



Los Angeles
International
University

General Catalog
October 13, 2015 - August 12, 2016

General Catalog

2015-2016



Los Angeles International University

16001 Ventura Blvd. Suite 102, Encino, CA 91436

Phone: (818) 921-7733 Fax: (866) 211-2294

www.laiu.us

Table Of Contents

Table Of Contents	3
Introduction	4
Rules and Regulations	7
Tuition & Fees	16
BA in Business Administration	18
Undergraduate Course Descriptions	26
MA in Business Administration	35
Graduate Admissions	41
Graduate Course Descriptions	43
Doctoral Programs	50
Doctoral Course Descriptions	56
Faculty and Qualifications	59
Academic Regulations	61

Introduction

A founding principle of LAIU is that a quality education should not be restricted only to those who can afford attending University campuses. In that respect, LAIU welcomes students who would not normally have the financial means to complete a higher-education degree program.

LAIU will provide its students with the programs, knowledge base, and skills, required for expertise and overall performance in the international world of business and management. The University's policy is to develop students with personal values of honesty, integrity, non-complacency, efficiency, loyalty, commitment to excellence, and lifelong citizenship. The integration of cognitive/intellectual skills along with social values results in well-rounded professionals who are both accomplished and successful people, and who are prepared to substantially contribute to a better and more humane society.

Mission Statement

The central mission of Los Angeles International University (LAIU) is to provide quality academic undergraduate and graduate programs in key fields of business administration. These programs will emphasize not only a cutting edge curriculum reflecting the most recent developments in each field, but strive to develop well-rounded students who are culturally aware, ethically sound, and capable of representing their field well in the broader community of which they are a part.

LAIU is dedicated to providing students with the academic foundation, key skills, and attributes necessary to enable well-earned and satisfying careers in their chosen field.

The core mission also includes producing graduates

who are informed and contributing members of their professional and civic community.

Los Angeles International University will:

1. Provide degree programs and courses of the highest academic standards. It will do so by:
 - A. Maintaining a competent and well-qualified faculty.
 - B. Offering quality programs and courses.
 - C. Having a rigorous student admission process.
 - D. Providing practical and beneficial educational student services.
 - E. Maintaining and demonstrating student satisfaction and success.
 - F. Maintaining the financial capability to deliver high-quality educational services.
 - G. Marketing educational services in an honest and ethical manner.
2. Encourage useful academic research.
3. Encourage cross-cultural experiences of practical value. The practical application of business principles and methods relevant to the student's culture and economic system will also be emphasized.
4. Continuously evaluate all education programs offered. Institutional, faculty, and student evaluations, as well as probable evaluations of an advisory group will provide continuous assessment and improvement of program offerings.

5. Encourage student professional growth and continuous education. This will be accomplished by thoroughly acquainting students with a firm foundation and structure for learning coupled with on going quality sources of information and developments within the field of study.

Being an online institution with an international student clientele, with a culturally diverse faculty which will nevertheless adhere to institution-wide expectations of excellence, LAIU will have community-wide impacts across the globe. Students will impact their various communities with the learning acquired to enhance the business and economic sectors both where they live and in the communities touched by their business endeavors.

Legal and Licensing Status

Los Angeles International University Los Angeles (LAIU), California USA is a privately owned, for-profit LLC, registered in the State of California, USA. LAIU awards bachelor's and master's degrees.

On August 30, 2011 the California Bureau for Private Postsecondary Education granted LAIU a license to operate as a post-secondary academic institution. Approval to operate means compliance with state standards as set by the state.

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.

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 www.bppe.ca.gov

Phone: (916) 431-6959

Fax: (916) 263-1897

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).

Although LAIU is licensed and approved to operate as a private degree granting institution by the BPPE, it is not accredited by an accrediting agency recognized by the United States Department of Education

LAIU Objectives

1. Develop both theoretical and practical knowledge in areas of study needed for competent and successful performance.
2. Develop creative, original, and constructive knowledge required for successful performance in business and management.
3. Develop communication skills for advanced information technologies, collaborative communication channels, and decision making strategies.
4. Develop communication skills with professional clients and customers.

5. Develop criteria for measurement of personal trust, honesty, and accountability in the professional and social environment of operations.

6. Develop criteria for measurement of productivity and client satisfaction.

7. Develop a work and business culture that reflects equality between genders, races, ethnicities, different sexual orientations and the elimination of sources of discrimination.

