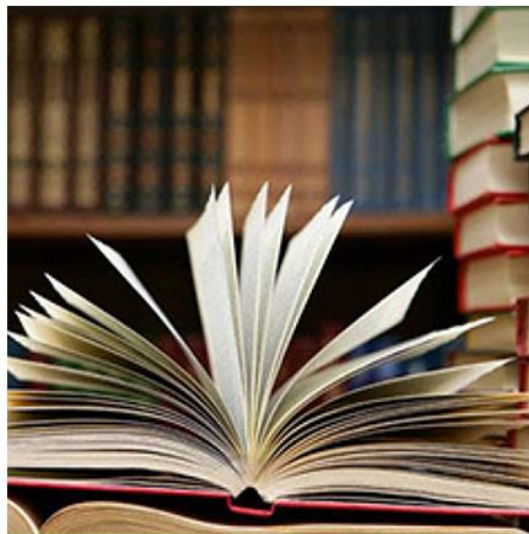




**AMERICAN VISION**  
**UNIVERSITY**  
California | United States of America

**2020 -  
2021**

# General Catalog



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This catalog reflects the current status of programs and policies of the American Vision University, and is effective July 1, 2020 to June 1, 2021. All new and re-entering students for the 2020 – 2021 academic years and following are bound by it. The catalog is updated annually and available in July of each year.

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American Vision University reserves the right to make changes to provisions of this catalog, and its rules and procedures at any time, with or without notice, subject to licensing requirements. This catalog is neither a contract nor an offer to contract but merely a general outline of the programs currently offered by the university.

American Vision University reserves the right to make changes at any time, with or without notice and in its sole and absolute discretion, to course structure and lecture delivery format, including the length and method of lecture delivery currently used at the university. To ensure that students are presented with a progressive and challenging curriculum, American Vision University also reserves the right to change graduation requirements and to revise or delete courses as deemed necessary.

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## **President's Welcome**

I and our faculty members are extremely delighted to welcome you to our American Vision University. Our university is open for everyone who wishes to enhance the professional knowledge and skills. The university is established to reshape the education system. We design our solutions keeping in mind both our faculty members and students. The ultimate aim of the university is to provide an environment that encourages students' to not only meet, but exceed the satisfactory standards of the learning program.

The University is focused on reaching out the various levels of learning. We administer a vast array of learning fields, including, business, and healthcare.

Students can get all the necessary information about the courses and academic activities in the university catalog. The University is committed to delivering high quality education along with extensive support and guidance.

The primary motto of the university is to provide an effective learning environment that prepares students for future challenges. The university strives to make the learning programs more accessible for the students with the Student Learning Center. Our personalized attention and student-centered approach is meant to provide both personal and academic support at every learning phase.

The American Vision University is committed to excellence and high quality learning system. Please don't hesitate to contact me or any of our faculty members by phone or email to know more about the university and its activities. We are here to provide a reliable academic structure that helps students achieve their learning goal and shape their future.

Ahmad Alhalak, Ph.D.  
**President**

## **Mission and Goals**

At AVU, we believe in providing high quality undergraduate and graduate educational programs for adult learners using the most advanced distance learning methodologies. Our University is dedicated to provide a dynamic educational experience for those students who require freedom and flexibility for satisfying their educational as well as professional goals. We are committed to cultivate an online educational environment that is based upon academic integrity and intellectual curiosity.

### **Mission Statement**

Our mission is to foster, promote and support excellence in teaching and learning in an online educational platform so as to enhance the engagement of students in courses and other co-curricular activities. We believe in inventing innovative learning and teaching practices that can meet the diverse needs of today's learners. We strive to facilitate university-wide engagement which supports student development along with academic success.

### **American Vision University Fulfills Its Mission By:**

1. Imparting world class online education and subsequently monitoring, evaluating and reporting the academic progress of our students with the help of a healthy and fruitful faculty-student link.
2. Making it possible for the students to understand the various facts and ideas around them and by encouraging them to think analytically about them so that they can make their conclusions clearly.
3. Promoting a sense of intellectual inquiry amongst our students which eventually helps in the social, cultural and professional development of our students irrespective of where they are.
4. Broadening the overall depth and scope of the knowledge provided by us in various fields of study so as to help in the personal enrichment of our students which stays with them for their entire life.

### **Goals of Our University**

We believe that evolution is the basis of perfection and therefore our team is always keen to develop and evaluate programs of study so as to continually improve and provide what is best for our fellow students. Evolution can't be achieved if there aren't any goals to meet and thus we also strive daily to achieve these goals:

1. Enable our students to acquire the best knowledge of their specific discipline.
2. Help our students to think critically and improve their abilities to the fullest.
3. Encourage our students to use their knowledge to achieve economic satisfaction.

4. Improve the level of confidence along with the self-esteem of our students.
5. Provide a path for our students where they can gain useful experience life-long.

### **Objectives as a University**

All educational programs share a common set of objectives which have evolved with time and are also continually shaping our students, staff, faculty and employers in this ever-changing socioeconomic world. Following are the objectives of our University which we make sure are fulfilled:

1. To allow our students to complete their degrees at their own pace.
2. To help students successfully meet their coursework requirements online.
3. To develop a specialized study program for each student as per his/her needs.
4. To provide comprehensive and current info of their field of study to students.
5. To make available the best support and guidance for students when needed.

AVU provides higher education opportunities to students so that they can develop their knowledge and skills for achieving personal and professional goals while proving useful to the community as well. Contact our counselor today in case you wish to enroll in any of our courses.

### **Contact Us**

American Vision University is situated in the heart of Orange County in Greater Los Angeles area.

The campus address at:  
155 N. Riverview Dr, Anaheim Hills, CA 92808, USA  
1-949-501-3701

[www.americanvisionuniversity.org](http://www.americanvisionuniversity.org)  
[info@americanvisionuniversity.org](mailto:info@americanvisionuniversity.org)

### **Campus Hours**

(Pacific Standard/Daylight Time)

Monday through Friday

9:00 A.M. to 7:00 P.M.

Saturday

10:00 A.M. to 2:30 P.M.

The university is closed on Sundays.

### **Holiday Schedule – 2020**

- New Year's Day January 1 (Wednesday)
- Memorial Day May 25 (Monday)



- Independence Day July 3 (Friday)
- Labor Day September 7 (Monday)
- Thanksgiving Day November 26 (Thursday)
- \*Christmas Eve December 24 (Thursday)
- Christmas Day December 25 (Friday)
- \*New Year's Eve December 31 (Thursday)

\*American Vision University is closed on holidays listed above, except for Christmas Eve and New Year's Eve when those holidays are on business days. If the Christmas Eve and New Year's Eve fall on business days, the administrative office closes at 2:30 PM PST.

### **Important Registration and Term Dates for the 2020 - 2021 Academic Year**

<b>Term</b>	<b>Web Registration Begins</b>	<b>Term Dates</b>
<b>Winter 2020</b>	October 07, 2019	January 6 – March 13, 2020
<b>Spring 2020</b>	January 13, 2020	March 30 – June 5, 2020
<b>Summer 2020</b>	April 6, 2020	June 29 – September 4, 2020
<b>Fall 2020</b>	July 6, 2020	September 28 – December 4, 2020

Please Note: Dates and Schedules are subject to change.

### **California Bureau for Private Postsecondary Education (BPPE)**

American Vision University is a private institution, approved by the California Bureau for Private Postsecondary Education to operate in the state of California as a degree granting institution. Approval to operate means that the institution is compliant with the minimum standards contained in the California Private Postsecondary Education ACT of 2009 (as amended) and Division 7.5 of Title 5 of the California Code of Regulations.

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:

1747 N. Market Blvd. Ste 225 Sacramento, CA 95834

P.O. Box 980818, West Sacramento, CA 95798-0818

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

Telephone and Fax #'s: (888) 370-7589 or by fax (916) 263-1897

(916) 574-8900 or by fax (916) 263-1897

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 Toll-free telephone #: (888) 370-7589 or by completing a complaint form, which can be obtained on the bureau's Internet Web site: [www.bppe.ca.gov](http://www.bppe.ca.gov)

## **Online Classroom Student Access**

Our staff ensures to be available and accessible for our students every time they need us. That's why, our online classroom, mainly known as the Student Learning Center (SLC), operates 24 hours a day and 7 days a week, including holidays. The maintenance and software update jobs are completed with minimal disruption to the learning process. Our faculty members and their work contribute to a wonderful student experience. Our students and staff always keep in touch through e-mail, chat and discussion board postings.

AVU has created an online learning portal for the students using Moodle Learning platform. The student can login to his/her account from the university website. Once the student logged-in to his/her account successfully, the student will be able to view his/her registered classes for the term and interact with the instructors. The study materials (e.g., PowerPoint presentation, notes in a PDF format, and online quizzes and case studies) will be posted on the student account.

## **Admission Requirements and Processing**

American Vision University is committed to providing an academic structure to the students that help them to get success in their particular career field. We have designed our policies and procedures in accordance with the needs and interests of the students enrolling in online programs. Students are allowed to accumulate transfer credit from the courses, learning programs completed, credit obtained by examination and military training and course work. AVU aims to maximize the amount of credit transferred into the learning programs offered by the university.

### **High School Diploma or Equivalent Requirement**

Prospective students must hold a high school diploma, GED certificate or equivalent to get enrolled into a college-level degree program. Students willing to get admission into a master's program must have a bachelor's degree.

International or homeschooled applicants are required to submit genuine documents of the program completed. The documentation must be issued by a governmental authority or school supervisor. The document must be attested properly and demonstrate the successful completion of the course that can be equivalent to an accredited high school diploma or GED certificate.

Students are required to provide any of the following official documents as proof of high school graduation:

1. Official high school transcript or diploma.
2. Official GED certificate.
3. Military service members and veterans may provide:
  - DD Form 1966 - Record of Military Processing.
  - DD Form 214 - Certificate of Release or Discharge from Active Duty.
  - Military Branch records that document high school graduation or equivalent.

## **Degree Programs Offered**

AVU is offering flexible and convenient learning programs to all those who want to complete their education without compromising their personal and professional liabilities. Our mission is to provide affordable and accessible education to the students. We offer master's degree programs. With our learning programs, students will develop their perspective and critical thinking skills.

**Areas of study degree level include:**

### **Graduate Degrees**

- Master in Business Administration (MBA)
- Master of Science in Healthcare Administration (MS)

#### **“Notice to Prospective Degree Program Students**

This institution is provisionally approved by the Bureau for Private Postsecondary Education to offer degree programs. To continue to offer this 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 November 26, 2020.

If this institution stops pursuing accreditation, the following will happen:

- The institution must stop all enrolment 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.

### **Non-Accredited Online Certificate Courses:**

The School of Professional and Continuing Education offers professional course's certificates; courses for graduate school preparation, professional advancement, or personal enrichment; and structured programs for graduate school or college preparation, all designed for busy adults, with option online. In today's fast-paced world, it pays to be up to date with the latest techniques - and to be confident in your ability to apply them effectively. That's why we at the School of Professional and Continuing Education have designed a variety of skills short courses, developed to match fresh perspectives with established practical skills. The School of Professional and Continuing Education offers the following short courses:

- Marketing Strategies and Operations
- Developing Management Skills
- Project Management Essentials
- Digital Marketing Strategies and Social Networks

- Leadership Development
- Negotiating Effectively
- Business Strategy for Managers
- Strategic Thinking
- Event Management
- Nutrition and Health
- Hospitality Management
- Leadership Roles in Health
- E-Commerce
- Fashion Business
- Small Business Management

**Ability to Benefit Students**

Students need to have a high school diploma, G.E.D or recognized equivalent to get enrolled in any of the above mentioned programs. In case, you don’t have any of these certifications, you will have to pass an independently conducted examination from the list of examinations mentioned by the U.S Department of Education below.

Wonderlic Basic Skills Test (WBST) Verbal Forms VS-1 & VS-2; Quantitative Forms QS-1 & QS-2 (Online & Paper and Pencil Versions)	Passing Score
	Verbal - 200 Quantitative - 210
ACCUPLACER (Reading Comprehension, Sentence Skills, and Arithmetic)	Reading Comprehension – 55 Sentence Skills – 60 Arithmetic – 34

**Advantages of Earning a Degree**

AVU focuses on developing the skills and knowledge of the students in their selected field. Students will learn how to deal with the challenges along with developing a better understanding about their lives and communities. We prepare our students for their future through our intellectual tools and learning lessons. We don’t just teach you for your present, but for your future.

