# SOUTHWESTERN CALIFORNIA UNIVERSITY

# 2021-2023

(Effective Date: July 1, 2021 – June 30, 2023)

Date: March 01, 2021

905 S. Euclid Street Suite 109, Fullerton, CA 92832 Phone (714) 519-3388 info@laswcu.org

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# **GREETINGS FROM THE PRESIDENT**

I am very pleased to welcome you to Southwestern California University (SWCU). The entire faculty and staff of SWCU is committed to providing you with a quality higher education that enables you to become successful business persons and to make meaningful contributions to global society.

With the increasingly difficult educational environment, the 4th Industrial Revolution is challenging more changes and innovations. Therefore, we are focusing on the followings:

- 1. Education through servant leadership
- 2. Fostering competitive global executives
- 3. Conscientious people who practice sharing through study

We will sincerely help you accomplish your dreams. We want to see you experience a meaningful transformation through your study at SWCU and go forth for successful career in the future.

On behalf of faculty and staff of SWCU, I invite you to join us in advancing for bright future.

Sincerely,

Jong Sub Lím

Jong Sub Lim, Ph.D. President

# **GENERAL INFORMATION**

#### MISSION

Southwestern California University (SWCU) is committed to equipping students to become successful professionals and leaders in global society, through excellent higher education with biblical foundation.

#### **INSTITUTIONAL OBJECTIVES (GOALS)**

By earning a degree from SWCU, students will develop

- A. The professional skills necessary to find meaning employment in their field of study
- B. Capacity for ongoing academic growth and a passion for lifetime learning
- C. Understanding of their own unique design and where they fit in the workplace
- D. Understanding useful biblical principles that relate to effective human relations and business practices

#### NON-DISCRIMINATION STATEMENT

Southwestern California University notes that all persons are created in the image of God and equal and admits students of any race, gender, color, national or ethnic origin to all the rights, privileges, programs and activities generally accorded to or made available to students. Everyone has the equal opportunity and access in SWCU's educational programs, administration, and activities. SWCU also hires staff and faculty without discrimination in regard to the above. SWCU provides full and affirmative compliance with the provision of Title VI of the Civil Rights Acts of 1964, Title IX of the Education Amendment of 1972, Section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975.

#### DISCLOSURES

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.

Southwestern California University does *not* have a pending petition in bankruptcy; is *not* operating as a debtor in possession; has *not* filed a petition within the preceding five years; and 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. Sec. 1101 et seq.).

There are no legal actions pending against SWCU or ownership or any of the institution's owners, officers, corporate directors, administrators or instructors by any federal, state, or local law

enforcement agency involving alleged acts of fraud, dishonesty, and financial mismanagement, unpaid liabilities to any governmental agency or claims for pecuniary loss suffered by any student.

Southwestern California University is *not* accredited by a national or regional accrediting agency. The University does not accept international students in Student and Exchange Visitor Program (SEVP). Accordingly, the institution does not provide visa services nor vouch for student status. The University does *not* participate in federal or state financial aid programs. Educational instruction at SWCU is provided in English. If your first language is not English, or if your previous education has been conducted in another language, you will be required to demonstrate proficiency in English by fulfilling minimum TOEFL score of 500 for paper-based test (PBT) or a score of 60 on the iBT. SWCU does not offer ESL instruction. However, Korean Online MBA program is taught in Korean, and the prospective students do not need to submit TOEFL scores. In this case, the university requires a diploma from a Korean-speaking college, a proof that the student has lived in Korea five years or more, or a verbal interview.

SWCU offers online (distance) educational programs. SWCU does not allow more than seven days between the institution's receipt of student lessons, projects, or dissertations and the institution's mailing of its response or evaluation.

SWCU is committed to a policy of representing itself accurately and honestly to students, the public and accrediting agencies. No employee is to engage in practices that are fraudulent, abusive, deceptive or false. If you find any statement, policy or practice that needs to be revised or updated so that we can remain compliant with this policy, we would appreciate it if you would email at info@laswcu.org.

#### AUTHORIZATION AND APPROVAL

Southwestern California University is a private institution and it is approved to operate by the Bureau for Private Postsecondary Education, Department of Consumer Affairs, the State of California (BPPE), at 1747 N. Market Blvd. Suite 225, Sacramento CA 95834, www.bppe.ca.gov, Telephone (888) 370-7589 or 916-574-8900, Fax (916) 263-1897.

"Approved to operate" or "approved" means that an institution has received authorization, pursuant to the California Private Postsecondary Education Act, to offer the public and to provide postsecondary educational programs. This does not imply that the Bureau endorses programs or that Bureau approval means the institution exceeds minimum state standards [CEC §94909(a)(2) and §94897(I)].

Southwestern California University or any of its degree programs are not accredited by an accrediting agency recognized by the Unites States Department of Education. The University's educational programs will not be eligible to sit for the applicable licensure exam in California and other states.

The University's degree programs are not recognized for some employment positions, including, but not limited to, positions with the State of California. Students enrolled in the University are not eligible for federal financial aid programs. The University's educational programs are not designed to lead to positions in a profession, occupation, trade, or career field requiring licensure in the state of California.

#### ABOUT THE CATALOG

Prior to enrollment, the University provides a prospective student, either in writing or electronically, with a school catalog. The electronic version of the catalog is uploaded at the University's website.

"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 signing Sheet, which must be provided to you prior to signing an enrollment agreement." When students are unable to understand the terms and conditions of the enrollment agreement due to English not being their primary language, and if recruitment was not conducted in English, they shall have the right to obtain a clear explanation of the terms and conditions and all cancellation and refund policies in their primary language from a qualified school officer, upon their request.

"Any questions a student may have regarding this catalog have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education;

Address: 1747 N. Market Blvd. Ste 225, Sacramento, CA 95834 Web site address: www.bppe.ca.gov Telephone and Fax #'s: (888) 370-7589 (916) 574-8900

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

This Catalog covers the period of June 1, 2018 through May 31, 2019.

#### COMPLIANCE AND SELF-MONITORING

Southwestern California University develops and retains policies and procedures that are necessary for its effective operation, consistent with accepted principles and procedures for postsecondary education and with the institution's purpose and objectives and in compliance with the California Private Postsecondary Education Act of 2009 and Title 5 of the California Code of Regulations (CCR). With regard to responsibility and procedure for the self-monitoring, the board of directors bears major responsibility for maintaining the institution in compliance with the institutional mission and the Bureau for Private Postsecondary Education

(BPPE) regulations, though the process engages the entire campus including CEO, CAO, CFO, faculty, staffs, and students.

In an effort to ensure that Southwestern California University is well maintained and operated in compliance with the BPPE, the Chief Academic Officer constantly checkups the Bureau's posted website announcements, notices, and changed polices, as well as the Bureaus' mailed letters and email notices. During the administrators' meetings held on every Tuesday, Southwestern California University strives to stay apprised of the Bureau changes and such changes are incorporated into institutional policies and documents including enrollment agreements, STRF, performance fact sheets, and catalog. Amendments to the Southwestern California University's policies and procedures are suggested and discussed at the administrators' meetings.

Chief Academic Officer is responsible for directing and administering the teaching activities of the Institute. At the administrators' meetings with faculty, Chief Academic Officer ensures that the University's educational standards, curriculum, and practices are being maintained in compliance with BPPE standards and Southwestern California University's policies.

The University annually reviews its policies and procedures in light of the BPPE regulations and the University's mission. The faculty, administrators, and the board participate in this process. Chief Academic Officer coordinates this process and the President presents proposals to the board of directors for their review and approval. The board approves the policies and procedures usually in May each year and the board minutes confirm the approvals. The date of approval is recorded for each policy and procedure in the board minutes. The board approved policies are disseminated for administrative operations and academic/financial practices.

#### LOCATION AND CONTACT INFORMATION

Southwestern California University

905 S. Euclid Street Suite 109, Fullerton, CA 92832

Phone (714) 519-3388

Email: info@laswcu.org

Southwestern California University is located in the central part of the Los Angeles city. It is present in the midst of diverse ethnic/cultural communities.

All operations and distance education of Southwestern California University are handled at 905 S. Euclid Street Suite 109, Fullerton, CA 92832 Phone (714) 519-3388.

#### 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 program, 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 October 31<sup>st</sup>, 2020, and full accreditation by October 31<sup>st</sup>, 2023.

If this institution stops pursuing accreditation, it must:

#### Southwestern California University

• Stop all enrollment in its degree programs, and

• Provide a teach-out to finish the educational program or provide a refund.

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

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

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

# "NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION:

"The transferability of credits you earn at Southwestern California University is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the degree or certificate you earn in the education program is also at the complete discretion of the institution to which you may seek to transfer. If the degree or certificate that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending Southwestern California University to determine if your degree or certificate will transfer."

# **ADMISSIONS INFORMATION**

# ADMISSIONS REQUIREMENTS

#### Master of Business Administration (100% Online formats)

- A completed application form
- State approved or its equivalent bachelor's degree with a minimum GPA 2.5
- All official transcripts of prior undergraduate and/or graduate work reflecting degree conferred. Applicants should submit an evaluation of their degrees performed by a foreign credential evaluation service that is a member of the National Association of Credential Evaluation Services (NACES).
- Application essay
- A statement of purpose and expectation in regards to the program the applicant seeks to study
- Two letters of reference
- Candidates whose high school instruction was not conducted in English need to submit official TOEFL scores (minimum TOEFL score of 500 for paper-based test (PBT) or a score of 60 on the iBT)
- However, as an exception, Korean Online MBA programs are taught in Korean, so prospective students do not need to submit TOEFL scores. In this case, the university requires a diploma from a Korean-speaking college, a proof that the student has lived in Korea five years or more, or a verbal interview.
- Two photos
- Non-refundable \$100 application fee

# Program: Certificate in Business Administration (100% Online)

- A completed application form
- Graduation from high school with a minimum 2.0 GPA or General Equivalency Diploma (GED)
- Two letters of reference
- Candidates whose high school instruction was not conducted in English need to submit official TOEFL scores (minimum TOEFL score of 500 for paper-based test (PBT) or a score of 60 on the iBT)
- Two photos
- Non-refundable \$100 application fee

# Program: Certificate in Real Estate (100% Online)

- A completed application form
- Graduation from high school with a minimum 2.0 GPA or General Equivalency Diploma (GED)
- Two letters of reference
- Candidates whose high school instruction was not conducted in English need to submit official TOEFL scores (minimum TOEFL score of 500 for paper-based test (PBT) or a score of 60 on the iBT)
- Two photos
- Non-refundable \$100 application fee

# **GRADUATION REQUIREMENTS**

#### Master of Business Administration (100% Online formats)

- A completion of all required course work of 36 semester hours with at least a cumulative GPA of 2.5.
- A successful completion of at least 30 semester hours in residency at SWCU.
- A successful completion of the graduation capstone: MBC 601 Comprehensive Exam
- A settlement of all financial obligations to SWCU

# Certificate in Business Administration (100% Online)

- A completion of all required course work with a minimum grade point average (GPA) of 2.0.
- A settlement of all financial obligations with the University

# Certificate in Real Estate (100% Online)

- A completion of all required course work with a minimum grade point average (GPA) of 2.0.
- A settlement of all financial obligations with the University

# ABILITY-TO BENEFIT, PRIOR EXPERIENTIAL LEARNING, CHALLENGE EXAMS, AND ACHIEVEMENT TESTS

Southwestern California University does not acknowledge Ability-to-Benefit policy, student's prior experiential learning, challenge exams or achievement tests. The University has not entered into an articulation or transfer agreement with any other college or university.

#### TRANSFER OF CREDIT

SWCU will accept transfer credits from other institutions subject to the following conditions and limitations:

• Credits earned from state approved or accredited institutions can be accepted.

