agreement and all required enrollment paperwork and payment, the candidate will officially become a student of ATMU.

## 3.) Steps of the Admissions & Enrollment Process

This policy and set of procedures applies to candidates who are citizens or permanent legal residents of the United States as well as to candidates who are not citizens or permanent legal residents of the United States.

### Step 1: Admissions Officer Follow-Up to Candidate's Inquiry

After receiving an inquiry from a candidate, the Admissions Officer (AO) will conduct a telephone interview with the candidate to determine overall interest and overall eligibility for a specific ATMU program. The AO provides support and assistance as needed for the candidate to

complete and submit an Application for Admission if qualified.

This support may include an assessment of the candidate's English language ability. If an English language ability test needs to be administered for the candidate to meet an admissions requirement, the AO will contact a member of the ATMU Academics staff. Academics will then provide a copy of the English language ability test results to the AO.



## Step 2: Candidate Submits Application for Admission

The candidate submits the following application paperwork:

- ATMU Application for Admissions
- Copy of college/university academic transcripts\*
- Proof of English language proficiency (see section below)
- Payment of a non-refundable application fee

All of the above documents must be submitted by email to [admission@atmu.education](mailto:admission@atmu.education).

\*Evaluation and verification of all academic transcripts is required if the candidate's degree(s) have been obtained outside the US. The candidate must use one of the approved credential evaluation services listed in section 4 below.

## Step 3: Eligibility Review of Candidate's Application

The AO will review all of the required application materials provided by the candidate to verify that he/she is eligible for the ATMU program for which he/she is applying.

If the determination is made that the candidate does not meet all programmatic eligibility requirements, the Admissions staff member will contact the candidate in writing to notify him/her that his/her application for admission has been denied due to failure to meet the minimum eligibility programmatic requirements.

If the determination is made that the candidate does meet all programmatic eligibility requirements, the Admissions staff member will recommend the candidate be granted admissions to Academics.

## Step 4: Approval/Denial of Admissions by Academics

Academics will review the candidate's application materials as well as the recommendation from the AO. Academics may also decide to interview the candidate. Academics will make the final decision regarding granting the candidate's request for admission.

## Step 5: Candidate Notified of Admissions Decision

If Academics does not approve the candidate's application for admission to an ATMU program, the AO will then notify the candidate in writing that he/she has been denied admission.

If Academics does approve the candidate's application for admission to an ATMU program, the AO will then notify the candidate that he/she has been granted admission to an ATMU program. The candidate will be sent an Enrollment Agreement and other applicable paperwork.

## Step 6: Candidate Signs Enrollment Agreement

For the candidate to accept ATMU's offer of admissions, he/she must submit the following to ATMU Admissions:

- Enrollment Agreement
- Signed Factsheet and ATMU Catalog receipt
- Signed media consent form
- Payment of the first installation of the program tuition fee

The above documents need to be submitted by courier service to:  
American Tech and Management University (ATMU) 6200  
Stoneridge Mall Road – Suite 300  
Pleasanton, CA 94588  
United States of America

## 4.) ATMU Approved Credential Evaluation Services



Any candidate who has graduated from a high school, college or university outside the United States must have his/her academic transcripts evaluated and verified by a credential evaluation services approved by the Bureau of Educator Certification.

ATMU recommends that candidates use the credential evaluation services of **World Education Services (WES)**. Information is available at [www.wes.org](http://www.wes.org)

WES is a non-profit organization dedicated to helping international students and professionals achieve their educational and professional goals in the United States and Canada. Founded in 1974, WES evaluates and advocates for the recognition of international education qualifications.

For over 40 years, WES has set the standard of excellence in the field of international mobility with its credential evaluations, research and consulting services, and ongoing support for international students and skilled immigrants. WES has provided credential evaluations to more than one million people worldwide. WES evaluations are widely recognized by more than 2,500 educational, business, and governmental institutions throughout the U.S. and Canada.

However, if the candidate does not want to use WES, he/she may use any of the credential evaluation services listed below:

- Academic and Professional International Evaluations, Inc., CA
- ACREVS, Inc., Milpitas, CA
- American Association of Collegiate Registrars and Admissions Officers (AACRAO)
- American Evaluation and Translation Service, Inc. (AETS), Miami, FL
- C.E.I.E Specialists, Inc.
- Center for Educational Documentation, Boston, MA
- Consultancy on International Education (CIE), IL
- Education Evaluators International (CA, RI, NY)
- Educated Choices, LLC
- Foreign Consultants, Inc. (FCI), Westminster, CO
- Foreign Credentials Service of America, Austin, TX
- Global Education Group, Inc., Miami, FL & Tucson, AZ
- International Education Evaluations, Inc., Charlotte & Harrisburg, NC
- International Education Evaluators, Surfside, FL
- Institute of Foreign Credential Services, Dobbs Ferry, NY
- Jack Phillips, NJ
- North American Education Group (NAEG), Swampscott, MA
- Visiting International Faculty Program (VIF), NC
- Worldwide Education Consultant Services, TX Criteria for approval of credential evaluation agencies are outlined in State Board of Education Rule 6A-4.003.
- Educational Credential Evaluators | ECE® <https://www.ece.org/>

## Candidate Appeal of Denial of Admissions

A candidate may appeal a denial of admission to an ATMU program. The candidate must send a written appeal with a detailed justification for reconsideration. The appeal may include supporting documentation.

All appeals of denial of admissions must be received by the ATMU Chancellor within thirty (30) calendar days from the date of the denial of admission. Any appeals received after this time period will not be considered.

It is highly unlikely that a candidate whose admissions denial was based on not meeting the minimum eligibility requirements for an ATMU program of study will be approved. The candidate will be encouraged to reapply once he/she meets all programmatic eligibility requirements.

The Chancellor has the final authority to act on all candidate appeals of admission denial. The Chancellor may decide to conduct an interview (telephone, video conference or in-person) with the candidate as part of his/her review and decision-making process regarding the candidate's appeal.

The Chancellor will act on the candidate's appeal within fourteen (14) calendar days after receipt of the candidate's written



appeal. A candidate who has been denied admission has the right to reapply for admission at any time.



# Kapitel 15 Admission to the MBA Program



## Admissions Requirements for the Master of Business Administration Program

- ATMU Application for Admissions
- Bachelor's degree
- Proof of English language proficiency (see section below).
- Payment of a non-refundable application fee

### English Language Proficiency Eligibility for MBA Program Admissions

Prospective students whose native language is not English and who have not earned a degree from an appropriately accredited institution where English is the principal language of instruction must demonstrate college-level proficiency in English through one of the following for admission:

#### 1. ENGLISH LANGUAGE ADMISSIONS CRITERIA

The MBA prospective students whose native language is not English and who have not earned a degree from an appropriately accredited institution where English is the principal language of instruction must demonstrate college-level proficiency in English through one of the following for admission:

a.) A minimum score of 530 on the paper-based Test of English as a Foreign Language (TOEFL PBT), or 71 on the Internet Based Test (iBT), a 6.5 on the International English Language Test (IELTS), or 50 on the Pearson Test of English Academic Score Report.

b.) 2. A minimum score on the College Board Accuplacer ESL Exam Series as follows:

ESL Language Use: Score of 85

ESL Listening: Score of 80

ESL Reading: Score of 85

ESL Sentence Meaning: Score of 90 ESL Writeplacer: Score of 4

Comprehensive Score for all exams of 350

c.) A minimum grade of Pre-1 on the Eiken English Proficiency Exam;

d.) A minimum B-2 English proficiency level identified within the Common European Framework of Reference (CEFR) standards and assessed through various ESOL examinations, including the University of Cambridge;

e.) A transcript indicating completion of at least 30 semester credit hours with an average grade of "B" or higher at an institution accredited by an agency recognized by the United States Secretary of Education and/or the Council for Higher Education Accreditation (CHEA), or accepted foreign equivalent that is listed in the International Handbook of Universities where the language of instruction was English. A "B" or higher is required for master's degree, first professional degree, or professional doctoral degree.

f.) A My Global World Education Group passed language test.

### MBA Conditional Admissions for International Students

Students who meet all of the application eligibility requirements for the MBA program\* and who earned their bachelor's degree from a country other than the United States will be granted *conditional admission* to the MBA program. These students will be required to pass a 2-week, 15-hour non-credit course in academic research and writing. Once the student passes this course, his/her admissions status will be changed from conditional or "full" admissions.

A student who is not able to pass this course will be denied admission to the MBA program.

# Student Enrollment Process



## Step 1: Acceptance into the Program

When students are successful in all steps of the admission process -including demonstrated English proficiency - and documents have been received, ATMU will issue an acceptance letter to student.

## Step 2: Confirmation and Payment

Upon receiving the letter, students need to sign to confirm their study and send this letter to ATMU. Afterwards, ATMU will issue an invoice to the student for payment.

## Step 3: Welcome and register to Moodle

When payment is made, the student will receive his/her welcoming package with all the program details and Moodle booklet. Students must create their own LMS accounts step by step according to the booklet.



