

Master of Entrepreneurship

January 1 – December 31, 2023



ANAHEIM UNIVERSITY MISSION

Anaheim University was established as a unique, innovative and sustainable institution of higher learning to meet the educational needs of a diverse and global student body through academic programs of the highest quality. Dedicated to a student-centered philosophy, Anaheim University makes higher education accessible to qualified students worldwide through both online and on-campus study.

ANAHEIM UNIVERSITY OBJECTIVES

Taking advantage of the newest technological innovations, Anaheim University is designed to be a sustainable global institution with a multicultural perspective, with programs designed to meet the needs of its diverse student population. To accomplish this, Anaheim University has the following objectives:

- Meeting the educational needs of our students by offering instructional programs otherwise unavailable because of access, cost, or work schedule
- Excellence of academic instruction through the guidance and expertise of dedicated faculty
- Provision of an instructional environment where students can take an active role in their own learning
- Utilization of the newest technologies
- Deployment of technology-based learning resources
- Development of interactive learning environments in both synchronous and asynchronous settings
- Support of an academic environment where professors are able to deliver the highest quality educational programs and take advantage of the University's learning resources
- Regular course and program assessments and evaluation to improve our offerings
- Development and maintenance of a University alumni support system to advance alumni professional skills, knowledge, and expertise and help them realize their lifelong educational goals
- Development of University culture and programs promoting sustainability

ABOUT US

Anaheim University is a private institution of higher learning that was founded in Orange County, California in 1996. The University is accredited by the Distance Education Accrediting Commission (DEAC). The DEAC is listed by the U.S. Department of Education as a recognized accrediting agency and recognized by the Council for Higher Education Accreditation (CHEA). Anaheim University is also approved to operate by the California Bureau for Private Post- Secondary Education. "Approval to operate" means that Anaheim University operates in compliance with state standards as set forth in the California Education Code and the California Code of Regulations.

THE CARLAND ENTREPRENEURSHIP INSTITUTE

The Anaheim University Carland Entrepreneurship Institute is named in honor of its founders, Professor Jim Carland and Professor Emeritus JoAnn Carland, two of the most frequently cited authors in the academic field of entrepreneurship. The Carland Entrepreneurship Institute seeks to serve the public by training entrepreneurs and business leaders to drive economic development and to discover, create and commercialize new products, services and industries. Its mission is accomplished as graduates lead their organizations and entrepreneurial ventures toward success.

ENTREPRENEURSHIP FACULTY

All Entrepreneurship faculty members hold doctoral degrees plus have extensive experience in research, publishing, and teaching at the university level.

MISSION

The mission of the Carland Entrepreneurship Institute is to train entrepreneurs and business leaders to drive economic development and to discover, create and commercialize new products, services and industries. The Institute inculcates an advanced level of entrepreneurial vision. Entrepreneurial vision is the ability to identify both entrepreneurial opportunities that exist -- those that represent untapped markets and underserved markets -- and entrepreneurial opportunities that can be created by applying existing technologies to new fields and new markets. Entrepreneurial vision is also the ability to create entrepreneurial opportunities through the invention, development and exploitation of entirely new ideas, products and services, and/or the creation of new industries, infrastructures, and ways of doing business.

Further, the Institute inculcates entrepreneurial will, the self confidence to actually create and grow entrepreneurial ventures which is established through the mastery of entrepreneurial skills. Its mission is accomplished by integrating innovative online teaching, relevant scholarship, and entrepreneurship experience to help graduates lead their organizations and entrepreneurial ventures toward success.

MASTER OF ENTREPRENEURSHIP PROGRAM

In the Online Master of Entrepreneurship, you will study online in an intensive format.

Earn your ME in as little as 18 months

Study 100% online from anywhere in the world

PROGRAM OBJECTIVES

The Objective of the Master of Entrepreneurship is to inculcate in graduates an advanced level of entrepreneurial vision and entrepreneurial will.

Entrepreneurial vision is:

- (1) the ability to identify both entrepreneurial opportunities that exist -- those that represent untapped markets and underserved markets -- and entrepreneurial opportunities that can be created by applying existing technologies to new fields and new markets.
- (2) the ability to create entrepreneurial opportunities through the invention, development and exploitation of entirely new ideas, products and services, and/ or the creation of new industries, infrastructures, and ways of doing business.

Entrepreneurial will is the self confidence to actually create and grow entrepreneurial ventures which is established through the mastery of entrepreneurial skills.

WHOM IS THE MASTER OF ENTREPRENEURSHIP FOR?

The Master of Entrepreneurship is for either working professionals who are interested in making a life change to become an entrepreneur, or people who have made the leap to become entrepreneurs, but need more knowledge to ensure success. Sometimes a major barrier to effective entrepreneurial activity is fear; fear which is driven by a lack of confidence and knowledge. This program can effectively impart the requisite knowledge to reduce fear and enhance confidence, thereby increasing the probability of entrepreneurial success.

INTERNATIONAL NETWORKING

Anaheim University Master of Entrepreneurship candidates are working professionals between the ages of 25 and 65 residing around the world. Ninety-eight percent of AU students work full-time or own and operate their own business. A few of the corporations that have employed candidates and graduates from the various programs at Anaheim University include:

Standard Occupational Classification (SOC) Code: 11-1021

Accounting	Administration / Office Support
Aerospace/Aviation/Defense	Agriculture
Airlines	Architectural Services
Automotive	Banking, Finance and Economics
Biotechnology and Pharmaceutical	Building and Grounds Maintenance
Community & Government	Construction & Architecture
Consulting Services	Customer Service
Education and Training	Energy/Utilities
Environmental Services	Engineering
Human Resources & Recruitment	Insurance
International Trade	IT & Telecommunications
Legal, Compliance & Paralegal	Logistics, Transport & Supply
Localization, Interpreting & Translation	Manufacturing
Marketing, PR, Advertising/Communications	Media, Arts & Entertainment
Medical, Health & Scientific	Mining and Trades
Publishing/Printing	Property & Real Estate
Retail & Fashion	Sales
Tourism, Travel & Hospitality	

ONLINE MASTER OF ENTREPRENEURSHIP OVERVIEW

The Online Master of Entrepreneurship through Anaheim University's Carland Entrepreneurship Institute offers working professionals a highly interactive and international learning environment accessible 24 hours a day, 7 days a week, around the globe. Students interact with fellow classmates and the professor through high definition webcam classes in real-time and through active daily Online Discussion Forums, discussing course content, projects, and assignments. Finally, students must submit assignments, including a report based on a video lecture or Internet research assignment, and a final project.

INTERACTIVE

Students study in a highly interactive online program by attending two 90-minute real-time online meetings per course with their professor & interacting daily with fellow students by discussing weekly topics in their free time.

NETWORKING OPPORTUNITIES

Students from around the world interact with each other and their professors through the online Forum.

18-MONTH ME

Students can complete the program in approximately 18 months.

ENROLL IN ONLY ONE COURSE

Students have the option of enrolling in individual business courses or the entire Master of Entrepreneurship degree program.

NO TRAVEL

Students have the opportunity to study at an American University without having to travel abroad.

EXPERIENCED FACULTY

Students have the opportunity to learn from highly-qualified professors all of whom hold doctoral degrees and have extensive experience in various fields of entrepreneurship.

CULTURALLY DIVERSE PROGRAM

AU students have the opportunity to come into contact with individuals from around the world, providing a rich and culturally diverse environment in which to study. Students broaden their cultural perspective while at the same time remaining in touch with their own cultural identity.

ACHIEVE SUCCESS

Anaheim University faculty and staff are committed to helping every student succeed. Students benefit from small class sizes and direct access to professors.

ONLINE RESOURCES

Students have access to digital resources including journals, articles, and video interviews, lectures and seminars.

FOR WORKING PROFESSIONALS

The online system allows students the opportunity to complete a Master of Entrepreneurship while at the same time holding down a full-time job.

CURRICULUM

Anaheim University's Online Master of Entrepreneurship degree program is comprised of 12 courses (6 weeks each). Students complete 6 core courses, 4 specialized courses (including a required Entrepreneurship Capstone course), and 2 elective courses.

CORE COURSES

- BUS 510 International Economics
- BUS 520 International Human Resource Management
- BUS 530 International Accounting
- BUS 540 International Marketing
- BUS 550 International Management
- BUS 560 International Finance

CARLAND ENTREPRENEURSHIP INSTITUTE SPECIALIZED COURSES

- ENT 500: Entrepreneurial Innovation
- ENT 540: Entrepreneurial Forecasting and Planning
- ENT 560: Intellectual Property
- ENT 580: Entrepreneurial Strategy
- ENT 612: Entrepreneurship Capstone

AKIO MORITA SCHOOL OF BUSINESS ELECTIVE COURSES (CHOOSE ONE)

- BUS 542 International Business Law
- BUS 570 Intercultural Communications
- BUS 572 Seminar in International Business
- BUS 575 Supply Chain Management

KISHO KUROKAWA GREEN INSTITUTE ELECTIVE COURSES (CHOOSE ONE)

- BUS 535: Triple Bottom Line Accountability & Management
- BUS 545: Green Marketing & Environmental Product Design
- BUS 555: Corporate Social Responsibility & Ethics
- BUS 565: Sustainable Enterprise Development & Leadership

PROGRAM FEES

Master of Entrepreneurship Degree Program Fees	
Application Fee (Non-Refundable after 7 days)	\$ 75
Registration Fee(Non-Refundable after 7 days)	\$ 100
STRF Fee* (Non-Refundable after 7 days)	\$ 40
Per Course Fees	
Tuition Fee (\$375 per credit x three credits)	\$ 1,125/course taken
Records Fee	\$ 200/term
Per Course Fee Total	\$ 1,325
Transfer Credit Fee	\$ 75/course (optional)
Replacement Diploma	\$ 200 (optional)
Replacement Cover	\$ 75 (optional)
Course Completion Letter	\$ 35 (optional)
Degree Program Total	\$16,075**

* The Student Tuition Recovery Fund (STRF) is administered by the California BPPE and applies only to California residents. The STRF fee is currently two dollars and fifty cents (\$2.50) per one thousand dollars (\$1,000) of institutional charges. 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.