- No more than 20% of graduate semester units or the equivalent in other units awarded by another institution may be transferred for credit toward Master's and doctoral degrees. In regards to certificate programs, no more than 50% are transferred.
- SWCU reserves the right to deny credit for specific courses.
- Credits accepted in transfer must be at the grade level of 'C' or higher.
- Students desiring to transfer credits must have an official transcript on file and must confer with the Academic Affair Office before or during their first semester at SWCU. SWCU will provide each approved transfer applicant with a tentative evaluation of credits to be accepted for transfer. An official evaluation will be made after the applicant selects and registers in a degree program. Transferred credits may not appear on SWCU transcripts until the student's first semester at SWCU are satisfactorily completed.

#### ADMISSIONS NOTIFICATION AND REGISTRATION

The Director of Admissions will inform applicants of the decision by mail within fourteen (14) business days after having reviewed the application. All matriculated students are required to register for the following semester by the scheduled registration deadline, which is usually four to five weeks before the start of the new semester. These deadlines are posted on the official bulletin board. Continuing registration fees are \$20.00 per semester. A late registration fee of \$20.00 is assessed to students who do not register within the deadline.

#### SIGNING ENROLLMENT AGREEMENT

First-time freshman and Transfer students are required sign an Enrollment Agreement outlining the entire course of study, tuition and fees, and a statement that Southwestern California University reserves the right to raise tuition at any time. The enrollment agreement signed by a prospective student will not become valid and binding until the student makes an initial visit to SWCU or attends the first class of instruction. Prospective students are encouraged to access web-sites to review the programs, and to obtain other information that may affect the student's decision to enroll.

#### WITHDRAWAL FROM THE INSTITUTION

Those who want to withdraw temporarily from SWCU, but with the intent to remain as continuing students, should obtain the approval of the Academic Dean. A withdrawal may be effectuated by the student's written notice or by the student's conduct, including, but not necessarily limited to, a student's lack of attendance. Students who fail to register for two (2) consecutive semesters without the Academic Dean's approval will be considered as withdrawn from SWCU. Such students must apply for re-admission if they wish to complete their program of study at SWCU. Non-attendance of classes or stopping a check for payment does not constitute withdrawal from SWCU. Notification must be in

writing. The following must take place for any student to withdraw from SWCU:

- Notify the Academic Dean or Registrar of intent to withdraw by completing a Withdrawal Notice form.
- Clear all outstanding debt with SWCU.

#### **READMISSION POLICY**

Former students who have been absent from SWCU at least one semester (not including study abroad or an approved leave of absence), must reapply for admission. Those who wish to be considered for reinstatement following suspension must also have approval from the Academic Dean. Official transcripts from other institution or attempted/completed coursework must be submitted to be evaluated. No one will be permitted to register for classes until officially readmitted or reinstated to SWCU. Students who have been absent from SWCU for one or more years will be subject to degree requirements in the catalog of the re-entry year.

#### **DISTANCE LEARNING**

Southwestern California University offers both traditional (offline) and distance educational programs. Distance education is provided as follows.

#### **Nature and Method**

Southwestern California University uses the Moodle as platform for its distance education. Though the instructor and students are separated by distance, the distance learning format provides quality education equivalent to traditional on-campus courses, through the assistance of technology. Online courses have start and finish dates equivalent to classroom-based courses. Once enrolled, students can enter their course at anytime and anywhere they can access a computer with an internet connection.

Video recorded lectures are uploaded each week by instructors which are qualified in the same way as classroom instructors. Online courses feature a high degree of interaction between the student and instructor and among fellow students. Students connect to the online course site four or five days a week. The instructor will post assignments in relation to his or her lectures to foster students' understanding of the course material and to stimulate discussion. Students submit responses and research, receive feedback from the instructor, and discuss what they are learning with fellow students. In summary, each of our online courses include video recorded lectures, threaded interactive discussions and course assignments such as journals, book reviews, quizzes, exams, and project papers. SWCU does not allow more than seven days between the institution's receipt of student lessons, projects, or dissertations and the institution's mailing of its response or evaluation.

Despite difference in delivery method, the actual extent and quality of academic work to complete a course for online programs is equivalent to that which would be expected for an on-campus course. As a result, our online programs are sufficient to meet the education standards that the on-campus programs accomplish.

#### Technical Facilities and Security of Systems for Distance Learning

Southwestern California University maintains adequate facilities and equipment to assure quality online education programs. The Distance Learning & Technical Support Office provides technical support. The distance learning director and assistant maintain and update facilities/equipment for quality education. Distance learning facilities/equipment include two (2) computers, two (2) High Definition Video Cameras, two (2) highly sensitive microphones, and lecture recording/editing software. The University conducts a survey questionnaire for each online course to measure the appropriateness of security of systems and adequacy of support. In addition, the University's comprehensive annual survey of operational and educational effectiveness includes students' evaluation of adequacy of technical/physical plant facilities and technical assistance service.

#### **Technical Assistance and Training**

The University provides technology training sessions for students, faculty, and staff during the first week of each semester. Our distance learning director and assistant equip them with essential concepts and skills for using hardware, software, internet, and online educational programs. This training session is also provided electronically at the University's website for online students and faculty. Further, the Distance Learning Director and his/her assistant respond to individual technical needs and inquiries.

#### Ensuring the Capability of Involving Online Learning Environment

To ensure students to learn successfully in online environment, the University requires them to conduct self-assessment on their computer/internet skills before enrolling in online courses.

#### **Computer and Internet Skills Self-Assessment**

The following self-assessment is provided to help you determine if you possess the technical skills needed to succeed in an online course.

- 1. Can you restart your computer if it becomes locked up? Yes No
- 2. Can you safely turn off your computer? Yes No
- 3. Can you use the mouse to select and deselect text? Yes No
- 4. Can you use a mouse to open and close a program by clicking on an icon? Yes No
- 4. Can you choose a command from the menu? Yes No
- 5. Can you move, resize and close windows? Yes No
- 6. Can you use the scroll bars? Yes No

- 7. Can you open a file? Yes No
- 8. Can you create folders and move files? Yes No
- 9. Can you save a file and browse to locate a file? Yes No
- 10. Can you copy and paste text? Yes No
- 11. Can you print a file? Yes No
- 12. Can you download and install programs? Yes No
- 13. Can you connect to an Internet Service Provider (ISP)? Yes No
- 14. Can you open a web browser? Yes No
- 15. Can you create a bookmark or save a favorite webpage? Yes No
- 16. Can you use a search engine to locate information on the Internet? Yes No
- 17. Can you use email to create and send a message? Yes No
- 18. Can you attach files to an email message?
- 19. Can you reply to an email message? Yes No
- 20. Do you understand and abide by standard Netiquette? Yes No

Evaluating Your Score and Technically Being Prepared to Complete Online Courses: Yes is 1 point and No 0 point. How many of the above questions did you respond with a 'Yes'?

Use the following scale to assess how technically prepared you are to complete an online course:

20 - 18: Good  $\Box$  You have the technical skills needed to succeed in online courses.

17 - 13: Fair □ Contact the Distance Learning office before enrolling to get helps for certain skills you are in lack of.

12 or less: Need improvement 
We recommend that you access workshops or tutorials that will help you improve your basic computer and internet skills before enrolling in an online course.

#### Providing Information about Online Learning

The University's online programs assure technical assistance and academic advising. The Distance Learning Director provides an orientation session for new students during the first week of the semester.

New students must complete an orientation before entering the course. In this regard, students are required to attend an online course workshop provided by Distance Learning Office or complete an online course tutorial posted at <a href="http://www.moodleSCUniveristy.org">http://www.moodleSCUniveristy.org</a>. Through this workshop and/or tutorial, students will ascertain the nature, structure, components, and academic requirements of the online courses as well as delivery system and technological skills.

Program chairs, the Distance Learning Director and Academic Affair Manager provide advising services for students. Course instructors are expected to reply to students' course and academic inquiry within less than 48 hours. Distance Learning Office staff is available to assist students with questions concerning technical support and delivery methods.

#### **Technology Requirement: Computer and Internet**

- A processor of 2 GHz or faster
- 4 GB RAM or larger
- Internet connection speed with 10 MB/s or faster
- Microsoft® Windows 7 or higher
- Apple® Mac OS X 10.10 or higher

#### **Online Course Access and Security System**

Courses provided using the Moodle can be accessed through http://www.moodlescuniversity.org/ learning portal and require a unique user name and password to obtain access. One week before the online course begins, the student will receive an email with a login name and password giving access to the online course. The privacy of students enrolled in distance learning courses is protected. Student records are accessed by authorized persons only and will be stored in a safe and secure manner.

Students will receive a password and account designation upon completing the course registration process. Since any account can serve as an entry point for theft, damage or unauthorized use, users shall protect the confidentiality of their personal identification codes and passwords. Furthermore, users shall not attempt to make any unauthorized changes to data or attempt to intercept or access data or communications intended for another. Students are fully responsible for all activities that occur under his or her password.

Students are expected to immediately notify the University's Distance Learning Office of any unauthorized use of his or her password or account or any other breach of security, and ensure that he or she exits from his or her account at the end of each session. Southwestern California University cannot and will not be liable for any loss or damage arising from the student's failure to comply with the appropriate use of information technology resources.

Upon a security breach being noticed, our Distance Learning Office and Academic Affairs Office will immediately notify students of such a breach by email, text and phone calls. We will post the same on our school website and the campus bulletin board. Our technological support team will seek to identify the cause of any breach and provide proper resolution including requesting students to change their login IDs and passwords.

#### Faculty participation in Distance Learning Program Oversight

The faculty of Southwestern California University actively involve the evaluation and oversight of distance education, ensuring both the rigor of the programs and the quality of instruction. During each semester, faculty members report any problems or suggestions for resolution to the Distance Learning Director. The Director responds to their inquiries. The issues beyond the Director's control are forwarded to the weekly operational meetings where President, CAO, and necessary administrators participate. Soon after a Semester is over, the Director holds a meeting with faculty

to address instructional, technical, curricular, and any other issues for the enhancement of the quality of education. The faculty's feedback and suggestions are taken seriously and reflected upon for both for the next semester and for long term planning.

# ACADEMIC PRORAMS

# MASTER OF BUSINESS ADMINISTRATION

(36 Semester Hours)

# **Program Description**

The Master of Business Administration (MBA) program provides a business management education that equips students for leadership positions in the global marketplace or for advancement in their current careers. This program integrates theories with real-world applications, fostering practical business expertise. Students can advance their knowledge, analytical ability, and skills in areas such as business management, entrepreneurship, and real estate.

#### **Concentration Choice**

- Concentration in Global Business Administration
- Concentration in Real Estate

#### Licensure

The Master of Business Administration program is not designed to prepare students for any licensure.

# **Occupation and Job Titles**

#### **Concentration: Global Management**

Completion of the currently established Global Management courses will help students acquire qualifications such as Marketing Managers (11-2021), Financial Analyst (13-2015.00); General and Operations Managers (11-1021.00); Sales Managers (11.2022.00); Administrative Services Managers (11-3012.00) [2018]; Cost Estimators (13-1051.00); Management Analysts (13-1111.00), Accountants (113-2011.01); Auditors (13-2011.02); Budget Analysts (13-2031.00); Credit Analysts (13-2041.00); Financial Examiners (132061.00); Tax Examiners and Collectors and Revenue Agents (13-2081.00 [from the United States Department of Labor's Standard Occupational Classification Codes: Year 2018] in the United States of America. Completion of the currently established Global Management courses will help the students acquire qualifications such as Financial Analyst, International Trade Manager, Certified Labor Officer, Business Management Consultant in Republic of (South) Korea.

#### **Concentration: Real Estate**

Completion of the currently established Real Estate courses will help the students acquire qualifications such as a certified real estate broker, real estate appraiser, and housing management in Republic of (South) Korea.