# Kapitel 16 Degree Programs Offered

## ATMU Offers the Following Programs:

- MASTER OF BUSINESS ADMINISTRATION with specialization in Organizational Leadership
- MASTER OF BUSINESS ADMINISTRATION with specialization in Accounting
- MASTER OF BUSINESS ADMINISTRATION with specialization in Human Resources Management
- MASTER OF BUSINESS ADMINISTRATION with specialization in Project Management
- MASTER OF BUSINESS ADMINISTRATION with specialization in Information Management
- MASTER OF BUSINESS ADMINISTRATION with specialization in Marketing Management
- MASTER OF BUSINESS ADMINISTRATION with specialization in Healthcare Management

## Flexible Start:

You may start in the MBA program every 5 weeks when a new course or module begins. We call it **FLEXSTART!** At ATMU you will be able to get a fast start and follow a program perfect for your needs.

## Language of Instruction:

All courses are conducted only in English.

## English Courses:

ATMU does not offer English-language or English as a Second Language (ESL) courses.

## Assignments:

Each course holds one assignment and several exercises.

Exercises are generally moderated within 24 hours and not later than 72 hours.

Assignments are generally moderated within 5 working days but will be moderated maximum within 10 working days. Project paper for undergraduate and graduate level will be graded within 10 days of deadline to submit.

Post Graduate level dissertation will be accepted within 2 months of deadline for submission.

## Program Start-Date:

### Programs Start:

- MBA: Students can start for any of the 9 initial core courses. Courses start every 5 weeks

### Program Completion Dates:

Master of Business Administration expected completion date: 12-18 after start.

# Kapitel 17 MBA



## Master of Business Administration

The ATMU Master of Business Administration (MBA) is intended to address student competencies of excellence locally and internationally, to provide a broadly educated student, through the provision of knowledge creation, research skills and competencies based on scientific process and findings.

The ATMU MBA program offers the students the opportunity to acquire a specialization in six areas:

- Organizational Leadership
- Accounting
- Human Resources Management
- Project Management
- Information Management
- Marketing Management

Generic skills are enhanced such as attitudes, ethics, sense of professionalism and leadership skills to advance the society within the framework of the organizational and personal vision, through the implementation of the analytical skills and problem-solving skills to evaluate and make decisions in a creative and critical way, through experience and research evidence.

The quest for knowledge and lifelong learning skills are developed, which are essential for continuous upgrading of knowledge and skills that parallel the rapid advancement in global knowledge and application of research issues that are relevant to the local, national and international context.

## Program Structure

- The MBA program consists of twelve (12) 3-credit hour courses for a total of 36 credit hours
- Courses are distributed as follows:
  - Standard core courses: 9 courses (27 credit hours)
  - Program specialization core courses: 2 courses (6 credit hours)
  - Program specialization Capstone course: 1 course (3 credit hours)
- Length of program: 18-24 months depending on full-time or part-time study
- Students have two options to take coursework in the MBA program:
  - 100% of courses to be taken on-line or
  - 60% of courses to be taken on-line and 40% of courses taken campus-based

## Standard, Specialization and Capstone Core Courses

### Program Core Courses Course:

Code	Course	Core Classification	Credit Hours	Learning Hours
MBA.1001	Manager Development	Standard	3	150
MBA.1002	Organizational Behaviors	Standard	3	150
MBA.1003	Leadership	Standard	3	150
MBA.1004	Human Resources Management	Standard	3	150
MBA.1005	Project Management	Standard	3	150
MBA.1006	Corporate Communication	Standard	3	150

MBA.1007	Marketing & Sales Management	Standard	3	150
MBA.1008	Accounting and Financial Management	Standard	3	150
MBA.1009	International Business	Standard	3	150

## Program Specialization Courses & Capstone Course

### **1. Organizational Leadership:**

Specialization courses:

MBA.1010	Advanced Human Resources Management	Specialization	3	150
MBA.1011	Advanced Business Finance	Specialization	3	150

Capstone course:

MBA.1012	Strategic Management in Organizational Leadership	Capstone	3	150
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### **2. Accounting:**

Specialization courses:

MBA.1013	Cost Accounting	Specialization	3	150
MBA.1014	Managerial Accounting	Specialization	3	150

Capstone course:

MBA.1015	Strategic Management in Accounting	Capstone	3	150
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### **3. Human Resources Management:**

Specialization courses:

MBA.1010	Advanced Human Resources Management	Specialization	3	150
MBA.1016	Human Capital Planning and Compensation	Specialization	3	150

Capstone course:

MBA.1017	Strategic Management in Human Resources Management	Capstone	3	150
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### **4. Project Management:**

Specialization courses:

MBA.1018	Project Risk Management	Specialization	3	150
MBA.1019	Project Quality Management	Specialization	3	150

Capstone course:

MBA.1020	Strategic Management in Project Management	Capstone	3	150
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## **5. Information Management:**

Specialization courses:

MBA.1021	Management Information Systems (MIS)	Specialization	3	150
MBA.1022	Computer Security	Specialization	3	150

Capstone course:

MBA.1023	Strategic Management in Information Management	Capstone	3	150
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## **6. Marketing Management:**

Specialization courses:

MBA.1024	Consumer Behavior	Specialization	3	150
MBA.1025	Market Research	Specialization	3	150

Capstone course:

MBA.1026	Strategic Management in Marketing Management	Capstone	3	150
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# **PROGRAM LEARNING OUTCOMES**

## **MBA PROGRAM WITH SPECIALIZATION IN ORGANIZATIONAL LEADERSHIP**

At the end of this program students will be able to:

1. Formulate an integrative business project through the application of multidisciplinary knowledge in the specialization area of organizational leadership
2. Analyze the impact of decisions and actions on stakeholders including interpersonal, societal, environmental, and organizational considerations
3. Develop skills to generate novel and value-creating products, processes, or organizational forms
4. Demonstrate professional interaction and communication skills
5. Apply skills appropriate for senior management professionals in the areas of organizational leadership, including analytic thinking, clear communication, effective teamwork, global perspective, and ethical practices

## **MBA PROGRAM WITH SPECIALIZATION IN ACCOUNTING**

At the end of this program students will be able to:

1. Formulate an integrative business project through the application of multidisciplinary knowledge in the specialization area of accounting
2. Analyze the impact of decisions and actions on stakeholders including interpersonal, societal, environmental, and organizational considerations
3. Develop skills to generate novel and value-creating products, processes, or organizational forms
4. Demonstrate professional interaction and communication skills
5. Apply skills appropriate for senior management professionals in the area of accounting, including analytic thinking, clear communication, effective teamwork, global perspective, and ethical practices

## **MBA PROGRAM WITH SPECIALIZATION IN HUMAN RESOURCES MANAGEMENT**

At the end of this program students will be able to:

1. Formulate an integrative business project through the application of multidisciplinary knowledge in the specialization area of human resources management
2. Analyze the impact of decisions and actions on stakeholders including interpersonal, societal, environmental, and organizational considerations

3. Develop skills to generate novel and value-creating products, processes, or organizational forms
4. Demonstrate professional interaction and communication skills
5. Apply skills appropriate for senior management professionals in the area of human resources management, including analytic thinking, clear communication, effective teamwork, global perspective, and ethical practices



### **MBA PROGRAM WITH SPECIALIZATION IN PROJECT MANAGEMENT**

At the end of this program students will be able to:

1. Formulate an integrative business project through the application of multidisciplinary knowledge in the specialization area of project management
2. Analyze the impact of decisions and actions on stakeholders including interpersonal, societal, environmental, and organizational considerations
3. Develop skills to generate novel and value-creating products, processes, or organizational forms
4. Demonstrate professional interaction and communication skills
5. Apply skills appropriate for senior management professionals in the area of project management, including analytic thinking, clear communication, effective teamwork, global perspective, and ethical practices

### **MBA PROGRAM WITH SPECIALIZATION IN INFORMATION MANAGEMENT**

At the end of this program students will be able to:

1. Formulate an integrative business project through the application of multidisciplinary knowledge in the specialization area of information management
2. Analyze the impact of decisions and actions on stakeholders including interpersonal, societal, environmental, and organizational considerations
3. Develop skills to generate novel and value-creating products, processes, or organizational forms
4. Demonstrate professional interaction and communication skills
5. Apply skills appropriate for senior management professionals in the area of information management, including analytic thinking, clear communication, effective teamwork, global perspective, and ethical practices

### **MBA PROGRAM WITH SPECIALIZATION IN MARKETING MANAGEMENT**

At the end of this program students will be able to:

1. Formulate an integrative business project through the application of multidisciplinary knowledge in the specialization area of marketing management
2. Analyze the impact of decisions and actions on stakeholders including interpersonal, societal, environmental, and organizational considerations
3. Develop skills to generate novel and value-creating products, processes, or organizational forms
4. Demonstrate professional interaction and communication skills
5. Apply skills appropriate for senior management professionals in the area of marketing management, including analytic thinking, clear communication, effective teamwork, global perspective, and ethical practices

### **GRADUATION REQUIREMENTS**

Students must meet the following requirements for their MBA degree:

- Successful completion of a 36 credit hours of program coursework
- Minimum overall cumulative grade point average of 3.0
- A grade of C or higher for all courses in the program
- A grade of C- or lower is not considered a passing grade for any course.
- If the student receives a grade of C- or lower for any course, this failed course must be repeated in order for the student to graduate.
- Only the grade of the repeated course will be used to calculate the student's cumulative grade point average for graduation but both the original and repeated courses grades will appear on the student's official transcript.
- A student may not repeat a failed course more than two times. If a student fails a course three times, he/she will be dismissed from the program.