Online Education

Academic units earned through online courses are recognized and accredited by most colleges and Universities as equivalent to units earned through on-campus courses.

Course requirements include watching Audio/Video Lectures; reading assigned books and outlines; writing and submitting essays on assigned topics, and taking quizzes, midterms and final examinations.

Students will use the Course Connect and Open Class Internet based course management system and technology platform to access course material, and to collaborate and communicate online with fellow students and faculty members. They will participate in online “real-time” chats, and have access to an electronic library. Faculty members are available to all students for course-specific questions, discussions and reviews via the school’s Online Discussion Boards and through E-mail. Instructors must respond to all assignments, E-mails, and projects within 7 days.

Students writing a thesis will be required to author a treatise of publication quality with a required minimum number of words and footnotes for eventual submission to the school. They will choose a

focused topic with approval of faculty and then do all of the creative work, as well as prepare an outline and develop a specific research methodology for purposes of being able to eventually compose the paper.

This will all be done with guidance from the school’s faculty. Research assignments involving the use of Internet electronic libraries will be used to assist students in perfecting proper and effective research techniques. They will present memoranda and receive feedback on their research, proper writing format and English language usage.

A founding principle of LAIU is that a quality education should not be restricted only to those who can afford attending University campuses. In that respect, LAIU welcomes students who would not normally have the financial means to complete a higher-education degree program.

LAIU will provide its students with the programs, knowledge base, and skills, required for expertise and overall performance in the international world of business and management. The University’s policy is to develop students with personal values of honesty, integrity, non-complacency, efficiency, loyalty, commitment to excellence, and lifelong citizenship. The integration of cognitive/intellectual skills along with social values results in well-rounded professionals who are both accomplished and successful people, and who are prepared to substantially contribute to a better and more humane society.

All courses will be delivered via the Course Connect and Open Class Learning Management System (LMS).

Rules and Regulations

Admission Requirements

Undergraduate admission requires either a high school diploma or its GED equivalent. There may be circumstances where an applicant's primary language skills are not well developed with respect to the language of instruction (English). In this event the Test of English as a Foreign Language (TOEFL) will be required. The passing score will be that score documented or validated by the test provider and presented as a matter of record by the applicant. A score of 500 minimum is required.

LAIU does not provide any English language services.

Transferring Credits To LAIU

Transfer credit may be allowed from other approved or accredited postsecondary institutions for admission to undergraduate programs. In compliance with California requirements, up to 75% of units required for successful completion of a LAIU program may be transferred in from an approved or accredited institution. LAIU will not accept experiential credit or any other non-academic achievements in transfer for a BBA or MBA. For DBA/Ph.D, see page 51.

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

LAIU does not provide any English language services.

Evaluation

Students are evaluated using the common American grading system:

Grade	GPA	Description
A	4.00	Outstanding

Grade	GPA	Description
A-	3.67	Very Good
B+	3.33	Very Good
B	3.00	Good
B-	2.67	Good
C+	2.33	Satisfactory
C	2.00	Satisfactory
C-	1.67	Passing, yet unsatisfactory
D	1.00	Barely passing
F	0.00	Failure to pass
I	N/A	Incomplete
W	N/A	Withdrawal

An "I" represents an Incomplete grade; it is given for a course in which a student has not completed all course requirements and the course instructor has agreed to extend the deadline for submission of the required coursework. All incomplete coursework must be completed and delivered to the instructor, or to his or her designated representative, no later than four-weeks after the final day of the term in which the course was taken. The instructor will take such work into consideration in determining the student's final grade.

Graduate See page 47.

Attendance

Students must maintain successful attendance and a record of participation in the course. Each student is expected to attend and participate in every online class session in which they are enrolled. Attendance will be recorded during each class.

Absenteeism may result in a warning, suspension, or

dismissal. LAIU will require a minimum attendance of at least 80% of all classes in order to complete a course. Individual instructors, however, can require a higher standard in their classes. Individual instructors will determine warning, suspension, and dismissal thresholds within this basic guideline.

Any work missed must be made-up within the basic policy for attendance set forth by the instructor. Individual instructor policies must operate within the LAIU standard for attendance. Students are responsible for all make-up work as a result of any missed classes. It is the student's responsibility to contact the appropriate faculty member(s) concerning possible make-up work. Make-up work will be at the discretion of each instructor.