# **MBA Program Objectives**

- I. Students will demonstrate an understanding of issues related to
  - a. project management
  - b. products and services in specific industries and companies
  - c. manufacturing (product planning, operation management)
  - d. management strategy
  - e. risk management
  - f. financial analysis, planning and management
  - g. international trade
  - h. human resources
- II. Students will be able to produce a professional business plan including the
  - a. executive summary
  - b. overview of the industry, company, products and services
  - c. marketing research and analysis
  - d. economics of the business
  - e. marketing plan
  - f. manufacturing and operation plan
  - g. management plan
  - h. critical risk, problems and assumptions
  - i. financial analysis and plan

# Components of the Program and Time Limit for Completion:

The program is a 36 semester unit program. The course of study usually spans a period of

one to two years. Students must complete their study within five years, beginning on the

date of their first registration for M.B.A courses.

# The method of Instruction

Southwestern California University provides the Master of Business program by the three types of course delivery: on-line formats.

• Online Learning format: All instruction is provided via the Internet and no face-toface instruction is required. This format is a virtual classroom where course instruction, course content, and external resources such as academic links are provided to learners who are physically separated from the instructor. Instructions are provided electronically and asynchronously. Students in online courses watch and listen to lectures and complete assignments sent to them electronically. Students can always attend by participating in discussion boards or chat sessions, and turning in their work on time.

# Curriculum [pre: 2021-2023]

#### 1) Concentration: Global Business Administration

Category		Semester
	Courses	Units
Common	MBA 501 Business Economics	3
Essential	MBA 502 Essentials in Accounting Information Practice	3
Major Required	MBA 503 International Management Strategy	3
Major Required	MBA 504 Strategic Marketing	3
Major Required	MBA 507 International Trade Logistics Theory	3
Major Required	MBA 508 Theory of Business Environment	3
Select Major	MBA 506 Business Statistics & Analysis	3
Select Major	MBA 508 Theory of Business Environment	3
Select Major	MBA 511 Consumer Behavior and Marketing	3
Select Major (1)	Choose one of the following courses:	
	MBA 505 Small Business Operation	
	MBA 512 New Venture Management	3
Select Major (1)	Choose one of the following courses:	
	MBE 501 Theory of Financial Institutions	
	MBE 502 Management Information System	3
Capstone	MBC 601 Capstone & Comprehensive Exam	3
Total Units		36

# 2) Concentration: Real Estate

Category		Semester
	Courses	Units
Common		
Essential	MBA 501 Business Economics	3
Common	MBA 502 Essentials in Accounting Information Practice	
Essential	MBA 302 Essentials in Accounting information Fractice	3
Major Required	MBA 503 International Management Strategy	3
Major Required	MBA 504 Strategic Marketing	3
Major Required	MBA 507 International Trade Logistics Theory	3
Major Required	MBA 509 Corporate Innovation and Future Management	3
Select Major	MBR 503 Real Estate Market Analysis and Appraisal	3
Select Major	MBR 502 Overseas Real Estate Investment Theory	3
Select Major	MBR 501 Theory of Return on Real Estate Investment	3
Select Major (2)	Choose two of the following courses:	
	MBR 504 Real Estate Transaction marketing	
	MBR 508 Real Estate Tax Research	
	MBA 509 Corporate Innovation and Future Management	3
Select Major (1)	Choose one of the following courses:	
	MBR 505 Shared Economy and real Estate	
	MBR 506 Real Estate Development Analysis Theory	3
Capstone	MBC 601 Capstone & Comprehensive Exam	3
Total Units		36

# [present: 2021-2023]

# 1) Concentration: Global Business Administration

Category		Semester
	Courses	Units
Common	Choose one of the following courses:	
Essential (1)	MBC 501 Business Economics	3
	MBC 502 Real Estate Investment	
	MBC 503 Essentials in Accounting Information Practice	
Major	Choose two of the following courses:	
Required(2)	MBA 503 International Management Strategy	6
	MBA 504 Marketing Strategy	
	MBA 507 International Trade Logistics Theory	
	MBA 509 Corporate Innovation and Future Management	
Select Major(8)	Choose eight of the following courses:	
	MBA 501 A Study on Corporate Financial Management	
	MBA 505 Consumer Behavior and Marketing	
	MBA 508 Business Environment	
	MBA 511 New Venture Management	
	MBA 512 Organization Management	24
	MBG 501 Financial Institutions	
	MBG 502 Management Information System	
	MBG 503 Case Study of Global Marketing	
	MBG 504 Business Statistics	
	MBR 504 Overseas Real Estate Investment	
Capstone	MBC 601 Capstone project	3
Total Units		36

# 2) Concentration: Real Estate

Category		Semester
	Courses	Units
Common	Choose one of the following courses:	
Essential(1)	MBC 501 Business Economics	3
	MBC 502 Real Estate Investment	
	MBC 503 Essentials in Accounting Information Practice	
Major	MBA 503 International Management Strategy	
Required(2)	MBA 504 Marketing Strategy	6
	MBA 507 International Trade Logistics Theory	
	MBA 509 Corporate Innovation and Future Management	
	MBA 510 Study of Real Estate Tax	
Select Major(8)	Choose eight of the following courses:	
)	MBA 501 A Study on Corporate Financial Management	
	MBA 508 Business Environment	
	MBA 512 Organization Management	
	MBG 504 Business Statistics	
	MBR 501 Theory of Return on Real Estate Investment	24
	MBR 502 Real Estate Transaction and marketing	
	MBR 503 Real Estate Market Analysis and Appraisal	
	MBR 504 Overseas Real Estate Investment	
	MBR 505 Shared Economy and real Estate	
	MBR 506 Real Estate Development Analysis	
Capstone	MBC 601 Capstone Project	3
	MBC 601 Capstone Project	
Total Units		36

# **Course Descriptions**

# MBC 501 Business Economics

This course addresses how to increase a business's profitability by applying economic analysis to a wide array of business problems.

# MBC 502 Real Estate Investment

This subject learns how to assess profitability in consideration of the concept of real estate investment, key investment criteria, and future development potential. It is also a process that provides practical implications for the precautions related to real estate investment.

# MBC 503 Essentials in Accounting Information Practice

This course covers the practice of standard financial accounting processing based on information about key financial statements, double-entry accounting methods, accrued and cash accounting, assets, liabilities and owners' equity accounts.

# MBA 501 A Study on Corporate Financial Management

This course focuses on the theory and practice of corporate financial management such as capital cost, capital structure, economic assessment of capital budget, and merger and acquisition(M&A), and also addresses practical considerations in the subject matter.

# MBA 502 Leadership and Organizational Behavior

This course covers Individual, group and inter-group behavior within organizations in the context of technological change, workforce diversity, ethical challenges, globalization and leadership.

# MBA 503 International Management Strategy

The course looks at the types and specifics of a company's global strategy to overcome global competition and secure new growth engines. It deals with the theory and practice of risk management, expansion of business activities, overseas investment and international production location, overseas acquisition and merger, and strategic alliance. And this is the process of bringing out the implications of success through the examples of global companies that are implementing it.

#### **MBA 504 Strategic Marketing**

This course covers key elements of the marketing process, including domestic and international market assessments, strategic planning, and marketing mix development. Topics for consumer / business purchasing behavior, market research, brand management, product development, pricing strategy, and marketing channel design (promotion and distribution).

# MBA 505 Consumer Behavior and Marketing

This course examines the theories of methods used to identify profitable customers, understand their needs and wants, and how to build a bond with them by developing customer-centric products and services directed toward providing customer value. A special emphasis will be put on understanding the customer life cycle, market segmentation, customer acquisition, basket analysis, cross-selling, customer retention and loyalty.

# MBA 506 Business Statistics

This course emphasizes analyzing data, interpreting the output and utilizing skills to effectively apply statistical techniques to the design and evaluation of research regarding business practice. Included are the knowledge and skills to select statistical procedures appropriate to a research task and design, and the performance of accurate calculations in applying them.

# MBA 507 International Trade Logistics Theory

This course covers topics such as the basics of international logistics, international logistics management and strategy, import and export procedures, international logistics and INCOTERM 2010, cargo insurance, marine transportation, air transport, container transportation, and international complex transportation.

# MBA 508 Business Environment

This course aims to identify the significance of the business environment, the general environment, the legal and political environment, the economic environment, consumers and the local community, and to establish a proper contingency plan for business activities.

# MBA 509 Corporate Innovation and Future Management

This course focuses on new means and practical methods for future management, such as the Fourth Industrial Revolution, along with innovation and creative management of companies responding to changes in the business environment.

# MBA 510 Study of Real Estate Tax

This subject is a comprehensive study of various tax systems related to real estate. In particular, it is to faithfully understand taxes related to real estate investment, especially transaction taxes, property taxes, comprehensive real estate taxes, and additional taxes.

# **MBA 511 New Venture Management**

This course provides practical analysis of the overall business, including market research methods, economic evaluations, fund planning, talent management, marketing activity plans, accounting practices, and the use of government support policies.

# **MBA 512 Organization Management**

This subject develops basic principles of organizational operation, analysis of various organizational types, and precautions for organizational management in running a company. It also conveys the basic concepts and theories of management-related organizational operations related to practice.

# **MBG 501 Financial Institutions**

This course is a subject that learns financial institutions that are in charge of raising capital or managing funds faced by global companies and SMEs. In particular, it is a subject that examines their management principles, focusing on the form and importance of financial institutions, operating principles, and various financial products handled, and sheds light on how companies actively use them.

# MBG 502 Management Information System

It is a process that deals with topics such as structure, information management, corporate information system as a strategic role, planning and analysis and design of information system, database, ERP system, and decision system from the management side

# MBG 503 Case Study of Global Marketing

Based on the basic theory in the global marketing field, this course is a practical examination of the success and advancement cases of multinational companies. Theoretical and practical grafting is a course that emphasizes the marketing field and has important implications in global management.

#### **MBG 504 Business Statistics**

This subject is a general approach to business statistics. It is a subject that specifically learns theories and application cases of systematic and diverse statistical methods used for consumer surveys in the market, feasibility support methods for entering new businesses, and human resource management.

# **MBG 505 Financial Institutions**

This subject is to learn financial financial institutions that are in charge of raising capital or managing funds faced by global companies and small and medium-sized companies. In particular, we would like to examine their management principles, focusing on the form of financial institutions, importance, operating principles, and various financial products handled, and shed light on how companies actively utilize them.

# MBR 501 Theory of Return on Real Estate Investment

This course focuses on the relevant topics, focusing on the return-on- Corporate, private and public owners; investors and users. This course presents students with the current "real" real estate investment situation and the rate of return data of the people who form it. The topics covered in the process also apply to the real estate market, the debt market, and the definition of yield to commercial and general housing markets.

#### MBR 502 Real Estate Transaction and marketing

This course examines the key aspects of real estate transactions, focusing on legal relationships and procedures that should be noted for conducting real estate transactions, by dividing them into residential, commercial and industrial investments. We also deal with various marketing techniques for advertising, sales, and promotion to promote transactions.

#### MBR 503 Real Estate Market Analysis and Appraisal

This course examines the key aspects of real estate transactions: real estate valuation techniques. This includes market analysis, legal and political analysis, highest best use analysis, in-depth exposure to three approaches to valuation, market comparison, income and costs, the role of valuation in real estate investment, and government regulations of appraisers. Students will learn the concepts, tools, and techniques of evaluating individual real estate assets by applying the economic theory and principles of urban economics for the purpose of real estate valuation.

#### MBR 504 Overseas Real Estate Investment

This process presents the current status of overseas real estate, the trends and prospects of transactions in major hub areas, and analyzes the principles and cautions of overseas real estate investment. Based on this, the government intends to induce reasonable overseas real estate investment by analyzing investment, success and failure cases.

MBR 505 Shared Economy and real Estate

# MBR 505 Shared Economy and Real Estate

This subject analyzes the overall theory, approach and government implications for the shared economy and real estate. Based on these theories and implications, it is a process of comprehensively considering the issues of strength, core competence and social responsibility in real estate management.