- A student whose cumulative grade point average drops below 3.0 after a course will be placed on *academic probation* for the following course. If a student does not raise his/her cumulative grade point average to a 3.0 or higher after the next course, he/she will be subject to *academic dismissal*.



## **GRADUATION PROCEDURES:**

1. All students desiring to graduate must file an application with the Registrar's Office by December 1 for the spring or summer graduation and September 15 for the fall graduation.
2. The Registrar's Office obtains approval of the application from the appropriate Program Director/Lead/Dean.
3. Students who are not approved to graduate in the semester stated on their application must file another application in a subsequent semester.
4. The Registrar's Office issues diplomas and posts degrees on transcripts only when the Registrar and the Program Director/Lead/Dean have certified that all graduation requirements have been met, after payment of the graduation fee, and all university financial obligations have been met.
5. Students on academic or disciplinary probation will not be allowed to graduate.

# **MBA PROGRAM COURSE DESCRIPTIONS**

## **MBA.1001 MANAGER DEVELOPMENT**

3 credit hours

Prerequisite: None

This course exposes students to the basic definition of management as well as some of the main management theories that have been in use in the corporate world for a long time and the role of human behavior as related to the different management theories. It will also expose students to the concept of learning as well as the common barriers to learning and will introduce the concept of career development and how to make use of concepts like proactive planning as well as the importance of continuous self and others development as an integral part of the manager's role.

## **MBA.1002 ORGANIZATIONAL BEHAVIOR**

3 credit hours

Prerequisite: None

This course will expose students to the systems approach to Organizational Behavior (OB) as a whole. Its structure emphasizes on the scope of theory, research and practice on OB, organizational culture and ethics, international OB, individual behavior, social perception and attributions, motivation, job performance and rewards, behavior modification and self-management, individual and group decision making, group dynamics, teams and teamwork; and managing conflict and negotiation, work design, culture and change.

## **MBA.1003 LEADERSHIP**

3 credit hours

Prerequisite: None

This course will expose students to the basic definition of a board of directors and to distinguish between different types of boards and understand what the role, functions and responsibilities of the board in a company entails. This course also helps the student to determine how the board can assist the management with strategic planning to distinguish the difference between the daily management of a business and the strategic responsibilities of the board. This course guides the student to understand how coaching can be used to develop his/her team and to develop the coaching skills that help improve individual performance and to demonstrate the behaviours and practices of an effective coach.

## **MBA.1004 HUMAN RESOURCES MANAGEMENT**

3 credit hours

Prerequisite: None

This course introduces students to Human Resource Management (HRM), a strategic and coherent approach to the management of an organization's most valued assets: its people. Students will learn to understand the concept and knowledge on managing human resources and its applications in a diverse variety of organizations on a strategic basis. Among the areas of focus in the course are: corporate culture, workforce planning and recruitment, learning and development, appraising and improving performance, job motivation, managing compensation and incentives, redundancies and retirements, communication tools, and handling conflicts.

## **MBA.1005 PROJECT MANAGEMENT**

3 credit hours

Prerequisite: None

This course introduces the student to characteristics, problems, techniques, and methods of project management and also of decision-making in organizations using the Program Evaluation and Review Techniques ("PERT) method, software computer models and practices will be used to solve practical problems in an organization.

### **MBA.1006 CORPORATE COMMUNICATION**

3 credit hours

Prerequisite: None

This course is designed to improve students' practical business communication skills. It introduces students to the implications and consequences of good and poor communication and offers valuable ways to optimize interpersonal interactions. This course will develop the student's ability to use clear, concise and unambiguous communication styles. This course also introduces students to a variety of different writing challenges including minutes, technical writing, web page design and sales and promotional material generation.

### **MBA.1007 MARKETING & SALES MANAGEMENT**

3 credit hours

Prerequisite: None

This course focuses on formatting and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. Course topics covered include corporate business strategies, marketing management process, SWOT analysis, consumer behavior, developing strategic marketing program, e-marketing and marketing communications.

### **MBA.1008 ACCOUNTING & FINANCIAL MANAGEMENT**

3 credit hours

Prerequisite: None

This course enables the student to study the financial operations of a business and to learn strategies to achieve the overall financial goal of maximizing shareholder value through a combination of investing, financing, and working capital decisions. Course topics include: the financial environment of the firm, the time value of money, bond and stock valuation, capital budgeting, risk and return, and capital structure theory. This course provides a balanced coverage of the quantitative and qualitative aspects of financial management.

### **MBA.1009 INTERNATIONAL BUSINESS**

3 credit hours

Prerequisite: None

This course discusses the overall global environment (macro level) impacting on businesses and the strategies used by companies around the world operating in a dynamic, rapidly changing highly competitive environment. Course topics include industry analysis, strategy formulation, and strategy implementation.

### **MBA.1010 ADVANCED HUMAN RESOURCES**

3 credit hours

Prerequisite: All nine (9) standard core courses

This course explores the effective and powerful use of workforce analytics in the changing nature of human resources. Topics covered include the workforce analytics leader, a model for purposeful analytics, basics of data analysis, review of five case studies using an eight-step methodology, engaging with stakeholders, building capability, and finally, establishing an operating model.

### **MBA.1011 ADVANCED BUSINESS FINANCE**

3 credit hours

Prerequisite: All nine (9) standard core courses

This course provides an advanced study of corporate/business finance and addresses five major areas: the corporation and financial statements; time, money, and interest rates; valuing projects and firms; risk and return, and capital structure.

### **MBA.1012 STRATEGIC MANAGEMENT IN BUSINESS ADMINISTRATION**

3 credit hours

Prerequisite: All nine (9) standard core courses and the two (2) specialization courses: MBA 1009 Advanced Business Finance and MBA 1010 Advanced Human Resources

This course examines strategic management in the field of business administration in terms of contents, process and context and provides the foundation for the student's capstone project and paper. The course addresses issues of internal and external environment analysis and associates them with the notion of competitive advantage. The course defines strategy at three levels (corporate, business and functional) and is thoroughly discussed at the business and functional level. The roles and responsibilities of managers involved in the decision-making process are also examined.

As the final capstone course for the MBA program with specialization in business administration, the student will be required to conduct an independent study project in the field of business administration. The study topic and project plan will need to be reviewed and approved by the course instructor. The student will write a capstone project paper which demonstrate mastery of knowledge and skills learned in the MBA program with specialization in business administration. The capstone project paper will present the student's project plan, study, analysis, findings, and recommendations. The capstone project paper will need to be a minimum of 50 pages, double-spaced, Times New Roman font 12.

### **MBA.1013 COST ACCOUNTING**

3 credit hours

Prerequisite: All nine (9) standard core courses

This course will introduce the student to the fundamental concepts of cost accounting. Course topics include the manager and management accounting, cost terms and purposes, job costing, activity-based costing, activity-based management, flexible budgets, inventory costing and capacity analysis, pricing decisions and cost management, cost allocation,

customer-profitability analysis, and sales-variance analysis.



### **MBA.1014 MANAGERIAL ACCOUNTING**

3 credit hours

**Prerequisite:** All nine (9) standard core courses

This course provides a comprehensive examination of managerial accounting in four major areas: focus on decision making; accounting for planning and control; capital budgeting, and product costing.

### **MBA.1015 STRATEGIC MANAGEMENT IN ACCOUNTING**

3 credit hours

**Prerequisite:** All nine (9) standard core courses and the two (2) specialization courses: MBA 1013 Cost Accounting and MBA 1014 Managerial Accounting

This course examines strategic management in the field of business administration in terms of contents, process and context and provides the foundation for the student's capstone project and paper. The course addresses issues of internal and external environment analysis and associates them with the notion of competitive advantage. The course defines strategy at three levels (corporate, business and functional) and is thoroughly discussed at the business and functional level. The roles and responsibilities of managers involved in the decision-making process are also examined.

As the final capstone course for the MBA program with specialization in accounting, the student will be required to conduct an independent study project in the field of accounting. The study topic and project plan will need to be reviewed and approved by the course instructor. The student will write a capstone project paper which demonstrate mastery of knowledge and skills learned in the MBA program with specialization in accounting.

### **MBA.1016 HUMAN CAPITAL PLANNING & COMPENSATION**

3 credit hours

**Prerequisite:** All nine (9) standard core courses

This course provides a comprehensive overview of human capital planning and compensation. The course topics include job analysis, job description, and job evaluation; designing a base pay structure and team-based pay in a knowledge-based world; rewards through compensation and non-compensation dimensions; measuring and paying for performance; and short-term and long-term incentives.

### **MBA.1017 STRATEGIC MANAGEMENT IN HUMAN RESOURCES MANAGEMENT**

3 credit hours

**Prerequisite:** All nine (9) standard core courses and the two (2) specialization courses: MBA 1010 Advanced Human Resources Management and MBA 1016 Human Capital Planning & Compensation

This course examines strategic management in the field of business administration in terms of contents, process and context and provides the foundation for the student's capstone project and paper. The course addresses issues of internal and external environment analysis and associates them with the notion of competitive advantage. The course defines strategy at three levels (corporate, business and functional) and is thoroughly discussed at the business and functional level. The roles and responsibilities of managers involved in the decision-making process are also examined.