It will be the student's responsibility to inform their instructor after class if they arrive after attendance is recorded.

Absence or lack of participation of 29 consecutive days without notification will result in an assumption of student withdrawal.

Tardiness

The program of instruction at LAIU is both synchronous and asynchronous. Therefore there will be instances where it is possible, even with web-based instruction, for a student to be tardy.

LAIU is a serious educational program designed to maximize every moment of instruction and interaction between student and the faculty. Faculty takes the program of instruction very seriously, and it is expected that the student will do so as well. At the same time that students benefit from the highly individualized instruction, the success of the program as well as the student is dependent on maximizing the demanding skills learned and applied during the program of instruction.

Students will receive a warning and reminder of

this policy after each of the first three instances of excessive tardiness. Students will log on during an online course synchronous instruction format. Excessive tardiness is defined as logging on to a course while being instructed more than fifteen minutes after instruction commences.

The faculty will determine what constitutes a valid excuse for tardiness. The general rule will be whether a reasonable person in similar circumstances would be in a position to arrive ready for instruction at the appointed time.

LAIU reserves the right to dismiss a student for excessive tardiness.

Dismissal and Suspension

LAIU reserves the right to suspend or terminate any student whose conduct is deemed inappropriate and disruptive to instruction. Such conduct includes: excessive absences or tardiness; failure to maintain satisfactory progress; inappropriate behavior toward another student or staff member; failure to abide by school rules and regulations; failure to meet financial obligations; any other conduct deemed sufficiently disruptive of instruction so that, in the estimation of the instructor and the CAO/CEO, continued instruction is not a reasonable or constructive proposition.

Students who have been suspended may request reinstatement in writing to the CAO/CEO after a period of no less than thirty days from the date of suspension. Students who have been terminated may request reinstatement or readmission no less than six months from the termination date.

Dropout and Leave of Absence

Students may initially request orally or in writing to drop out of the program or to receive a grant of a leave of absence for sufficient reasons as determined

by the instructor. If such a request is communicated orally, it shall be requested in writing prior to approval by the instructor. This will be for the purpose of documenting the student record.

A student may request and be granted a Leave of Absence in exceptional circumstances wherein it is determined to be impossible or unlikely that the student will be able to maintain attendance or satisfactory progress for a given period of time. A Leave of Absence may be granted for sufficient cause by written petition to the instructor. The CEO or CAO will discuss the situation with the instructor, and, with benefit of the instructor's recommendation, authorize a Leave of Absence of no more than three months.

Any situation requiring a student absence or suspension longer than three months will necessitate the withdrawal of the student and any appropriate refunds.

Under no conditions will a student be permitted a leave of absence for more than a three month period. If a student needs to discontinue the program of instruction for a period of more than three months, the student will receive a refund of paid tuition according to the refund policy and must thereafter be readmitted to the program.

Re-admission to the program will be at the sole discretion and under conditions determined as appropriate and necessary by the CAO, subject to the overall Leave of Absence Policy as set forth above. The primary governing factor for re-admission will be the passage of time since the student was last in the program, and the instructor's estimate of student progress and capability, and the satisfaction of financial requirements.

Non-discriminatory Policy

Los Angeles International University accepts and enrolls students based on scholarly merit and

technical qualifications specified in this catalog, regardless of race, ethnicity, nationality, religion, gender, age, sexual orientation, or veteran status. LAIU strives to maintain a diverse and thriving academic environment for our students and faculty and is an equal opportunity employer, complying with all federal, state, and local laws.

Withdrawal and Refunds

You have the right to withdraw from a course of instruction at any time. It is preferred that a notice of withdrawal be made in writing to the address of the school shown on the first page of this Agreement. But please be advised that a constructive withdrawal of a student may also be made by the school. Such a withdrawal will be determined to have occurred, if in the estimation of the school and instructor, the student is non-participating for a period of at least 29 days of instruction.

If a student is non-participating during a course of instruction for a period of at least 29 days, LAIU can and will constructively withdraw the student as of the 30th day after at least two notices to the student requesting an explanation for their non-participation.

If a student wishes to withdraw from the institution or a course of instruction, the student must provide written notice to the main office of the school as shown on the top of their enrollment agreement. Any refund due will be calculated based on the date of receipt at the main location of LAIU.

When a student withdraws from any course or courses by filing a formal withdrawal notice refund of tuition will be made according to the 60% pro rata refund schedule as described above. The refund schedule or calculation applies to tuition. All fees are non refundable.