Our faculty members include experienced and qualified personnel who are in direct contact with the students. They will assist and guide the students at every step to make their learning experience smooth and easy. With the help of Academic Progress Advisers, students will proceed from one course to another in an organized manner. Assignments, quizzes, term papers and final exams will be conducted to ensure that students have learnt what they have been taught. Moreover, course discussion boards allow our students to learn something new from their peers and exhibit their own skills and understanding.

We have designed a learning system that focus on continuous practice, interaction and feedback. We provide high quality and affordable courses to students and help them advance their careers. All instruction will be conducted in the English language only.

## **Departmental Benefits for Students**

### **Master of Business Administration (MBA)**

This program will provide students with a very comprehensive overview of Business Administration. The Faculty of Business Administration is dedicated to the concept that there exists a common set of administrative techniques, skills and knowledge which is applicable to business organizations. Therefore, it offers a common core of study to all its graduate students. The MBA learning goals specify the intellectual and behavioral competencies that graduates should possess and that provide a foundation for their future professional and personal development and success.

The program will prepare graduates to determine and formulate policies and provide overall direction of companies or private and public sector organizations within guidelines set up by a board of directors or similar governing body. Plan, direct, or coordinate operational activities at the highest level of management with the help of subordinate executives and staff managers. (Chief Executives, United States Department of Labor's Standard Occupational Classification code 11-1011).

### **Master of Science in Healthcare Administration (MS)**

The Master in Science of Healthcare Administration (MS) offers students the opportunity to pursue personal and professional enhancement. The degree is focused on building management, administrative and policy capacity for the next generation of health sector leaders. The MS degree prepares students for positions that require advanced management and strategic ability, policy knowledge and skills, and exceptional analytical and evaluation capacity. The key competency areas focus on the unique needs and complexities of a dynamic health care system.

The program will prepare graduates to compile, process, and maintain medical records of hospital and clinic patients in a manner consistent with medical, administrative, ethical, legal, and regulatory requirements of the health care system. Process, maintain, compile, and report patient information for health requirements and standards in a manner consistent with the healthcare industry's numerical coding system. (Medical Records and Health Information Technicians, United States Department of Labor's Standard Occupational Classification code 31-9092).

At AVU, our commitment to excellence and quality allow us to help our students earn a degree in their preferred field. We always work in the best interest of our students. We are always open to guide our learners and help them master their skills. Once you get enrolled in our university, your education becomes our responsibility. We can go the extra mile for your overall intellectual and mental development that can help you secure a great position in the industry. We have a team of qualified instructors who are well-versed with the study material of different subjects, such as Business Administration, and Healthcare Administration. Rest assured, you will get the best in class education.

## **Applicants with International Degrees and Credentials**

The American Vision University aims to provide high quality undergraduate and graduate learning programs to the students across the globe. That's why; we happily welcome applications from students from any part of the world. We don't offer I-20 services since we are a distance learning institution, where students can learn from home, without any attendance and residence obligations. We are here to help students who want to advance their education, but can't attend classes.

Students with English as a second language or who have earned a diploma or degree from any other country than the U.S. are needed to submit some additional documentation while the enrollment process.

### **Submitting Academic Documentation**

International students should send the official documents of transcripts from secondary schools, colleges and universities; they have studied in, directly to the university. If the transcripts are not in English language, they must be accompanied by a certified translation.

Foreign Transcript Evaluation: An applicant who has completed university-level courses in a country other than the U.S. that are comparable to the learning programs in the U.S. are required to get the transcripts evaluated by an outside credential evaluation company. We will accept the foreign transcript evaluations from any agency authorized by The National Association of Credential Evaluation Services.

### **Verifying English Proficiency**

International applicants who speak English as a second language and have completed their studies in any other country than the U.S. are required to submit proof of their English proficiency through any of the following mediums:

- Applicants for graduate learning course and/or online short course should clear Test of English as a Foreign Language (TOEFL) with a minimum score (graduate) of 500 for paper based, or 61 for iBT - Internet based.
- Applicants applying for graduate program and/or online short course should clear International English Language Test (IELTS) exam with a minimum score of 6.0 and for graduate program and/or online short course score should be of 6.5.
- A minimum grade of Pre-1 on the Eiken English Proficiency Examination.
- International students who have attended any of the nationally or regionally recognized U.S. College or university for their undergraduate degrees are not required to submit TOEFL or IELTS scores.
- International applicants should provide a transcript indicating completion of at least 30 semester hour of credit from a recognized college or university, where they have scored "C" or higher grade or a university where the medium of instruction is English; "B" or higher for graduate degree and/or online short course.
- A transcript indicating "C" or higher grade in an English composition course from a recognized college or university; "B" or higher for graduate degree and/or online short course.

## **Graduate Degree Program Requirements**

At AVU, students applying for enrollment to a graduate degree program are required to submit the following documents:

- Application form.
- All students must submit documentation of a current photo ID that is issued by the government.
- Official transcripts indicating a completed, related master's degree and bachelor's degree from a regionally accredited university or from a non-U.S. institution with comparable accreditation. A minimum of a 3.40 on a 4.0 scale for master's course work is required.
- A current resume that demonstrates proven progressive experience in a managerial capacity.
- Contact information for three references from past or current employers, university professors, or professional associations. Personal references from family, friends, and others are not acceptable.
- A minimum of 750-word essay describing how your goals and experiences make you a superior candidate to pursue research and studies in management.

## **Short Course Requirements**

For admission to certificate short courses, official documentation must be provided showing that the applicant:

- Is at least 18 years old,
- International Students: In addition to the above requirements, international students have to demonstrate knowledge of the English Language (reading and writing).

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

The transferability of credits you earn at American Vision University is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the degree you earn in the educational program is also at the complete discretion of the institution to which you may seek to transfer. If the degree 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 will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending American Vision University to determine if your degree will transfer.

## **Transfer Credit Evaluation**

Credit transfer is awarded for post-secondary courses that are completed by students at some other institutions only if that course meets our standards and requirements of your specific program's interest. Our registrar evaluates the transcripts submitted by students on the basis of the following policies and criterion:

1. **Master's degree programs** – At most 20% of total credits which are required for the completion of the program can be applied from the credits transferred in the American Vision University. Apart from that, for a master's degree which requires 36 semester credits, only seven (7) credits can be transferred.

For the current academic year, AVU has not entered into an articulation or transfer agreement with any other college or university.

## **General requirements for the documentation of coursework and/or credit hours**

Coursework and credit hours are evaluated on the basis of the following criteria:

1. Credits which are earned in the past seven years are accepted first. Credits older than that may be accepted on the basis of the subject's area and the professional work history of the applicant.
2. An academic catalog along with the syllabus and/or the course outline from the institution which is awarding the credit is available.
3. Credit transfer value is less than or equal to the value of the equivalent our course.
4. General purpose education courses can be substituted and thereafter applied as a transfer credit if the courses are found to be comparable to the correct general education subject area.
5. Transcripts of non-U.S. institutions have to be evaluated by a foreign credential evaluation service; however, members of [www.naces.org](http://www.naces.org) are acceptable.

## **Academic Term and Enrollment Status**

### **1. Academic Course Credit**

- a. Credit which is earned in those courses completed from colleges and/or universities that are accredited by the agencies which are recognized by the U.S. Department of Education (ED).
- b. Course grade should always be "C-" or higher.
- c. The course content and its level must always be comparable to the courses of our program.
- d. Quarter credits can be transformed to semester credits by simply multiplying 1 QC with 0.67 so as to find the equivalent semester credit.
- e. Credit transfer won't be denied solely because of sending institution's accreditation.

### **2. Credit by Examination**

- a. Advanced Placement (AP) Program – College Board.
- b. College Level Examination Program (CLEP).
- c. DSST Program (DANTES Subject Standardized Tests).
- d. American Council of Education (ACE) – College Credit Recommendation.



- e. Excelsior College Examinations.
  - f. Other accepted industry certification or institution-developed tests.
3. **Courses Offered Outside an Institutional Setting**
- a. American Council of Education (ACE) Center for Adult Learning and Education (CAEL) credentials programs recognized programs.
  - b. Army/American Council on Education Registry Transcript (AARTS).
  - c. Coast Guard Institute (CGI).
  - d. Military Training Transcripts.
  - e. Sailor/Marine American Council on Education Registry Transcript (SMART).
  - f. Community College of the Air Force (CCAF).

### **Academic term and enrolment status**

All our degree courses are offered in a time frame of ten weeks, and our short course are offered in a time of 2 weeks. The flexible nature of our online courses and its experienced faculty support will help in the acceleration of the study rate of students eventually helping them to complete their course before the deadline of ten weeks.

Academic term for all students begins on Monday of each enrollment course term, and our short courses begin every Monday. The total number of courses enrolled between the starting and ending dates of an academic term are used to reason out the student's enrolment status.

Students have the option to enroll online at [www.americanvisionuniversity.org](http://www.americanvisionuniversity.org) or by visiting AVU main administrative location. AVU administrative office business hours are Monday through Friday 10:00 A.M. to 7:00 P.M, Saturday 8:30 A.M. to 2:30 P.M. The university is closed on Sundays

Student can fill-out and submit the application form by visiting the registrar's office at the administrative location. The registrar's office assist students with registration, help maintain academic records, verify transcripts and assist with course catalog maintenance and class scheduling. AVU offers only online programs; no classes will be conducted at the administrative location.

### **Student enrolment status – Full-Time and Part-Time**

The American Vision University students are considered "full-time" if:

1. They are enrolled and declared as a degree seeking student.
2. They are selected for an academic program present at master's level.
3. They've received a degree plan which individually specifies their program requirements.
4. They are enrolled in or have successfully completed the three courses as per the calendar year.
5. These criteria stand relevant for online distance education students who are attending the American Vision University – they aren't intended to be in accordance with federal financial aid, GI Bill or any other financially subsidized program of government.

### **Tuition and Fees**

Students interested in enrolling in any of the AVU's master's program should carefully consider the fee structure. Our online education programs are designed to qualify students in the best

manner possible. That’s why; the tuition fees and expenses are maintained at a reasonable level. Please note that the fees and charges are subject to change by the university and changes become effective on the date enacted. Following is the table containing the fee structure of American Vision University.

**Tuition Schedule – Semester Credit Hour Rate**

Tuition for the master’s degree programs is:

<b>Program/ Degree</b>	<b>Semester Credit (1)</b>	<b>Semester Credit (3)</b>	<b>Total Program</b>
Master’s	\$250	\$750	\$9,000

Total tuition fee for the 2-week online short course is \$175 that includes registration, study notes, certificate processing and issuing.

Tuition is the complete student cost for the courses and degree programs available at the university. The Tuition and other charges for the courses and programs are determined on the basis of semester credit hour. Each of our courses is three (3) credit hours. Within the individual degree plan, students get enrollment in two or three courses at a time. If students are interested in getting enrollment in a complete semester, they can make an appeal to the university. A complete semester is consisting of 9 to 12 semester credits for graduate programs.

**Transfer Credit Offset to Tuition**

We allow our enrolled students to utilize their previously earned semester units as credit for the degree and other program. In case, the transfer credit is applicable, 20% is transferred to the master’s degree.

The tuition fee for the students who will be receiving the maximum transfer credit tuition offset is as follows:

<b>Program/ Degree</b>	<b>Percentage Transfer Credits</b>	<b>Maximum Transfer Credit (\$)</b>	<b>Tuition Total Program</b>
Master’s	20%	1,750	7,250

Under the AVU Textbook Grant Program, the textbooks that are required to understand, learn and complete the course are provided absolutely free of cost. Students will be provided eBooks, new or old textbooks and additional learning material depending upon the availability.

**Fees Schedule**

The fees and non-tuition charges for the degree programs mentioned in the Table 1 are non-refundable. The fee structure of the American Vision University is as following and students are required to make the payments accordingly:

Application Fee	\$0*
Student Tuition Recovery Fund (STRF) Fee	\$0**
Academic Resources (per year)	Free
Application/Transfer Credit Evaluation	Free
Change of Program	\$50
Course Extension or Repeat	\$50
Duplicate Diploma	\$50
Graduation	\$200
Late Tuition Fee	\$50
Leave of Absence	\$25
Registration (per program)	Free
Reinstatement	Free
Returned Checks/Credit Card Charge Back	\$20
Transcript, Official or Unofficial	Free

\* Application fee is non-refundable.

\*\*State of California is currently not assessing the STRF fee – non-refundable.