Note: Books & materials will be extra and are expected to average U.S. \$200 per course. Masters students are also required to have a reserve fund of \$1,500 for research materials. Refer to the policies and procedures catalog for details.

Please see the refund policy in the policies and procedures catalog

Pay for only one course at a time.

Payments can be made by check, credit card (Visa, MasterCard, American Express or Discover), money order or bank transfer. Tuition may be paid on a course-by-course basis. The application fee must be paid at the time of application, and prior to beginning the first term, students must pay the registration, tuition, and records fee. For the remaining eleven terms, students must pay the tuition and records fee.

MASTER OF ENTREPRENEURSHIP REQUIREMENTS AND SATISFACTORY ACADEMIC PROGRESS

Students in the Master of Entrepreneurship program take 12 courses, for a total of 36 units (12 courses, 3 units each). Each course is 6 weeks long. Students must maintain a 3.0 grade point average (GPA) in order to graduate from the program. Any students whose GPA falls below a 3.0 will be put on Academic Probation and given two terms to bring his/her GPA back to a 3.0 level. Students who earn a grade lower than an 80% (a "C," "D," or "F") on any given course must repeat the course. The schedule is set each year and typically announced in the Fall. Failure to take an available course when one is offered may prevent a student from completing his/her program in the allotted time. The maximum time allotted for completion of the Master of Entrepreneurship program is 3 years. Students who have not completed their programs within the maximum allotted time are subject to

academic dismissal. Students who need additional time must receive permission from the Program Director, the Office of the Registrar, and the Office of Financial Affairs.

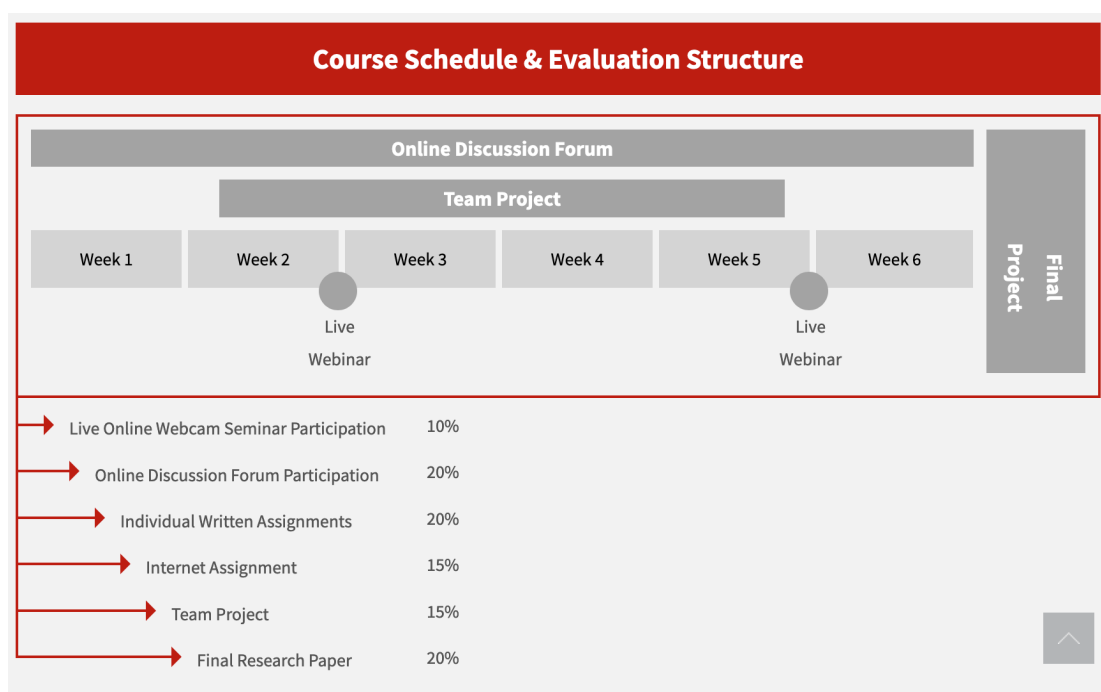
Students in the Master of Entrepreneurship program must complete an Entrepreneurship Capstone as the final component of their program. For this capstone, each student develops a business plan for a company that s/he is considering launching as a start-up. Upon completion, students will be able to understand how to develop a business plan; evaluate how to determine whether a business is viable; and perform an analysis of market conditions. Students must earn a final grade of 80% or higher in the Entrepreneurship Capstone course in order to graduate.

PROGRAM STUDY SUGGESTIONS

(total 22.5 hours a week for six weeks)

- Look briefly through the set readings, the weekly assignment questions, and any other assignments for the week. (.25 hours)
- Complete weekly reading assignments, making notes on the assignment questions as you do.(3 hours)
- Complete individual weekly written assignments. (3 hours)
- Review weekly Online Discussion Forum questions & research potential answers. (1 hour)
- Discuss the Online Discussion Forum questions with other students via the Online Discussion Forum. (6 hours)
- Preparation for and participation in real-time online class and review transcripts and make notes. (2.5 hours)*
- Preparation for and participation in group projects. (3 hours)*
- Conduct library/internet research, further reading and note taking to complete course projects. (3.75 hours)

*Note: In weeks when no real-time online class or team project is assigned, study time should be spent on library/internet research, further reading and note taking. For courses including a proctored examination, study schedule will vary.



COURSE DESCRIPTIONS

AKIO MORITA SCHOOL OF BUSINESS COURSES

BUS 510 INTERNATIONAL ECONOMICS

Economics is an important subject that affects the way we live in not only the United States but internationally for countries who use the market system to determine the allocation of resources in their society. The aim of this course is to help students understand the operation of a market system in an international setting and to explore the nature and organization of various societies and the arguments underlying many of the great global public issues of the day in an international setting, and to understand the operation and behavior of international business firms and other decision-making entities through the study of the principles of international economics useful to students in the international MBA program.

BUS 520 INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Human beings are the most crucial components of any organization as all other company assets are always subject to human decisions. Recruitment, management and training of the workforce are then crucial tasks that contribute to the company's success and can even be decisive for its survival. This is true whether we are considering domestic companies or international companies. This course focuses on the study of human management principles as they reflect on the basic assumption of treating employees as investments benefiting a company in the long run from the international perspective. The class is designed as an overview of traditional functions of international human resource (IHRM) management and an examination of its governing mechanisms contributing to the success of an organization. Compensation, staffing, training, labor relations and employee performance evaluation are studied from an international perspective among other aspects of international human resource management.

BUS 530 ACCOUNTING

In our increasingly globalized world, accounting students need to understand the main features of financial reporting practices as they differ in different countries so that they will be able to distinguish accounting and reporting differences that would otherwise give rise to problems for report readers. It is also vitally necessary to understand the ongoing efforts to harmonize standards using International Financial Reporting Standards (IFRS). The course aims to give participants a thorough grounding in the key principles of accounting while enabling them to understand the major features of the international IFRS standards. The course shows the links between accounting statements, valuation methods and investment analysis. The course also reviews important technical areas of differences among accounting systems such as inventory valuation, the use of reserves, consolidations, and taxation of income. The student will be able learn to identify problems in international harmonization while appreciating the capital market efficiencies to be gained from harmonization of international accounting standards.

BUS 540 INTERNATIONAL MARKETING

International Marketing frequently requires major changes in how organizations conduct business in a global marketplace. It is a necessity for today's business leader to be aware of the implications of marketing strategies and how they are employed in different countries with different cultures. This course focuses on identifying and meeting the needs of specific international target markets through close interaction with managers from other functional areas, such as promotion, finance, accounting and human resources.

BUS 550 INTERNATIONAL MANAGEMENT

We are observing a fundamental shift in the nature of geopolitics. No longer will global business leaders focus on one or two stock markets, currencies, economics or political leaders. Today's business environment is far too complex and interrelated for that. Nation states and multinational corporations will remain both powerful and important. Global networks comprising technological, entrepreneurial, social and environmental interest groups will remain powerful. Future economic and business endeavors will increasingly be characterized by a search for common ground, productive partnerships, and mutual benefit. This course will focus on developing a deeper understanding of how and why management practices and processes can differ around the world, and the

BUS 560 INTERNATIONAL FINANCE

This course covers material essential to a comprehensive understanding of international financial management. Topics will include, but not be limited to, foreign exchange markets, the global cost of capital, corporate strategy and foreign investment and multinational capital budgeting.