If you cancel this Agreement, the school will refund any money that you paid, less any non-refundable

charges , any amount paid for an application fee or deposit, not to exceed \$250, and deduction for equipment not timely returned in good condition, within 45 days after your Notice of Cancellation is received.

Note: For academic information about withdrawal see page 57 .

Refund Policy

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

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

Distance Education Specific Provisions for Instruction Not in Real Time:

An institution offering a distance educational program where the instruction is not offered in real time must transmit the first lesson and any materials to any student within seven days after the institution accepts the student for admission. The student has the right to cancel the agreement and receive a full refund as described above before the first lesson and materials are received. Cancellation is effective on the date written notice of cancellation is sent. If the institution sent the first lesson and materials before an effective cancellation notice was received, the institution shall make a refund within 45 days after the student's return of the materials.

An institution must transmit all of the lessons and other materials to the student if the student has

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

Notice Regarding Transferability of Credits and Credentials Earned at Our Institution

The transferability of credits you earn at Los Angeles International University (LAIU) is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the units or degree is also at the complete discretion of the institution to which you may seek to transfer. If the degree that you earn at this institution is not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending LAIU to determine if your units or degree will transfer. For the current academic year, LAIU has not entered into an articulation or transfer agreement with any other college or university.

Students' Right To Cancel

Any student has the right to cancel his or her 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.

Cancellation shall occur when you give written notice

of cancellation at the address of the school shown on the top of the first page of the Enrollment Agreement. Please send the notice of cancellation addressed to:

Los Angeles International University
16001 Ventura Blvd. Suite 102
Encino, CA 91436

If you cancel this Agreement, the school will refund any money that you paid, less any non-refundable charges and deduction for equipment not timely returned in good condition, within forty-five days after your Notice of Cancellation is received.

Bankruptcy

The State of California requires that we inform students whether Los Angeles International University has a pending petition in bankruptcy court, is operating as a debtor in possession, or has filed a petition within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code. Please be advised that none of these circumstances has occurred.

Placement Services

LAIU will not guarantee any employment or specific jobs upon completion of any degree program. Instructors, in response to student questions, may offer general suggestions and references for locating employment in the field.

However, LAIU will make no representations about guaranteed or likely placement with an employer upon completion of any of its programs.

A very high percentage of students are typically already employed in the field of business. In addition,

the degree program offerings are in the business field, a very broad sector filled with potential employment for students upon graduation.

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

Facilities and Equipment

There will be only one main facility for this distance learning institution through which instruction will occur. As such, its facilities are actually and primarily strong and reliable Internet resources. LAIU has retained the services of an IT administrator who also possesses a degree in education.

For administrative services, LAIU has a fully equipped office including computer, phone and fax, copier and secured filing cabinets. This office, located in Encino, California at the address shown on the top of student enrollment agreements, is centrally located, offers free parking, and is handicap accessible.

Students need access to the internet with a computer operating system that has a modern internet browser. LAIU will support many of the most popular browsers including Internet Explorer, Firefox, Safari, Opera, Mozilla, Netscape or Camino. A software compatibility test page will be provided for students to ensure that their system supports all the necessary features that LAIU requires. Further information, support and links will be provided to students if their computer system lacks needed components.

It cannot be said that there is any significant equipment other than the server for LAIU. The server will be an advanced Intel blade server (Quad 3440 2.53 GHz processor) monitored 24/7, audited regularly for security concerns, scanned regularly for viruses, and backed up nightly. It will provide 500 GB of disk space, 8 GB RAM and 10 TB of bandwidth, all

in support of LAIU technology requirements.

Library and Information Resources

LAIU is a distance learning institution. As such, its library holdings consist of relevant Internet websites and portal access provided for students.

Upon registration students are provided access to the learning platforms utilized for instruction. Students, upon registration, will receive a username and password for access to any one or a number of databases suitable for LAIU programs. Student access will be 24/7.

At certain points in the typical program of instruction students may also access and participate in a forum or videoconference hall.

Pearson Learning Management Systems (Course Connect and Open Class), will be utilized including, of course, all the relevant software needed to make it run on a Windows platform. The standard or core packages for Course Connect and Open Class are maintained by core developers and typically updated on a weekly basis.