# MBR 506 Real Estate Development Analysis

It is a process to present implications for the procedure of real estate development, development strategy, and analysis of the results of real estate development by intensively analyzing the foundation for real estate development and various theories and practical cases that utilize it in real life.

# MBC 601 Capstone Project

The Capstone course examines the knowledge you have learned at SWCU and how you can apply your indirect experiences from professors to your life and lead a successful life. This Capstone course can have a 1:1 interview or a variety of projects. This semester we will review the book called "What color is your parachute?" It will be time to check what is effective and helpful when you want to get a job.

# **CERTIFICATE IN BUSINESS ADMINISTRATION (100% Online)**

#### **Program Description**

This certificate program is designed for students who are preparing for an entry-level position in business. This program builds students' practical knowledge and skills in management, marketing, and accounting.

#### Program Learning Outcomes

Upon successful completion of the program, the graduate will be able to:

- 1. Understand fundamental concepts in the areas of marketing, management, finance, and accounting.
- 2. Explain major concepts and trends of the global business environment.
- 3. Identify and solve business problems by applying business principles.
- 4. Demonstrate competency in oral and written communications in business.

#### Components of the Program and Time Limit for Completion:

The program is a 30 semester unit program. The course of study usually spans a period of one year. Students must complete their study within three years, beginning on the date of their first registration for courses.

#### The method of instruction

Southwestern California University provides the Certificate in Business Administration program by 100% online learning format. All instruction is provided via the Internet and no face-to-face instruction is required. This format is a virtual classroom where course instruction, course content, and external resources such as academic links are provided to learners who are physically separated from the instructor. Instructions are provided electronically and asynchronously. Students in online courses watch and listen to lectures and complete assignments sent to them electronically. Students can always attend by participating in discussion boards or chat sessions, and turning in their work on time.

Category	Courses	Semester Units
Common Core	BS 101 Introduction to Business dministration	3
Common Core	BS 102 Principles of Management	3
Common Core	BS 103 Principles of Economics	3
Required	BS 104 Principles of Accounting I	3
Required	BS 105 Consumer Behavior	3
Required	BS 201 Principles of Marketing	
Required	BS 202 Business Laws and Ethics	3
Required	BS 203 Business Writing & Communication	3
Required	BS 205 Principles of Accounting II	3
Required	BS 206 International Marketing	3
Total Units		30

#### Curriculum

#### Licensure

The Certificate in Business Administration program is not designed to prepare students for any licensure.

#### **Occupation and Job Titles**

Marketing Managers (11-2021); Sales Managers (11.2022.00); Administrative Services Managers (11-3012.00) [2018]; Cost Estimators (13-1051.00); Accountants (113-2011.01) [from the United States Department of Labor's Standard Occupational Classification Codes: Year 2018]

#### **Course Description**

#### BS 101 Introduction to Business Administration

This course provides a survey of the business administration. The course covers the followin g topics: The environment of business; business ownership and entrepreneurship; manageme nt and organization; human resources; marketing; finance and investment, ethical and social responsibility, customer relationships, media and e-business, management and accounting inf ormation.

#### BS 102 Principles of Management

This course introduces students to the roles and functions of managers. The content include s an introduction to organizations and the need for and nature of management. It examines the evolution of management theory, organizational environments, and corporate social responsibility and ethics. The course also includes a detailed investigation of the four functions of management: planning and decision making, organizing, leading and motivating, and controling.

#### BS 103 Principles of Economics

An introduction to economic concepts and basic economic theory. Topics include opportunity costs and scarcity, supply/demand analysis, competitive markets, macroeconomics measurement, business cycles, inflation, unemployment, monetary and fiscal policies, and international trade.

#### BS 104 Principles of Accounting I

This course addresses the fundamentals of accounting, accounting cycles, journalizing, preparing work sheets, financial statements, and closing procedures.

BS 105 Consumer Behavior

This course is a comprehensive study of the world of consumer behavior. It uses several social sciences including psychology, sociology, and anthropology to explain behavior

in the marketplace. Topics include needs, motivations, perceptions, and attitudes of consumers, and the influence of social class, culture and subculture on consumer behavior.

#### BS 201 Principles of Marketing

This course covers the major elements of the marketing process including domestic and fore ign market assessment, strategic planning, and development of marketing mix. Topics includ e consumer/business buying behavior, market research, brand management, product develop ment, pricing strategies, and the design of marketing channels (promotion and distribution).

#### BS 202 Business Laws and Ethics

This course explores the laws and ethics relevant to business operations and the impact that laws and regulations have on businesses and decision making. Topics dealt with include co ntracts, agency, employment law, government regulations, and business entities.

BS 203 Business Writing & Communication

A study of statistical concepts and techniques including measures of central tendency and v ariation, hypothesis testing and confidence intervals.

#### BS 205 Principles of Accounting II

This course is designed to enable students to process special journals, cash receipts, cash payment, banking activities, and payroll procedures. Prerequisite: BS104 or approval of instructor.

#### BS 206 International Marketing

This course introduces students to the marketing opportunities and practices outside their own countries, and to marketing management strategies from a global perspective. Students will learn to plan effectively for marketing on an international level. Special attention will be given on cultural and environmental factors of international marketing.

# **CERTIFICATE IN REAL ESTATE**

# **Program Description:**

This certificate program is designed for students who are preparing for entry-level real estate career. Students will be provided an overview of real estate market analysis, related laws, financing, and investment/property management principles.

Components of the Program and Time Limit for Completion:

The program is a 30 semester unit program. The course of study usually spans a period of one year. Students must complete their study within three years, beginning on the date of their first registration for courses.

# **Program Learning Outcomes**

Upon successful completion of the program, the graduate will be able to:

- 1. Understand fundamental concepts in real estate business.
- 2. Explain major concepts and trends of the global real estate business.
- 3. Identify and solve problems in real estate business.
- 4. Demonstrate competency in oral and written communications in real estate business.

# The method of instruction

Southwestern California University provides the Certificate in Business Administration program by 100% online learning format. All instruction is provided via the Internet and no face-to-face instruction is required. This format is a virtual classroom where course instruction, course content, and external resources such as academic links are provided to learners who are physically separated from the instructor. Instructions are provided electronically and asynchronously. Students in online courses watch and listen to lectures and complete assignments sent to them electronically. Students can always attend by participating in discussion boards or chat sessions, and turning in their work on time.

#### Curriculum

Category	Courses	Semester Units
Common Core	BS 101 Introduction to Business	
	Administration	3
Common Core	BS 102 Principles of Management	3
Common Core	BS 103 Principles of Economics	3
Required	BR 101 Real Estate Finance and	
	Investment	3

Required	BR 102 Real Estate Analysis	3
Required	BR 103 Real Estate Capital Markets	3
Required	BR 201 Property Management	3
Required	BR 202 Real Estate Law	3
Required	BS 203 Business Writing & Communication	3
Required	BS 206 International Marketing	3
Total Units		30

#### Licensure

The Certificate in Real Estate program is not designed to prepare students for any licensure. **Occupation and Job Titles** 

Appraisers of Personal and Business Property (13-2022), Appraisers and Assessors of Real Estate (13-2023), Financial and Investment Analysts (13-2051) [from the United States Department of Labor's Standard Occupational Classification Codes: Year 2018]

# **Course Description**

BS 101 Introduction to Business Administration

This course provides a survey of the business administration. The course covers the following topics: The environment of business; business ownership and entrepreneur ship; management and organization; human resources; marketing; finance and invest ment, ethical and social responsibility, customer relationships, media and e-business, management and accounting information.

#### BS 102 Principles of Management

This course introduces students to the roles and functions of managers. The content includes an introduction to organizations and the need for and nature of manageme nt. It examines the evolution of management theory, organizational environments, an d corporate social responsibility and ethics. The course also includes a detailed inve stigation of the four functions of management: planning and decision making, organiz ing, leading and motivating, and controlling.

#### BS 103 Principles of Economics

An introduction to economic concepts and basic economic theory. Topics include opportunity costs and scarcity, supply/demand analysis, competitive markets, macroeconomics measurement, business cycles, inflation, unemployment, monetary and fiscal policies, and international trade.

# BR 101 Real Estate Finance and Investment

This course addresses financial and investment techniques used to evaluate real property and real estate security investment. Students will be introduced to the lending and regulatory institutions involved in real estate financial markets.

# BR 102 Real Estate Analysis

This course addresses techniques of real estate valuation. Topics include market analysis, legal and political analysis, market comparison, income, and cost, and the role of valuation in real estate investment.

# BR 103 Real Estate Capital Markets

This course the intersection of real estate space markets and real estate capital markets. Topics include private equity markets, private equity deal structuring, public and private real estate investment trusts, problems in measuring risk and return, valuing publicly traded real estate securities, performance evaluation and attribution, and real estate risk management techniques.

# BR 201 Property Management

This course is designed for the real estate practitioner who wishes to specialize in property management. Topics include the role of the property manager, landlord policies, operational guidelines, leases, lease negotiations, tenant relations, maintenance, reports, habitability laws, and the Fair Housing Act.

# BR 202 Real Estate Law

A study of the legal issues of real estate. Topics include acquisition, permanent financing, and the fundamentals of real estate finance and development from a legal perspective. The course develops skills in using legal concepts in a real estate transactional setting.

# BS 203 Business Writing & Communication

A study of statistical concepts and techniques including measures of central tendenc y and variation, hypothesis testing and confidence intervals.

# BS 206 International Marketing

This course introduces students to the marketing opportunities and practices outside their own countries, and to marketing management strategies from a global perspective. Students will learn to plan effectively for marketing on an international le vel. Special attention will be given on cultural and environmental factors of internatio nal marketing.

# FINANCIAL INFORMATION

#### **TUITION AND FEES**

Tuition and fees may be paid in person or by mail. The General Affairs Office accepts payment by cash, check, or Visa Card. Billing for tuition and fees is done on a semester bases, although the student may make one payment in full for the entire academic year. Instructions for payment are available to students at the time of registration. It is the student's responsibility to obtain and pay bills on time. Students who fail to do so are charged a late registration fee. SWCU reserves the right to make any changes in the schedule of hours or in the courses of study. An installment payment plan may be arranged. For details concerning an installment payment plan, consult with SWCU's Financial Officer.

#### Tuition (per semester hour)

M.B.A. degree program	\$300
Certificate in Business Administration	\$200
Certificate in Real Estate	\$200

#### Fees

STRF (Student Tuition Recovery Fund)( <i>non-refundable</i> ) \$ 0.50 per \$1,000			
Application Fee (one time non-refundable)	\$100		
Registration Fee (per semester)	\$20		
Student Tuition Recovery Fund (non-refundable)	\$0		
Late Registration Fee	\$20		
Drop/Add Fee (per course)	\$10		
Digital Library Fee (per semester)	\$30		
Transcript (per copy)	\$10		
Misc. Certification Fee (per copy)	\$10		
Transfer Credit Fee (per credit)	\$10		
Graduation Fee – Master Degree	\$300		
Returned Check Fee	\$20		

Students should be aware of the expense for textbooks, in addition to tuition and fees. It is the students' responsibility to purchase text books.

SWCU may withhold permission to register, take the final examination, use campus facilities, receive services, if the student fails to make payments owed to SWCU until the debt is paid or suitable arrangement for payment has been made with the Financial Officer.