As the final capstone course for the MBA program with specialization in human resources management, the student will be required to conduct an independent study project in the field of human resources management. The study topic and project plan will need to be reviewed and approved by the course instructor. The student will write a capstone project paper which demonstrate mastery of knowledge and skills learned in the MBA program with specialization in human resources management. The capstone project paper will present the student's project plan, study, analysis, findings, and recommendations. The capstone project paper will need to be a minimum of 50 pages, double-spaced, Times New Roman font 12.

### **MBA.1018 RISK MANAGEMENT**

3 credit hours

**Prerequisite:** All nine (9) standard core courses

This course places the concepts of risk management into action to make a project more successful. The student will receive a solid understanding of risk management, a vital component of any project management professional's training, regarding of the industry in which he or she might work in today's fast-paced, constantly changing and extremely competitive environment. This course provides insights into the best ways to implement the traditional techniques of risk management but also explores innovative new methods that can help modern organizations build their culture, improve financial performance and ultimately achieve greater success in all their projects.

### **MBA.1019 PROJECT QUALITY MANAGEMENT**

3 credit hours

**Prerequisite:** All nine (9) standard core courses

This course presents detailed information about project quality management and presents case examples that illuminate the theory of quality planning, assurance, and control with real-world case studies including situation, analysis, and lessons learned. The student will learn a specific, succinct, step-by-step project management process.

### **MBA.1020 STRATEGIC MANAGEMENT IN PROJECT MANAGEMENT**

3 credit hours

**Prerequisite:** All nine (9) standard core courses and the two (2) specialization courses: MBA 1018 Project Risk Management and MBA 1019 Project Quality Management

This course examines strategic management in the field of business administration in terms of contents, process and context and provides the foundation for the student's capstone project and paper. The course addresses issues of internal and external environment analysis and associates them with the notion of competitive advantage. The course defines strategy at three levels (corporate, business and functional) and is thoroughly discussed at the business and functional level. The roles and responsibilities of managers involved in the decision-making process are also examined.

As the final capstone course for the MBA program with specialization in project management, the student will be required to conduct an independent study project in the field of project management. The study topic and project plan will need to be reviewed and approved by the course instructor. The student will write a capstone project paper which demonstrate mastery of knowledge and skills learned in the MBA program with specialization in project management.

### **MBA.1021 MANAGEMENT INFORMATION SYSTEMS (MIS)**

*3 credit hours*

**Prerequisite:** All nine (9) standard core courses

This course provides students with a practical look at the evaluation of IT in business. Students will study more than 80 cases to see how real companies have used IT in the past, the present and how they use IT in the future. Examples include blogs, instant messaging, and social networking services.

### **MBA.1022 COMPUTER SECURITY**

*3 credit hours*

**Prerequisite:** All nine (9) standard core courses

This course provides the student with a comprehensive overview of computer security using a balanced presentation of principles and practice. Students will learn about the most up-to-date innovations and improvements in the field of computer security while receiving a broad coverage of the entire field. Students will engage in projects to provide hands-on experience with the principles and practices covered in the course.

### **MBA.1023 STRATEGIC MANAGEMENT IN INFORMATION MANAGEMENT**

*3 credit hours*

**Prerequisite:** All nine (9) standard core courses and the two (2) specialization courses: MBA 1021 Management Information Systems (MIS) and MBA1022 Computer Security

This course examines strategic management in the field of business administration in terms of contents, process and context and provides the foundation for the student's capstone project and paper. The course addresses issues of internal and external environment analysis and associates them with the notion of competitive advantage. The course defines strategy at three levels (corporate, business and functional) and is thoroughly discussed at the business and functional level. The roles and responsibilities of managers involved in the decision-making process are also examined.

As the final capstone course for the MBA program with specialization in information management, the student will be required to conduct an independent study project in the field of information management. The study topic and project plan will need to be reviewed and approved by the course instructor. The student will write a capstone project paper which demonstrate mastery of knowledge and skills learned in the MBA program with specialization in information management. The capstone project paper will present the student's project plan, study, analysis, findings, and recommendations. The capstone project paper will need to be a minimum of 50 pages, double-spaced, Times New Roman font 12.

### **MBA.1024 CONSUMER BEHAVIOR**

*3 credit hours*

**Prerequisite:** All nine (9) standard core courses

This course explores how the examination and application of consumer behavior is central to the planning, development, and implementation of successful marketing strategies. The student will develop a variety of useful skills in the areas of brand management, advertising, and consumer research. The course also addresses contemporary trends and issues, including the role of new media and technological advances.

### **MBA.1025 MARKET RESEARCH**

*3 credit hours*

**Prerequisite:** All nine (9) standard core courses

This course provides a comprehensive and hands-on approach to applied market research and the interaction between marketing research decisions and marketing management decisions. The student will be exposed to a practical six-step framework for conducting marketing research, utilizing a variety of marketing companies to highlight qualitative and quantitative research strategies.





# Part C: Program Standards

## Information on Area 1: Vision, Mission, Educational Goals and Learning Outcomes

We strive to establish a tradition of excellence locally and internationally, to provide a broadly trained Student, through the provision of knowledge creation, research skills and competencies based on scientific process and findings.

Generic skills are enhanced such as attitudes, ethics, sense of professionalism and leadership skills to advance the society within the frame-work of the organizational and personal vision, through the implementation of the analytical skills and problem solving skills to evaluate and make decisions in a creative and critical way, through experience and research evidence.

The quest for knowledge and lifelong learning skills are developed, which are essential for continuous upgrading of knowledge and skills that parallel the rapid advancement in global knowledge and application of research issues that are relevant to the local, national and international context.

The learning outcomes of the subject that forms this program are measured through:

### *At the coursework phase:*

1. All subjects will have one assignment paper to be evaluated based on the accepted methods at the Master degree level. The assignment topic is given by the teacher.
2. Each course includes either a project paper to be submitted at the end of each course as a measure of summative assessment to gauge students' achievements of the course learning outcomes or a sit-in exam.
3. The course project paper is structured to test student's ability to apply the theories and concepts learned in the courses taken to practical business issues. Depending on issues addressed or that need to be solved, they will have to collect real data in the completion of their Course project paper.
4. The course project papers maybe presented in class and assessed through an oral exam
5. Both Assignments and course project papers can be conducted in groups or individually.
6. are marked and graded by tutors who are also required to make comments.

*To pass a course, the student must achieve the minimum passing grades from the combined scores of:*

- *Final project: 40%*
- *Final Project presentation – 40%*

*The final paper includes a 15 min. Oral exam (per student). This can be done online with video access OR alternative in Online class presentation.*

*The course project paper can be done alone or in groups. Also exams can be done in groups of maximum 4 students*

# Kapitel 18 Assessment Policy

## Purpose of the Process:

Assessment is undertaken for each subject. Assessment aims to:

- Support and stimulate learning and teaching
- Promote reflective and critical engagement
- Evaluate understanding and/or performance

Assessment tasks are designed to:

- Align with the learning outcomes of the subject
- Ensure coverage of the unit content and objectives
- Create learning opportunities
- Promote wider reading
- Provide feedback

## Assessment Structure

The main framework criteria for grading the assignments are:

- Connection to readings:

The student should demonstrate ability for synthesis and reflection on the selected parts of the readings related to the topic. Student should be able to show a connection between what is learned from readings and the assignment. Further the analysis and an insight resulting from what student has learned from reading should be demonstrated, including references to the readings other than the student book.

- Connection to class discussions and course objectives:

The student should display the ability to synthesize, analyze, and evaluate the assignment ideas or issues from the discussion in class as they relate to this topic. The assignment paper presented should reflect this ability.

- Self-disclosure and Connection to outside experiences:

The student should demonstrate that she/he is trying to understand the different concepts by examining in an open way such as: connecting the student's own experiences in the past in relation to the assignment; illustrating the different arguments; showing in an open, assertive way the ability to show self-knowledge; discussing both growth and frustrations as they relate to learning in class. The use of self-assessment of self and seeking answers to questions should be explicitly clear in the assignment paper that the student presents. The synthesis of experiences related to the different topics while making a clear connection between what is learned and their experience on the topic should be explicit in the assignment.

These criteria are reflected in the detailed rubrics that the instructor must use to grade each individual assignment. The instructor has the choice of making the assignment individual or group but the grading **MUST** be done on individual basis. Students in the group should multiply the number of words/pages expected in case of individual work.

In case of group assignment, the group must add a statement of responsibility at the beginning of the assignment stating which parts of the assignment paper presented each student did. Every student must present her/his work in class, which is followed by an oral examination about the assignment by the instructor

Final project: 60 marks

The main framework criteria for grading the final project paper are:

- Title & Idea:  
How innovative and creative is the idea and title
- Communication:  
Understanding and definition of the problem in the student's own words.
- Analysis:  
Comparing the available solutions.



- Problem Solving:  
Selecting a solution and augmenting for it.
- Evaluation:  
Identifying the possible downside of the chosen solution.
- Synthesis:  
Suggesting ways to develop the chosen solution with information and ideas not in the case or the problem.
- Reflection:  
Reflecting of the students on his own thinking process after finishing the project

These criteria are reflected in the detailed rubrics that the instructor must use to grade each individual final project. The instructor has the choice of making the final project individual or group but the grading MUST be done on individual basis. Students in the group should multiply the number of words/pages expected in case of individual work.