LAIU has partnered with the leading educational and resource provider services to guarantee the outmost quality and most comprehensive education offered in the online learning environment. LAIU's courses are developed and delivered by **Pearson Higher Ed**, www.pearsonhighered.com, one of the world's leading international educational publishing and technology companies.

LAIU students will benefit from our partnership with **L.I.R.N.**, <http://www.LIRN.net/>. The LIRN® virtual library provides students with millions of peer-reviewed and full-text journal, magazine, and newspaper articles, e-books, podcasts, audio, and video resources to support their academic studies. Students will have access to two leading e-libraries:

ProQuest - A leading provider of data and information

for research and academic libraries. It contains a huge archive of texts, articles, essays, periodicals, and other research more than suitable for each course and program offered at LAIU. The open courseware instructional packages are appropriately utilized for instruction in the proposed disciplines or subject areas. <http://www.proquest.com>.

Gale® - A company best known for its full-text magazine and newspaper database Gale/InfoTrac Title Lists and other online databases accessible from schools and libraries. <http://www.gale.cengage.com>

As a final note, instructors working for LAIU are all experienced with online education and will be fully prepared to contribute their own instructional materials to the curriculum

The library resources as described above are more than sufficient to support the instructional needs of anticipated or projected students

Student Services

In addition to the Learning Management System and related software regularly utilized by academic research institutions, LAIU will provide students with experienced and knowledgeable faculty for expert guidance through their program of study.

As a distance learning institution, LAIU will not have a brick and mortar presence except for a small office in Encino, California. As such, no housing is needed. No visa or housing will be provided.

Faculty and staff are ready to assist students to address any need.

Students will enjoy expert and responsive assistance with any computer technology issues through the IT department.

Students will also periodically participate in a forum or video conference hall.

There is a considerable amount of “academic counseling” built into this program. Students will inevitably glean a considerable amount of practical and useful information from the instructor during instruction. LAIU carefully balances and integrates theory with practical content and processes in order to considerably shorten the student’s learning curve.

Academic counseling is provided by or through instructors as well as the CEO or CAO on occasion.

LAIU will not guarantee any employment or specific jobs upon completion of any degree program. Instructors, in response to student questions, may offer general suggestions and references for locating employment in the field.

A very high percentage of students are typically already employed in the field of business. In addition, the degree program offerings are in the business field, a very broad sector filled with high levels of employment opportunities for students upon graduation.

Student Rights and Grievances

Students at LAIU enjoy all the rights and privileges mentioned elsewhere in this catalog, including the right to cancel or withdraw, the right to a reasonable refund in such circumstances, and the privileges associated with being a student at the school.

However, it is recognized that, even with a favorable ratio of instructors to students, a dispute may arise with respect to the instruction or a school policy or practice that a student perceives as unfair or damaging.

A student may lodge a complaint orally or in writing

to the instructor at the address of the school or at the email address of the instructor. The instructor, upon receipt of a complaint, will attempt to resolve the issue(s) directly with the student.

If the student complaint is not resolved within a reasonable period of time, for example within three to five days, or prior to the need for the student to lodge the complaint again, the instructor will advise the student that the complaint must be provided in writing if it hasn’t been already. At that point, the instructor will provide the student with a written summary of the official complaint policy, as described in this catalog.

If a student complains in writing, LAIU will provide the student with a written response within ten days of receipt of the student complaint. The written response will include a summary of the school investigation and disposition of the complaint. If the complaint or relief requested by the student is rejected, specific reasons will be given for the rejection.

If the student remains dissatisfied with the rejection or proposed remedy provided by the school, they may resort to contacting the Bureau at the address provided on their enrollment agreement or take other appropriate action as dictated by the circumstances.

Student Records

As set forth in California Education Code (CEC) §94900, Los Angeles International University (LAIU) will maintain records with the name and most current address, e-mail address, and telephone number of each student enrolled in an educational program at the institution. Course and faculty information will be maintained as a matter of record for a period of not less than five years, and will contain the following information:

- ✳ Complete and accurate records of the

educational programs offered and the curriculum for each

- * The names and addresses of the members of the faculty, and
- * Records of the educational qualifications of each member of the faculty.
- * LAIU will also keep the following documentation in the student record:
 - * The application for admission
 - * The notice or letter of acceptance or admission to the university
 - * Any documentation regarding cancellation, withdrawal, leave of absence, refund, or correspondence regarding a disciplinary action
 - * The title of the certificate granted to the student
 - * The date the certificate was granted
 - * The courses and units upon which the certificate was based (transcript)
 - * The grades earned in each course by the student (transcript)
 - * Any documentation regarding graduation
 - * Any correspondence regarding a student complaint
 - * Any calculation of a refund amount due to the student
 - * Any correspondence regarding any of the above.