BUS 542 INTERNATIONAL BUSINESS LAW & PRACTICE

This course provides a comprehensive coverage of the legal, cultural, political, economic and ethical issues faced by global business managers. An understanding of these issues is enhanced through the use of real-world examples, cutting edge cases, managerial problems, and ethical issues.

BUS 570 INTERCULTURAL COMMUNICATIONS

Intercultural communication is international communication across national boundaries involving many different cultures. There is a wide range of communication problems that naturally appear when one moves across national boundaries, and within organizations which are made up of individuals from different countries representing different religious, social, ethnic, and educational backgrounds. Intercultural communication seeks to understand how people from different countries and cultures behave, communicate and perceive the world around them quite differently. From a management perspective, it studies situations where people from different cultures interact in a business environment. The purpose of this course is to gain an understanding of the variations in language, customs, social attributes, thought patterns, and other aspects of cultures of different groups of people. An understanding of intercultural communication is essential for the conduct of international businesses. It is the purpose of this course to provide this understanding.

BUS 572 SEMINAR IN INTERNATIONAL BUSINESS

Successful managers in a world of global competition must have an array of skills, talents and abilities at their disposal. This course uses extensive examples to illustrate the vibrancy and challenge of international business. Coverage of relevant topics includes the degree of geographical literacy necessary to succeed in international markets, which is frequently overlooked in more traditional courses.

BUS 575 SUPPLY CHAIN MANAGEMENT

Supply Chain Management involves the flows of materials and information among all of the firms that contribute value to a product, from the source of raw materials to end customer. The goal of this course will be to help students understand the strategic importance of good supply chain design, planning, and operations for every firm, to provide students with the use of key drivers on a conceptual and practical level to improve supply chain performance, and to give students a solid understanding of analytic methodologies for supply chain analysis necessary to achieve significant increase in performance

CARLAND ENTREPRENEURSHIP INSTITUTE COURSES

ENT 500 ENTREPRENEURIAL INNOVATION

This course is imperative to successful entrepreneurial ventures. The ability to differentiate oneself from the competition is paramount. Each of us has the gifts for innovation, but we are often loath to use them as risk always accompanies innovation. Some are more comfortable with risk than others, thus understanding the personality of entrepreneurs enables us to use the gifts of others to our advantage. Unfortunately, the emphasis on “right answers” and “minimizing risk” causes many of us to react cautiously in the workplace where compensation and rewards are applied for convergence rather than divergence, no matter the outcome. This course helps us to find out about ourselves, helps us to understand how others think and react, helps us to practice creative exercises which can open our minds to new possibilities, helps us to understand why some companies are more innovative than others and discusses what might be accomplished in the creative environment.

ENT 540 ENTREPRENEURIAL FORECASTING

The objective of this course is inculcate in students an understanding of the forecasting and budgeting process and for students to learn how to prepare sales forecasts for new and for existing ventures, to prepare variable and fixed cost budgets to support the sales forecast, and how to document and support the resulting forecasts, and how to prepare cash flow forecasts and determine startup costs for a new venture. Students will develop higher-level critical thinking skills, evidenced by analysis, evaluation, and synthesis.

ENT 560 INTELLECTUAL PROPERTY

The objective of this course is to inculcate in students an understanding of the value of intellectual property to an entrepreneurial venture and for students to learn how to create, protect, and preserve intellectual capital. Students will develop higher-level critical thinking skills, evidenced by analysis, evaluation, and synthesis.

ENT 580 ENTREPRENEURIAL STRATEGY

The objective of this course is to inculcate in students the strategic skills which are required to support the ongoing development of strategy and distinctive competencies, the vision required to support effective environmental scanning, and the knowledge required to plan for harvesting/succession and to design and create innovative and effective entrepreneurial compensation plans. Students will develop higher-level critical thinking skills, evidenced by analysis, evaluation, and synthesis.

ENT 612 ENTREPRENEURSHIP CAPSTONE

This final, summative experience is the cumulation of the Master of Entrepreneurship and a capstone to the educational program. Students will develop a plan for a company that s/he is considering launching as a start-up. This business plan will be a comprehensive analysis of whether the idea is feasible or not. This business plan will include an executive summary; a business description and structure; market research and strategy; management and personnel; and financials. Upon completion, students will be able to understand how to develop a business plan; evaluate how to determine whether a business is viable; and perform an analysis of market conditions.

KISHO KUROKAWA GREEN INSTITUTE COURSES

BUS 535 TRIPLE BOTTOM LINE ACCOUNTABILITY & MANAGEMENT

The Triple Bottom Line Accounting and Management course is an expanded version of accounting for corporate activity. Contemporary society has moved away from the mere financial bottom line to a higher level of social responsibility where we account for the true social impact of our business activity. Through this expanded version of accounting and accountability, social and environmental impact is added to the equations. Thereby the report of corporate activity and management comprehensively reflects a true bottom line. The three prongs of the true bottom line become clear: economic prosperity, environmental quality and social justice. This course provides the basis for business students to go forward and determine the true social effects of the businesses they are working for and to manage for the future.

BUS 545 GREEN MARKETING & ENVIRONMENTAL PRODUCT DESIGN/RECYCLING

Green Marketing & Environmental Product Design/Recycling is a course structured around the traditional “4Ps” of marketing and explains how marketing mix decisions can and do influence environmental outcomes. Throughout the course, the emphasis will be on the conversion of consumption systems to a sustainable paradigm that represents a circular use of resources, not the linear approach (materials >products >consumption >disposal) that leads to the pollution of ecosystems. The major theme of the course is that marketers can reinvent strategy and craft “win-win-win” solutions, where customers win (obtaining genuine benefits), organizations win (achieving financial objectives), and ecosystems win (ecosystem functioning is preserved or enhanced).

BUS 555 CORPORATE SOCIAL RESPONSIBILITY (CSR) & ETHICS

Corporate Social Responsibility and Ethics is a comprehensive study of the core issues for business in the questions of sustainability, social responsibility and ethics. The course introduces the student, not only to relevant issues, but the views of corporate stakeholders. Approaches for presenting and carrying out a program of

sustainability are presented, including strategic planning, targets, goals and alternative approaches. A principal part of the course is devoted to the ethics of business and issues of transparency, including discussion of the social impact of non-ethical and non-transparent business practices. Case studies, a team project and practice assignments assist in presenting these themes on a practical level. The course concludes with information and discussion on trends in sustainability and business ethics. A principal goal of the course is to show that community engagement and the maximization of profit/ shareholder value are not mutually exclusive, but mutually reinforcing.

BUS 565 SUSTAINABLE ENTERPRISE DEVELOPMENT & LEADERSHIP

Sustainable Enterprise Development and Leadership is a course which provides a comprehensive and practical analysis of what sustainable business development is and how companies can use it to make a significant difference. Sustainable development involves articulating, integrating and achieving social, economic, and environmental objectives, and initiatives to protect humankind and the natural world from destructive behaviors. Sustainable business development is a holistic management approach which includes the entire value-added system from the origins of raw materials, to production processes, to customer use, to product end of useful life. Sustainable outcomes are those that balance the performance objectives of the present with the needs and expectations of the future. To achieve these outcomes, there must be a profound change in strategic thinking, leadership and the management of businesses.

ONLINE LEARNING RESOURCES

AU ONLINE CLASSROOMS

Anaheim University students in the International MBA meet via webcam in real-time interactive online classes with their professors and fellow students for 90 minutes twice during a six-week course: at the end of the first and fifth weeks of the term. Chat transcripts and audio/video of all online classes are recorded and posted allowing students to stay focused on the live discussion during the class, and the opportunity to review the class discussion afterwards. These classes are usually held on Friday evenings US time which is Saturday morning in Asia. Real-time class recordings may be accessed through the AU Online System for students who are unable to attend class or simply wish to review their class notes. Such transcripts may be viewed online at anytime or printed out in a neat, convenient format - the perfect alternative to distracting note taking during class.

AU ONLINE DISCUSSION FORUM

The Online Discussion Forum is an electronic bulletin board and e-mail list facilitating lively communication and interaction among students and their professor. When a student posts a message to the Forum, the message is automatically redistributed to the professor and all other students in the course, allowing students to discuss the week's readings in their free time. A weekly Student Host directs students to perform certain tasks as outlined in the online Course Guide. The Online Discussion Forum plays an integral part in AU's online programs by facilitating the out-of- class interaction between students necessary for an effective exchange of ideas. The AU Online Discussion Forum ensures that learning and interaction does not end when the real-time class does.

ONLINE BOOKSTORE

The Online Bookstore is the one-stop source for textbook and course material needs. Designed for students to buy textbooks based on their course schedule, track their textbook orders, and sell their textbooks back from a previous semester, the Online Bookstore offers money-saving used books, multiple shipping options, and access to hundreds of academic items related to your studies. In an effort to provide additional savings, textbooks or course materials may be available for purchase in an electronic format. Purchases will be subject to the refund policy of the bookstore.