In case of group final project, the group must add a statement of responsibility at the beginning of the final project stating which parts of the project paper presented each student did. Every student must present her/his work in class, which is followed by an oral examination about the project by the instructor

Students must use the ATMU approved cover page for all official assessment tools.

#### **Presentation of Project paper**

40 Marks

## Grading System

Fairness and transparency:

Students are ensured of fairness and transparency in grading. ATMU does not accept grades UNLESS they are done and posted on ATMU Learning Management system (Moodle). Instructors must grade the assignment and project using the rubrics provided by ATMU and provide extensive feedback to students in the comments section. The instructor should add the grade in the grade section in Moodle and copy the rubrics table (with the detailed grades and comments) in the comments section in Moodle. The respective Dean will approve all final grades at the end of each course. If the dean teaches the course, the chancellor will be responsible for final grade check and approval

Key to grading:

The grading is mainly followed US standard grade scale. In case student need to transfer to any foreign partners. The grading will be converted to match their scale case by case.





GRADE (FOR ROSTER)	GRADE POINTS PER UNIT	RECOMMENDED PERCENTAGE BREAKDOWN	DESCRIPTION
A+	4.0	94–100%	Excellent: The grade of "A+", when awarded at the instructor's discretion, represents extraordinary achievement, but does not receive grade point credit beyond that received for the grade of A.
A	4.0	94–100%	
A-	3.7	90–93%	
B+	3.3	86–89%	Good
B	3.0	83–85%	
B-	2.7	80–82%	
C+	2.3	76–79%	Fair: Each course in a certificate program must be completed with a grade of C or better, although some programs have higher requirements.
C	2.0	73–75%	
C-	1.7	70–72%	
D+	1.3	66–69%	Passed
D	1.0	63–65%	
D-	0.7	60–62%	
F	0.0	< 60%	Failed
P			Passed at a minimum level of C-minus or 70%
NP			Not Passed—anything below a C-minus or below 70%
I			Work incomplete, due to circumstances beyond the student's control, but of passing quality. Work should be completed within 90 days of the section end date or the online due date. If the work is not completed within a year, the grade of incomplete converts to failure (F) one year after issuance.
NC			Not for Credit: Assigned to students whose attendance is satisfactory but who choose not to fulfill credit requirements
W			Withdrawal: Withdrawal from a course without academic penalty. Issued based on a student-initiated withdrawal.

## Assessment Process

Assessment follows these steps:

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**Assessment Process** **Step 1:** Teacher submit plan (activities and timeline) for exercises, assignment, and final project to chancellor at least one week before the classes

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**Step 2:** Evaluate the exercise, assignment and final project on Moodle based on the assessment criteria. Grading must contain written comments for each item of the rubrics in Moodle to be valid. The teacher will also need to conduct a plagiarism check in this step.

Score discussion via email or verbally is not applicable as final score.

---

**Step 3:** Internal approval by Dean or chancellor. Internal approver ensures the fairness and transparency of students' work.

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### 6. Rubrics for Grading Final Project

Item	Grade	Comments
Title and Introduction: Innovative and specific topic	/10	
Central Argument: Central argument is easily identifiable Central idea is original and sophisticated	/15	



Evidence: Primary sources are used to support arguments, giving specific examples References and citations are correct, complete and following the copyrights rules	/15	
Structure: Argument is developed logically, leading to conclusion Parts are clearly related to the whole Integration of research materials is effective	/15	
Analysis: Project poses new ways to think of material The conclusion answers questions posed in the introduction	/15	
Critical Thinking: Clearly and precisely analyzes key information, questions, and problems Uses deductive and inductive reasoning and problem-solving skills consistently and with ease	/20	
Discussion and Conclusions: Identifies and discusses conclusions, implications, and consequences	/10	
Total Project Mark	/100	
	/40	



Academic Year 2020  Master of Business Administration
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Course Title	
Course Code	
Date of handout to students	
Due Date of submission	
Instructor Name	
Learning Outcomes	

Total Marks: 10 Marks

Student Name	Student ID	Student's Score
		/10
		/10
		/10
		/10
		/10

## Kapitel 19 Code of Conduct Policy

### Introduction

This policy document provides information about procedures and regulations at ATMU and at ATMU satellite centers, either formally adopted or developed as a matter of practice and precedent. ATMU personnel use this document as a set of guidelines when taking or recommending courses of action. All policies, procedures and regulations discussed in this document are subject to change following normal school procedures.

### Conflict of Interest

All possible conflicts of interest in academic decisions must be scrupulously avoided. It is the responsibility of faculty, staff, and students to recognize and declare conflicts of interest when they arise.

It is the responsibility of ATMU Chancellor – as well as all faculty and staff responsible for program administration - to ensure that conflicts of interest are avoided in making academic decisions. Conflict of interest may arise in the following situations, among others: teaching or supervising family members or relatives; teaching or supervising persons with whom one has a personal or professional relationship; teaching or supervising someone involved in a dispute; teaching or supervising persons

from whom one is receiving gifts or favorable treatment; teaching or supervising persons with whom one has close research relationships or shared financial interests.



# Misconduct

## Part I – Student Code of Ethics

### (i) Responsibilities of

#### students

#### Every student shall:

- a. Obey the laws of his/her nation and the nation where he/she is studying.
- b. Obey the rules and regulations of ATMU overall and specifically, its satellite centers.
- c. Cooperate with the ATMU center authorities in all facility-related matters, whether personal or on behalf of others, including providing information and evidence.
- d. Carry his/her student identification card (ID) always; showing his/her ID card when requested by authorized center personnel.
- e. Attend all teaching & learning sessions, except with the prior excused permission of the subject teacher.
- f. Sit for examinations, unless prevented from doing so with the prior excused permission of the subject teacher.
- g. Be responsible for safeguarding and ensuring the safety of the property of the ATMU center including any equipment used by him/her.

### (ii) Prohibitions

- a. No student is permitted to be involved in any activity or activities or conduct which may damage or harm the interests, harmony, or good name of the ATMU centers or its faculty, staff, students, or officers.
- b. No student is permitted to use any lecture, tutorial or teaching materials provided to him/her by the centers for unauthorized publication, distribution, or dissemination, whether for payment or otherwise.
- c. No student may plagiarize the intellectual property of others, including data, ideas, publications and inventions.
- d. No student may cheat or attempt to cheat or act in a manner that can be interpreted as cheating or attempting to cheat in an examination or any other aspect of a course.
- e. No student or group of students may organize, conduct, or participate in any non-ATMU sponsored or approved activity in the name of the center without permission or written instructions to do so from the center.
- f. No student or group of students may promote, manage, or assist in the collection of money or contributions in the name of center without permission or written instruction to do so from the center.
- g. No student or group of students may make any statement to the media in the name of the university or center without the written permission of an authorized representative of the center.

### (iii) Breach of Code

A student who violates any part of the Code is said to have committed a breach of conduct.

## Part II - Procedures for Handling Student Disciplinary Cases

(i) A student who has been accused of committing a breach of the Code under any of the rules of the center and is found guilty can be subjected to the imposition of any one or more of the following penalties:

- (a) Oral Warning
- (b) Written Reprimand
- (c) Fine
- (d) Exclusion from any specified programs, services, activities, or events of the University
- (e) Suspension from membership of the University for a specified period
- (f) Payment of compensation or damages for any damage to property and University facilities or any third-party claimant
- (g) Nullification of examination results or any part of the examination results
- (h) Expulsion from the University

## Investigation of Misconduct

Every report of wrongdoing shall be investigated. An Investigation Committee shall decide whether there has been a violation of the Code of Conduct and if so, the severity of the violation and the appropriate disciplinary action to be taken.

Serious offenses include academic dishonesty, fraud, plagiarism, any activity that adversely affects the good name of the university of the center as well as involvement in criminal activities.



If the Investigation Committee makes an initial determination that a student has violated one or more of the provisions of the Code of Conduct, it will notify the student of the violation and request that the student provide a written explanation to be received not less than 7 days from the date of notification.

If the student pleads not guilty and his/her explanation is accepted, no disciplinary action will be taken against the student and the matter will be officially closed.

If the student pleads guilty and his/her explanation is accepted, the Investigation Committee shall then take the appropriate disciplinary action.

If the student pleads not guilty and his/her explanation is not accepted by the Investigation Committee, the student shall be requested to appear before the Disciplinary Committee within a period of not less than 14 days from the date of notification.

A student who does not provide a written explanation for an alleged violation of the Code of Conduct within 7 days of the date of notification will be automatically suspended.

Similarly, a student who does not appear before the Disciplinary Committee within a period of 14 days from the date of notification will be automatically suspended.

Disciplinary Committee hearings may be conducted in person, via video conference or via telephone conference call.

The Chancellor reserves the right to make exceptions to these student-response deadlines based on special or extenuating circumstances and to make the final determination as to whether the hearing will be conducted in person, via video conference, or via telephone conference call.

#### **Disciplinary proceeding:**

(a) If the student pleads not guilty and the Disciplinary Committee finds that there is sufficient cause to proceed with the disciplinary matter, the student shall be asked to provide evidence to support his/her not guilty plea. The student may call witnesses or present document(s) or other materials in his/her defense. The Disciplinary Committee can question the student or any of the witnesses and examine any document(s) or materials. The student has the right to review all documents presented to the Disciplinary Committee related to his case and to cross-examine any of the witnesses.