Financial records will generally be maintained separate from academic documentation. These records will be maintained as hardcopies and also easily accessible and downloadable for the review

of any authorized institutional officer or regulating authority.

Finally, after a sufficient period of operation, and as required, LAIU will maintain on-site for a period of not less than five years all data and records regarding completion, placement, licensure (if applicable), and salary disclosure requirements for graduates who find employment in the field within the guidelines prescribed in California Education Code Section 94928. Academic Records, including all information appearing on a Transcript of Academic Record, are retained indefinitely.

Occupations or Job Titles

LAIU will not guarantee any employment or specific jobs upon completion of training. Instructors, in response to student questions, may offer general suggestions and references for locating employment in the field. However, LAIU will make no representations about guaranteed or likely placement with an employer upon completion of any of its programs.

A significant percentage of students may already be employed in some capacity in the field in which they seek further training.

There will be no formalized placement office at LAIU. But it is expected that the University will, especially as its reputation grows, have a considerable network of contacts within the local and regional business community and its particular business sector. Due to the nature of the instruction and the relatively close-knit community of a small to medium size school, it is further expected that fellow students, instructors, as well as school officials will be able to meaningfully assist students in their search for and ability to obtain employment in the sector.

The programs of instruction educate students to successfully operate in the world of business.

Business opportunities are obviously many and varied and will depend upon the student's individual circumstances and location. But as far as a student's ability to pursue careers and join in creative and remunerative endeavors of many kinds, the business environment typically affords a significant number of opportunities.

LAIU prides itself on the attention and instruction provided to its students. Students will obtain an understanding and appreciation for both the theory and practical knowledge of the subjects covered. You will find your pursuit of training at LAIU enhanced by instructors who care and have direct experience with what they teach. A degree program that is unaccredited or a degree from an unaccredited institution is not recognized for some employment positions, including, but not limited to, positions with the State of California.

Tuition & Fees

Tuition

Undergraduate Unit	\$165.00
Estimated total cost for the program.....	\$22,000
Graduate Unit.....	\$195.00
Estimated total cost for the program.....	\$6,500
Estimated total cost for DBA/Ph.D program.....	\$15,000

Fees

Application Fee (non refundable).....	\$65.00
Registration Fee.....	\$100.00
Returned Checks/Declined Charge Fee.....	\$30.00
Readmission Fee.....	\$65.00
Official Academic Transcript.....	\$10.00
Rush Academic Transcript (overnight).....	\$50.00
Penalty Fee for Late Payment.....	\$75.00
International Wire Transfer Fee.....	\$15.00 + 5%
Annual Technology Fee.....	\$120.00
STRF Fees (non refundable).....	\$0.00

The student will be responsible for these amounts. If the student has a student loan, they will be responsible for repaying the loan amount plus any interest, less the amount of any determined refund. 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.

STRF Fees

The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by California residents who were students attending certain schools regulated by the Bureau for Private Postsecondary and Vocational Education.

You may be eligible for STRF if you are a California resident, prepaid tuition, paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The school closed before the course of instruction was completed.
2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school.
3. The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other costs.
4. There was a decline in the quality of the course of instruction within 30 days before the school closed or, if the decline began earlier than 30 days prior to closure, the period of decline determined by the Bureau.
5. An inability to collect on a judgment against the institution for a violation of the Act You must pay the state imposed assessment for the Student Tuition Recovery Fund (STRF) if all of the following applies to you:

1. You are a student, who is a California resident, or are enrolled in a residency program, or are enrolled in a residency program, and prepays all or part of your tuition either by cash, guaranteed student loans, or personal loans, and 2. Your total charges are not paid by any thirdparty payer such as an employer, government program or other payer unless you have a separate agreement to repay the third party.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if either of the following applies:

1. You are not a California resident, or are not enrolled in a residency program.
2. Your total charges are paid by a third party, such as an employer, government program or other payer, and you have no separate agreement to repay the third party.