LIBRARY

Anaheim University requires all of its students to make extensive use of library facilities and resources in the course of their program. The University's online resources provide a major boost in assisting and supporting a student's academic work. The login ID and password provided by the University to the student upon enrollment will provide the student access to the online resources. Anaheim University makes certain provisions in order to provide access to library resources and library services for all students enrolled directly through Anaheim University. However, students enrolled in Anaheim University's online graduate degree programs are required to have an additional reserve fund to be used for the purchase of journals and research - materials that will aid them in their studies by providing information specific to their unique areas of interest and research - and to provide access to software and other resources that may help them in the completion of their studies. The research reserve fund is \$1,500 for master degree students and \$2,000 for doctoral students to be used over the duration of their program. Note: Students are not required to spend the entire research fund - only that amount necessary in order to carry out their research.

AU Online Learning Community

AU's online learning community is a global network of students, graduates, faculty, researchers, and Global Learning Partners. The diversity of the student body adds to the richness of the learning experience and the global network of graduates provides for a world of possibilities. Numerous collaborations and a wide range of opportunities have resulted from this global network through which students are able to exchange information about the markets in which they live and work.

STUDENT SERVICES AND TECHSUPPORT

The policy of Anaheim University is "Students First, Always" and Anaheim University's Student Services staff is committed to providing students with the administrative services they need for course registration, textbook ordering, graduation, etc. Technical issues are addressed by the TechSupport Division of the University.

GRADUATION STORE

Alumni of Anaheim University have the opportunity to show Anaheim pride by ordering Anaheim University graduation rings and diploma frames online.

ANAHEIM UNIVERSITY AKIO MORITA SCHOOL OF BUSINESS FACULTY

ROBERT ROBERTSON, PH.D.

DEAN OF THE AKIO MORITA SCHOOL OF BUSINESS AND PROFESSOR

Dr. Robert Robertson holds a Massachusetts Institute of Technology (MIT) Sloan School of Management Executive Certificate in Innovation and Strategy, Ph.D. in Management and Organization (Stirling University, Scotland); Post- Doctoral Professional Certificate, International Business and Leadership (Argosy University); Post Graduate Diploma in International Management-China (University of London); Master of Studies in Law (Vermont Law School); Master of Public Administration (Dalhousie University, Canada); a Master of Arts (Eastern Kentucky University) and a Bachelor of Science (East Tennessee State University). He has more than 15 years of experience in academia as a Vice President of Academic Affairs, Dean of Business and MBA program director in the United States and in Kazakhstan. Dr. Robertson was selected by the United States Department of State Bureau of Educational and Cultural Affairs to the Fulbright Specialist Program. He has served as the Chief Academic Officer and Research Fellow at the University of Phoenix's Center for Workforce Diversity, Central Florida campus in Orlando, Florida. Dr. Robertson is a Visiting Full Professor at the University of Ljubljana in Slovenia, Faculty of Economics; and, he serves as a Scientific Adviser to the Global Universities in Distance Education (GUIDE) association headquartered at Marconi University, Rome, Italy. He is an invited speaker on international business, strategy, online education and workforce training; and he regularly lectures in China, Taiwan, Vietnam, Kazakhstan, Europe, Brazil and the United States. In the public sector, he has more than 20 years of management experience including serving as the City Manager for the City of Hamilton, Ontario in Canada with more than 8,500 employees and a budget in excess of one billion dollars.

ANDREW E. HONEYCUTT, DBA

PRESIDENT AND PROFESSOR

Dr. Andrew E. Honeycutt, President of Anaheim University, is the recipient of a Harvard University Doctor of Business Administration (DBA) degree in Marketing and a Boston University Masters in Business Administration (MBA) degree in Organizational Behavior. Dr. Honeycutt has served as Dean of the College of Business and Technology of Argosy University Atlanta, Distinguished Fellow in Business Management at Shorter University, Vice Chairman of Edgenics, Inc. and Senior Partner of the Center for Collaborative Learning and Coaching. As a business professor and school of business administrator, he has been instrumental in the development of cooperative relationships with major companies - Colgate Palmolive, Dupont, Gulfstream Corporation, Savannah Foods, Simmons First National Bank, SC Johnson Wax, and others. He leveraged his experience with major corporations to assist students in achieving success by developing a success resource entitled CEO Success Letters: A Resource for Career and Life. The book was an outcome of a "Fortune 500 CEOs Success Advice Project" designed to provide business career success advice to students. His much-utilized business expertise is evidenced by his service on business and governmental advisory boards and boards of directors. He has also served on the advisory boards of the Winthrop Rockefeller Foundation (Small Business Strategic Planning), the Ewing Marion Kauffman Foundation (Entrepreneurship Education) and the National Board of Directors of SCORE.

CARLOS AQUINO, PH.D.

PROFESSOR

Holding a George Washington University MS in Structural Engineering and a University of Sao Paulo Ph.D. in Science and Technology, Dr. Carlos Tasso Eira De Aquino is an accomplished senior executive and educator combining over 25 years of experience in leadership and scholarship in Business, Education, IT, and Engineering. Dr. Aquino has gained recognition as Executive Director, Senior Director, Project Manager, Provost, Dean of Business, and Dean of Accreditation, among other capacities in organizations with followers that encompassed a clear diversity of cultures. Before moving to the U.S. in 2008, Dr. Aquino was responsible for directing a country-wide program, sponsored by the Brazilian Ministry of Science and Technology, focused on improving energy usage. Dr. Aquino prepared the Brazilian version of many business books, published by Pearson Education, Cengage Learning and McGraw-Hill, and authored a book on Adult Higher Education (How

to Learn: Andragogy and Learning Skills) for Pearson Education in Brazil. Along his career, he has presented more than 45 articles in peer-reviewed conferences, published more than 40 papers in refereed journals and conference proceedings.

MICHAEL AUBRY, DBA

PROFESSOR

Holding a Doctor of Business Administration with a specialization in International Marketing from Alliant International University, an MBA from National University and a Bachelor of Science degree from San Diego State University, Dr. Michael Aubry has held a number of accounting positions and has taught accounting, entrepreneurship, economics, management and business-related courses. He has served on the Business Education Statewide Advisory Committee for the Academic Senate for California Community Colleges, and the State of California's Business Industry Collaborative.

BARI COURTS, PH.D.

PROFESSOR

Dr. Courts holds a Ph.D. from Capella University In Organizational Management and an MBA in Management from the University of Cincinnati. He also holds a BS in Mathematics from Kenyon College. He has spent time in the insurance industry and has held the position of project manager for a major ERP software implementation. Dr. Courts has enjoyed teaching abroad, especially various courses in International Business, including e-Commerce, Economics, Management, Organizational Behavior, Research Methodology, and Statistics. Locally Dr. Courts is also a business owner of a small self-storage business in Cincinnati.

ROBERT DIOTALEVI, J.D.

PROFESSOR

Dr. Robert Diotalevi, Esq., LL.M., is serving in his 17th year as Associate Professor of Legal Studies at Florida Gulf Coast University in Fort Myers, Florida. He was the founding Legal Studies Program coordinator. He has been a lawyer for 33 years as a member of the Massachusetts and Florida bars. He possesses 4 degrees and has been internationally published with over 80 manuscripts in print. In 2009 Dr. Diotalevi had a book published by Cengage. It is entitled "The Florida Paralegal." As an academician since 1985 he has instructed over 400 courses. Dr. Diotalevi was a professional broadcaster for 8 years and held managerial positions in radio news and production. Dr. Diotalevi's works have been published in SMU School of Law's Computer Law Review and Technology Journal, The Online Journal of Distance Learning Administration, The Paralegal Educator, The Journal of Paralegal Education and Practice and The National Paralegal Reporter.

PERRY HAAN, DBA

PROFESSOR

After earning his Bachelor of Business Administration (BBA) from The Ohio State University, Dr. Perry Haan earned his Master of Business Administration (MBA) from Xavier University and his Doctor of Business Administration (DBA) from the University of Sarasota. Professor Perry Haan has worked as a faculty member and administrator in higher education since 1986. He has won teaching awards at three different institutions of higher learning and taught in eight countries outside the U.S. In 2010, he was awarded a Fellowship by the International American Association of Financial Management for his teaching and academic work in international markets. He has authored or co-authored over 90 peer-reviewed articles that have appeared in conference proceedings and journals, including the Journal of Marketing in Higher Education and the International Journal of Sports Marketing & Sponsorship. He co-authored a textbook, Practical Statistics for Business. His research interests include entrepreneurship, international business, ethics, sales and sales management, education marketing, sports marketing, and leadership.

MARIAH JEFFERY, PH.D.**PROFESSOR**

Dr. Mariah Jeffery holds a Ph.D. in Operations Research and a Master of Science in Industrial Engineering from the University of Central Florida, and is an APICS Certified Supply Chain Practitioner. She has extensive industry experience, consulting on supply chain management and data analytics for Fortune 500 clients, including IBM, Coca-Cola, General Motors, and the United States Postal Service.