### **Textbooks and Study Materials**

Fees include tuition and exam fees, but exclude the cost of books and study materials for the degree programs. Students are responsible for the books and the study materials for courses they acquired. The average estimated cost of books and other materials per course is \$120. The estimated cost of books for different programs depends on the number of courses your particular degree program has. The estimated cost is as follows:

Degree	Textbooks Costs
Master's	\$1,440

### **Estimated Cost of Attending American Vision University**

Sample calculation: Estimates is for a student attending online.

For an online Master of Business Administration degree objective student taking an expected average of three (credits) per term. Estimated expenses are updated annually for inflation. Consult Fee Schedule for applicable fees. Calculate actual tuition from the Tuition Schedule and the number of credits of coursework taken. Actual costs vary for each program and the number of units taken.

- a. Application fee: \$0
- b. Tuition – per term: \$750
- c. Late tuition fee – per month: \$50
- d. Graduation fee: \$200
- e. Entire program (total of 36 credits/8 terms): \$9,000

Total charges for a period of attendance: \$750

Estimated total charges for the entire educational program: \$9,000

## Student Tuition Recovery Fund

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.

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, 1747 N. Market Blvd. Ste 225 Sacramento, CA 95834. P.O. Box 980818, West Sacramento, CA 95798-0818, (916) 574-8900 or (888) 370-7589.

To be eligible for STRF, you must be a California resident or are 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 120 day 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 noncollection 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.

## **Payment Plan Options**

The American Vision University strives to provide affordable and quality education for all accepted students, irrespective of their financial circumstances. Eligible students can acquire private loans, military tuition assistance, employer tuition reimbursement, veteran's education benefits and through any other resource. Students are liable to repay the complete amount of the loan along with the interest, they have acquired from any other third party. Currently, we don't support any federal or state student aid or loan program. A student enrolled in an approved to operate unaccredited institution is not eligible for federal financial aid programs.

Students can go for an educational loan to pursue a degree, master program, but it is essential for a student to reimburse the complete amount of the loan plus interest, the amount of any refund can be reduced. If the student has received any financial aid from federal student financial aid program, he/she will be liable to repay the money that is not being covered under the program.

Students should make the complete payment of the tuition and fees at the completion of the course. Transcripts and diplomas will be issued only after the student has met all of his/her financial obligations, otherwise these, along with other university privileges, will be suspended.

## **Direct Pay Plan**

If any student is willing to pay the tuition and fee directly to the American Vision University, for all those, we provide zero interest payment plan option. Refer the Table 2 if you have enrolled for one or more programs. If you are willing to pursue multiple courses, the direct pay plan would require you to study one course at a time – the courses are studied in a sequence – only one at a time, instead of concurrently – all simultaneously.

## **Master's Programs**

### **AVU Direct Pay Plan Policy and Requirements:**

- \$250 tuition of per credit hour.
- \$1,050 tuition for a three semester credit program.
- \$750 down payment along with an enrollment agreement should be submitted.
- The balance of the tuition should be paid monthly, details mentioned in Table 2 and 3.
- Monthly payment is due on the 1<sup>st</sup> day of every month following the first month of the commencement of course.
- Zero percent annual percentage rate (APR).
- All the rights and privileges may forfeit in case a student fails to make the complete payments.
- Students need to pay the complete tuition and fee to get enrolled into subsequent courses.
- Additional fees or charges (see Table 1) may change the final course payment.

Table 2: Direct Pay Plan  
Master's Programs  
Based upon \$350 per credit

<b>Tuition &amp; Payment</b>	<b>Number of Courses</b>	
	<b>1</b>	<b>2</b>
<b>Total Tuition</b>	<b>\$750</b>	<b>\$1,500</b>
<b>Down Payment</b>	<b>\$250</b>	<b>\$250</b>
<b>Balance Due</b>	<b>\$500</b>	<b>\$1,250</b>
<b>Monthly Payment Amount</b>	<b>\$500</b>	<b>\$625</b>
<b>Number of Monthly Payments</b>	<b>(1)</b>	<b>(2)</b>

Table 3: Total Tuition Fees (2-year program)

<b>Tuition &amp; Fees</b>	<b>Cost</b>
<b>Registration fee</b>	Free
<b>Master's degree total tuition (36 credits)</b>	\$9,600
<b>Estimated text books cost</b>	\$1,440
<b>Total</b>	<b>\$10,440</b>

## **Cancellations, Withdrawal and Refund Policy**

American Vision University complies with the pre-defined standards of BPPE for cancellation, withdrawal and refund of the tuition and fees. There are no long term contractual obligations, since students generally get enrollment only for maximum 2 courses at a time.

### **Refund**

The institutional refund policy for students who have completed 60 percent or less of the course of instruction, and who have not cancelled as explained above, shall be a pro rata refund.

You are obligated to pay only for educational services received and for unreturned equipment. The refund shall be the amount you paid for instruction multiplied by a fraction, the numerator of which is the number of hours of instruction which you have not received but for which you have paid, and the denominator of which is the total number of hours of instruction for which you have paid.

#### Distance Education Specific Provisions for Instruction Not in Real Time:

This institution offers distance educational programs where the instruction is not offered in real time. The student has the right to cancel and obtain a refund of charges paid through attendance at the first class session, or the seventh day after enrollment, whichever is later. The student has the right to cancel the agreement and receive a full refund as described above before the first lesson and materials are received. Cancellation is effective on the date written notice of cancellation is sent. If the institution sent the first lesson and materials before an effective cancellation notice was received, the institution shall make a refund within 45 days after the student's return of the materials.

An institution must transmit all of the lessons and other materials to the student if the student has fully paid for the educational program, and after having received the first lesson and initial materials, requests in writing that all of the material be sent. If the institution transmits the balance of the material as the student requests, the institution must remain obligated to provide the other educational services it agreed to provide, such as responses to student inquiries, student and faculty interaction, and evaluation and comment on lessons submitted by the student, but shall not be obligated to pay any refund after all of the lessons and material are transmitted.

#### **Withdraw**

You may withdraw from the University at any time and receive a pro rata refund if you have completed 60 percent or less of the scheduled days in the current payment period in your program through the last day of attendance. The refund will be less a registration or administration fee not to exceed \$250.00, and less any deduction for books and materials not returned in new condition as stated as refundable on the enrollment agreement. A refund will be made within 45 days of withdrawal.

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

- The student notifies the institution of the student's withdrawal or as of the date of the student's withdrawal, whichever is later.
- The institution terminates the student's enrollment for failure to maintain satisfactory progress; failure to abide by the rules and regulations of the institution; and/or failure to meet financial obligations to the University.

For the purpose of determining the amount of the refund, the date of the student's withdrawal shall be deemed the last date of recorded attendance. The amount owed equals the daily charge for the program (total institutional charge, minus non-refundable fees, divided by the number of

days in the program), multiplied by the number of days scheduled to attend, prior to withdrawal. For distance education students scheduled days is based on a five day week, which does not include Saturday or Sunday, or any defined holiday as enumerated in Section 6700 of the California Government Code (specific holidays published in the catalog).

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

### **Students' Right to Cancel**

The student has the right to cancel and obtain a refund of charges paid through attendance at the first class session, or the seventh day after enrollment, whichever is later.

Cancellation shall occur when you give written notice of cancellation at the address of the school shown on the top of the first page of the Enrollment Agreement. Please send the notice of cancellation addressed to:

155 N. Riverview Dr, Anaheim Hills, CA 92808, USA or via email to registrar@americanvisionuniversity.org

We will make the refund of the tuition and fees of the courses that were not commenced during the withdrawal. If the student has received funds under the federal student financial aid funds, then the university is liable to refund the money that is not paid by the federal student financial program funds. For the students who are also the residents of California, the Student Tuition Recovery Fund assessment amount is non-refundable.

If a student pays the tuition and fees of an educational program through a loan, then he/she is liable to repay the complete amount of the loan along with the interest, except the amount of any refund. If a student gets qualified for a loan by the federal or state government and due to some reason he/she goes into default, both of the following may occur:

1. 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 owed on the loan; or
2. The student may not be eligible for any other federal student financial aid at another institution or other government assistance until the loan is repaid.

### **CEC §94909(a)(12) Mandated Disclosure**

The American Vision University is approved to operate by the Bureau for Private Postsecondary Education, state of California. It is located in Los Angeles since 2015. Our catalog provides all



the policies and procedures for all undergraduate and post-graduate programs. Students can review our Accreditation, Regulation, Approvals, Affiliations and Memberships page prior to accepting an enrollment agreement.

### **Bankruptcy Statement**

- American Vision University is financially solvent and does not have a pending petition in bankruptcy;
- It is not operating as a debtor in possession;
- It has not had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code (11 U.S.C. §§ 1101 et seq.).

### **Academic Affairs and Instruction**

Our president at the American Vision University is the senior academic leader and the prominent institutional voice of all academic activities. The president of the university is responsible for the development and management of various academic policies. From curriculum research management & instructional design to learning program development & faculty assessment, everything is supervised by the president.

### **Online Distance Education Course Structure and Delivery**

American Vision University aims to inspire and engage students through enriched learning courses. We strive to make our undergraduate and graduate programs accessible and accountable to students via online and distance learning programs. Our course structure and delivery format is created to improve student experience. With the help of innovative online technology and professional learning structure, we deliver the highest quality educational students to our students around the world.

The enrollment structure involves the following components:

- Enrollments for educational programs are processed weekly with 52 start dates per calendar.
- Enrollment dates commence on Monday of each week.
- There is a fixed starting and ending date for each enrollment.
- Personalized learning offered to each student through assigning a qualified faculty member.
- There is a “cohort of one” relationship between the student and the instructor for one-on-one interaction.
- A cohort of multiple students may be created depending upon the learning program and/or course objectives.

The study material is delivered depending on the course structure and assessment schedule:

- Completion of an online orientation is necessary for the enrolled students before beginning the first course.
- The course completion time is ten weeks.

- Students may apply for extension petitions that are approved on the basis of the students' needs.
- Submission of two or more assessments per module is necessary for the students.
- For specific core or major courses, students are needed to take final exams.

## **Student and Faculty Interaction**

At the American Vision University, we provide our students with one-on-one learning experience. That's why; we have designed our instructional model in a way where one student is facilitated by one faculty member. We make sure the student and faculty member is in constant touch with each other throughout the learning program through the online Student Learning Center (SLC) portal. Personalized attention is provided to every student through e-mails, chats and discussion board postings which are customized as per the learning module and individual needs.

The primary goal of our university is to help students master the course objectives and complete all the modules of the learning program within ten weeks of course schedule. Faculty members will be responsible for introducing the course to the students and monitor their progress time to time. Assignments, grading and discussion boards are the best ways to monitor and evaluate a student's progress. This allows our faculty to determine what study areas require more focus to strengthen their basis of knowledge and skills.

## **Academic Calendar**

At American Vision University, the student enrollment process for master's degree programs is undertaken on weekly basis where Monday is the start date every week. Meaning, there are total 52 start dates in a year. There is a fixed start and end date for course enrollment and each enrollment program is for ten weeks.

### **Master's Degree**

The master's degree program consists of four semesters (2 terms per semester) with a maximum of 36 hours of credit. There are fixed start and end dates of the course and the course will be of around ten (10) weeks. The degree program may be completed within two years.

### **Online Short Course**

There are fixed start and end dates of the course and the course will be of around two (2) weeks. The short course may be completed within two weeks.

### **Outcomes Assessment**

All of our learning programs are accompanied by both formative and summative assessments. These assessments are necessary to evaluate the academic progress of the students. Students are liable to submit written assignments in the form of essays or short responses. Questions are discussed so that the learner can clear his/her doubts and meet the specific objectives of the course. Summative evaluations are mostly taken either in the form of written essays or final exam. Some courses may also require evaluation of case studies.

Each course consists of ten modules that are completed in ten weeks. Each course has three assessments, include written essays, mid-term and final exams.

There is an end of course survey that every student needs to complete. This is required to determine the students' learning experience. The responses cover a vast array of questions about the course study materials, student service support, faculty, technology and some other demographic questions.

Our university always strives for betterment and to achieve this goal various factors are considered, including students' course grades, assessment grades and end of the course survey feedbacks. These all elements work in a loop and help us develop and refine our education system.

Our assessment process complies with the following procedural and analytical criteria:

- Identifying that the key factors of the institution, program and course that must be accomplished.
- Accountable goals and performance indicators are established to check the level of success in meeting the standard results.
- Utilize suitable qualitative and quantitative tools and techniques to meet the ultimate goal of the course.
- Meticulously assessing the results, paying due heed to both intended and unintended consequences.
- Changes are analyzed in order to advance our services and improve the learning experience.