(b) If the student pleads guilty, the Disciplinary Committee shall allow the student to make a statement explaining his/her actions and/or to apologize for his/her actions, before imposing disciplinary action against the student.

If the Disciplinary Committee also imposes the punishment of payment of compensation and/or damages to the University, the center or a third party, the amount of compensation will be fair and reasonable taking into account all costs related to the case, both direct and indirect.

A student who is not satisfied with the decision of the Disciplinary Committee can submit a written appeal. The student's appeal must state the grounds of appeal and be submitted to the ATMU President for consideration by the University Board. The student's appeal must be submitted within 14 days from the date of notification of the decision of the Disciplinary Committee. The decision of the Board of Directors shall be final and is non-appealable.

The Disciplinary Committee, with the consent of the President, may delegate its authority to any officer or member of staff of the University to deal with any disciplinary offense.

It is important to note that a student's decision to appeal the decision and punishment of the Disciplinary Committee does not constitute grounds for the temporary suspension of any disciplinary action, penalty or fine imposed by the Committee.

Fines shall be paid to the Financial Controller who shall then make payment to the third party, if applicable.

Any document(s) or other materials submitted before the Disciplinary Committee during disciplinary proceedings shall be kept in the care of the University until such proceedings are completed or until the deadline for appeal has passed.

The Disciplinary Committee shall make written notes of all disciplinary proceedings before it. However, for the purposes of record keeping these notes do not need to be verbatim.



# Kapitel 20 ATMU Library

ATMU provides a number of facilities for our students in terms of access to books and reference materials.

- A) ATMU E-Portal is accessible to all students as a part of the tuition fees and come at no extra cost. This include presentations, exercises and tutorials.
- B) ATMU uses textbooks from well recognized publishers e.g. Pearson Publications and adds website links to their textbooks on its ePortal for students to purchase and use them
- C) Additional texts can be accessed by students at local libraries in the area of Pleasanton.
- D) ATMU provide access to free of charge online resources
- E) Students whom are in need of librarian services can contact our librian@atmu.education for further assistance.

# Kapitel 21 ATMU Grading structure

ATMU grading system can be represented in the table that follows:

GRADE (FOR ROSTER)	GRADE POINTS PER UNIT	RECOMMENDED PERCENTAGE BREAKDOWN	DESCRIPTION
A+	4.0	94–100%	Excellent: The grade of "A+", when awarded at the instructor's discretion, represents extraordinary achievement, but does not receive grade point credit beyond that received for the grade of A.
A	4.0	94–100%	
A-	3.7	90–93%	
B+	3.3	86–89%	Good
B	3.0	83–85%	
B-	2.7	80–82%	
C+	2.3	76–79%	Fair: Each course in a certificate program must be completed with a grade of C or better, although some programs have higher requirements.
C	2.0	73–75%	
C-	1.7	70–72%	
D+	1.3	66–69%	Barely passed for MBA
D	1.0	63–65%	
D-	0.7	60–62%	
F	0.0	< 60%	Failed
P			Passed at a minimum level of C-minus or 70%
NP			Not Passed—anything below a C-minus or below 70%
I			Work incomplete, due to circumstances beyond the student's control, but of passing quality. Work should be completed within 90 days of the section end date or the online due date. If the work is not completed within a year, the grade of incomplete converts to failure (F) one year after issuance.
NC			Not for Credit: Assigned to students whose attendance is satisfactory but who choose not to fulfill credit requirements
W			Withdrawal: Withdrawal from a course without academic penalty. Issued based on a student- initiated withdrawal.



# Kapitel 22 Tuition, Fees and other Charges

**1. Application Processing Fee: \$500 per student.** *This is a one-time fee (non-refundable).*

## 2. Tuition:

- MASTER OF BUSINESS ADMINISTRATION: (36 credits): \$3,600 (\$100 per credit hour)

### 2.1 Tuition includes and provides for:

- Access to Learning Management system called ATMU ePortal (BUT not including books and other reference materials).
- One (1) Examination per course. As students are given 3 chances to pass each course, extra exams are charged extra\* per course per instance. If the student does not pass the course after a 3rd attempt, the course has to be redone, and new exams can be granted.
- Printing for one degree/diploma certificate and one transcript when the course has been passed. (Excluding sending originals. Any fee for forwarding will be invoiced separately).

### 2.2 Late Tuition Fees Payment:

In case of students being late more than one month in paying the tuition fees, the university holds the right to apply a late fees penalty of \$250 and/or un-enroll the student from the semester, course or year. If the student is over 3 months late in payment, the university holds the right to expel the student totally from the program."

### 2.3 Textbooks Fees Payment:

Fees for course textbook(s) will be automatically added to students' invoice before the start of each course. At the time of publishing the fee for ebooks are \$500

## 3. Student Tuition Recovery Fund for the State of California:

In addition to the tuition fees, California students are encouraged to abide by the rules & guidelines for the State of California Student Tuition Recovery Fund (STRF), and pay the state-imposed assessment, as of current rules. The rules and guidelines are detailed in Section F.3. of this ATMU Enrolment Form.

## 4. Extra Charges:

Printing of extra graduation certificate: \$250 per certificate without shipping and \$100 with shipping

Extra Exams: \$250 per exam

Extra Grading of assignments: \$50 per assignment graded Extra transcript

of records: \$30

Fee for issuing and mailing one extra graduate transcript to locations outside of the US additional:

\$100

## Kapitel 23 Payment Terms Per Program

### Master of Business Administration:

- Fees must be paid 7 days before a course starts.

## Kapitel 24 ATMU Student Records Policy

### Purpose

ATMU's record management policy ensures ensure compliance with legal and regulatory requirements while implementing appropriate operational best practices as well as to ensuring the security and safekeeping of records.

### Definitions

**Active record:** A record that is needed for the daily operation of ATMU.

**Inactive record:** A record that is no longer required for the daily operation of may be obsoleted. At the end of their active use, records should be systematically removed from active systems and from office spaces. If the retention period of the record has lapsed, the inactive record may be eligible for destruction. If the retention period has not lapsed or the inactive record is still required for a record or legal business requirement, these records should be managed in a secure location for appropriate lengths time based on the retention schedule. If the inactive record has permanented a retention period, it should be transferred to the University Archives.

**Long term retention:** a retention period of more than five years (including permanent retention)

**Short-term retention:** a retention period of five years or less.

**Custodian:** the person who maintains the official/ original/copy of the record

**Record:** every means of recording tangible information that may be in the form of communication or representation, including letters, numbers, words, memorandums, emails, pictures, sounds, or symbols, which are necessary means to engage in business, regardless of media.

This includes, but is not limited to:

Electronic communication such as e-mail content and attachments, voicemail, instant messages, texts, and data on a

contactless integrated circuit;

Content on web sites, PDAs, mobile devices, desktops, and

servers; Information/data captured in various

databases;

Physical paper in files, such as memos, contracts, reports, photographs and architectural drawings; Licenses,



certificates, registration, identification cards, or other means;

Handwriting, typewriting, printing, Photostatting, photographing, photocopying, transmitting by electronic mail or facsimile (fax);

Any record thereby created, regardless of the manner or media in which the record has been stored and/or created; and Backups of electronic information.

ATMU prepares graduates of its programs for several job classifications using the United States Department of Labor's Standard Occupational Classification Codes including the following two primary classifications: 11-0000 Management Occupations

13-0000 Business and Financial Operations Occupations

# Record Keeping

ATMU has established policies addressing all area of university operation, including Management, Recruitment, Admission, Academic and learning, Human Resources, Compliance, and Finance. These policies can be found in various sources as indicated in the following table:

	<b>Public source (ATMU website, handbook, catalog)</b>	<b>ATMU drive</b>	<b>ATMU Cabinet</b>	<b>On Request</b>
Management	Limited or unrelated university strategies shall be published	x	x	X
Admission/ student application record	X	x	x	
Academic and learning (including student files)	X	x	x	
Human resources record/ information		x	x	X
Media active record	x			
Media inactive record		x		
Financial record		x	x	X



# Access Matrix

	Public source (ATMU website, handbook, catalog)	ATMU drive	Cabinet	On Request
Governance board	x	x		x
Document controller	x	x	x	
Full-time staff	x	x		x
Contractor with ATMU email	x	x		x
Contractor	x			x
Student	x			x

# Retention Schedules

ATMU shall maintain the records as per the regulations of the California Bureau of Postsecondary Education (BPPE):

	Long term retention			Short term retention
	Permanent retention	10 years	5 years	
Management		x		
Admission/ student application record			x	
Academic and learning (including student files) Please refer section 6 in this policy			x	
Student transcript	x			
Human resources record/ information			x	
Media active record			x	
Media inactive record			x	
Financial record			x	



# Student Records

## Kapitel 25

### Admission Records

ATMU shall maintain records of the name, address, e-mail address, and telephone number of each student who is enrolled in every degree program.

The record of students who is offered and accepts an offer of admission shall be automatically transferred to Registrar office.

The record of students who are offered but do not accept an offer of admission shall be housed in the admissions department for a period of three (3) years.

The record of students who are not offered admission shall be housed in the admissions department for a period of one year.

### Student Profile

ATMU shall maintain a file for each student who enrolls in the institution whether or not the student actually starts his/her educational program or starts but does not complete his/her educational program.