TAMARA MYATT, PH.D.**PROFESSOR**

Holding a Ph.D. and Masters in Human and Organizational Systems from Fielding Graduate University, Tamara Myatt has spent more than a decade transforming the professional and educational lives of young and disadvantaged people in some of the poorest and most dangerous regions of the world, championing the causes of women, and orchestrating locally and globally scaled initiatives in the business sphere. The specialized focus of her Ph.D. in Human and Organizational Development was in women's entrepreneurship in regions of war. She is currently pursuing advanced studies/research in entrepreneurship in emerging economies, family business, innovation, and enterprise digital transformation. The former Executive Director of Goldman Sachs 10,000 Women in Afghanistan and Chair of Entrepreneurship and Assistant Professor of Small and Medium Enterprises at the American University of Nigeria, Tamara is an internationally recognized pioneer in enterprise development. She has led enterprise development initiatives in nations such as Afghanistan, Nigeria, Pakistan, Bosnia, Kenya, Croatia, Uganda, India, Myanmar, Liberia, and Rwanda.

CHRIS RAYMOND, PH.D.**PROFESSOR**

Dr. Christopher Raymond earned a Ph.D. in economics from the University of California, Santa Barbara, and later completed an international MBA from École National des Ponts et Chaussées in Paris, France. After earning his MBA, Dr. Raymond became an economics lecturer in the Management School at Imperial College, London. While there, he also served as Deputy Director of their Executive MBA program. In 1996, after five years in London, Dr. Raymond moved to Bangkok, Thailand, where he worked as a senior financial analyst and chief economist. In 2009, Dr. Raymond left the private sector and returned to academics, first in Thailand, and later in Cambodia. Dr. Raymond has been at the American University of Phnom Penh (AUPP) since 2015, teaching courses in finance, accounting, economics and statistics.

KWOK SHUM, PH.D.**PROFESSOR**

After earning a Stanford University Master of Science in Engineering degree, Dr. Kwok Shum received his Ph.D. in Management of Technology from the Tokyo Institute of Technology. Dr. Shum's research and teaching interests lie in new technologies, renewable energy industry and deployment, the business of renewable energy and clean technologies. Dr. Shum has taught at Hong Kong University of Science and Technology and conducted workshops for the Clinton Foundation's C40 Large Cities Climate Summit, Tokyo Institute of Technology and Hong Kong Baptist University. He has served as a Reviewer for the International Journal of Innovation Management and the International Journal of Hydrogen Energy and has served as the Academic Committee Chairperson for the Technology and Management Sustainability Business Plan Competition organized by the University of Illinois Urbana Champagne, Seoul National University, the University of Sao Paulo, Hong Kong University of Science and Technology and London South Bank University.

STAVROS SINDAKIS, PH.D.

PROFESSOR

With both a Ph.D. and MBA in Strategy, Enterprise & Innovation from the University of Portsmouth, Dr. Stavros Sindakis has made significant contributions to these fields through his research and publications on entrepreneurship and business innovation including his books *Entrepreneurial Rise in Southeast Asia*, and *Analytics, Innovation and Excellence-Driven Enterprise Sustainability*, with his third in progress. Dr. Stavros Sindakis is an educator, advisor, mentor and innovator in the fields of business innovation, management, entrepreneurship, and service design and development. As an educator, he has taught in several different countries at both the undergraduate and postgraduate levels and held a variety of advisory and mentoring positions for students and faculty at numerous schools including the Institute of Enterprise and Entrepreneurs and Laureate Online Education.

BARBARA SON, PH.D.

PROFESSOR

Holding a Ph.D. in Urban Business Economics from Portland State University, and a Masters in Urban Affairs with a concentration in Technology, Business, Economics and Public Administration from Boston University, Dr. Barbara Son has held faculty positions at California State University, Los Angeles, Argosy University, National University and DeVry University, as well as served as a site reviewer for the California Bureau for Private Post-Secondary and Vocational Education. Her corporate experience includes positions at Pressure Profile Systems, Inc. and Medical Tactile Imaging, Inc. providing services to the U.S. Army, National Institute of Health (NIH), Johnson and Johnson Corporation, and university research labs., as well as serving as Vice-President/Co-Founder of the International Association Management Group.

JOHN WANG, PH.D.

PROFESSOR

Dr. John Wang received a scholarship award to complete his Ph.D. in Business Administration at Temple University, after earning his M.S. in Systems Engineering from Harbin Institute of Technology. In addition to serving as a professor at Anaheim University, Dr. John Wang is a professor in the Department of Information and Decision Sciences at Montclair State University. Professor Wang has published over 100 refereed papers and six books. He has served as session chairman and track chair 17 times on the most prestigious international and national conferences. He has also developed several computer software programs based on his research findings. He is on the editorial board of the *International Journal of Cases on Electronic Commerce* and has been a guest editor and referee for *Operations Research*, *IEEE Transactions on Control Systems Technology*, and many other highly prestigious journals.

WILLIAM HARTLEY, PH.D.

PRESIDENT EMERITUS

Holding a bachelor's degree, three master degrees, and a Ph.D. from the University of Colorado, University of California at Berkeley and University of Wisconsin respectively, Dr. Hartley's background is a combination of education, private sector work, teaching and consulting. Dr. Hartley has had a variety of jobs from administrative manager of the R&D division of a Fortune 500 company to the executive training program of Ford Motor Company in Detroit, Michigan, as well as owning and operating an art gallery for a period of 12 years. In addition to many years teaching at the undergraduate level, Dr. Hartley has taught in MBA programs for 18 years at both Niagara University and Embry-Riddle Aeronautical University, and has taught on-line courses for the State University of New York. In the area of consulting, Dr. Hartley has worked primarily in management development and in strategic management consulting activities.

JIM CARLAND, PH.D.

CARLAND ENTREPRENEURSHIP INSTITUTE DIRECTOR EMERITUS

Dr. Jim Carland holds a Ph.D. in Management Policy and Systems from the University of Georgia as well as an MBA from Western Carolina University. He has held Certified Management Accountant (CMA), Certified Public Accountant (CPA) and Certified Valuation Analyst (CVA) qualifications. He has published more than 70 articles in scholarly journals, 200 articles in conference proceedings, and a dozen books. He is a distinguished scholar in the entrepreneurship discipline, with over 3,500 citations of his work in Google Scholar. Dr. Carland has taught for more than 30 years and has been the recipient of many teaching awards and recognitions. He was involved in the development and implementation of the first Master of Entrepreneurship degree program in the U.S. His work was recognized for being the best example of graduate entrepreneurship training by the USASBE in 2005. He is interested in innovation as it relates to entrepreneurship. He first proposed an inherent link in 1984 in a seminal journal article in the Academy of Management Review. That article became a major factor in the subsequent differentiation of entrepreneurs from small business owners in the literature. Subsequently, he has interviewed, surveyed, and worked with more than 2,000 entrepreneurs.

CARYN CALLAHAN, PH.D.

PROFESSOR EMERITUS

Holding a Ph.D. in East Asian Languages in Civilizations with a specialization in Japan from Harvard University, and an MBA specializing in Finance-Accounting from the University of California Los Angeles (UCLA), Dr. Caryn Callahan is a former Vice President and International Equity Analyst for Merrill Lynch Japan as well as Financial Analyst for W.R. Grace & Co. A professor of Anaheim University's Akio Morita School of Business, Dr. Callahan has also taught courses in Corporate Finance, International Business, Organizational Behavior, and Management at Chaminade University in Hawaii. Dr. Callahan was chosen as number one analyst for the Japanese consumer electronics industry by Euromoney magazine and has been quoted in the New York Times, Wall Street Journal, Business Week, and Fortune magazine.

MESSAGE FROM THE PRESIDENT

As President, it is my pleasure to welcome you to the Anaheim University global online learning community.

At Anaheim University, we offer relevant, application-based programs designed to help you, the student, make an immediate difference in your current employment or future career. If you want an affordable, high quality experience in a globally connected setting, and a diverse faculty deeply engaged in their fields and with lifetime connections to invigorate your drive for success, you are at the right place.

With our experienced faculty and staff, interactive learning environment, and the integration of traditional and innovative learning methods, Anaheim University's mission is to provide exceptional learning opportunities to students who wish to benefit from a proven learning process. Upon completion of your academic program, you will join the worldwide Anaheim University Alumni Association with the many benefits it has to offer.

On behalf of the faculty and staff of Anaheim University, I wish you success in your chosen program of study.

Welcome to Anaheim University.

Andrew Honeycutt
DBA President

About Andrew Honeycutt

Dr. Andrew E. Honeycutt, President of Anaheim University and former Dean of the Anaheim University Akio Morita School of Business, received a Doctor of Business Administration degree in Marketing from Harvard University and a Master in Business Administration degree in Organizational Behavior from Boston University. Dr. Honeycutt has served as Dean of the College of Business and Technology of Argosy University Atlanta, Vice Chairman of Edgenics, Inc. and Senior Partner of the Center for Collaborative Learning and Coaching. As a business professor and school of business administrator, he has been instrumental in the development of cooperative relationships with major companies - Colgate Palmolive, Dupont, Gulfstream Corporation, Savannah Foods, Simmons First National Bank, SC Johnson Wax, and others. His much-utilized business expertise is evidenced by his service on business and governmental advisory boards and boards of directors. He has also served on the advisory boards of the Winthrop Rockefeller Foundation (Small Business Strategic Planning), the Ewing Marion Kauffman Foundation (Entrepreneurship Education) and the National Board of Directors of SCORE.