## **Credit Evaluation Policy**

At the American Vision University, prior to beginning of the course study and training program, we inquire about each applicant. Their previous education records, transcripts of previous institutions are analyzed before any kind of military training, coursework and vocation guidance. The transcripts are evaluated to grant credits, if suitable. After thorough evaluation, the transfer credits are combined with the selected program. A personalized learning plan describing the transfer credit, accompanied by the rest of the courses to graduate, is created and delivered to the applicant.

### **Satisfactory Academic Progress (SAP)**

Students are subjected to maintain satisfactory academic progress while completing their degree program. The two criteria on which SAP is measured are:

- Quantitative – total credit hours attempted and earned;
- Qualitative - cumulative grade point average (GPA) provided by the institution.
- SAP of a degree-seeking student is measured every year after the second term following the student's first enrollment. The SAP status may change with the changes in degree status, mainly depending upon the degree program pursued. Students who meet the below standards will be enlisted in SAP GOOD STANDING.

### **Quantitative Criteria – Credit Hours Attempted and Earned**

Students need to pass with C or higher grade and also minimum two-thirds (67%) of total credits must be attempted to meet SAP. For instance, if a student attempts 12 credits in one semester, should get a passing grade for eight or more than the credits attempted (Credits earned ÷ credits attempted.)

### **Qualitative Criteria – Grade Point Average (GPA)**

Students can reach the SAP Good Standing only when they secure an institutional GPA of 2.0 of grade C or higher. In case, any student fails to meet the SAP standards of the American Vision University, he/she will be placed on academic probation for the improvement of the semester performance. Academic probation will be active for two semesters. If, still the student couldn't get the satisfactory grades, then he/she will be terminated. And all the educational benefits will be suspended and the US Department of Veterans Affairs will be informed immediately.

### **Good Standing, Probation and Dismissal**

Policies enforced by the school's Academic Standards Committee (ASC) are as follows: The school is authorized by the ASC to use its discretion in order to apply the policies to the students.

If the student fails to meet the satisfactory standards of SAP and couldn't maintain good standing, then his/her academic session is placed on probation. After that an academic review is conducted to see whether or not the probation and dismissal is correct. If a probation period is justified, the Committee will create a specific plan for the betterment of the students' performance. If these efforts couldn't improve the academic performance, then the student will dismiss the student from the learning program. Student can appeal for the dismissal decision through the appeal process.

### **Dismissal Appeal Process**

Dismissed student can appeal for reinstatement by providing a petition in writing to the university. The appeal petition must be accompanied by reliable documentations of mitigating situations that resulted in the downfall of the academic performance. Make sure the appeal is received by the university within the 30 days of the dismissal notice.

### **Appeal Approval**

If the appeal is accepted by the authority, the student will get the chance to get enrolled in the next term. But, student must complete the first course before re-admission and until the time he/she will be on probation.

### **Academic Honesty – Original Work Requirement**

At the American Vision University, we are liable to provide quality education to our students. And to achieve this goal we do our best every time. We have high expectations from our students that they will try hard to meet the academic standards of the university, proving that they have

understood the things they have been taught by the faculty. Time to time we ask for assignments to see the improvement of the students. We expect students to provide original work reflecting their words and ideas. If any external source is used in the process, it must be mentioned in the work. Citation required words or ideas include all hard copy or electronic publications, copyrighted or not, verbal or graphical communication when the content is derived from some recognized source.

There are chances that any act of academic misconduct may not be revealed until credits are provided or a degree is awarded. In such a case, the American Vision University holds the right to withdraw the credits or degree based on the discovery of the misconduct.

Our faculty members may fail a student for a course or exam in which the violation of academic honesty policy is involved. The circumstances will be reviewed by the Academic Standards Committee to determine the right action. The Dean has the rights to expel or fail a student condemned of cheating.

Students will not get any credit for the submission of the homework that is copied and not original. Credit will be issued only for genuine work done. Plagiarism will be considered as the violation of campus rules and can even lead to dismissal from the university.

## **Grading, Evaluation Response Time and Grading Scale**

At American Vision University, we believe that grading is one of the important aspects of any learning program. That's why; our faculty member or qualified graders determine the grades after assessing the objective and subjective questions, spreadsheets, students' homework and examination. Various factors, including accuracy, presentation, analysis, organization, swiftness and overall quality, are determined to rate the students' overall performance.

### **Evaluation Response Time**

Students are required to submit the assignments for the grading process. The assignments will be returned according to the following schedule:

- There is one (1) day decided for multiple choice or other assignments regulated within the Student Learning Center (SLC).
- Five (5) days provided for writing, spreadsheet or other assignments where substantial feedback isn't needed.
- Students get ten (10) days for essays, detailed spreadsheets or other assessments where analysis and feedback is necessary.
- Students will get fourteen (14) days for graduate capstone courses, term papers and similar assessments.

### **Grading Scale**

Grades would be provided solely on the basis of the quality of work and understanding proven through the assessments. The grades are posted by the faculty members through the Student Learning Center (SLC) for each student. Students can find the grade reports through the SLC. No result will be declared by phone or e-mail.

Students are allowed to request a review of grades. The written statement with proper date and signature must be submitted to the Student Affairs department within two weeks of the grade report received.

Our faculty members at the American Vision University adhere to the standard 100-point scale as shown in the table 5 below:

**Table 5: 100 Point Grading Scale**

Grade	Description	Scale	Quality Points
A+	Excellent	97-100	4.00
A		94-96	4.00
A-		90-93	3.67
B+	Above Average	87-89	3.33
B		84-86	3.00
B-		80-83	2.67
C+	Average	77-79	2.33
C		74-76	2.00
C-		70-73	1.67
D+	Below Average	67-69	1.33
D		65-66	1.00
D-		60-64	0.67
F	Failure	Below 60	0.00
P	Credit Earned/ Pass	NA	0.00
I	Incomplete	NA	0.00
W	Withdraw	NA	0.00

## Attendance Requirements and Student Participation

Students are required to post all the completed assignments through the Student Learning Center (SLC) within 24 hours of the scheduled day. In accordance with the evaluation response time mentioned in the catalog, the faculty staff will grade the assignments. Under justifiable situations the student may seek help from the instructor to make alternate arrangements for submission of the work. The agreement should be in accordance with the student's ability to complete the work and master the skills. University has a specific time frame of 10 weeks and students must submit the complete course work within that period.

Since the American Vision University provides online education, traditional attendance is not required. Although, we allow our students to study at their pace, but, still assignment submission, participation in the discussion board and time logged in the SLC and other academic activities are monitored by the university.

Students need to complete the course within the time period of ten weeks and for that they must maintain a study schedule. Students are required to submit module assignments on scheduled date so that they can be reviewed by the instructor. Assignments must be submitted on the

weekly basis, instead of at the end of the course. The constant feedback from the instructor will help the students understand and master the learning program.

There will be a course discussion undertaken by the instructor. It is a weekly requirement for all the students. Points are awarded to the students showing active participation in the discussion. In case, a student overlooks these discussions then marks from the final grade will be deducted. Active participation will allow student to gain in-depth knowledge of the course, and peer-to-peer interaction along with guidance from the instructors.

### **Non-Participation**

Lack of assignment submission and inadequate contribution in the discussion can result in deduction of marks in the final exam. The participation of the student is monitored by the faculty and academic progress advisors (APA). Faculty and the advisors will determine why student fails to participate. If students are facing extraordinary circumstances that is preventing them from submitting the assignments, our faculty and the advisors will provide all the support and guidance to help the student.

The instructors can provide direct feedback – negative or positive, to the students with an aim to encourage them to meet the academic learning requirements. Students are individually contacted to help them give their academic career a boost.

### **Graduation Requirements**

Students who are enrolled in such degree programs must always successfully pass his/her courses and therefore achieve their minimum credit units as per the requirement of their student’s degree program. Students can then file an application regarding graduation when they are on the verge of finishing their last course(s).

### **American Vision University Faculty**

At American Vision University, we have a team of qualified and experienced professionals, committed to delivering focused and practical online education. What keeps the American Vision University a step ahead of others is the internet technology that we implement to deliver course content and perform academic activities. We strive to enhance learning experience of our students. Our university is staffed by full-time educators and practitioners from various professions. All our faculty members hold years of experience in online teaching and well-versed with the needs and interests of the students who are engaged into a full-time job, or with their family and school. We help them balance out both their academic and personal activities by offering flexible timing and excellent student support.

<b>Name</b>	<b>School</b>	<b>Area of Specialty</b>
<b>Ahmad Alhalak</b>	BS, MS, PhD Brunel University London	Computer Science/ /Economics/ Management
<b>Abbygale White</b>	BS, MS, PhD University of Iowa	Management/ Human Resources/

			Organizational Ethics
<b>Ann Marie O'Shea</b>	BA, MBA	Drexel University	Management/ Communications/ Psychology
<b>Ashley Nelson</b>	BA, MS	Trinity University	Health Care
<b>Baran Erdik</b>	MD, MHPA	Washington State University	Management/ Health Care
<b>Heather McKamey</b>	BS, MBA	Ashford University	Management/ Strategy
<b>Janine Fuller</b>	BA, MS	Capella University	Management/Health Care
<b>Jason Cherubini</b>	BS, MBA	Tulane University	Finance/ Management/ Accounting
<b>Louna Al Hallak</b>	BA, MS, PhD	Cardiff Metropolitan University	Management/ Strategy/ Computing
<b>Marcee Feddersen</b>	BSN, MS	National Louis University	Nursing/ Leadership/ Organizational Development
<b>Mehmet Behzat Balkanli</b>	BA, MBA, DBA	Argosy University	Management/ Marketing
<b>Natasha Crumby</b>	BS, MHA	University of Phoenix	Health Care/ Biology
<b>Nezaket Yildirim</b>	BA, MBA	Southern States University	Management
<b>Phillip DiCenso</b>	BS, MBA	Wayne State University	Management/ Information/ Supply Chain Management
<b>Sandra J. Rodriguez</b>	BBA, MBA	University of Texas	Management/ Human Resources
<b>Vonetta Keit</b>	BS, MBA, MHA	Pfeiffer University	Health Care/ Management/ Biology

## Academic Freedom

We adhere to the standard academic freedom principles which enable us to provide the best-in-class degree of education and motivates us to strive hard so that an environment can be created which promotes truth and mutual respect of all those who support new knowledge and scholarly justification. Our students and faculty, on the other hand, is expected to abide by the following university standards:

1. **Academic integrity** – Academic integrity basically refers to your actions and intentions which are associated with all the work that you do at American Vision University. Your commitment of not “cheating, plagiarizing, stealing and lying in matters that are in some



manner related to your academics work” is dearly important to us.

2. **High ethical standards** – Highest academic excellence level promotes positive enforcement of all those ethical principles which support our honor code. Therefore, students, lecturers, faculty, teaching assistants, staff and graders are always expected to uphold high standards of integrity in all of their academic as well as professional endeavors.
3. **Professionalism in all practices** – We, at the American Vision University, give special significance to professional conduct. We believe professionalism should be rooted in oneself and it can only be given birth by one’s basic values like; tolerance, honesty, respect, knowledge and fairness. Academic dishonesty involving use of any technique which enables the student to feign his/her quality of academic study will not be entertained at any cost.

It sounds reasonable that the entire teaching and learning environment will stay open to the various opinions and voices. The content for the same course can be represented in various different ways so as to achieve same outcome goals. Learning and teaching styles may also differ and therefore it’s expected that the disparities in opinions, styles and approaches can occur. It is important to understand that each faculty member has the freedom to express his/her philosophies or opinions without any sort of censorship. However, it is the responsibility of faculty members to make the students realize that their personal opinions and expression do not represent that of the American Vision University and while thorough discussion about diverse topics is encouraged, discussion on controversial matters that lie outside the faculty member’s area of expertise is discouraged strongly.

## **Academic Advising**

Our university comprises of a professional team which works to support the progress of every student throughout his/her degree program. Every student has a direct access to this faculty which is assisted by Admissions team member, the Academic Progress Advisor (APA), the Registrar and the University President.

The department of Student Services is also principally accountable for managing student records from the time when they got enrolled until the time they graduate, and during that time duration they handle complex tasks like; transfer credit evaluation, tuition billing, veteran affairs coordination, retention and academic progress advising.