The student file shall contain all of the following pertinent student records:

- (1) Written records and transcripts of any formal education or training, testing, or experience, institution's award of credit or acceptance of transfer credits including the following:
  - (A) Verification of high school completion or equivalency or other documentation establishing the student's ability to do college level work, such as successful completion of an ability-to-benefit test;
  - (B) Records documenting units of credit earned at other institutions that have been accepted and applied by the institution as transfer credits toward the student's completion of an educational program;
  - (C) Grades or findings from any examination of academic ability or educational achievement used for admission or college placement purposes;
  - (D) All documents evidencing a student's prior experiential learning upon which the institution and the faculty base the award of any credit;
- (2) Personal information regarding a student's age, gender, and ethnicity if that information has been voluntarily provided by the student;
- (3) Copies of all documents signed by the student, including contracts, instruments of indebtedness, and documents relating to financial aid;
- (4) Records of the dates of enrollment and, if applicable, withdrawal from the institution, leaves of absence, and graduation; and
- (5) A transcript showing all of the following:
  - (A) The courses or other educational programs that were completed, or were attempted but not completed, and the dates of completion or withdrawal;
  - (B) Credit awarded for prior experiential learning, including the course title for which credit was awarded and the amount of credit;



- (C) Credit for courses earned at other institutions;
- (D) Credit based on any examination of academic ability or educational achievement used for admission or college placement purposes;
- (E) The name, address, website address, and telephone number of the institution.

(6) For independent study courses, course outlines or learning contracts signed by the faculty and administrators who approved the course;

(7) The dissertations, thesis, and other student projects submitted by graduate students;

(8) A copy of documents relating to student financial aid that are required to be maintained by law or by a loan guarantee agency;

(9) A document showing the total amount of money received from or on behalf of the student and the date or dates on which the money was received;

(10) A document specifying the amount of a refund, including the amount refunded for tuition and the amount for other itemized charges, the method of calculating the refund, the date the refund was made, and the name and address of the person or entity to which the refund was sent;

(11) Copies of any official advisory notices or warnings regarding the student's progress; and

(12) Complaints received from the student.

All student records shall be maintained for a period of 5 years, except for the student transcript, which is to be maintained permanently.

A record is considered current for three years following a student's completion or withdrawal. A record may be stored on AMTU drive.

ATMU shall maintain a second set of all academic and financial records at ATMU drive.

## Access and Privacy

In general, each student has the right to review his educational file. This file may be only shared with the student. Only the ATMU Registrar or any member of the Registrar's Office has access to the student files, except for auditing purposes.



# Student Record Matrix

Record title	Responsibility	Retention period	Student access
<b>1. Admission record</b>			
1.1. Personal profile	Admission department	1 year: no admission letter is issued 3 years: admission letter is issued but student declines the offer 5 years: admission letter is issued and student accept the offer	No right access
1.2 Application for admission	Admission department	1 year: no admission letter is issued 3 years: admission letter is issued but student declines the offer 5 years: admission letter is issued and student accept the offer	No right access
1.3 Acceptance letter	Admission department	3 years: admission letter is issued but student declines the offer 5 years: admission letter is issued and student accept the offer	<a href="mailto:admission@atmu.edu">Upon request to admission@atmu.edu</a>
<b>2. Academic record</b>			
2.1. Personal profile	Registrar department	5 years: US citizen student at least 5 years: international students	<a href="mailto:registrar@atmu.edu">Upon request to email registrar@atmu.edu</a> with reasonable purpose
2.2. Academic record (final grading, dissertation/the sis grading)	Registrar department	Permanently	<a href="mailto:registrar@atmu.edu">Upon request to registrar@atmu.edu</a>
2.3. Student's attendance list	Registrar department	5 year after graduate or last date of studying	<a href="mailto:registrar@atmu.edu">Upon request to registrar@atmu.edu</a>
2.4 Request to change the course	Registrar department	5 year after graduate or last date of studying	



2.5. Assignment and final project	Respective school	5 year after graduate or last date of studying	Moodle
2.6. Thesis/ dissertation	H_Copy: Library and respective school Soft copy: Respective school	Permanently	Library
2.7. Credit transfer request forms and its supporting documents	Registrar department	5 year after graduate or last date of studying	<a href="mailto:registrar@atmu.education">Upon request to registrar@atmu.education</a>
2.8. Studying defer request and its supporting documents	Registrar department	5 year after graduate or last date of studying	<a href="mailto:registrar@atmu.education">Upon request to registrar@atmu.education</a>
2.9. Other forms during study and its supporting documents	Registrar department	5 year after graduate or last date of studying	<a href="mailto:registrar@atmu.education">Upon request to registrar@atmu.education</a>





## Kapitel 26 Drug-Free Campus Policy

This policy applies to all ATMU faculty, staff, and students while attending school or any school function. As stated in California Health and Safety Code 1135.5, adults preparing for the sale or gift of a controlled substance to minors upon school grounds or public playgrounds may be punished by imprisonment in the state prison for five, seven or nine years. As stated in California Health and Safety Code 11353.6, Juvenile Drug Trafficking and Schoolyard Act of 1988, any such acts shall receive an additional punishment of three, four or five years at the court's discretion.

All students attending ATMU are considered adults and are in an adult situation. For this reason, there will be no warnings if the use of alcohol or illicit drugs is found on campus or at campus functions. Notification of the police will be left to the judgment of the attending instructor or school personnel. The student's instructor will be notified of the dismissal within 24 hours of the situation.

There are certain drugs that cause or create physical and emotional problems. Following is a list of the most common drugs and their side effects: Marijuana contains THC, a psychoactive chemical that alters the sensory activities of the brain, including long-term damage to memory capabilities. The inhalation of marijuana smoke may cause lung cancer and chronic use may adversely affect reproductive ability in women. Alcohol alters judgment, vision, speech and coordination and can cause long-term damage to the liver. It severely impairs one's ability to function and is a primary cause for vehicular accidents. Cocaine and Crack provide a user with a temporary feeling of energy, increased heart rate, blood pressure, body temperature and can cause a false sense of exhilaration. They are highly addictive and may lead to heart attacks, strokes and long-term brain damage.

There are several local agencies that can assist you with referrals to organizations that specialize in alcohol or drug abuse.


## Kapitel 27 Approval/Licensure Disclosure

ATMU was granted preliminary course licensure from the Bureau for Private Postsecondary Education pursuant to California Education Code Section 94915. The Bureau's licensure means that the institution and its operation comply with the minimum standards established under the law for occupational instruction by private postsecondary educational institutions. Institutional approval must be re-approved every year and is subject to continuing review. The following programs are licensed:

California statute requires that students who successfully complete a course of study, be awarded an appropriate diploma or certificate verifying the fact. Upon successful completion of their course work, ATMU graduates will be awarded a diploma for its degree programs. Prospective enrollees are encouraged to visit the physical facilities of the school and to discuss personal educational and occupational plans with school personnel prior to enrolling or signing enrollment agreements.

## Kapitel 28 Bankruptcy Disclosure

ATMU has never filed for bankruptcy petition, operated as a debtor in possession or had a petition of bankruptcy filed against it under federal law.



# Kapitel 29 Copyright Infringement Information

Copyright laws protect original works of authorship. The owner of a copyright has the exclusive right to the original work, including the right to copy the work, distribute the work, display or perform the work publicly, and create derivative works. A copyright interest attaches to an original work that is “fixed in any tangible medium of expression,” including traditional works like books, photographs, architectural drawings, music, drama and sculpture, as well as works affected by new technologies, like movies, electronic media, web pages, software, multimedia works and databases. The use of file-sharing networks to download and share copyrighted works without permission from the copyright owner, like software, music, movies, TV shows, games and images, violates copyright laws. In most instances, a student must obtain permission from the copyright owner in order to copy, distribute, display or perform a copyrighted

work in any medium for any purpose. Any copyright infringement, including, without limitation, distribution of copyrighted material through unauthorized peer-to-peer file sharing, in connection with a student’s enrollment in a program of study at the school or conducted by a student through the use of the school’s equipment or information systems is prohibited and violates both the Conduct section of the school catalog and the law. Any student who engages in copyright infringement will be subject to discipline by the school, which may include, without limitation, the suspension or termination from one or more courses the student is taking or the student’s entire program of study at the school and the referral to the proper authorities.

Copyright infringement may also subject the student to civil and criminal liabilities. A summary of the penalties for violating federal copyright laws includes: Unlimited actual damages proven for each act of copyright infringement. Up to \$30,000 for each act of copyright infringement that is determined not to be willful. Up to \$150,000 for each act of copyright infringement that is determined to be willful. Criminal penalties.



## Kapitel 30 Privacy of Educational Records

The Family Educational Rights Act of 1974 gives students the right to inspect their educational records upon reasonable notice. The Act also guarantees the privacy of student educational records and sets forth the conditions and circumstances under which a student's educational records may be shown to others. Students who feel their rights under the Act have been violated are entitled to request a hearing with a school official in an effort to resolve the problem.

## Kapitel 31 Campus Crime

Pursuant to the requirements of the United States Department of Education, ATMU publishes all known occurrences of crime committed on campus on its website. In the event of a crime, an incident report must be completed, and a police report may be filed. Any and all occurrences of crime should be reported immediately to the Chief Operating Officer who will obtain an administrator for assistance. In addition to the above information, the State of California requires that the institution print its policy pertaining to sexual assault. In the event a sexual assault should occur while on campus, the victim and any witnesses are to report the crime to campus officials immediately. All precautions will be taken to ensure the comfort, support, and dignity of the victim. In order that the crime, be fully and properly investigated, the police will be contacted.