ANAHEIM UNIVERSITY ADMINISTRATORS AND ADVISORS

ANDREW E. HONEYCUTT, DBA

PRESIDENT

Dr. Andrew E. Honeycutt, President of Anaheim University and former Dean of the Anaheim University Akio Morita School of Business, received a Doctor of Business Administration degree in Marketing from Harvard University and a Masters in Business Administration degree in Organizational Behavior from Boston University. Dr. Honeycutt has served as Dean of the College of Business and Technology of Argosy University Atlanta, Vice Chairman of Edgenics, Inc. and Senior Partner of the Center for

Collaborative Learning and Coaching. As a business professor and school of business administrator, he has been instrumental in the development of cooperative relationships with major companies - Colgate Palmolive, Dupont, Gulfstream Corporation, Savannah Foods, Simmons First National Bank, SC Johnson Wax, and others. His much-utilized business expertise is evidenced by his service on business and governmental advisory boards and boards of directors. He has also served on the advisory

boards of the Winthrop Rockefeller Foundation (Small Business Strategic Planning), the Ewing Marion Kauffman Foundation (Entrepreneurship Education) and the National Board of Directors of SCORE.

PETER LANGENBURG, J.D.

CHANCELLOR AND GOVERNMENT AFFAIRS LIAISON

Peter Langenberg, J.D. serves as the Chancellor and Government Affairs Liaison for Anaheim University. He graduated from Princeton University summa cum laude with an A.B., and the University of California, Hastings College of Law with a Juris Doctorate. Peter Langenberg lived in Japan for a number of years, speaks Japanese fluently, and is former Chair of the Los Angeles Nagoya Sister City Affiliation. Mr. Langenberg was admitted to the California Bar in 1977 and serves as Hughes, Hubbard & Reed Senior Counsel. His areas of concentration include General Commercial and Business Law; Corporate Law; Intellectual Property (Trademarks, Copyrights, Licensing); and Employment Law.

ROD ELLIS, PH.D.

VICE-PRESIDENT OF ACADEMIC AFFAIRS

DOCTOR OF EDUCATION IN TESOL PROGRAM DESIGNER

SENIOR PROFESSOR, GRADUATE SCHOOL OF EDUCATION

Dr. Rod Ellis is a distinguished professor in the field of Second Language Acquisition. Prof. Ellis received his Doctorate from the University of London and his Master of Education from the University of Bristol. A former professor at Temple University both in Japan and the US, Prof. Ellis has served as the Director of the Institute of Language Teaching and Learning at the University of Auckland and has taught in numerous positions in England, Japan, the US, Zambia and New Zealand. Dr. Ellis, who is known as a Second Language Acquisition specialist, is author of the Oxford University Press Duke of Edinburgh Award-Winning Classic "The Study of Second Language Acquisition", as well as numerous student and teacher-training textbooks for Prentice Hall and Oxford University Press. Prof. Ellis's textbooks on Second Language Acquisition and Grammar are core textbooks in TESOL and Linguistics programs around the world.

ROBERT ROBERTSON, PH.D.

DEAN OF THE AKIO MORITA SCHOOL OF BUSINESS AND PROFESSOR

Dr. Robert Robertson has more than 15 years of experience in academia as a Vice President of Academic Affairs, Dean of Business and MBA program director. He holds a Ph.D. in Management and Organization (Stirling University, Scotland); Master of Studies in Law (Vermont Law School); Master of Public Administration (Dalhousie University, Canada); a Master of Arts (Eastern Kentucky University) and a Bachelor of Science (East Tennessee State University). Dr. Robertson was selected by the United States Department of State Bureau of Educational and Cultural Affairs to the Fulbright Specialist Program. He has served as the Chief Academic Officer and Research Fellow at the University of Phoenix's Center for Workforce Diversity, Central Florida campus in Orlando, Florida. He is an invited speaker on international business, strategy, online education and workforce training; and he regularly lectures in China, Taiwan, Vietnam, Kazakhstan, Europe, Brazil and the United States. In the public sector, he has more than 20 years of management experience including serving as the City Manager for the City of Hamilton, Ontario in Canada with more than 8,500 employees and a budget in excess of one billion dollars.

DAVID NUNAN, PH.D.

PRESIDENT EMERITUS

DESIGNER, MA IN TESOL PROGRAM DIRECTOR, DAVID NUNAN TESOL INSTITUTE

David Nunan, President Emeritus, has been with the California-based institution since its founding in 1996, when he played a central part in the development of the University's ground-breaking interactive online learning system. Dr. Nunan is a distinguished linguist and author of English Language Teaching textbooks for Cambridge University Press, Oxford University Press, and Thomson Learning. In 2000, David Nunan served as President of TESOL, the world's largest language teaching association. David Nunan has served as Chair and Professor of Applied Linguistics at the University of Hong Kong since 1994 and has been involved in the teaching of graduate programs for such prestigious institutions as Columbia University, the University of Hawaii, Monterey Institute for International Studies, and many more. In 2002 Dr. Nunan received a congressional citation from the United States House of Representatives for his services to English language education through his pioneering work in online education at Anaheim University, and in 2003 he was ranked the 7th most influential Australian in Asia by Business Review Weekly.

HAYO REINDERS, PH.D.

GRADUATE SCHOOL OF EDUCATION CHAIR OF RESEARCH

Holding a Ph.D. in Language Teaching and Learning from the University of Auckland, Dr. Hayo Reinders is also Professor of Education and Head of Department at Unitec in Auckland, New Zealand. His previous positions include Head of Learner Development at Middlesex University in London, Director of the English Language Self Access Centre at the University of Auckland in New Zealand and associate professor at RELC in Singapore. He has worked with teachers from a large number of countries worldwide and has been visiting professor in Japan, Thailand, Mexico and the Netherlands. Dr. Reinders edits the journal 'Innovation in Language Learning and Teaching' as well as a book series on 'New Language Learning and Teaching Environments' for Palgrave Macmillan. He is Editor of Innovation in Language Learning and Teaching, and Convenor of the AILA Research Network for CALL and the Learner. Dr. Reinders' interests are in technology in education, learner autonomy, and out-of-class learning, and he is a speaker on these subjects for the Royal Society of New Zealand. His most recent books are on teacher autonomy, teaching methodologies, and second language acquisition.

LUKE PLONSKY, PH.D.

GRADUATE TESOL PROGRAM DIRECTOR

Luke Plonsky (Ph.D., Michigan State University) specializes in three main areas of applied linguistics and TESOL: second language acquisition, language pedagogy, and research methods. Recent and forthcoming work in these and other areas can be found in virtually all major journals in the field including Annual Review of Applied Linguistics, Applied Linguistics, Language Learning, Modern Language Journal, Second Language Research, and Studies in Second Language Acquisition and in book chapters published by Cambridge, De Gruyter, Routledge, and Wiley-Blackwell. Luke has also co-authored or edited four books including the 4th edition of Second Language Acquisition: An Introductory Course. In addition to an accomplished scholarly record, Luke has taught courses in applied linguistics/TESOL as well as English and Spanish as a second language in Spain, The Netherlands (National Graduate School of Linguistics), Puerto Rico (Caribbean University), and in the US at Michigan State University, Arizona State University, and Northern Arizona University.

YUKUO TAKENAKA, CPA

EXECUTIVE STRATEGY ADVISOR

Yukuo Takenaka is Chairman, CEO and President of the Takenaka Partners Group. Prior to forming The Takenaka Partners Group in 1989, he was a partner and National Director of KPMG Peat Marwick's Japanese practice. He also served as Chairman of Project Japan for the parent company, KPMG. A graduate of the University of Utah, Mr. Takenaka is recognized for his expertise in cross-border M&A and joint venture transactions. On both sides of the Pacific, he serves as senior advisor to companies in a wide range of industries including high technology, electronics, manufacturing, financial services and real estate. He is the author of the Japanese book, *Merger and Acquisition Strategy*.

DAVID R. BRACEY

DISTANCE LEARNING / DEVELOPMENT

David Bracey works to develop and promote the University's programs worldwide and to ensure that students of Anaheim University receive quality care and attention. A major in International Communications and Psychology, Mr. Bracey has over 18 years of experience working in Japan.

KATYA SHTRACHMAN

DIRECTOR, STUDENT SERVICES & ADMISSIONS

Katya Shtrachman is the Director of Student Services and Admissions at Anaheim University. In this role, she oversees the school's various student services tasks from admissions through completion. Prior to joining Anaheim University, Ms. Shtrachman had successfully managed programs in the higher education, not-for-profit and public administration arenas, including positions in regulatory and governing bodies in Ontario, Canada. She uses her leadership, communication, program development and policy analysis skills in her role at Anaheim University. Katya holds a Bachelor of Arts in Psychology from York University and an Honors Diploma with a Business specialization from Seneca College in Toronto, Canada.

POLICIES AND PROCEDURES

All administrative policies and procedures are contained in the Policies and Procedures Catalog. Click here to download the university's policies and procedures:

<https://anaheim.edu/images/catalogs/AU-policiesandprocedures-1701.pdf>

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.