# M.B.A. Program

#### An Estimated Total Charge for a Semester

Academic Semester Charges	Amount
Tuition (9 hours x \$300)	\$2,700
Books	\$ 1,000
Digital Library Fee	\$ 30
Any Other Institutional Charge or Fee	\$ 220
Academic Semester Estimated Total	\$ 3,950

# **Estimated Total Charges for Entire Programs**

Academic Programs	Estimated Total Charges
M.B.A. (36 hours)	\$ 15,800

#### Certificate in Business Administration Program

#### An Estimated Total Charge for a Semester

Academic Semester Charges	Amount
Tuition (15 hours x \$200)	\$3,000
Books	\$ 100
Digital Library Fee	\$ 30
Any Other Institutional Charge or Fee	\$ 20
Academic Semester Estimated Total	\$ 3,150

# **Estimated Total Charges for Entire Programs**

Academic Programs	Estimated Total Charges
Certificate (30 hours)	\$ 6,300

#### Certificate in Real Estate Program

# An Estimated Total Charge for a Semester

Academic Semester Charges	Amount
Tuition (15 hours x \$200)	\$3,000
Books	\$ 100
Digital Library Fee	\$ 30
Any Other Institutional Charge or Fee	\$ 20
Academic Semester Estimated Total	\$ 3,150

# **Estimated Total Charges for Entire Programs**

Academic Programs	Estimated Total Charges
Certificate (30 hours)	\$ 6,300

### CANCELLATION, WITHDRAWAL, AND REFUND POLICY

The student studying via distance learning shall have the right to cancel the enrollment agreement and receive a full refund before the first lesson and materials are received. Cancellation is effective on the date written notice of cancellation is sent. If the University sent the first lesson and materials before an effective cancellation notice was received, the University shall make a refund within 45 days after the student's return of the materials.

The student has the right to cancel the enrollment agreement and obtain a refund of charges paid through attendance at the first class session, or the seventh day after enrollment, whichever is later. Those students who want to cancel the enrollment agreement or withdraw from SWCU shall obtain a refund by the following policies and procedures:

The institution shall refund 100 percent of the amount paid for institutional charges, less a reasonable deposit or application fee not to exceed two hundred fifty dollars (\$250), if notice of cancellation is made through attendance at the first class session, or the seventh day after enrollment, whichever is later. The institution shall also provide a pro rata refund paid for institutional charges for students who have completed 60 percent or less of the period of attendance. No refund is made after 60 percent of the attendance period is complete. In order to cancel this enrollment agreement with SWCU, the student shall mail or deliver a signed and dated form of "Leave of Absence" or "Withdrawal Notice" along with "Refund Application" to the Academic affair office. Then, the refund shall be made to the student within 45 days following SWCU's receipt of the cancellation notice. The refund excludes non-refundable application and registration fees.

The refund excludes non-refundable registration fees. If a student obtains a loan to pay for an educational program, the student will have the responsibility to repay the full amount of the loan , less the amount of any refund, and that, if the student has received federal student financial aid funds, the student is entitled to a refund of the moneys not paid from federal student financial aid program funds. If the student is eligible for a loan guaranteed by the federal or state government and the student defaults on the loan, both of the following may occur:

(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.

(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.

#### FINANCIAL ASSISTANCE

At present, SWCU is not able to offer federal financial aid to students, such as the Pell Grant and Stafford Student Loan Programs. However, SWCU awards a limited number of partial tuition scholarships to the truly needy and deserving students who meet the following qualifications: a. The applicant must be accepted for admission.

b. The applicant must submit an application for scholarship award with requested documents.

c. The applicant must have/maintain cumulative grade point average (GPA) of 3.5 or higher

d. The applicant must provide proof that their financial needs satisfy the requirements for awarding financial assistance established by the Scholarship Committee of SWCU.

All financial aid is awarded on a year-to-year basis. Students who are admitted on provisional basis will not be eligible to receive any financial aid. Apply at least six weeks before the beginning of semester. If a student obtains a loan to pay for an educational program, student will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund, and that, if the student has received federal student financial aid funds, the student is entitled to a refund of the money not paid from federal student financial aid program funds.

## ACADEMIC POLICIES

#### CONTINUING REGISTRATION

Students are expected to enroll in each consecutive semester. Students must notify the Registrar if they do not intend to register in a given semester. Students are allowed to apply for and take a leave of absence for two consecutive semesters without penalty. Any student who does not register for the next semester after the expiration of a Leave of Absence must apply for re-admission and be approved by the Admissions Committee. The student is subject to all current academic and administrative policies and procedures, including any new degree requirements in effect at the time of re-admission.

#### **COURSE REGISTRATION REQUIREMENTS**

Returning students are required to register for the next semester courses by the scheduled registration deadline and pay tuition and related fees. The registration deadline is usually four to six weeks before the beginning of the new semester. A \$20 late fee is charged to those students who do not register by the posted deadline. SWCU expects that students will enroll in each consecutive semester. Students must notify the Registrar in writing if they do not plan to register for a semester.

#### LATE REGISTRATION

Students who have not officially registered by the last day of the registration period may be allowed to enroll in courses by the end of the first week of a semester after completing late registration and

paying the late registration fee of \$20. Students cannot register later than the last day for Add/Drop deadline. No enrollment is permitted if a student has missed more than one (1) week of classes. Students returning from a leave of absence or from withdrawal status are allowed up to the last day for Add/Drop to enroll in classes without paying the late Registration Fee.

### ADDING AND DROPPING COURSES

Students can add or drop a course by the end of first week of a semester. An Add/Drop form must be submitted to the Registrar's office before the deadline. No more than two courses may be dropped. An equivalent number of courses may be added without penalty (financial or attendance). Failure to officially drop a course will result in full tuition charges for the course and a failing (F) grade.

• All add/drop forms are subject to approval of the Academic Dean and Financial Aid Officer (if applicable).

• For dropped courses, refunds are calculated from the date the Add/Drop form is delivered to the Registrar's office.

• A grade of W (Withdrawal) will be placed on the student's transcript for a course officially dropped after the start of the second week.

### **COURSE WITHDRAWAL**

Students can withdraw from courses by the end of the first week of the semester without affecting their grade point average (GPA). Thereafter students must obtain permission from the Academic Dean to withdraw. Withdrawal from enrolled classes after the Add/Drop period, but before the 14th week of the semester will result in a "W" grade recorded in the official transcript. All withdrawals must receive permission from the Dean. Students who withdraw from a course must repeat that course in order to receive full credit. Refunds for course withdrawals shall be made according to the SWCU's tuition refund policy.

### AUDITING

Those who want to audit one or more courses may do so, and must complete an audit application form. Audit classes are not incorporated in calculating overall grade point average.

### **GRADING SYSTEM**

Students must have a "C" average to graduate. SWCU uses the following four-point grade scale:

GRADE POINTS	LETTER GRADE	SCORES
4.0	A	93+
3.7	A-	90-92
3.3	B+	88-89
3.0	В	83-87

#### Southwestern California University

2.7	B-	80-82
2.3	C+	78-79
2.0	С	73-77
1.7	C-	70-72
1.3	D+	68-69
1.0	D	63-67
0.7	D-	60-62
0.0	F	59 or less

- A Work of highest quality in all areas; mastery of facts and concepts; creativity; ability to evaluate data and trends.
- B Adequate mastery of facts and concepts; creativity and analytical ability, but with some weaknesses and room for improvement.
- C Sufficient grasp of facts and a general competence of subject.
- D Insufficient grasp of facts and competence of subject. Students who do not demonstrate improvement are subject to dismissal.
- F Failure to achieve minimal quality or production of work.
- W Withdrawal from a class.
- I Incomplete work at the end of the course. This grade is given only if the work is incomplete for valid reasons. It is the responsibility of the student to finish all incomplete work and ask the instructor to submit a grade change to the registrar. If the work is not finished in the subsequent semester, without the granting of an extension, the incomplete will be changed to an "F."

## SATISFACTORY ACADEMIC PROGRESS (SAP)

SWCU provides the SAP policy to ensure students to successfully complete all the required courses. All students must maintain a minimum of a 2.0 cumulative GPA (undergraduate), 2.5 cumulative GPA (graduate) in order to meet graduation requirements.

The standards of SAP are maintained at all times in order for students to graduate in a timely manner from SWCU. Failure to maintain SAP can lead to academic probation and eventual dismissal from SWCU. The maximum time allowed for any student to complete SWCU's programs is 12 semester or 6 calendar years.

#### **REPEATING COURSES**

Student may repeat only the courses in which D, D-, F, or W grade was given. Whenever a course is repeated for credit, only the highest grade earned will be the official grade and will be used for computing the grade point average. However, original grades will also be shown in the student's transcript. Grades of F (failure), W (withdrawn), R (repeat) and I (incomplete) are counted as hours attempted. Grades of F (failure) and W (withdrawn) are not counted as hours successfully completed. The student must repeat any required course in which a grade of F or W is received.

A W grade is not replaced when a student repeats the course, but remains part of the student's permanent record. To receive an incomplete (I), the student must petition by the last week of the term for an extension to complete the required coursework.

#### **GRADE CHANGE**

To change a grade, the instructor must provide the Academic Dean with appropriate reasons and evidence for the change in writing. Change of Grade Forms must be submitted by faculty to the Academic Dean before the change can be processed by the Registrar. Students wishing to contest a grade must do so in writing to the Academic Dean by the end of the first week of the following semester. Any grade change requests made after this day will not be honored.

#### SEMESTER SYSTEM

Each Academic year at Southwestern California University comprises two 15 week semester terms organized on the semester system. The fall semester usually begins in September, and the spring semester in March, as illustrated on the following Academic Calendar. Academic credit is measured on the semester system in semester hours; All courses are, thus, evaluated in terms of semester hours of credit.

#### RESIDENCY REQUIREMENT

All students must complete a minimum of the 50 percent of their degree program credit requirements in residency at SWCU in order to be qualified for a degree. The total number of credits in residency required is determined by calculating 50 percent of the total number of credits required for the student's program of study.

#### COURSE LOAD

Students normally enroll for 12 to 15 hours each semester. A student who is maintaining a C grade level, with the Registrar's approval, may be allowed to enroll in up to 21 hours. In exceptional circumstances, a student who is performing outstandingly may submit a petition to the Academic Dean for approval to enroll in up to 24 hours. In the written petition, the student must show that there are special circumstances that should be considered. Students are cautioned that petitions for such increased study loads are very carefully and thoroughly evaluated. To comply with the SEVIS

regulations, international students with the F-1 student visas must carry a full-time load, at least 9 hours for the graduate program and 15 hours for the undergraduate program.

#### **INCOMPLETE GRADES**

This grade is given only if the work is incomplete for valid reasons. It is the responsibility of the student to finish all incomplete work and ask the instructor to submit a grade change to the registrar. If the work is not finished in the subsequent semester, without the granting of an extension, the incomplete will be changed to an "F."

### ATTENDANCE POLICY

SWCU offers only online courses. Regular attendance is required for every student. In this regard, course attendance is monitored and attendance is defined as completing an academic event within a seven consecutive day period. Students who do not complete an academic event for three weeks will fail the course and receive "F" grade.

### Leave of Absence

All leaves of absence must be approved by the Academic Dean to avoid withdrawal status. The duration of an approved leave of absence will not be included in the calculation of a student's maximum allowed time-frame for completion of the degree program. A student who wishes to take a leave of absence must make a request prior to or on the first day of instruction by completing the Request for Leave of Absence form. The leave of absence is effective only when the Academic Dean has acted upon the request and granted permission. A student who has taken a leave of absence without the Academic Dean's permission will not be considered a continuing student without persuasive reason(s) and evidence to substantiate such absence. If a student anticipates being unable to enroll for one or more semesters, he or she must file a Leave of Absence form with the Registrar. Specific dates and signature must be provided and specific conditions for the resumption of study will be prescribed. A student who does not file a leave of absence and fails to register for the following semester is considered to have unofficially withdrawn from the program, and may be subject to the provisions of re-admission.

### ACADEMIC HONORS

SWCU recognizes students' academic achievement. Honors will be awarded to students attaining the following final grade point averages:

GPA 3.8 -4.0	Summa Cum Laude
GPA 3.65- 3.79	Magna Cum Laude
GPA 3.5-3.64	Cum Laude

#### ACADEMIC PROBATION AND DISMISSAL

Students will be placed on academic probation if a 2.0 (undergraduate)/2.5 (graduate) grade-point average is not maintained. A student on academic probation may only enroll for a maximum of 12 hours for undergraduate programs and 9 hours for graduate programs until their GPAs reaches minimum requirement of 2.0 (undergraduate)/2.5 (graduate). Failure to achieve a minimum GPA after two consecutive semesters will result in dismissal.