## **Change of Address**

Students are advised to keep their contact info up-to-date with American Vision University. Students can update their contact info anytime by simply submitting a Change of Address form to the Student Center.

## **Leave of Absence**

Students that require some time away from their studies can always request a Leave of Absence which enables the student to pause their studies while still being enrolled in the program for as

long as one year. However, it is mandatory for students to settle all sorts of tuition accounts before the Leave of Absence has become effective. Approving the Leave of Absence request depends solely on the administration of American Vision University.

For submitting a Leave of Absence, students need to give a letter of explanation along with some supporting documentation that might be requested by the university. The letter must comprise an explanation of the circumstances for which the leave is required along with a statement that tells about the intentions of the student on successfully completing the program in the coming future. Veterans, reservists and Military TA students who get deployed or assigned a temporary duty or training can interrupt their studies. These students are required to submit to the university a brief statement signed from their education service office or chain of command to notify the university of the action. The university greatly recognizes the highly sensitive nature of today's military operations and hence doesn't demand a detailed explanation for such a leave. Those students who ask for a Leave of Absence of more than ten weeks while being currently enrolled in a program might be asked to withdraw from the course they are doing and pay an applicable administrative fee to the university.

### **Course Incompletes and Extensions**

Each course has to be completed in a time frame of ten weeks. However, if some circumstances prevent the students from completing these courses within this scheduled time, an extension can always be requested and for the time being a temporary incomplete grade, Grade I, is assigned. Faculty members can never grant a Grade I, but they can refer the respective student to the university's Student Affairs department. Four weeks of allowable extension beyond the end date of the course can be awarded and a maximum of two extensions are allowed on every course. For an extension, students should always submit a Request for Extension form to our university's Student Affairs department along with an explanation and supporting documents as requested by the administration. Approving the extension request depends solely on American Vision University.

This form has to be submitted after the fourth week and before the course ends. A letter by our university's Student Affairs department is then sent to the student notifying them about the status of their request.

### **Examination Date Changes**

Petitions by students for changing the date of an examination will only be considered if the request has been filed on or before seven (7) days of the actual examination date. Failure to undertake the exam within the pre-scheduled course/module completion time will result in a zero grade for the student for that specific examination.

However, in case there is an emergency situation which prevents the student from giving the final exam on pre-assigned date, then the student can file a petition within one week of the exam to the university for a late exam. All petitions should, however, be supported with proper documentation which explains the gravity of the emergency situation.

### **Course Repeat Policy**

Those students who receive an "F" (failure) grade might be required to enroll again in their course and pay the required tuition fees so as to successfully repeat their course. If the student

manages to pass in a previously failed examination on his/her subsequent attempt, the student will be awarded a passing grade and the failing grade will then be replaced with an “I” grade which won’t impact the GPA.

Students are permitted to repeat the course in which they’ve failed two times. If the student, however, fails three times in his/her course then an “F” grade, which stands for failure, will be factored into the GPA and will remain on the student’s transcript as well. If a student fails in a core course three times, then he/she will not stand eligible for graduating in that degree program, however, if a student fails in an elective course three times, he/she will still have a chance to take other elective courses and will stand eligible for graduating in that degree program provided that they achieve the necessary GPA.

Students can also file a petition for retaking a course that they’ve already passed. For that, students need to wait six months or more from the completion date of the course in order to retake it. These students will be required to pay the full amount of course tuition and students who’ve passed in a course can retake it only once. The grade which the student receives after his/her final enrolment will be his/her final grade for that respective course even if the grade awarded is lower than what they received earlier.

Undergraduate students can file a petition for retaking four courses during their degree program. Graduate students are also required to file a petition if they want to retake two courses during their degree program. After the submission of their petition, American Vision University will then determine what all supporting documents are required for the petition’s approval.

### **Continuous Enrolment**

For getting a degree for an academic program, American Vision University students are required to complete all of their coursework which they received from their date of enrolment within a time frame of following schedules:

1. Master’s Degree – 4 years.

American Vision University’s continuous enrolment policy has always helped students to meet their goal by enabling them to complete at least ten courses as per the calendar year so as to remain active in their respective program. However, students who require some more time for completing their program can always file a petition to the Academic Standards Committee for their program’s extension for which they’ll be required to give the supporting documentation. For being recognized as “full-time” status, students need to be enrolled in or at least should have successfully completed five courses as per the calendar year.

### **Technology Requirements**

The computer equipment that is required to access our online programs must meet the standard requirements mentioned below:

#### **Minimum Software, Hardware, and Operating System**

- A processor of 1.6 GHz or faster
- 256MB RAM or greater

- 20 GB hard drive or larger
- Internet connection
- Monitor and video card with 1024x768 ppi or greater resolution
- Sound card with speakers
- Email address
- Internet browser
- Adobe® Reader® 6.0 or later
- Microsoft® Word
- Microsoft® PowerPoint®
- A computer running Windows XP or MAC 10.X or later versions.

## **Student Services and Educational Resources**

The University's student services are designed to assist students with their education career goals. Students are strongly encouraged to take full advantage of the opportunity to receive assistance and service throughout their educational experience at American Vision University.

### **Consulting and Guidance**

The university assists students in reaching their educational goals by:

- Providing orientation for a successful academic experience at American Vision University.
- Helping to clarify career and academic goals, and
- Assisting with course selection and program planning.

However, it is the student's responsibility to actively seek consulting from their department regularly rather than waiting until they encounter a problem.

### **Library Learning Resources**

American Vision University provides library resources through the Library and Information Resources Network (LIRN). Detailed info related to the LIRN collection can be accessed at <http://www.lirn.net>. As described on its website, LIRN is basically a consortium of more than 140 educational institutions and is present at more than 500 campuses today. LIRN was created for providing online library resources to the students and the faculty. LIRN helps to provide a core library collection to the students who can have access to more than 60 million journal articles, encyclopedias, books, magazines, newspapers and audio/video clips which will support all sorts of academic programs.

This core collection is inclusive of the databases that have been collected from Gale/InfoTrac along with Proquest, Informa, eLibrary, RCL Web, Credo and Books in Print. Comprehensive amount of online research which features complete articles with graphics and full-text are available for students 24 hours a day.

## **Bookstore**

American Vision University does not operate a bookstore, however, textbooks and reference materials are available through the University's online library.

## **Placement Services**

At American Vision University, we help students in enhancing their knowledge and skills. We prepare them for a bright future. We do not offer placement services to the students, but prepare them in the best possible way so that they get success in their respective career fields. AVU will provide one-on-one career advising and career support. The services include individual career planning, resume critiquing, mock interviewing, and job search preparation.

A degree program that is unaccredited or a degree from an unaccredited institution is not recognized for some employment positions, including, but not limited to, positions with the State of California.

## **Commencement Ceremony**

American Vision University holds commencement ceremony every June for students who have completed their degrees and have fulfilled all other University requirements. Candidates for graduation must submit the Application for Graduation and pay the graduation fee. Prospective graduates may participate if they complete their program within the graduating academic year. Candidates for graduation will be notified via phone or email regarding cap and gown distribution and other related commencement information.

## **Housing**

American Vision University is an online, distance learning educational institution. Here we provide a wide array of learning programs. We are approved to operate and to provide degree programs to students. Since we are an online learning school, there is no classroom attendance required. American Vision University does not provide housing facilities to the students nor assist in locating housing.

## **Student Rights and Responsibilities**

### **Maintenance and Confidentiality of Student Privacy and Records**

According to the California Administrative Code Section 18804(a), all colleges and universities are liable to maintain the proper academic records of every student for a minimum of five years after final enrollment, permanent record maintenance is an exception.

When it comes to confidentiality and student privacy the American Vision University strictly adheres to the U.S. Family Educational Rights and Privacy Act (FERPA). Student Privacy, Integrity and Identity are the key factors that are respected by our university. Students have certain privileges with respect to their learning system which include:

- Students have the right to inspect and review their education record maintained by the institution. We provide access to the records within 45 days of receiving the data access request.

- Students have the right to give permission for the disclosures of their personal information contained in the academic records, except those that are authorized by FERPA for disclosure without consent.
- There is one exception that allows the institution to disclose the information without any consent of the student is disclosure of information to school officials. School officials are either individuals or entities that work for the institution. The officials can review the education records of the students to fulfill their professional liabilities.
- As per the standards of FERPA, the American Vision University has the rights to disclose the academic records without consent to other school officials, upon request, where a student is willing to enroll for an educational program.
- Students have rights to file a complaint against our university with the U.S Department of Education in case we fail to meet the requirements of FERPA.

The American Vision University holds the rights to disclose directory information according to the provisions of the Family Education Rights and Privacy Act. Directory information is the information that would not cause any harm to the concerned and generally not considered as invasion of privacy if disclosed.

We make our best efforts to protect student privacy. That’s why; the directory information of a student is disclosed only after the registrar’s approval. Students can refuse to provide any directory information to any other educational authority by notifying in writing. Please note that such requests are binding for all information to all the other officials, including faculty and those exceptions allowed under the Act. FERPA allows the students to utilize their rights to the Maintenance and Confidentiality of their Student Records.

Financial records will generally be maintained separate from academic documentation. These records will be maintained as hardcopies and also easily accessible and downloadable for the review of any authorized institutional officer or regulating authority. Finally, after a sufficient period of operation, and as required, AVU will maintain on-site for a period of not less than five years all data and records regarding completion, placement, licensure (if applicable), and salary disclosure requirements for graduates who find employment in the field within the guidelines prescribed in California Education Code Section 94928. Academic Records, including all information appearing on a Transcript of Academic Record, are retained indefinitely.

### **Student Record Retention Policy**

AVU will maintain for a period of 5 years the pertinent student records described in Title 5 California Code of Regulations §71920 from the student’s date of completion or withdrawal.

Student’s application for admission	Five years
Transcripts from prior colleges/universities attended	Five years from admissions date and three years after AVU graduation date
Registration forms	Five years
Add/drop forms	One year
AVU transcripts	Permanently
Application for graduation	One year
Change of grade form	Permanently

### **Non-Discrimination Policy**

The American Vision University treats every student equally and never discriminates on the basis of race, color, nation, gender, disability, and employment activities of the student. For us, you are just a student who wants to improve his/her intellectual level by gaining knowledge. The university strictly adheres to the Title IX of the Education Amendments of 1972, Titles VI and VII of the Civil Rights Act of 1964 and regulations, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990. Our university is committed to delivering the best possible education with flexible and innovative solutions.

### **Drug Abuse Prevention Policy**

The ultimate aim of the American Vision University is to offer each and every student a drug-free educational environment. Since, we always act in the best interest of the learners, we ensure to maintain a safe and healthy environment that can benefit both our faculty and students. We strive to enhance the worth, dignity and self-respect and believe that performance-impairing drugs can do no good, but just enhance the chances of injuries. Drugs impair the judgment and also have a negative impact on the overall learning experience.

In accordance with the Drug-Free Schools and Communities Act Amendments of 1989 (Public Law 101-226), all our students and faculty members are believed to follow the federal, state or local law and campus regulations, otherwise the university is authorized to take strict disciplinary action. It is unlawful to possess, use or distribute any dangerous drugs, or any drug that is illegal to possess, such as marijuana, except if permission granted by legal authorities, is a complete violation of law and of campus policy.

If someone is found violating the rules, he/she will have to participate in and complete an apt rehabilitation program sanctioned by federal, state or local authorities.

Students should be aware of the fact that use of drug and alcohol cause a significant amount of psychological and physiological health issues. They directly attack the vital organs of the body, including liver and kidney. Moreover, once you get addicted to them, it's very difficult to overcome the abuse as there are huge chances of relapse.

The following resources are available for assisting employees with possible problems of chemical abuse:

<http://www.aa.org/?Media=PlayFlash> - Alcoholics Anonymous Support Group

<http://www.niaaa.nih.gov/Pages/default.aspx> - National Institute on Alcohol Abuse and Alcoholism

<http://www.ncadd.org/> - National Council on Alcoholism and Drug Dependence

<http://www.mayoclinic.com/health/alcoholism/DS00340> - Mayo Clinic

### **Effects and Symptoms of Overdose, Withdrawal and Misuse of Alcohol and Drugs**

Students and employees can learn more about different types of alcohol and drugs, their effects, potential symptoms, withdrawal symptoms and aftermaths of addiction can be found at:

<http://ncadi.samhsa.gov/> - Substance Abuse and Mental Health Services Administration

<http://www.usdoj.gov/dea/concern/concern.htm> - The Drug Enforcement Administration of the U.S.