FACILITIES, EQUIPMENT AND TECHNOLOGICAL REQUIREMENTS

Anaheim University is an online institution, and all instructional equipment and materials must be provided by the student. Equipment includes: access to a computer and internet.

The course management system used by Anaheim University is Moodle. Moodle 4.05 is compatible with any standards-compliant web browser, including Google Chrome, Mozilla Firefox, Safari, and Microsoft Edge. Moodle is also available on mobile device browsers through MobileSafari and Google Chrome.

Please note that older "legacy" browsers have compatibility issues with Moodle 4.05. These older browsers include Internet Explorer 10 and below, and Safari 7 and below. For the best experience and optimum security, we recommend that you keep your browser up-to-date. <https://whatbrowser.org>

Graduate-level students attend their live classes using the software Zoom. To attend the Zoom live sessions, students will need access to the following:

- Computer or mobile device. To find out the system requirement to operate Zoom, please follow the link below:
 - <https://support.zoom.us/hc/en-us/articles/201362023-Zoom-system-requirements- Windows- macOS-Linux>
- An internet connection – broadband wired or wireless (3G or 4G/LTE)
- Speakers and a microphone – built-in, USB plug-in, or wireless Bluetooth
- A webcam or HD webcam - built-in, USB plug-in, or:
 - An HD cam or HD camcorder with a video-capture card
 - Virtual camera software for use with broadcasting software like OBS or IP cameras.

ENGLISH PROFICIENCY REQUIREMENTS

English language services are not provided. Non-native English speakers must demonstrate college-level proficiency in one of the following ways.

- Degree from an accredited institution where English is the primary language of instruction.
- Transcript from an accredited institution indicating completion of at least 30 semester hours of credit where the language of instruction was English ("B" average for Ed.D, Masters, Graduate Programs & Graduate Certificates; "C" average for TESOL Certificate, Teaching English to Young Learners Program or TESOL Undergrad).
- Transcript from an accredited institution indicating a "B" or higher in an English composition class (Ed.D, Masters, Graduate Programs & Graduate Certificates); "C" or higher for TESOL Certificate, Teaching English to Young Learners Program or TESOL Undergrad.

- A minimum TOEFL score of 550 PBT / 213 CBT/ 80 iBT (Ed.D); 530 PTB / 197 CBT / 71 iBT (Masters, Graduate Programs & Graduate Certificates); 500 PBT / 173 CBT / 61 iBT (TESOL Certificate, Teaching English to Young Learners Program or TESOL Undergrad).
- A minimum TOEIC score of 800 (Ed.D, Masters, Graduate Programs & Graduate Certificates); 625 (TESOL Certificate, Teaching English to Young Learners Program or TESOL Undergrad).
- A minimum IELTS score of 6.5 (Ed.D, Masters, Graduate Programs & Graduate Certificates); 6.0 (TESOL Certificate, Teaching English to Young Learners Program or TESOL Undergrad).
- A minimum PTE (Pearson Test of English Academic Score Report) of 58 (Ed.D); 50 (Masters, Graduate Programs & Graduate Certificates); 44 (TESOL Certificate, Teaching English to Young Learners Program or TESOL Undergrad).
- A minimum BULATS Level 3 (60), accepted only for Cultura Inglesia in Brazil.
- A minimum grade of Level 3 on the ACT COMPASS's English as a Second Language Placement Test.
- A minimum grade of Pre-1 on the Eiken English Proficiency Exam.
- A minimum B1 English proficiency level identified within the Common European Framework of Reference (CEFR) Standards and assessed through various ESOL examinations, including the University of Cambridge.

The language of instruction at Anaheim University is exclusively English.

NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION

The transferability of credits you earn at Anaheim University is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the Master of Business Administration degree you earn in the Anaheim University Akio Morita School of Business is also at the complete discretion of the institution to which you may seek to transfer. If the credits or degree that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason, you should make certain that your attendance at this institution will meet your educational goals.

This may include contacting an institution to which you may seek to transfer after attending Anaheim University to determine if your credits or degree will transfer.

ACCEPTANCE OF CREDITS EARNED AT OTHER INSTITUTIONS

Anaheim University will accept up to two (or three, for a DBA) graduate semester classes or the equivalent in units (6 units for an MBA or ME, 8 units for MA TESOL, MFA or Ed.D, 9 units for a DBA) awarded by another institution toward a Masters or Doctoral degree at Anaheim University. The entering student will be required to clearly demonstrate the equivalency of a transfer course through relevant documents (syllabus, catalog, course outline) and justify its acceptance through petition. No course will be considered for transfer with a grade lower than a "B" or its equivalent. Petitions are directed to the specific Dean or Director for the affected program. There is a fee of \$75 per graduate course, and the overall program cost will be adjusted to reflect credit for the approved class(es). All petitions for transfer credit must be submitted as part of the student's initial application to the University. Credits awarded as part of another degree will not be accepted for transfer. Anaheim University has not entered into an articulation or transfer agreement with any other college or university.

EXPERIENTIAL CREDIT

Anaheim University will not extend credit for prior experiential learning to any student.

ATTENDANCE

Anaheim University students participate in a weekly discussion forum in which they must contribute regular substantive posts to the discussion questions. In addition, all degree students must participate in the scheduled Real-Time Online Classes for each course. Business courses include two online classes within the six-week term; students are expected to attend both sessions and must make arrangements with the professor for make-up work if they are unable to attend a session. TESOL and MFA degree courses include eight online classes within the nine-week term; students are expected to attend at least six of the sessions. Students are expected to utilize their webcams during their live classes regularly throughout their program. In addition to providing a more interactive learning environment, use of webcams will also allow Anaheim University to complete student identity verification in line with accreditation requirements. Periodically during the program, Anaheim University will request a student to turn on his/her webcam for this purpose. In addition to the assigned course assessments, students are graded on participation in the discussion forum and online classes. A student is considered to have dropped a course if s/he fails to attend classes for a three-week period or fails to submit three consecutive lessons.

CONTINUOUS ENROLLMENT

All degree, diploma, and certificate students are required to keep active status from the date of commencement of their first course through the final course in their program by being enrolled and meeting all academic requirements, and financial obligations. Students are required to enroll in a course every time a course that is needed for their program completion is offered. Students completing theses, research portfolios, final capstone projects, or dissertations must remain enrolled each term until their program requirements have been completed in their entirety and they have received final written approval on the completion of their thesis, research portfolio, final capstone project, or dissertation.

Any student who discontinues their studies with the University for one or more terms may be dismissed from their program. Students who have been dismissed from a program and wish to resume their studies at a later date must re-apply for admission to the program. Prior enrollment does not guarantee acceptance to any program and will require permission from the Office of Academic Affairs, the Registrar's Office, and the Office of Financial Affairs. Students re-enrolling will go through the entire enrollment process again and may be subject to new entrance, financial and academic requirements as well as a review of their progress to date. Enrollment limitations as well as new policies and procedures could result in the student not being accepted, or affect the length and cost of the program.

The above policy does not apply to students who are on active military duty or who are on approved Medical Leave of Absence. Students on active military duty who have to temporarily suspend their studies due to service requirements will not incur any financial penalties during their leave or upon their return. Students who are deployed during their program will need to provide Student Services with a confirmation of their deployment and their planned return date. If students need to take a short-term leave due to service requirements during a course, they should contact their course professor and Student Services for appropriate accommodations.

FINAL GRADES

Final Grades are submitted two weeks after the final day of the course. Students are notified of their final grades by email once the grades have been submitted. Students who have been approved for an extension will be notified of their final grades once all terms of the extension have been met.

VISA STATUS

Anaheim University does not provide visa services but can provide a letter verifying a student's active status upon request.

HOUSING

As Anaheim University programs are conducted online, regardless of where the student resides, the University does not have dormitory facilities under its control and does not provide housing or dormitory facilities.

STATE LICENSURE

The programs at Anaheim University are not designed to lead to positions requiring licensure in this state.

PLACEMENT SERVICES

Anaheim University does not offer placement services.

GRADUATE EMPLOYMENT DATA

Anaheim University Master's-level business graduates self-report that they are employed in the following fields: Marketing Director, Account Manager, Managing Director of the Americas, Project Development Director, International Logistics Manager, Chief Executive Officer, Chief Financial Officer, Chief Innovation Officer, Group Chief Sustainability Officer, Quality and Environment Coordinator, Associate Account Executive, Director of Content, Director of Business Optimization, Senior Staff Accounting, Senior Manager, Deputy Manager, Product Cost Management Group Manager, Operations and Maintenance Manager, Environmental Consultant, Director of Business Consulting Services, Associate Professor, Regional Commodity Manager, Director of Strategic Accounts, Environment Division Manager, IT Manager, Risk Consultant, Business Analytics Manager, Renewable Energy Specialist.

FINANCIAL AID

Anaheim University does not participate in federal or state financial aid programs.