#### **EVALUATION OF COURSE AND INSTRUCTOR**

At the end of each semester, students are asked to complete an evaluation of their instructors. Evaluations are one of several tools used by the administration to assess the effectiveness of instruction. Instructors will also receive summaries of the results.

### STUDENT LIFE AND SERVICES

The Office of Student affairs is responsible for providing student support services. The Director of Student affairs serves as the primary coordinator of student-related issues. The office is open to students seeking counseling on all non-academic concerns.

### DRUG-FREE CAMPUS POLICY

SWCU ensures its learning environment be free of unlawful or banned substances. Specifically, all members of SWCU community, which includes administration, faculty, staff, students and guests, must abstain from the consumption or use of alcohol, narcotics, and/or misuse of prescription drugs while in the SWCU office and on any field trips or projects sponsored by the school. Violation of this policy could lead to suspension, expulsion, termination, and in the context of criminal activity, referral to law enforcement agencies.

#### SEXUAL HARASSMENT POLICY

SWCU does not tolerate sexual harassment and seeks freedom from all forms of harassment for students, faculty, staff and applicants who seek to join SWCU. Any person violating SWCU policy on sexual harassment is subject to disciplinary action such as reprimand, suspension, or termination of employment or enrollment. The type of disciplinary action imposed will depend on the severity of the offense. Harassment based on race, color, national origin, ancestry, religion, physical conduct or mental disability, marital status, sexual orientation or age includes behavior that is expressly prohibited by this policy which is in accordance with applicable state and federal law, and will not be tolerated.

#### STUDENT CODE OF CONDUCT

Each student is expected to observe all institutional policies established for both Academic and non-Academic matters while enrolled at Southwestern California University's educational programs. This includes the student's attitudes, actions, appearance and attire. SWCU administration has the authority to take appropriate administrative disciplinary measures if the student code of conduct is not adhered to. It is the policy of SWCU to prohibit smoking as well as prohibit unlawful possession of or use of controlled substances and alcoholic beverages. Firearms possession anywhere in the University office is strictly prohibited.

Students are expected to maintain a professional appearance and demonstrate a cooperative and respectful attitude towards all they come into contact with. Students should strive to develop their ethical and moral character, high level of professional competence, a sense of composure, and, above all, compassion. Students may be dismissed from SWCU for behavior disruptive to its educational mission, such as, but not limited to, those stated below:

- Forgery, alteration or misuse of institutional documents, records or identification, or knowingly furnishing false information to SWCU;
- Misrepresentation of oneself or of an organization to be an agent of SWCU;
- Obstruction or disruption off campus property, of educational or administrative process, or other campus function;
- Physical abuse, off campus property, of the person or property of any member of the campus community, or members of his/her family or the threat of such physical abuse;
- Theft of or non-accidental damage to the SWCU property or property in the possession of or owned by a member of SWCU;
- Unauthorized entry into, unauthorized use or misuse of the SWCU property;
- Sale or possession of dangerous drugs, restricted dangerous drugs or narcotics, as those terms are used in California statutes, except when lawfully prescribed pursuant to medical or dental care, or when lawfully permitted for the purpose of research, instruction or analysis;
- Lewd, indecent, or obscene behavior on the SWCU property;
- Abusive behavior directed toward a member of SWCU community;
- Violation of any order of the SWCU President, notice of which has been given prior to such violation and during the Academic term in which the violation occurs, either by publication or by posting on an official bulletin board designed for this purpose, and which order is not inconsistent with any of the other provisions of this section;
- Soliciting or assisting another to do any act that would subject a strident to dismissal, suspension, or probation pursuant to this section;
- •Cheating, bribery or plagiarism in connection with an Academic program.

### ACADEMIC DISHONESTY

Instructors or proctors are authorized to take examination papers from the student and dismiss the student from the room with an automatic "F" grade for that test at any evidence of improper communication, including the use of books or notes in examinations. Such offenses customarily result in a grade of "F" for that course and the student(s) being placed on academic probation, and may lead to the student eventually being expelled. When reported by the proctor or instructor,

cheating offenses will be handled by each Department Chair or Director of Student affairs. Faculty and staff are required to report all instances of cheating to the Academic Dean's office.

Academic dishonesty includes providing or receiving answers from other students during an examination, plagiarizing the works of others, using informational aids such as "crib sheets" or other types of notes during an examination (if not allowed), or anything else that might reasonably be construed as cheating. Students who are found to be academically dishonest will are subject to suspension for one semester, and will be placed on Academic probation.

### STUDENT GRIEVANCES AND DUE PROCESS

SWCU desires to resolve fairly and promptly any student complaints or grievances which may arise. Regarding grade grievance, students should not appeal a grade simply because they are unhappy with the evaluation. Appeals should be based on the reasonable assumption that an error has occurred. At first, students with grade grievance seek resolution by appealing to the instructor involved. If there is no resolution after having dealt with the instructor, the student may take the matter to the program director. If a resolution is still unreached, a formal written appeal may be made to the Academic Dean. The Academic Dean will mediate with all parties involved and resolve the situation.

When academic or nonacademic complaint/grievance arises, a student should always try to work out the problem by first discussing it with those closest to the issue. If the problem is unable to be resolved at the interpersonal level, a student may file a complaint with the Academic Dean's office. At the discretion of the dean, a committee may be formed in order to address the complaint/grievance. If the problem still has not been resolved and the grieving party wishes to pursue the matter, it then becomes a Presidential responsibility. If the problem still has not been resolved, and the grieving party still wishes to pursue the matter, the SWCU Board of Directors will meet with the plaintiff, defendant, and President, and reach a decision. This decision shall be considered to be the final word on the matter.

#### SECURITY AND RETENTION OF STUDENT RECORDS

Southwestern California University's recordkeeping complies with CEC 94900.5. The institution maintains, for a period of not less than five years, at its principal place of business in this state, complete and accurate records of all of the following information: (a) The educational programs offered by the institution and the curriculum for each. (b) The names and addresses of the members of the institution's faculty and records of the educational qualifications of each member of the faculty. (c) Any other records required to be maintained by the ACT.

Southwestern California University maintains a file, including records of the name, address, e-mail address, and telephone number, for each student who enrolls in the University whether or not the student completes the educational service. The University maintains, for each student granted a

degree or certificate by that institution, permanent records of all of the following (transcripts): (1) the degree or certificate granted and the date on which that degree or certificate was granted. (2) the courses and units on which the certificate or degree was based. (3) the grades earned by the student in each of those courses.

The file shall contain all of the following pertinent student records and these records be maintained for a period of 5 years from the student's date of completion or withdrawal:

(1) Written records and transcripts of any formal education or training, testing, or experience that are relevant to the student's qualifications for admission to the University or the University's award of credit or acceptance of transfer credits including the following:

(A) Verification of high school completion or equivalency or other documentation establishing the student's ability to do college level work, such as successful completion of an ability-to-benefit test;

(B) Records documenting units of credit earned at other institutions that have been accepted and applied by the University as transfer credits toward the student's completion of an educational program;

(C) Grades or findings from any examination of academic ability or educational achievement used for admission or college placement purposes;

(D) All of the documents evidencing a student's prior experiential learning upon which the University and the faculty base the award of any credit;

(2) Personal information regarding a student's age, gender, and ethnicity if that information has been voluntarily supplied by the student;

(3) Copies of all documents signed by the student, including contracts, instruments of indebtedness, and documents relating to financial aid;

(4) Records of the dates of enrollment and, if applicable, withdrawal from the University, leaves of absence, and graduation; and

(5) In addition to the requirements of section 94900(b) of the Code, a transcript showing all of the following:

(A) The courses or other educational programs that were completed, or were attempted but not completed, and the dates of completion or withdrawal;

(B) Credit awarded for prior experiential learning, including the course title for which credit was awarded and the amount of credit;

(C) Credit for courses earned at other institutions;

(D) Credit based on any examination of academic ability or educational achievement used for admission or college placement purposes;

(E) The name, address, website address, and telephone number of the University .

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

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

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

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

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

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

(12) Complaints received from the student.

Southwestern California University maintains records relating to federal financial aid programs as provided by federal law.

(c) A record is considered current for three years following a student's completion or withdrawal. A record may be stored on microfilm, microfiche, computer disk, or any other method of record storage only if all of the following apply:

(1) The record may be stored without loss of information or legibility for the period within which the record is required to be maintained by the Act;

(2) For a record that is current, Southwestern California University maintains functioning devices that can immediately reproduce exact, legible printed copies of stored records. The devices shall be maintained in reasonably close proximity to the stored records at the University's primary administrative location in California. For a record that is no longer current, the University shall be able to reproduce exact, legible printed copies within two (2) business days.

(3) The University has personnel scheduled to be present at all times during normal business hours who know how to operate the devices and can explain the operation of the devices to any person authorized by the Act to inspect and copy records; and

(4) Any person authorized by the Act to inspect and copy records shall be given immediate access to the document reproduction devices for the purpose of inspecting and copying stored records and shall, upon request, reimburse the University for the reasonable cost of using the University's equipment and material to make copies at a rate not to exceed ten cents (\$0.10) per page.

(d) Southwestern California University shall maintain a second set of all academic and financial records required by the Act at a different location unless the original records, including records stored pursuant to subdivision (b) of this section, are maintained in a manner secure from damage

or loss. An acceptable manner of storage under this subsection would include fire resistant cabinets.

(e) All records that the University is required to maintain by the Act shall be made immediately available by the University for inspection and copying during normal business hours by the Bureau and any entity authorized to conduct investigations.

(f) If an institution closes, Southwestern California University and its owners are jointly and severally responsible to arrange at their expense for the storage and safekeeping in California of all records required to be maintained by the Act for as long as those records must be maintained. The repository of the records shall make these records immediately available for inspection and copying, during normal business hours by any entity authorized by law to inspect and copy records.

Student records and files are stored in fire proof cabinets for the safekeeping of student records including records of graduation and degrees granted. Each student's academic and financial records are all stored and maintained in one collective student physical file. Electronic financial files are kept on a private financial intranet system on a server and electronic academic files are kept on an Internet Cloud.

The University's policy is to maintain the confidentiality of student academic records. No one outside of the institution shall have access to, nor will the University disclose, any information from a student's academic records without the written consent of the student except: The University personnel, officials of other institutions in which the student seeks to enroll, persons or organizations providing student financial aid, accrediting agencies, in compliance with a judicial order, and in an emergency in order to protect the health or safety of a student or other persons. The student's academic file is the sole property of the University. The University will not release copies of documents of course work from other institutions attended. All student records are held a minimum of five years and transcript will be maintained indefinitely.

The name, physical address, e-mail address, and telephone number of the custodian of records: Samuel Kim, at 1300 S. Walnut Street, La Habra, CA 90631, samkimceo@gmail.com, Tel. 714-822-6111. The physical addresses and telephone numbers of the offices or buildings where the records will be maintained are as follows: 905 S. Euclid Street Suite 109, Fullerton, CA 92832.

### STUDENT TUITION RECOVERY FUND (STRF)

"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. Suite 225, Sacramento CA 95834, (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

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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."

### ACADEMIC ADVISING AND COUNSELING

The Director of Student affairs help students overcome difficulty in their study at SWCU. SWCU's counseling services include the following:

 Admission Counseling: The Director of Admission provides counseling on admissionrelated matters. The Admissions Office staff also counsels prospective students in securing the needed documents to complete the admission process.

• Counseling on course selection and other Academic needs: the Academic Dean, Distance Learning Director, Undergraduate Program Director, Graduate Program Director, and faculty members provide counseling.

• Counseling on student personal issues: the Director of Student Affairs provide counseling.