Department of Justice Federal Trafficking Penalties can be found at:

<http://www.usdoj.gov/dea/agency/penalties.htm>

### **Americans with Disabilities Act**

In order to provide a fair, healthy and safe learning environment to our students, who are willing to gain knowledge and work hard to succeed in life, American Vision University acts in accordance with the Americans with Disabilities Act (ADA), along with other federal, local and state regulations meant for disabled students. Our university always encourage disabled students and make every best effort to provide them reasonable accommodation and more accessible learning environment. Our learning school is always open for the students who qualify under ADA.

Our faculty members strictly comply with Section 504 of the Rehabilitation Act, the national law that safeguards the rights of the qualified individuals and prohibits discrimination on the basis of disability. For American Vision University, every qualified person with disabilities is the one who has the rights to access any educational program and perform all the required functions to meet the predefined standards of the academic courses and program.

The accommodation requests must be accompanied with accurate documentation that meets the criteria of American Vision University. The request should not create any "undue hardships". Undue hardships can be defined as an action that is somehow difficult and expensive when various other factors are taken into consideration, including the size of the university, financial resources, and the structure of students' academic and service operations. Academic requirements should never be compromised by accommodation request. Students need to complete the course and meet the specific requirements. No course or learning program will be altered to suit the needs of the individuals with disabilities.

### **Requesting Disability Accommodations**

Students who have qualified for disability can only request for disability accommodations. Qualified students need to notify American Vision University that they have qualified; else no accommodation will be made. Submit all your accurate documents to the university at least 30 days before the accommodation request. Documentation must reach the university on time, is solely the responsibility of the student, university holds no liability for that.

For pre-existing conditions, all students are advised to send the accommodation request during the admission process and before getting enrolled into any learning program. Existing students should submit the required documentation for accommodation facility, prior to completing their course program. Students won't be able to resubmit the completed coursework preceding the accommodation request. This process include all the required assessments and course activities mentioned in the syllabus, provided by any faculty member or other employee of the university. The process for requesting reasonable disability accommodations includes:

- Applicants are subjected to provide the American Vision University with the complete set of documentation outlining disability.



- All the documentation will be reviewed by our university staff.
- Applicant will be informed about the accommodation in writing by us within 30 days of receiving the request.
- University holds no liabilities to inform the applicant to complete or clarify documents received, in case the documentation is deemed incomplete by the university.
- The information related to the accommodation will only be shared within the university, medical history will be kept confidential.

## **Required Disability Accommodation Documentation**

The documentation for requesting for disability accommodation varies depending upon the type of disability. In order to make sure that your disability accommodation request is taken into consideration, ensure that you provide the university with the following documents:

- Accurate and precise medical report clearly defining the type of disability including mental, learning and physical limitations.
- Name, dates and complete results of the test undertaken by a certified professional.
- Complete description of the student's limitations in performing any of the enrollment and learning program operations included in the courses and programs provided by the American Vision University.
- Any specific recommendation for the accommodation in accordance with American Vision University academic activities.
- Professional credentials, licenses and experience of the professional who evaluated the disability for accommodation request.

Applicants can find more information about documentation for specific disabilities on the College Board website:

<http://professionals.collegeboard.com/testing/ssd/application/disabilities> . If you find the link inactive, go to the website student home page at <http://student.collegeboard.org/> . Search for “documenting specific disabilities” to know more.

## **Documentation Time Limits**

There are certain time limits for disability accommodation documentation that generally vary depending upon the type of disability:

- For applicants under 21 years of age, there is a time period of three years for a learning disability.  
Applicants above the age of 21, documentation should be three years older, in case medical test was undertaken at the age of 18.
- Six-months are provided for a qualified mental disability.
- The requirement for physical disability documentation may vary. As for students with permanent conditions, the documentation, if fulfilling the requirements of the university will be considered irrespective of the date of the documentation.
- One-year time is provided to students with temporary physical disability.

## **Appeal of Denied or Modified Accommodation Requests**

Applicants/students are allowed to appeal denied accommodation requests. Students need to submit the appeal in writing, within 15 days of the accommodation denial. If any student files discrimination charge or get involved in any kind of investigation or legal action under the ADA, we never retaliate, rather cooperate with the process to clear all the facts and figures.

If you want to learn more about the Americans with Disabilities Act, students may contact [info@americanvisionuniversity.org](mailto:info@americanvisionuniversity.org) via email or call toll free at 949-501-3701. Our representative will answer all your questions and clear all your doubts about the American Vision University's compliance with the Americans with Disabilities Act.

Disability accommodation request should be send to Student Affairs at AVU in a number of ways:

1. Email with attachments to: [info@americanvisionuniversity.org](mailto:info@americanvisionuniversity.org)
2. Mail through a carrier with document tracking capability to:  
American Vision University  
155 N. Riverview Dr, Anaheim Hills, CA 92808, USA

## **Student Grievance Policy**

The American Vision University always strives to maintain a healthy learning environment. Our grievance policy is designed to focus and resolve any issues that arise within the university or student and faculty. We always work with honesty and dignity and make sure that both the students and the instructors are having a great experience. The policy is applicable to all the students, faculty members and other officials or any third party who believe that the American Vision University doesn't work in accordance with the Bureau for Private Postsecondary Education, policies or procedures.

A grievance can be defined as any decision or action undertaken by any of the faculty member during their official duty that violates any of the policies or procedures of the institution. We believe that such violations that can harm the reputation of the university and also disrupt the academic career of the students must be resolved in a timely manner. Students generally complaint on any of the following matters:

- Administrative issues
- Technical issues
- Financial issues
- Issue with the faculty performance
- Grading
- Program service and program effectiveness/expectations
- Issues with library services

The university always aims to resolve through cooperation and promote mutual understanding among the students, faculty and staff officials. Everyone should make their best effort to resolve the grievance as this the fundamental principle. The above mentioned issues are not that big that couldn't be resolved, we just need to get together to reach an effective solution.

At the American Vision University, we take every possible step to resolve grievances in an effective manner. Our steps are as follows:

Step 1: We encourage our students to have one-on-one conversation with the faculty or staff to resolve the issues.

Step 2: In case Step 1 doesn't work for the student, he/she has the right to directly communicate with the supervisor of the staff or faculty member.

Step 3: If Step 2 doesn't work, then students can write to Students Affairs, explaining all the things in detail, and attaching the supporting documents if any. Make sure the letter reaches the university within one month after occurrence of the grievance. Students have the privilege to overlook the first two steps and directly submit a letter of grievance to Student Affairs.

Step 4: Once the letter of grievance is received, required action will be taken by the Chief Academic Officer to resolve the problem to the satisfaction of all the parties.

Step 5: If nothing works at all, then Academic Standards Committee (ASC) will conduct a hearing. The grievance will be reviewed carefully by the Committee and a precise decision is provided in writing, within the 30 days of the submission of the letter.

Step 6: The student may send an appeal, in writing, any decision rendered by the Committee to the President of the American Vision University. Students can also make an appeal to the president regarding the suspension, expulsion or any other strict action. At the end president's verdict in writing will be final.

Students or members are also allowed to file a complaint with the following entities:

California Bureau for Private Postsecondary Education

Physical address: 1747 N. Market Blvd. Ste 225 Sacramento, CA 95834

Mailing address: P.O. Box 980818, West Sacramento, CA 95798-0818

Toll-free: (888) 370-7589

Local: (916) 574-8900

Fax: (916) 263-1897

Online complaint forms are accessible at [www.bppe.ca.gov](http://www.bppe.ca.gov)

## **Programs and Objectives**

American Vision University (AVU) offers the following short courses and degree programs at graduate levels.

### **Non-Accredited Online Certificate Courses**

All first-time AVU students must complete the AVU Online Orientation (ORT 100).

- MSO101 - Marketing Strategies and Operations
- DMS101 - Developing Management Skills
- PME101 - Project Management Essentials

- DMSS101 - Digital Marketing Strategies & Social Networks
- LD101 - Leadership Development
- NE101 - Negotiating Effectively
- BSM101 - Business Strategy for Managers
- ST101 - Strategic Thinking
- EM101 - Event Management
- NU101 - Nutrition and Health
- HM101 - Hospitality Management
- LRH101 - Leadership Roles in Health
- EC101 - E-Commerce
- FB101 - Fashion Business
- SBM101 - Small Business Management
- ESL101 - English as a Second Language

## **MSO101 - Marketing Strategies and Operations**

### **Course Description**

2-week online course provides an introduction to the purpose, processes and methodologies of marketing management at strategic and operational levels. The student will explore campaign planning, as well as the strategic, operational and tactical issues that affect its on-going success.

### **Course Objectives**

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Identify the components of a well-defined marketing strategy and how it might influence overall business strategy.
- Perform a market analysis and learn to apply the six stages of research to a marketing initiative
- Create and communicate the value of your brand
- Identify new marketing channels and learn how to communicate value to potential consumers

### **Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

### **Curriculum Outline**

#### **Week 1:**

- Marketing in a Changing World: Creating Customer Value and Satisfaction

- Strategic Planning and the Marketing Process
- The Global Marketing Environment

**Week 2:**

- Marketing Research and Information Systems
- Product and Services Strategy
- Marketing and Society: Social Responsibility and Marketing Ethics

**DMS101 - Developing Management Skills**

**Course Description**

2-week online course in Developing Management Skills. The course is for those aspiring to management positions to learn and improve their skills, for the benefit of themselves and their businesses.

**Course Objectives**

This course provides an opportunity for students to improve many key managerial and leadership skills. In particular, the course provides an opportunity for students to learn about their strengths and weaknesses around many traits and skills required of an effective manager and leader, particularly those skills that focus on interpersonal competence required to work effectively with individuals and within teams. These include:

- Communication skills
- Empowering and engaging others
- Gaining power and influence
- Managing conflict
- Managing stress
- Problem solving skills
- Admissions requirements

**Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

**Curriculum Outline**

**Week 1:**

- What Are Management Skills?
- Developing Self-Awareness:
  - Skill Development Objectives:

- Increase personal awareness of your sensitive line, emotional intelligence, personal values and moral maturity, cognitive style, orientation toward change, and core self-evaluation

### **Week 2:**

- Managing Personal Stress
  - Skill Development Objectives:
    - Eliminate stressors
    - Develop resiliency
    - Cope with stress in the short term
  
- Solving Problems Analytically and Creatively
  - Skill Development Objectives:
    - Increase proficiency in analytical problem solving
    - Recognize personal conceptual blocks
    - Enhance creativity by overcoming conceptual blocks
    - Foster innovation among others

## **PME101 - Project Management Essentials**

### **Course Description**

2-week online course will discuss the fundamental principles of project managing. It will also discuss the tools and techniques that you need to help achieve your goals. The course looks at the fundamental principles of project management.

### **Course Objectives**

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- A sound understanding of the core principles of project management
- A detailed knowledge of what's needed to competently manage a project including how to:
  - Initiate a project
  - Plan a project
  - Execute a project
  - Monitor & control a project
- Manage & close a project

### **Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

## **Curriculum Outline**

### **Week 1:**

- Developing Project Management Skills
- Initiating the Project

### **Week 2:**

- Planning and Acquiring Resources
- Executing the Project
- Controlling the Project

## **DMSS101 - Digital Marketing Strategies & Social Networks**

### **Course Description**

Traditional marketing has always been about the 4Ps: Product, Price, Place, and Promotion. This course will examine how the digital revolution has transformed all of the above, and augmented them with the 5th P of Participation (by consumers).

In this 2-week online short course, we will examine best-practices related to the business use of social media and digital marketing. The course will discuss how specific firms can create a comprehensive social media and digital marketing plan and execute it. At the end of two weeks, you will be able to speak the digital language and use it effectively.

### **Course Objectives**

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Introduce current and core practices of Digital and Social Media Marketing that will allow participants to analyze, plan, execute and evaluate a digital marketing strategy.
- Develop an understanding of Search Engine Optimization (SEO), Social Media Optimization, Affiliate and other relevant communication channels for engagement of digital communities.

### **Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

## **Curriculum Outline**

### **Week 1:**

- Digital Marketing

- Social Media

#### **Week 2:**

- Integrated Marketing Communications
- Evaluating an Integrated Marketing Program

## **LD101 - Leadership Development**

### **Course Description**

Leadership is about change: being able to make things happen with, and through, other people. Yet the world within which leaders operate is complex, dynamic, and unpredictable. As you rise in your career, you will need multiple and often conflicting constituencies on board to follow your vision. But if you don't lead, others will not follow.