STUDENT TUITION RECOVERY FUND

It is a state requirement that a student who pays his or her tuition is required to pay a state-imposed assessment for the 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, 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833, (916) 431-6959 or (888) 370-7589. To be eligible for STRF, you must be a California resident or enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.
2. You were enrolled at an institution or a location of the institution within the 120 day period before the closure of the institution or location of the institution, or were enrolled in an educational program within the 120 day period before the program was discontinued.
3. You were enrolled at an institution or a location of the institution more than 120 days before the closure of the institution or location of the institution, in an educational program offered by the institution as to which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.
4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.
5. The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law, or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.
6. You have been awarded restitution, a refund, or other monetary award by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, but have been unable to collect the award from the institution.
7. You sought legal counsel that resulted in the cancellation of one or more of your student loans and have an invoice for services rendered and evidence of the cancellation of the student loan or loans. To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF. A student whose loan is revived by a loan holder or debt collector after a period of noncollection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed a written application for recovery within the original four (4) year period, unless the period has been extended by another act of law. However, no claim can be paid to any student without a social security number or a taxpayer identification number.

MEDICAL LEAVE OF ABSENCE

The Petition for Medical Leave form must be submitted within 30 days from the start of the course for which the medical leave is being applied. The maximum period of a leave of absence is one (1) term per leave. Students may apply for a maximum of four (4) leaves of absence for medical reasons throughout their degree program, and students in non-degree programs may apply for a maximum of one (1) leave of absence for medical reasons. Each leave of absence equals one (1) term and requires a separate petition which must be approved by the University's administration. Only students in good academic and financial standing will be considered for approval of leave. Medical issues requiring more than four (4) leaves of absence must be approved in writing by the university's administration. Students taking a medical leave of absence during the dissertation, thesis, research portfolio, or capstone project phase, will not have access to advisor/professor resources until they resume their studies. Program structure and requirements for completion are subject to change during the period of medical leave. The [Petition for Special Medical Leave of Absence Form](#) can be downloaded from the University website and requires a licensed physician's signature.

STUDENT CANCELLATION, WITHDRAWAL, AND REFUND RIGHTS

The student has the right to cancel an enrollment agreement in any manner through the first day of the course, or the seventh day after signing the enrollment agreement, whichever is later (the "Cancellation Period"), and obtain a full refund of all monies paid. Students canceling after the seven-day Cancellation Period will receive a refund of all amounts paid, less the non-refundable registration fee of \$100 and the non-refundable application fee of \$75 (for

graduate programs) or \$50 (for undergraduate programs).

The written notice of cancellation may be given by e-mail, fax, or postal service (in which case, the effective date begins when the letter is deposited in the mail properly addressed with postage prepaid). The "Official Notice of Withdrawal" form can be downloaded from the University website.

For the purposes of determining the student's obligation for the time attended, the student will be considered to have withdrawn from the program when any of the following occurs, unless the Dean or Program Director determines a different course of action:

- The student notifies the school of the withdrawal.
- The school terminates the student's enrollment.
- The student fails to attend classes for a three-week period. In this case, the date of withdrawal will be the last date of attendance.
- The student fails to submit three consecutive lessons or fails to submit a completed lesson required for home study or correspondence within 60 days of its due date.
- The student has not responded to communication in any form from the University for four months.
- Students who have been withdrawn from their program for any of the above reasons may be required to submit a new application (and all applicable fees) if they wish to continue. Tuition for all courses is refunded based on the number of weeks completed.

<i>For Courses Lasting 6 Weeks</i>	Percentage of Refundable Tuition	Sample Calculation Based on \$1,700 tuition for a 6 Week course
Week 1 (days 0 - 7)	100% of tuition refunded	Refund: \$1,700 (100% of \$1,700)
Week 2 (days 8 – 14)	70% of tuition refunded	Refund: \$1,190 (70% of \$1,700)
Week 3 (days 15 – 21)	40% of tuition refunded	Refund: \$. 680 (40% of \$1,700)
Week 4 (days 22 – 28)	20% of tuition refunded	Refund: \$. 340 (20% of \$1,700)
Weeks 5 - 6	0% of tuition refunded	Refund: \$0

If a student obtains a loan to pay for an educational program, the student will have to repay the full amount of the loan plus interest, less the amount of any refund, and if the student receives federal student financial aid funds, the student is entitled to a refund of the moneys not paid from the federal financial aid funds. If the student paid for his/her entire program at the time of enrollment and received the 10% tuition discount for payment in full, the regular course tuition will be used in the calculation of the refund since the discount will no longer apply. All monies due the student will be refunded within 30 days of the notice of cancellation.

If the student has been approved for a monthly payment plan, Anaheim University will calculate the total amount of tuition and fees owed to the University based on the number of courses taken, and compare this amount with the total amount the student has paid up to the date of their withdrawal. Any amount paid over the total amount of tuition and fees will be refunded to the student. If there is a balance due, the student will be responsible for the remaining amount.

STUDENT PRIVACY

Anaheim University makes every effort to protect student privacy. Student records are stored in secure, locked, fire-proof facilities which have restricted access and a motion sensor alarm security system. The university's online course management system maintains strict data security protection in addition to user authentication and virus scanning. Cloud storage of back-up records is protected by a two-step verification process in addition to the highest standards in

SSL browser encryption.

All transcripts are issued in compliance with the Family, Educational Rights and Privacy Act of 1974 (section 438 of Public Law 93-380), and information contained in the transcript is not released to a third party without the written consent of the student. If a student requests the release of any information from his/her file, the student must submit the request in writing to the Registrar.

RETENTION OF STUDENT RECORDS

Student records are stored in secure, locked, fire-proof facilities which have restricted access and a motion sensor alarm security system. The university's online course management system maintains strict data security protection in addition to user authentication and virus scanning.

Cloud storage of back-up records is protected by a two-step verification process in addition to the highest standards in SSL browser encryption. Anaheim University retains all student records and transcripts indefinitely. A student or graduate can request information by contacting the University at its offices.

STUDENT GRIEVANCE PROCEDURES

Anaheim University places great emphasis on putting the educational experience of its student body as the first priority of its administration, faculty, and staff. In line with this "Students First, Always" policy, the University seeks to continuously improve the educational experience of its students, including the quality of academics, learning resources, online learning system, and Student Services. Students may always provide feedback, seek assistance, and express grievances in person, in writing, by phone, by email, or by live chat/Skype sessions. Formal grievances/complaints must be submitted in writing, either by mail or email, to Student Services. Written complaints may be sent by email to support@anaheim.edu or mailed to Anaheim University Admissions Office, 1240 S. State College Blvd Rm 110, Anaheim, CA 92806, USA.

Anaheim University defines a complaint as a formal statement made in writing that outlines a specific grievance which is interfering with the student's perceived ability to succeed in their chosen program of study. Once a complaint is received, it will be directed to the appropriate department and the individual responsible for overseeing that department. Grievances that cannot be resolved by the department will be referred to the Vice President of Administrative Affairs or the Office of the President. All formal grievances/complaints will receive a response within 10 days of the University receiving the complaint.

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

Any questions or problems concerning this school which have not been satisfactorily answered or resolved by the school should be directed to the Bureau for Private Postsecondary Education at P.O. Box 980818, West Sacramento, CA 95798-0818. Phone: (888) 370-7589. Fax: (916) 263-1897, or the Distance Education Accrediting Commission (DEAC) at <https://www.deac.org/Student-Center/Complaint-Process.aspx>

BANKRUPTCY CODE DISCLOSURE

Anaheim University does not have a pending petition in bankruptcy, nor has it filed a petition within the preceding five years. Anaheim University is also not operating as a debtor in possession, and it has not had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code.

HOW TO CONTACT ANAHEIM UNIVERSITY

President Dr. Andrew Honeycutt	president@anaheim.edu
Chief Communications Officer	online@anaheim.edu
Vice President of Administrative Affairs	vpadmin@anaheim.edu
Student Services	support@anaheim.edu
Registrar	registrar@anaheim.edu
Technical Support	techsupport@anaheim.edu

ANAHEIM UNIVERSITY OFFICE OF ADMISSIONS

Hours of operation: Monday - Friday 9 a.m. to 6 p.m. (Closed major U.S. holidays)
1240 S. State College Blvd., Room 110 Anaheim, CA 92806-5150 USA

Toll-Free:	1-800-955-6040
Tel:	714-772-3330
Fax:	714-772-3331
Email:	admissions@anaheim.edu

OFFICERS: ANAHEIM UNIVERSITY, INC.

Andrew E. Honeycutt, DBA	CEO, Director
Elaine Parker-Gills, Ed.D.	Secretary, Director
David Bracey	CFO, Director

BUSINESS ADVISORY COUNCIL

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Robert E. Garrity, M.S.	Voting Member

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at P.O. Box 980818, West Sacramento, CA 95798-0818.
(888) 370-7589 or by fax (916) 263-1897
(916) 574-8900 or by fax (916) 263-1897
Website: www.bppe.ca.gov
Questions may also be directed to the Distance Education Accrediting Commission (DEAC) at www.deac.org

Anaheim University Office of Admissions

1240 South State College Blvd. Room 110 Anaheim, CA 92806 USA

Tel: 714-772-3330

Fax: 714-772-3331

E-mail: admissions@anaheim.edu

www.anaheim.edu

Anaheim University is accredited by the Distance Education Accrediting Commission (DEAC)

1601 18th St. NW, Suite 2, Washington D.C. 20009 USA (202) 234-5100 <http://www.deac.org>