#### HOUSING

SWCU does not have dormitory facilities under its control. Apartments are available around SWCU and in the Los Angeles downtown. Students are encouraged to contact the owners or managers of apartments directly for rental arrangements. Rent ranges from approximately \$1200 to \$1800 per month. SWCU has no responsibility to find or assist a student in finding housing.

### PLACEMENT SERVICES

SWCU does not provide job placement services for students. Information about employment opportunities will be available in the administration office as well as on the school website. SWCU makes every effort to assist the students by keeping these postings current.

#### STUDENT ACTIVITIES AND ORGANIZATIONS

Student activities and organizations are an important means for students to develop personally and professionally. SWCU sponsored activities and organizations introduce students to the campus environment and allow students to engage in dialogue and leadership development outside of course-specific discussions. Student activities and organizations are provided to all enrolled students. They are required to be structured as inclusive of all members of the SWCU student community and may not restrict membership or establish membership criteria that discriminate on the basis of race, religion, age, national origin, gender, sexual orientation or handicap. No organizations with restrictive membership clauses will be recognized by SWCU. The student activities program strengthens student socialization, leadership and collaborative skills and offers encouragement to those who are

making a transition to the SWCU life. SWCU sponsored activities introduce students to many of the diverse social and cultural events.

### **Recordkeeping: Custodian of Records**

Southwestern California University's recordkeeping complies with CEC 94900.5. The institution maintains, for a period of not less than five years, at its principal place of business in this state, complete and accurate records of all of the following information: (a) The educational programs offered by the institution and the curriculum for each. (b) The names and addresses of the members of the institution's faculty and records of the educational qualifications of each member of the faculty. (c) Any other records required to be maintained by the ACT.

Southwestern California University maintains a file, including records of the name, address, e-mail address, and telephone number, for each student who enrolls in the University whether or not the student completes the educational service. The University maintains, for each student granted a degree or certificate by that institution, permanent records of all of the following (transcripts): (1) the degree or certificate granted and the date on which that degree or certificate was granted. (2) the courses and units on which the certificate or degree was based. (3) the grades earned by the student in each of those courses.

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(A) Verification of high school completion or equivalency or other documentation establishing the student's ability to do college level work, such as successful completion of an ability-to-benefit test;

(B) Records documenting units of credit earned at other institutions that have been accepted and applied by the University as transfer credits toward the student's completion of an educational program;

(C) Grades or findings from any examination of academic ability or educational achievement used for admission or college placement purposes;

(D) All of the documents evidencing a student's prior experiential learning upon which the University and the faculty base the award of any credit;

(2) Personal information regarding a student's age, gender, and ethnicity if that information has been voluntarily supplied by the student;

(3) Copies of all documents signed by the student, including contracts, instruments of indebtedness, and documents relating to financial aid;

(4) Records of the dates of enrollment and, if applicable, withdrawal from the University, leaves of absence, and graduation; and

(5) In addition to the requirements of section 94900(b) of the Code, a transcript showing all of the following:

(A) The courses or other educational programs that were completed, or were attempted but not completed, and the dates of completion or withdrawal;

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(3) The University has personnel scheduled to be present at all times during normal business hours who know how to operate the devices and can explain the operation of the devices to any person authorized by the Act to inspect and copy records; and

(4) Any person authorized by the Act to inspect and copy records shall be given immediate access to the document reproduction devices for the purpose of inspecting and copying stored records and shall, upon request, reimburse the University for the reasonable cost of using the University's equipment and material to make copies at a rate not to exceed ten cents (\$0.10) per page.

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The name, physical address, e-mail address, and telephone number of the custodian of **records:** Samuel Kim, at 1300 S. Walnut Street, La Habra, CA 90631, samkimceo@gmail.com, Tel. 714-822-6111. The physical addresses and telephone numbers of the offices or buildings where the records will be maintained are as follows: 905 S. Euclid Street Suite 109, Fullerton, CA 92832

Phone (714) 519-3388.

## FACILITIES AND EQUIPMENT

The main office of the SWCU is located at 905 S. Euclid Street Suite 109, Fullerton, CA 92832. Facilities include Administration Office, Lecture Recording Room, Distance Learning & Technology Room, Meeting Room, President Room, and Learning Resources Room. All business transactions including admission, registration, counseling and payment of tuition and fees are conducted at the main administrative office. The building, equipment and other learning resources and materials, being used for instructional purposes, comply fully with all applicable federal and state regulations and local ordinances for safety and public health.

### A Description of the Physical Facilities

Facilities	Quantity
Lecture Recording Room	1
Administration Office	1
Learning Resources Room	1
Meeting Room	1
President Room	1
Distance Learning & Technology Room	1

### The following table lists the equipment for all educational programs.

Equipment	Quantity	Ownership/Lease
Seminar Table	8	owned
Chairs	18	owned
Book Case	4	owned
White Board	1	owned
4K UHD TV (60 Inch)	1	owned
DVD Player	1	owned
CD Player	1	owned
HD Camcorder	2	owned
Microphone	2	owned
Computer	4	owned
Printer	2	owned
Copier	1	owned

## LIBRARY AND LEARNING RESOURCES

Southwestern California University provides quality digital learning resources that align with educational programs, in order to support student learning. The University provides learning resources sufficient to fulfill instructional and research needs for students and faculty toward achieving its educational objectives.

SWCU has a professional librarian professionally experienced in the electronic retrieval of information, who shall provide support for faculty in curriculum matters and actively serve as a resource guide for students. Students can access digital learning resources 24/7. Our librarian assists students and faculty regarding research needs and information literacy, via telephone or email, seven days a week.

The Librarian supports and assists instructional and educational needs for students and faculty as follows:

• Develop and administer policies, rules and regulations regarding learning resource and instructional technology services.

- Coordinate learning resource services with administration, faculty, and students.
- Provide support for faculty in curriculum matters and actively serve as a resource guide for both graduate and undergraduate students.
- Plan and develop learning resources.
- Prepare reports, surveys, studies and analysis of learning resource and instructional technological support.
- Assist the Chief Academic Officer with special assignments.

### **Bibliographic Search System**

Students can do bibliographic search for online learning resources by using the following search engines. They can access to these search engines by registering their ID and passwords:

(1) Directory of Open Access Journals

This digital library provides the bibliographical information of total 3,106,013 journal articles from 11,566 journals. This online resource is open to the public and offers a significant number of collections in digital formats, free of charge.

### (2) Google Scholar

This index provides the bibliographical information of roughly 160,000,000 titles. Many of these titles are open access in PDF, HTML and DOC formats.

### (3) Online Library Systems

1) National Library of Korea

https://www.nl.go.kr/

- 2) Korea Social Science Library
- 3) National Assembly Library of Korea https://www.nanet.go.kr/main.do

http://www.ekssl.or.kr/main/main/main.do https://www.nanet.go.kr/main.do

- 4) Research Information Sharing Service http://www.riss.kr/index.do
- 5) Google Scholar
- 6) Microsoft Academic Research
- 7) Library of Congress (U.S.)

https://www.shcolar.google.co.kr http://academic.research.microsoft.com/ https://www.loc.gov/

## **Board of Directors and Administrators**

## **Board of Directors**

Samuel Kim	Chair of Board of Directors
Jong Sub Lim	President Of Southwestern California University
Hoi Yen Kim	HDC Shilla Duty Free, Co-CEO
Hio Sin Do	Director of Wizme Women Clinic (Medical Doctor)
Kang Jae Lee	One Stop DNC, CEO
Young Cheol Jang	Nat'l Assembly Innovation Advisory Committee, Chair
Hyung Taek Lee	Representative lawyer of Joongbu Law (Law Firm)

## **Administrative Officers**

President & CEO	Jong sub Lim, Ph.D.
Vice President	Hio Sin Do, MD
CAO	Sang Jae Lee, Ph.D
CFO	Yun S. Kim, CPA
MBA Program Director	Young Sun Hong, Ph.D.
Student Director	Mi Ryung Chang, Ph.D.
Online Director	Samuel Kim
Admissions Director /	Dong Yeop Lee
Registrar	

## FACULTY

### QUALIFICATIONS OF FACULTY

SWCU's faculty should be qualified to support SWCU's mission and purposes. The faculty are expected to teach superb in the disciplines to which they are assigned to teach. The faculty of SWCU shall consist of professionally competent persons whose qualifications are equivalent to those of teachers in recognized institutions of similar purpose. The educational background of the instructional faculty shall include adequate preparation in the fields of specialization in which teaching assignments are to be performed.

Each full-time faculty member and adjunct faculty shall have earned terminal doctorates from accredited institutions in the United States or Canada; or other state approved institution that documents that the institution at which the faculty member earned his or her degree is equivalent to an institution that is approved by the Bureau; or an institution outside the United States or Canada and in addition provides a comprehensive evaluation of the degree performed by a foreign credential evaluation service that is a member of the National Association of Credential Evaluation Services(NACES).

The additional credentials of faculty include relevant teaching and professional experience and related research/publications. SWCU hires instructors who possess the Academic, experiential and professional qualifications to teach, including a minimum of three years of experience, education and training in current practices of the subject area they are teaching.

### FACULTY RESPONSIBILITY

The faculty are expected to endeavor to fulfill the educational goals of SWCU. Their key responsibilities are described as below.

- Teaching: Faculty members are expected to give careful attention to teaching duties. These duties include preparation of lectures, lesson assignments, reading lists, stud y materials, tests, and examinations; providing students with adequate and timely fee dback during a course; reporting all student grades.
- Scholarly and Creative Achievement: The obligations of faculty members to their o wn scholarly and creative achievement can be met in part by research and investiga tions; active participation and attendance at meetings of professional organizations; p rofessional performance or exhibits.
- **Curriculum Development:** Each program chair shall enhance their educational progr am by reviewing and then improving its curriculum.
- Faculty and Committee Meetings, School Events Participation: Faculty members shall attend faculty meeting and committee meetings. The Faculty Meeting is the for um where faculty present their views and discuss Academic issues. Faculty also voic e their opinions within other committees. Faculty members are expected to attend sc hool events such as new student orientation and commencement.
- **Student Consultation:** Faculty members are expected to consult with students and t o assist them in their Academic pursuance and activities.
- Academic Administration: Faculty members' Academic administration role incudes maintaining/updating the records of students' Academic progress; scheduling courses

and assigning adjunct faculty

## ACADEMIC FREEDOM

Faculty members are free to engage in Academic research and to publish their results. Faculty members are entitled to freely discuss issues germane to their subject matter as measured by professional standards set by the community of scholars. This freedom involves the right to introduce controversial topics, as long as the manner of presentation involves objective reasoning and rational discussion.

The faculty are citizens, members of a learned profession, and part of an educational institution. When they exercise rights as citizens, they shall be free from institutional censorship or discipline. However, as persons of learning and representatives of an educational institution, they should remember that the public may judge their profession and SWCU by what is said in their classrooms. Therefore, they should at all times be as accurate as possible, and should exercise appropriate restraint, demonstrating, at all times, their respect for the opinion of others.

## FACULTY INFORMATION

### JONG SUB LIM, Ph.D.

2019~Current President of Southwestern California University 2016.3-2019.6 Professor, Global Franchise Professor, Chung-Ang University 2014-2015 Fulltime Teaching Professor, Chung-ang University 2009-2010 Chung-Ang University Korea Institute of Electronic Trade 2003-2004 Chung-Ang University Northeast Asia Logistics Distribution Institute 2001-2002 Institute of International Trade and Logistics, Chung-Ang University

## YOUNG SUN HONG, Ph.D.

2010.01~2020.03 Korea Integrate Logistics Association: Instructor 2012.03~2015.08 Director of Graduate School, Chung-Ang University: Chief Professor 2009.03-2012.02 Chung-Ang University: Graduate School: Adjunct Professor 2007.03-2009.02 Chung-Ang University: Business School: Part-time Instructor 2005.09-2007.02 Chung-Ang University: Department of Trade: Instructor 1988.11~Current: Seoul Customs Office: Representative 1988.08-1993.05 CEO of Hanbaek Metal

## SANG CHUL KO, Ph.D.

Visiting professor, Dept of Real Estate, Graduate School of Policy, Inha University Instructor at Real Estate Development Course, Konkuk University Adjunct Professor, Department of Real Estate, Soongsil Cyber University

## JAE OK GONG, Ph.D.

Branch Deputy chair, 2016-Current, Korea Association of Realtors, South Korea. CEO of JIBDREE Real estate brokerage Co.,Ltd., Seoul, South Korea. Research Director of IREM Korea Chapter, Assoc Rep. of IREM, South Korea. Real estate broker, 2003-2019, Seoul, South Korea.