### **Course Objectives**

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Understanding what leadership is and is not.
- Developing the skills needed to lead.
- Understanding your own mindscape as a leader.
- Developing a personal leadership plan.

### **Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

### **Curriculum Outline**

#### **Week 1:**

- Strategic vision and setting direction
- Developing people

#### **Week 2:**

- Developing organizations
- Managing effectively

## **NE101 - Negotiating Effectively**

### **Course Description**



Whether you need to reach an agreement, bargain, or influence others, this 2-week short course will develop your negotiation skills so you're able to communicate confidently. This online short course will teach you everything you need to know to plan for a negotiation, create an effective proposal, and diagnose barriers.

## **Course Objectives**

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Effectively plan for negotiations.
- Apply assertive communication techniques during negotiations.
- Select the right approach to facilitate desired outcomes in different situations.
- Manage the negotiation process.

## **Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

## **Curriculum Outline**

### **Week 1:**

- Negotiation: The Mind and the Heart
- Integrative Negotiation: Expanding the Pie

### **Week 2:**

- Creativity, Problem-Solving, and Learning in Negotiation
- Negotiating in a Virtual World

## **BSM101 - Business Strategy for Managers**

### **Course Description**

Managing people effectively requires a basic understanding of human nature—your own and others'—and of the dynamic, complex world around you. It can be learned—as can the communication skills you need to convey your strategic vision and propel your organization ahead. Develop a personal strategy for leading and strengthening your presence and presentation for more effective leadership and your organization's optimal performance.

### **Course Objectives**

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Understand the rationale and the tools behind successful business strategies.
- Make better decisions that create long term value.
- Apply strategic thinking and planning in your department.
- Include a plan for successful deployment and execution in your strategy.

## **Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

## **Curriculum Outline**

### **Week 1:**

- Strategic Planning: Strategies, Tactics, and Competitive Dynamics
- Influencing and Communication

### **Week 2:**

- Leadership
- Building Organization Culture

## **ST101 - Strategic Thinking**

### **Course Description**

A successful strategy relies on clear leadership choices, based on a deep understanding of strategic context and company ambition. The course will explore the complete strategy process. It builds on the Strategic Awareness and Business Acumen program, extending its core principles, to take your knowledge to a deeper level and equip you with the tools you need to formulate, communicate and execute strategy that drives sustained competitive advantage for your organization.

### **Course Objectives**

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Develop strategies.
- Communicate strategy effectively.
- Build and maintain competitive advantage.
- Gain an integrated perspective of business systems and processes.
- Align people, culture and structure.

## **Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

## **Curriculum Outline**

### **Week 1:**

- What Is Strategy?
- Strategy Within and Across Industries
- Competing Globally

### **Week 2:**

- Strategy in the Digital Age
- Building Corporate Advantage
- Putting It All Together

## **EV101 - Event Management**

### **Course Description**

The online 2-week short course will equip participants with essential knowledge and skills needed to excel within each stage of the event management process. The course provides the tools and comprehensive education in the essentials of event management from conception to evaluation to meet the goals in each one of the events you execute!

### **Course Objectives**

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Event planning essentials.
- Keeping your event on budget.
- Risk management.
- Adding the finishing touches.

### **Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

## **Curriculum Outline**

### **Week 1:**

- Introduction to Event Management

- Strategic Planning in Meetings, Expositions, Events and Conventions

#### **Week 2:**

- Risk Management for Meetings, Expositions, Events and Conventions
- Accounting and Financial Planning

### **NH101 - Nutrition and Health**

#### **Course Description**

This 2-week course will provide basic and specialized knowledge to individuals within the nutritional/natural products field (retail, fitness or clinical setting) in order to enhance their knowledge and credibility. It is also well suited for those who seek to further their own personal knowledge in nutrition in order to help family and friends.

#### **Course Objectives**

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Learn about the nutrient value.
- Find out how can you boost the immune system and alleviate health conditions.
- Learn about the relationship between free radicals and antioxidants.
- Discover how to include in natural products your everyday diet.

#### **Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

#### **Curriculum Outline**

##### **Week 1:**

- Introduction to Nutrition and Health
- Food Choices: Nutrients and Nourishment
- Nutrition Guidelines: Tools for a Healthful Diet

##### **Week 2:**

- The Human Body: From Food to Fuel
- Carbohydrates: Simple Sugars and Complex Chains
- Nutrition for Physical Performance

### **HM101 - Hospitality Management**

#### **Course Description**

This online short course will explore the role of Customer Service, personnel and Hospitality Management. Participants will be able to analyze and evaluate the policies and principles that best promote a customer-focused culture and learn how to successfully manage a team to obtain this objective. Participants will be able to analyze and evaluate the policies and principles that best promote a customer-focused culture and learn how to successfully manage a team to obtain this objective.

## **Course Objectives**

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Explain the characteristics of the hospitality industry.
- Explain the characteristics of the accommodation product.
- Define the classification of hotel departments.
- Define security procedures.

## **Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

## **Curriculum Outline**

### **Week 1:**

- Introduction to Hospitality Management
- Organization of the Hotel Workplace
- Staff Management in Hotels

### **Week 2:**

- Control Systems
- Front Desk Management (Reception)
- Servicing Rooms and General Cleaning

## **LRH101 - Leadership Roles in Health**

### **Course Description**

This online 2-week short course is designed to provide participants with an overview of contemporary thought on leadership, the leader's role, and to explore applications of that role.

### **Course Objectives**

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Explore the competencies required to be an effective leader.
- Assess the relationship between leadership competencies and organizational effectiveness.
- Formulate an understanding of contemporary leadership thought.
- Critique your personal leadership capabilities identified during the course.

## **Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

## **Curriculum Outline**

### **Week 1:**

- The leadership challenge & LPI self-assessment
- The role and responsibilities of Leaders in today's healthcare environment

### **Week 2:**

- Ethical behavior and professional accountability
- The leader as a continuous learner
- Reflective leadership

## **EC101 - E-Commerce**

### **Course Description**

This 2-week online course will help participants examine how the Internet is rapidly becoming one of the primary communications, marketing, and commercial mediums for businesses in almost every industry, and how managers can effectively use this tool to execute their organization's strategic plans.

### **Course Objectives**

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Exploring the Internet environment, introduction to Internet marketing, e-commerce opportunities.
- Understanding customer experience and interface, ethical and legal issues, online branding, e- marketing opportunities, traffic building, online consumer behavior.
- Understanding the online product development and pricing, Web traffic analysis and measuring for success, and social media.

## **Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

## **Curriculum Outline**

### **Week 1:**

- Setting the scene
- Product, stock and proposition
- Online merchandising and selling

### **Week 2:**

- Retention and insight
- Usability, testing and user experience
- Integration across channels

## **FB101 - Fashion Business**

### **Course Description**

The online 2-week short-course will introduce participants to the business side of the fashion industry. Participants will be learning the fundamentals of the design process, branding, promotion and marketing in order to sell the designs. By the end of the course, participants will have basic understanding of the fashion industry as a whole and the business behind making it one of the most dynamic industries in the world.

### **Course Objectives**

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- How to research potential markets to ensure you have a business opportunity with potential, customer profiling and market positioning, how to give your brand a name, how to write a basic business plan and raise funding for a business.
- Researching trends and range planning, sourcing and managing supplier relationships.
- Launching a transactional website from design to customer service, the changing business of fashion.
- How to use appropriate marketing media for your business, how PR can help your business.

### **Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

## **Curriculum Outline**

### **Week 1:**

- Turning your fashion retail business idea into reality
- Stocking up, Buying and Merchandising

### **Week 2:**

- Setting up shop, creating your fashion retail environment
- The big sell, marketing your business

## **SBM101 - Small Business Management**

### **Course Description**

This online 2-week short course will start by discussing building on new venture creation which takes a new small business from the planning stage to start-up, participants will examine how to successfully operate an up-and-running venture.

### **Course Objectives**

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Discussing problem solving and creativity.
- Understanding how to communicate with people.
- Discussing developing merchandising plans; operations management; marketing management; electronic commerce; managing human resources.

### **Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

## **Curriculum Outline**

### **Week 1:**

- Entrepreneurs: The Driving Force
- New Business Planning Process

### **Week 2:**

- Building a Bootstrap Marketing Plan
- Managing Inventory Staffing and Leading a Growing Company

### **Graduate Degrees**

- Master of Business Administration – MBA
- Healthcare Administration – MS



All first-time AVU students must complete the AVU Online Orientation (ORT 100). Programs may require prerequisites prior to admission. Recommendations by professional organizations provide guidance on appropriate prerequisites.

## **Master of Business Administration**

### **Program Description**

This program will provide students with a very comprehensive overview of Business Administration. The Faculty of Business Administration is dedicated to the concept that there exists a common set of administrative techniques, skills and knowledge which is applicable to business organizations. Therefore, it offers a common core of study to all its graduate students.

The MBA learning goals specify the intellectual and behavioral competencies that graduates should possess and that provide a foundation for their future professional and personal development and success.

### **Program Objectives**

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Display competencies and knowledge in key business functional areas including management, finance, marketing, and leadership.
- Identify ethical dilemmas and apply an appropriate ethics model or framework to propose and defend resolutions.
- Evaluate the consequences of managerial decisions in diverse business contexts.
- Apply business principles to solve structured and unstructured problems to strengthen strategic positioning in the global economy.
- Apply business and managerial skills across disciplines.
- Deliver professional quality communications that demonstrate appropriate audience awareness.
- Develop an understanding of the diverse and rapidly changing global business environment.

### **Technical Requirements**

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

### **Degree Plan – Master of Business Administration (MBA) – General**

<b>YEAR ONE</b>				
<b>SEMESTER 1</b>		<b>Type</b>	<b>Prerequisite</b>	<b>Credit Hours</b>
Term 1	ORT 100 - Orientation			0
	MBUS 604 - Management of International Business	Core	None	3
	MBUS 627 - Leadership	Core	None	3
Term 2	MBUS 605 - Managerial Economics	Core	None	3
	MBUS 606 - Strategic Management	Core	None	3
Semester Credit Hours				12

<b>SEMESTER 2</b>		<b>Type</b>	<b>Prerequisite</b>	<b>Credit Hours</b>
Term 3	MBUS 635 - Supply Chain Management	Core	None	3
	MBUS 601 - Business Intelligence and Analytics	Core	None	3
Term 4	MBUS 619 - Organizational Behavior	Core	None	3
	MBUS 602 - Human Resource Management	Elective	None	3
Semester Credit Hours				12

<b>YEAR TWO</b>				
<b>SEMESTER 3</b>		<b>Type</b>	<b>Prerequisite</b>	<b>Credit Hours</b>
Term 1	MBUS 617 - Managerial Communication	Elective	None	3
	MBUS 621 - E-commerce	Elective	None	3
Term 2	MBUS 603 - Marketing Management	Core	None	3
	MBUS 625 - Fundamentals of Financial Accounting and Financial Management	Core	None	3
Semester Credit Hours				12
Total for Semesters 1-3				36

## **Master of Science in Healthcare Administration**

### **Program Description**

The Master of Science in Healthcare Administration (MSHA) offers students the opportunity to pursue personal and professional enhancement. The degree is focused on building management, administrative and policy capacity for the next generation of health sector leaders. The MS degree prepares students for positions that require advanced management and strategic ability,

policy knowledge and skills, and exceptional analytical and evaluation capacity. The key competency areas focus on the unique needs and complexities of a dynamic health care system.