## Kapitel 32 Liability

ATMU is not responsible for loss or damage to personal property or for personal injury which may occur while on the school grounds, on field trips, or during student class/research assignments.

## Kapitel 33 Diplomas and Transcripts

Diplomas are mailed out approximately two to four weeks after the date of conferral of the degree. This allows time for confirmation that all degree requirements have been met. Under no circumstances will a diploma be released prior to the conferral date. Transcripts from other institutions which have been presented for admission or evaluation become part of the student's academic file and are not returned or copied for distribution. Diplomas and/or transcripts will not be released if the student has an active diploma/transcript hold due to academic, financial, or other reasons. Currently enrolled students may order official copies of transcripts or print unofficial copies of transcripts at any time by contacting the ATMU Registrar; processing and fee information is available from the Registrar for this service.

# Kapitel 34 Cancellation/ Withdrawal and Course Drop Policy

## Introduction

A student who finds it necessary to cancel his/her course registration and/or to withdraw from all classes after enrollment must follow this withdrawal policy and procedure. Failure to follow the policy may delay processing of any applicable refund and negatively impact a student's academic record.

## Cancellation from ATMU (Prior to Start of Classes)

A student who wishes to completely cancel his/her enrollment from an ATMU academic program prior to the start of class (no later than the seventh (7th) day after the date of enrollment) or after the first class, has the right to cancel his/her enrollment without financial penalty. The student must submit an ATMU Cancellation/ Withdrawal Form (below) and follow the instructions of the ATMU Refund Policy.

## Withdrawal from ATMU (After Start of Classes)

A student who wishes to withdraw from ATMU after attending more than one class must provide official notification by submitting a completed and signed ATMU Withdrawal/ Cancellation Form (below) to the Registrar's Office and follow the instructions of the ATMU Refund Policy. In cases of emergency, serious illness, or extenuating circumstances, a student may be permitted by the Registrar's Office to withdraw by phone, email, text, or postal mail. Failure to provide the school with official (written) notification of withdrawal may delay the processing of any applicable refund and negatively impact a student's academic record.

## Cancellation/ Withdrawal from an ATMU Course

When a student withdraws from a class (or ATMU determines that the student has withdrawn but did not submit a signed Cancellation/Withdrawal Form), the last date of attendance will be used to calculate the refund amount, if any, in accordance with any applicable State regulations.

A student who withdraws (or who is withdrawn) from a class after the cancellation period will receive a pro-rata refund for tuition (see ATMU Refund Policy) if he/she has completed 60% or less of the period of attendance. A student who wishes to withdraw from a course must submit an ATMU Course Cancellation/Withdrawal Form to the Registrar's Office. The amount of any refund, if any, will be pro-rated as per ATMU Refund Policy.



# Student's Right to Cancel/ Withdraw.

A student has the right, without explanation, to cancel his/her enrollment agreement and obtain a full refund of charges paid up to the first-class session or the seventh day after the date of enrollment, whichever is later. Through use of this form, the cancellation needs to be writing and submitted to the ATMU Registrar's Office.

A student may withdraw from the school at any time, after classes start, and receive a pro rata refund of 60 percent (60%) or less of his/her tuition, calculated based on the remaining scheduled days in the current payment period in the program, and based on the last day of attendance.

Information:

If you submit this form before the start date of the first class (no later than the seventh day after the date of your enrollment agreement) or after the first-class session – whichever is later - your request will be considered a cancellation.

If you submit this form after attending more than one class, your request will be considered a withdrawal. You need to send the cancellation form to email [dean.office@atmu.education](mailto:dean.office@atmu.education)

To request a refund, please follow the directions of the ATMU Refund Policy and attach the Refund Form.



# Kapitel 35 Nondiscrimination Policy

## Harassment Policy

At ATMU all faculty, staff, and students should be able to enjoy a teaching and learning environment free from harassment of any nature. Harassment based on personal characteristics such as gender, sexual orientation, race, culture, skin color, ethnicity, religion, age, marital status, pregnancy status, veterans' status, or disability is strictly prohibited at ATMU.


## Non-Discrimination Policy

Discrimination is defined as:

- Conduct of any nature that denies a person the opportunity to take part in – or limits their participation in - a program, service, or activity offered by ATMU based on personal characteristics.
- Conduct of any verbal or physical behavior that affects an individual's employment or education based on personal characteristics.

It is ATMU's policy and strong commitment that harassment and discrimination of any type will not be tolerated at any time. If there is a complaint by a faculty, staff, or student of harassment or discrimination, ATMU will take the following steps to review, investigate, and resolve the complaint in a timely and expeditious manner.

# Harassment & Discrimination Report Procedure



## Step 1: Complaint filed

- Any ATMU faculty, staff, or student who experiences harassment or discrimination is encouraged to send an email or to the ATMU Chancellor/CAO at [chancellor@atmu.education](mailto:chancellor@atmu.education). If the complaint is against the chancellor/CAO, the complaint should be sent to the CEO at [dgupta@atmu.education](mailto:dgupta@atmu.education).
- 
- In the case that the complaint is directed to the ATMU CEO, the faculty, staff, or student should send his/her email directly to the ATMU Governing Board Chairman.
- The email should describe in specific detail the type of behavior involved in the harassment or discrimination and include as much detailed information as possible regarding the incident: who, what, where, when.
- If the harassment or discrimination was verbal in nature, the email should strive to provide the exact language or words that were used; when the verbal encounter occurred; where the verbal

	<p>encounter occurred; who was present (including as possible witnesses); and the general circumstances to lead to the encounter.</p> <ul style="list-style-type: none"> <li>● Complaints must be submitted anonymously. However, it should be noted that it will not be possible to follow up with the complainant during the investigation if contact information (name, telephone number, email address) is not provided.</li> <li>● All complaints will be considered confidential and only those with a right-to-know will be made aware of the complaint and the complainant.</li> </ul>
<p>Step 2: Formation of Investigation Team</p>	<p>The investigating team shall consist of the president, HR manager (in case of a complaint against an employee), chancellor (in case of a complaint against a student) and one member of the Governing Board.</p>
<p>Step 3: Investigation</p>	<p>The investigating team shall conduct a thorough and timely investigation. If appropriate, the team may solicit advice from a lawyer or legal representative.</p>
<p>Step 4: Decision</p>	<p>If the investigating team determines that harassment or discrimination did not occur, the complainant will be so notified, and no disciplinary action will be taken against the faculty, staff, or student. If the investigating team determines that harassment or discrimination did occur, the complainant will be so notified, and appropriate disciplinary action will be taken against the faculty, staff, or student.</p>
<p>Step 5: (when and if applicable) Discipline</p>	<p>For a faculty or staff member, disciplinary action will be taken based on the nature, type, and extent of the harassment or discrimination and may include— but not be limited to: verbal warning, written reprimand, probation, suspension for a specified of time, or dismissal/termination. For a student, disciplinary action will be taken based on the nature, type, and extend of the harassment or discrimination and may include but not be limited to: verbal warning, written reprimand, probation, suspension for a specified period, or dismissal/expulsion from ATMU.</p>





# Kapitel 36 Graduation Policy

To graduate is to be granted an academic degree or diploma and ATMU graduates those students who are in good standing upon the satisfactory completion of all degree requirements.

## Master of Business Administration Program (MBA) Graduation Requirements:

Successful completion of 36 credit hours of program coursework within 4 years of the start of study Minimum overall cumulative grade point average of 3.0

A grade of C or higher for all courses in the program

### NOTES

- 1) A grade of C- or lower is not considered a passing grade for any course.
- 2) If the student receives a grade of C- or lower for any course, this failed course must be repeated in order for the student to graduate.
- 3) Only the grade of the repeated course will be used to calculate the student's cumulative grade point average for graduation, but both the original and repeated courses grades will appear on the student's official transcript.
- 4) A student may not repeat a failed course more than two times. If a student fails a course three times, he/she will be dismissed from the program.
- 5) A student whose cumulative grade point average drops below 3.0 after a course will be placed on academic probation for the following course. If a student does not raise his/her cumulative grade point average to a 3.0 or higher after the next course, he/she will be subject to academic dismissal.

# Kapitel 37 Student Services

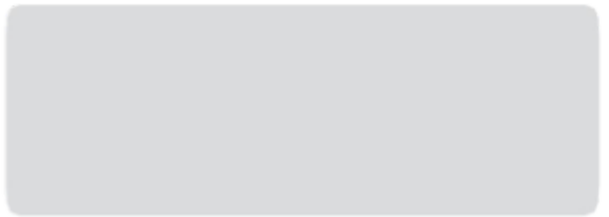
**Admissions:** [admission@atmu.education](mailto:admission@atmu.education)

**Library service:** [library@atmu.education](mailto:library@atmu.education)

**Academic support:** [dean.office@atmu.education](mailto:dean.office@atmu.education)

**IT support:** [itsupport@atmu.education](mailto:itsupport@atmu.education)

**Finance:** [finance@atmu.education](mailto:finance@atmu.education)



American Tech and Management University