## YUN SEUK KIM, CPA

Adjunct Professor, Department of Tax Accounting, Induk University Instructor, EBS broadcasting Former Adjunct Professor, Department of Real Estate, Soongsil Cyber University Former Adjunct Professor, Department of Tax Law, Shingu College EXECUTIVE DIRECTOR, BIZ TAX CORPORATION

## IN PARK, Ph.D.

- Prof. of Real Estate Dept., Soongsil Cyber University
- Executive Director of Korea Real Estate Management Academy
- Director of Korea Real Estate Society

## SEON HWA YOUN, Ph.D.

Real Estate Curriculum / 2018 year / Subject: Networking and ethics between overseas real estate and similar industries : Yongsan-gu county, Seoul, S. Korea
Speaker 'What we need to prepare for international brokerage in globalized era', FIABCI 2017 APREC, BUSAN, S. Korea
2018. 06. 28. Panel discussion on 'Global Complex Smart City Korea (GSC Korea) Forum' Hosted by FIABCI https://youtu.be/Qys6PvZH3cU

## JUNG CHANG LEE, Ph.D.

Former Adjunct Professor, Konkuk University Former Adjunct Professor, Soongsil University Former Senior Researcher, Cell Biotech R&D Center

## TAE KWANG LEE, Ph.D.

2011.03 ~ Current Professor of Real Estate, Kyungdong University 2012.03 ~ Current Professor of Gangwon University: Dept of R/E at Lifelong Educ Ctr. 2012.03 ~ Current 2020 Professor of Investment Strategy Research Institute: Department of Real Estate at the Lifelong Education: Professor 2016.02 ~ Current Catholic Kwandong University: Invited Professor 2017.02 ~ Current Professor of Kyungdong University: Department of Urban Real Estate 2017.02 ~ Current Korea Open Cyber University: Department of Real Estate Finance: Professor

## HYO SUK LEE, Ph.D.

2017-2017 Adjunct professor, dongguk University
2014-2016 Professor, Gyonggi University (Seoul Continuing Education Center)
2002-2016 Adjunct professor, Kookmin University
2001-2017 Adjunct professor, Shinhan University
2007-2012 Member of Board, Shinwon Paper Industry
2002-2007 Technical Director, Korea Digital Contents Technology Association
2001-2002 Research, Korea Institute of Economic Information

## Young Kon Chin, Ph.D.

1979.05~2009.01 Economic Planning Board(Government agencies of the Republic of Korea): Head of Department 2009.01~2009.08 Ministry of Gender Equality and Family: Undersecretary 2009.09~2011.11 Republic of Korea President's Office: Senior Secretary 2012.02~2016.02 A member of the Board of Audit and Inspection 2016.03~2018.02 Chair Professor, Chung-Ang University 2018.02~2020.02 Dean of Graduate School, Chonbuk National University 2020.03~Current Chair Professor, Chonbuk National University

## KYUNGCHOL YO, Ph.D.

Professor, Graduate School of Ind. Entr. Management, Chung-Ang University, 2013-; Professor, Graduate School of Global Entrepreneurship, Sungkyunkwan University, 2015; Researcher, New Org. Form in Information Age, Duke University, USA, 1997-2002; Vice president, Korea Association International Commerce, Seoul, 2012-; Vice president, Korean Corp. Management Association, Seoul, 2014-; Executive director, International Association Area Studies, Seoul, 2010-;

## SANG JAE LEE, Ph.D.

1990.10~1992.2 Korea Development Institute: Macroeconomics Division: Researcher 1992. 2~1996.2 SK Telecom: Mgmt Planning Office: MOVE21 Team: Senior Researcher 1994.9.1~1997.8.31 Sungkyunkwan Univ.: School of Business Admin.: Adjunct Professor 1996.3.1~2006.2., 28 Daewon University: Assist. Professor, Dept of Tax Management 2006.9.1~2008.8.31, CAO, Yuhan University

2011.3.1~2013.2.28 Gyonggi Univ.: Department of Business Administration: Professor,

2009.9.1~Current: Chung-Ang University Lifelong Education Center: Professor 2016.3.1-Current: Chungwoon University: Dept of Global Management: Adjunct Professor 2016.9.1~Current: Dankook University: Graduate School of Business: Lecturer 2016.12-Current: Small Biz and Cooperative Research Institute: Head of Research Division

## MI RYUNG CHANG, Ph. D.

2007.09~2009.06 Hansung University: Adjunct Professor 2008.03~2011.06 Student Director, Ajou University 2009.09~2014.12 kyonggi University: Visiting Professor-lecturer 2019.03~Current Dongguk University College of Future Convergence: Lecturer 2017.03~ Current Dankook Graduate School of Business Administration: Lecturer 1996.09~1999.05 Master of Arts in Accounting, University of Iowa.

# Academic Calendar for 2021

## Spring Semester, 2021

Primary New/Transfer Student Recruitment Ja 07~February12	anuary
5	ebruary 14
Primary New/Transfer student registration and registration F	eb 19~Feb 28
Registration period for enrolled students F	eb 19~Feb 28
Secondary New/Transfer Student Recruitment F	eb 17~Mar 05
Secondary Announcement of successful new/transfer students N	March 06
New/Transfer Students Entrance Ceremony	March 05
Faculty Workshop	
Beginning of the 1st Semester (Class starts at 12 noon) N	March 09
	March 09~March 13
11	March 20~March 23
	March 24~ March 27
<b>y</b>	une 01~ June 26
	une 08~ June 11
	une 15~ June 19
	une 15~July 03
	une 15~June 19
End of the 1st Semester (Classes end at 1PM) J	une 20
	uly 03
View Grades and Request Consultation	uly 01~July 03
Summer Session, 2021	
Summer semester starts (Class starts at 12 noon) J	
1st Semester, Final grade announcement J	uly 06
	uly 06 uly 10
2nd Semester, Secondary New/Transfer Student Recruitment	

(temporary absence, return to school, major change)August of summer semester (classes end at 1PM)August 08August graduation application (\*Summer/Fall Semester 2019)Aug 13~ Aug 142nd Semester, 2nd Announcement of new/transferred studentAug 13~ Aug 17

2020. 2nd Semester, Course registration and registration period	August 14
2020. Summer semester, Final grade announcement	August 17~21
August Graduation Committee	August 29
August Graduation Award Ceremony	August 29
New/Transfer Students OT(Entrance Ceremony)	August 29
Faculty Workshop	August 29

## Fall Semester, 2021

September 01
September 01~ 07
October 12 ~ 15
October 16~ 19
Nov 16~Dec 11
Nov 30~ Dec 03
Nov 30~Dec 24
Dec 07~ Dec 11
December12
Dec 14~ Dec 18
December 18
Dec 21~ Dec 24

## Winter Session, 2021

Final Grade announcement	December 31
2021. 1st semester, 2nd New/Transfer Student Recruitment	Jan 04~Jan 29
Application for academic change	
(temporary absence, return to school, major change)	Jan 04~Jan 29
Application for graduation in February	Feb 01~ Feb 03
Secondary Announcement of successful new/transfer students	February 05
Graduation Assessment Committee for February 2020	Feb 08~ Feb 09
Course registration and registration period	Feb 08~ Feb 12
Graduation ceremony for graduates of February 2021	February 27
2021. 1st Semester, New/Transfer Students OT	
(Entrance Ceremony)	February 27
2021. 1st Semester, Faculty workshop	February 27

# Academic Calendar for 2022

## Spring Semester, 2022

Beginning of the 1st Semester (classes starts at 12 noon)	March 08
Course registration correction and Addt'l registration period	March 08~March 12
Application for withdrawal	April 19~April 22
Midterm exam (with normal class schedule)	April 26~April 30
Apply for credit waiver	June 07~June 10
Lecture evaluation and School Management Assessment Survey	June 14~July 02
Final Exam	June 14~ June 18
End of the 1st Semester (classes end at 1PM)	June 19
View Grades and Consultation Request	June 28~July 02
Final grade announcement	July 09

## Summer Session, 2022

Summer semester starts (Class starts at 12 noon)	July 07
1st Semester, Final grade announcement	July 10
2nd Semester, Secondary New/Transfer Student Recruitment	July 13~ August 07
2nd Semester, Application for academic change	July 13~ August 07
(temporary absence, return to school, major change)	
End of summer semester (classes end at 1PM)	August 08
August graduation application (*Summer/Fall Semester 2019)	Aug 13~ Aug 14
2nd Semester, 2nd Announcement of new/transferred student	Aug 13~ Aug 17
2020. 2nd Semester, Course registration and registration period	August 14
2020. Summer semester, Final grade announcement	August 17~21
August Graduation Committee	August 29
August Graduation Award Ceremony	August 29
New/Transfer Students OT(Entrance Ceremony)	August 29
Faculty Workshop	August 29

## Fall Semester, 2022

2nd Semester Begins (Classroom starts at 12 noon)	September 01
Change of course registration & additional registration period	September 01~ 07
Application for withdrawal	October 12 ~ 15
Midterm exam (with normal class schedules)	October 16~ 19

2021. 1st Semester, Primary New/Transfer student recruitment	Nov 16~Dec 11
Apply for credit waiver	Nov 30~ Dec 03
Lecture evaluation and School Management Assessment Survey	Nov 30~Dec 24
Final Exam	Dec 07~ Dec 11
End of Fall Semester (Classes end at 1PM)	December12
Winter Semester, Course registration and registration period	Dec 14~ Dec 18
Primary Announcement of successful new/transfer students	December 18
View Grades and Consultation Request	Dec 21~ Dec 24

## Winter Session, 2022

Final Grade announcement	December 31
2021. 1st semester, 2nd New/Transfer Student Recruitment	Jan 04~Jan 29
Application for academic change	
(temporary absence, return to school, major change)	Jan 04~Jan 29
Application for graduation in February	Feb 01~ Feb 03
Secondary Announcement of successful new/transfer students	February 05
Graduation Assessment Committee for February 2020	Feb 08~ Feb 09
Course registration and registration period	Feb 08~ Feb 12
Graduation ceremony for graduates of February 2021	February 25
2021. 1st Semester, New/Transfer Students OT	
(Entrance Ceremony)	February 25
2021. 1st Semester, Faculty workshop	February 25

# Academic Calendar for 2023

## Spring Semester, 2023

Primary New/Transfer Student Recruitment	January
07~February12	
Primary Announcement of successful new/transfer students	February 14
Primary New/Transfer student registration and registration	Feb 19~Feb 28
Registration period for enrolled students	Feb 19~Feb 28
Secondary New/Transfer Student Recruitment	Feb 17~Mar 05
Secondary Announcement of successful new/transfer students	March 06
New/Transfer Students Entrance Ceremony	March 05

## Faculty Workshop

Beginning of the 1st Semester (Class starts at 12 noon)	March 09
Change Courses and Additional registration period	March 09~March 13
Application for withdrawal	March 20~March 23
Midterm exams (with normal class schedule)	March 24~ March 27
Primary New/Transfer Student Recruitment	June 01~ June 26
Apply for credit waiver	June 08~ June 11
Summer Semester, Course registration and registration period	June 15~ June 19
Lecture evaluation and school operation evaluation survey	June 15~July 03
1st Semester, Final Exam	June 15~June 19
End of the 1st Semester (Classes end at 1PM)	June 20