## Program Objectives

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Assess the legal, regulatory and ethical challenges characteristic of the healthcare industry
- Manage the performance of health professionals in diverse organizational environments
- Apply information systems technologies to improve decision making speed and effectiveness
- Apply management skills to the unique challenges in the healthcare industry
- Integrate multiple functional perspectives and different professional perspectives to create innovative solutions to complex problems

## Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

## Degree Plan – MS in Healthcare Administration

YEAR ONE				
SEMESTER 1		Type	Prerequisite	Credit Hours
Term 1	ORT 100 - Orientation			0
	MHEA 601 - Management and Design of Healthcare Organizations	Core	None	3
	MHEA 602 - Financial Accounting, Governance and Management Control in Healthcare	Core	None	3
Term 2	MHEA 611 - Health Information Systems	Elective	None	3
	MHEA 656 - Leadership Roles in Health	Core	None	3
Semester Credit Hours				12

SEMESTER 2		Type	Prerequisite	Credit Hours
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Term 3	MHEA 612 - Social Determinations for Health	Elective	None	3
	MHEA 622 - Ethics and Ethical Decision Making	Elective	None	3
Term 4	MHEA 606 - Healthcare Economics	Core	None	3
	MHEA 628 - Developing Successful Project and Program Proposals	Elective	None	3
Semester Credit Hours				12

## YEAR TWO

SEMESTER 3		Type	Prerequisite	Credit Hours
Term 1	MHEA 636 - Philosophical Foundations of Health	Elective	None	3
	MHEA 605 - Healthcare Law	Core	None	3
Term 2	MHEA 603 - Statistics for Health Administration	Core	None	3
	MHEA 667 - Understanding Organizations Theory, Analysis and Application	Elective	None	3
Semester Credit Hours				12
Total for Semesters 1-3				36

## Course Descriptions

Course #	Course Title	Course Description	Credit
MBUS 601	Business Intelligence and Analytics	This course will introduce students to the field of psychology by introducing basic terms, concepts and methods. Included are topics such as biological basis of behavior, learning, perception, motivation, cognition, child development, personality, abnormal and social psychology.	3
MBUS 602	Human Resource Management	This course will provide the student with a comprehensive introduction to Human Resource Management(HRM) by exploring today's Human Resource (HR) environment including current trends in HRM. The course examines the principles of employee recruitment and selection, job design and job analysis, employment law, employee compensation, training and development, and safety and health. The goal of this HRM course is to provide current and emerging managers with a deeper insight into their crucial role in the management of people and with an understanding of current best practices in the field of human resources.	3
MBUS 603	Marketing Management	This course will make the student aware of marketing theory, the functional areas that comprise marketing, and the tactics that comprise good marketing practices. The course is foundational to higher level courses related to business strategy.	3
MBUS 604	Management of International Business	In an increasingly competitive global business environment, managers must be prepared to manage across national and cultural boundaries. Managers are required to work effectively with people and organizations from various cultural backgrounds, and design and implement procedures, processes and programs that are accepted across the multiple cultural groups within an organization. Among others, managers need to communicate, motivate, lead, and negotiate across cultures.	3

MBUS 605	Managerial Economics	The Managerial Economics course uses the principles of economics to address important issues in the business world today. These economic principles are applied to study cases and selected readings. The cases will be analyzed and discussed in the seminars. The goal of this course is to provide students with an understanding of the major economic concepts, combined with an understanding of how to use economics as framework in making decisions.	3
MBUS 606	Strategic Management	Students examine the role of senior management in developing and implementing corporate strategy in a global context. They learn to analyze the firm's external and internal environment to identify and create competitive advantage as well as to formulate, implement and evaluate cross functional decisions that directly affect the ability of an organization to achieve its stated objectives.	3
MBUS 615	Conflict and Negotiation	This course focuses on conflict, negotiation and bargaining. Topics covered include the bargaining process, conflict handling and how to analyze, plan and implement successful negotiations. Management and labor objectives and strategies that lead to conflict will also be considered.	3
MBUS 617	Managerial Communication	This course explores the important roles that communication plays in managers/leaders being effective in their tasks as they exchange meaning with supervisees, peers, supervisors, the larger organization, and the community. Both formal and informal communication will be addressed. Additionally, issues such as cross-cultural communication, ethics, conflict resolution, crisis communication, and developing organizational communication competencies will be investigated.	3
MBUS 619	Human Behavior in Organizations	This course will discuss the behavioral knowledge and skills essential to becoming an effective manager/leader including behavior and motivation in an environment of complexity and rapid change and ethical implications of actions and their effects on demographically diverse and increasingly international workforce.	3

MBUS 621	E-commerce	This course will examine how the internet is rapidly becoming one of the primary communication, marketing, and commercial medium for businesses in almost every industry, and how managers can effectively use this tool to execute their organization's strategic plans. Topics include an overview of electronic commerce; e-marketplaces including auctions and portals; online marketing and consumer behavior; business-to-business e-commerce; e-government; e-learning; social networks; search engine maximization; e-commerce security; payment solutions and order fulfillment; e-commerce security; e-commerce strategy and global issues; legal, ethical and tax issues; and launching an e-commerce business.	3
MBUS 623	Economics of Business Decisions	This course will introduce students to the economic concepts in the decision making process. Topics include scarcity, marginal analysis, and tools of optimization; demand and supply analysis and market structure; economic efficiency; regression analysis; risk analysis and game theory and international economic issues.	3
MBUS 625	Fundamentals of Financial Accounting and Financial Management	This course will introduce students to an accelerated and in-depth study of conceptual foundations and applications of financial accounting and financial management with emphasis on building accounting and finance information bases for external decision making.	3
MBUS 627	Leadership	This course will introduce students to post-heroic leadership theories, with a practical emphasis on developing and honing leadership skills in practicing managers. A highly self-reflective course, requiring students to question and share their own leadership styles and situational antecedents.	3

MBUS 635	Supply Chain Management	Students acquire the knowledge and basic skills to effectively design a supply chain for an organization. Topics include an introduction to supply chain, the importance of information technology, supply chain slacks, demand management, supply management, inventory management, production management, transportation management, location analysis, sourcing decisions, supply chain strategy, and an overview of special types of supply chains such as green and humanitarian aid supply chains.	3
MKT 601	Promotions Management	This course addresses the specific activities involved in managing an advertising campaign, including research, media selection, copywriting, layouts and the role of ad agencies.	3
MKT 604	Global Marketing	This course focuses on marketing strategies within multinational organizations from market assessments, legal, political, social environment, cultural and the role of global interdependence. The course examine digital techniques across trends, best practices and strategies.	3
MKT 617	Consumer Behavior	In this course you will see how consumer behavior concepts and ideas influence marketing decisions, and evaluate ways to research customer behavior so that it can be used to enhance marketing strategy. You will consider the consumer decision making process, as well as the role of culture in consumer behavior. As you explore the role of the household as the basic purchasing and consuming unit, you will also consider how religious, ethnic, geographic, and other subcultures present marketers with challenges and opportunities.	3
FIN 603	Financial Statement Analysis	This course will provide a user-oriented approach to the study of financial statements. The role of the financial statements and the annual report in the financial reporting process, using ratio analysis to analyze firm performance and make forecasts of future performance.	3
FIN 606	Financial Markets and Institution	The study of financial markets, instruments, and institutions and their role in the economy and financial management. Coverage will include current issues affecting the financial system.	3



FIN 608	Global Finance	This course focuses on the risks involved in financial operations in a global setting and identifies the techniques required in measuring and minimizing those risks. Topics in multinational finance, foreign exchange, risk management and financing the foreign operations are emphasized.	3
HRM 601	Strategic Human Resource Management	This course examines key regulatory procedures and human resource requirements as they relate to applications in organizations. Analyze the strategic role of the human resource manager in performing functions of recruitment, hiring, training, career development and other contemporary processes within the organizational setting. Study concepts aligned with the Society for Human Resource Management (SHRM) Body of Competency and Knowledge (BoCK).	3
HRM 603	Employment Law	This course examines laws and regulations impacting rights and responsibilities within the employee and employer relationship. Topics include common law principles, discrimination, wage and hour law, National Labor Relations Act, and other labor and employment laws. Focus is on federal laws governing employment.	3
HRM 615	Organizational change and Development	This course examines methods to improve organizational effectiveness. Students will study organizational change, including the concept of planning change, the basic roles and styles of the OD practitioner, and resistance to organizational change and how to overcome it.	3
SSQ 604	Six Sigma Quality Management	This course is designed to provide an understanding of the design and implementation of quality control and improvement systems. It is an introduction to current quality management approaches, statistical quality control and quality improvement techniques. ISO-9000 also will be discussed.	3

MGT 610	Project Management	This course includes the study of concepts, tools, and practices of project management. The course adopts a managerial process approach to Project Management, which consists of initiating, planning, executing, controlling and closing the project. Major topics will include project scope, project time, project cost, project quality, project risk, project resources, project communications and how to be an effective project manager.	3
ECON 612	Statistic for Managers	This course will provide the students with statistical tools and techniques that will enable them to make an immediate impact in their careers. This course will be realistically oriented and numerous business examples and cases will be analyzed.	3
MFP 611	Fundamentals of Screenwriting	An introduction to the building blocks upon which all film and television writing are based: visualization, dialogue, scenes, sequences, and basic dramatic structure. Students begin with short writing exercises and proceed to longer scenes and sequences.	3
MFP 613	Overview of Producing	The course examines the process of producing film and television programming for various entertainment companies, including large corporations' studios, independent production companies, television companies, computer companies, and start-up ventures.	3
MFP 616	Visual Effects Management	This course is designed to familiarize students with the roles and responsibilities, needs, and terminology of the Animation and Visual Effects production pipelines so that they may communicate effectively between various artists and upper management.	3
MHEA 601	Management and Design of Healthcare Organizations	Healthcare organizations are inherently complex and function in an increasingly dynamic environment. This course provides an introduction to the knowledge and skills necessary for the effective management of healthcare organizations. This is accomplished by examining the foundations of management thought, managerial roles, motivation, leadership, and job design as they relate to healthcare organizations.	3

MHEA 602	Financial Accounting, Governance and Management Control in Health Care	The purpose of this course is to provide a basic understanding of management control techniques and management accounting decision making techniques and processes that exist for health administrators.	3
MHEA 603	Statistics for Health Administration	This course provides graduate student in health administration with the skills to understand and carry out statistical analyses in their field. This course will discuss all aspects of statistical analyses needed in the healthcare field.	3
MHEA 656	Leadership Roles in Health	This course is designed to provide students with an overview of contemporary thought on leadership, the leader's role, and to explore applications of that role. Resources include a textbook, current literature stemming from health care and other disciplines, plus input from participants in the course.	3
MHEA 605	Health Care Law	This course provides instruction in the principles and practice of health law that are of relevance to health administrators in the public, private or public-private health sectors.	3
MHEA 606	Health Care Economics	This course will introduce student to the study of health economics and its impact on health policy, funding and service delivery. Students will learn the concept, theories and methods of analysis of health economics; they will conduct a project-based health economics analysis and evaluation with reference to health policy.	3
MHEA 611	Health Information Systems	This course will introduce students to studying and applying introductory Health Information Systems (HIS) related concepts in the context of active and changing health care environments. Students will need no prior knowledge of HIS .	3
MHEA 612	Social Determinants of Health	This course will introduce students to the management of the healthcare system. They must have a broad understanding of the social determinants of health as paradigms based on social determinants are increasingly dominating federal, provincial, and regional government approaches to improving the health of populations.	3

MHEA 622	Ethics and Ethical Decision Making	The course helps to raise awareness the student's awareness of the ethical implications of decision-making through the identification, discussion and analysis of ethical problems that may occur to health care administrators and professionals.	3
MHEA 628	Developing Successful Project and Program Proposals	This course will discuss Project and program proposals. They are well-researched, systematic plans of action, based on pre-set inclusion criteria. Students in this course will examine various proposals and understand how to develop them.	3
MHEA 630	Evidence Based Practice in Health Care	Students will discuss how to use evidence in many areas of health, across both research and practice, including public health, medicine, nursing, health promotion clinical practice and policy making etc. Using an evidence based approach to health has many direct and indirect benefits.	3
MHEA 635	Dissemination Strategies	This course will help student understand dissemination strategies. Health professionals possess a wealth of information and experience. In this course, students will learn to use a variety of dissemination strategies designed to share knowledge and experience. Students will write an article designed for scholarly publication, develop a poster presentation, and complete a lay audience presentation.	3
MHEA 644	Advanced Qualitative Methods for Health Research	This course provides students with the background, tools, and methodology to perform a qualitative research project and to analyze the results of the study. It extends and deepens the exploration of methods with the intent to help students choose the approach that is best suited to their thesis study. The course introduces students to the use of computer software management and presentation of qualitative data.	3
MHEA 636	Philosophical Foundations of Health Systems	This course will prepare students to focus on the implications of the system on their own health discipline. There are choices and learning activities and students are expected to select activities that address their own learning needs.	3

MHEA 658	Advanced Quantitative Methods for Health Research	This course will extend the students' theoretical understanding of quantitative designs related to research in health care. Data management and analysis methods will be examined. Students will gain competence in using common statistical tests and computer-based tools (such as SPSS) to be able to conduct and report quantitative research from an applied perspective.	3
MHEA 667	standing Organizations: Theory, Analysis and Application	This course will help student in understanding organizational looks at multiple aspects of organizations from their structure and design to the behavior of individuals and groups within. With a focus on what is important and useful, this course offers powerful and provocative ways of thinking about and influencing organizational life.	3