Financial Aid

At this time Los Angeles International University does not receive state or federal financial aid for its students. There is every intention, however, to secure such financial aid options for students in the future. A student enrolled in a licensed unaccredited institution is not eligible for federal financial aid programs.

BA in Business Administration

The Bachelor of Arts in Business Administration is a professionally focused degree that is designed to produce graduates who possess practical knowledge and associated critical thinking skills desired in today's competitive Business world. Students will be grounded in the study of Business through a core curriculum of management, information systems, marketing, finance, accounting, economics, and Business strategy.

Los Angeles International University (LAIU) offers the following degree programs with the listed areas of concentration. LAIU degree programs are primarily designed to serve the educational needs of working adults with the flexibility and support of a modern online institution.

Graduates of the Bachelors of Arts in Business Administration program will be expected to demonstrate knowledge of:

- 💡 Multidisciplinary subject matter represented in the Business curriculum
- 💡 Key concepts and foundational principles of financial and managerial accounting.
- 💡 Basic economics concepts and principles and theories of microeconomics and macroeconomics.
- 💡 Key concepts, foundational principles, and basic facts of the legal and regulatory environment of Business.
- 💡 History, theories, principles, and functions of management processes.
- 💡 Theory and research of organizational behavior
- 💡 Key concepts and foundational principles of

corporate finance and investments.

- 💡 Key concepts and foundational principles of marketing and marketing research.
- 💡 International dimension of contemporary Business.
- 💡 The context of moral and ethical Business decision-making and leadership.

Areas of Concentration

Selection of Concentration program is done by the student in the fifth semester, at the middle of the third year study before students select Business Administration electives.

The following are overviews of the different areas of concentration.

General Bachelor of Business Administration

The major in General Business has been designed for students seeking a broad Business background rather than specialization in any one functional area of Business.

Graduates of the Bachelors in Business Administration General Program will be expected to demonstrate knowledge of:

- 💡 Accounting principles and record keeping skills to generate the financial statements needed by the Business community
- 💡 Analysis of financial statement information for the acquisition, allocation, and maintenance of financial capital
- 💡 Business law and its application to the legal

environment of business

💡 Planning and operation of a small business
The marketing process and how to conduct marketing surveys capital and financial markets and how to gain access to them

💡 Basic economic principles and understanding of the economy by which global business operates

💡 The banking systems and how to utilize it

💡 Entry level competence for management in business, government, education and non-profit organizations employment

💡 Motivational techniques, leadership principles and the ability to work with and through groups for accomplishment of the objectives

Graduates will be able to:

- ✓ Relate, integrate and apply the functions of management processes in the areas of planning, organizing, staffing, directing, leading, and controlling.
- ✓ Identify and examine the needs of today's managers in assessing and implementing strategies used in the management of information technology, financial, and human resources in the workplace.
- ✓ Recognize and describe the impact of international, legal, social, political, economic, technological, and environmental issues as they relate to organizational behavior in terms of the individual, group/team, and overall organization.
- ✓ Identify future management problems and potential opportunities, and apply strategies and/or applications in addressing such managerial concerns.
- ✓ Recognize and discuss the relevance of self-

esteem, human diversity, ethical conduct, and the social responsibility of business in the lives of internal and external stakeholders.

✓ Analyze the external and internal environmental forces affecting the firm to examine possible social, political, economical, legal, and strategic issues associated with these competitive forces and environmental factors, which impact the effectiveness and efficiency of managers in today's competitive and globally-growing business

✓ Apply for graduate or advanced professional studies

Entrepreneurship

In addition to the institutional, general education, and degree level learning objectives, the Concentration in Entrepreneurial / Small Business Management seeks the following specific learning outcomes of its graduates.

Graduates of the Bachelors in Business Administration Entrepreneurship Program will be expected to demonstrate knowledge of:

- 💡 Marketing and product successes and failures, environmental influences, market/product plans, and the new product planning process
- 💡 How to develop a project, starting with product- idea and continuing through offering a new product/service
- 💡 How managing an entrepreneurial venture in an increasingly professional manner.
- 💡 Management control systems, integrating short and long range plans, financial planning, developing and implementing human resource systems, and developing a management team.
- 💡 The staffing of organizations; skills needed

in human resource planning, recruitment, job analysis, selection techniques and evaluation.

💡 Working capital management, short-term financing, equipment financing, and other topics

💡 Theories, and practical aspects of the entrepreneur and entrepreneurship

💡 How to build functional subject knowledge

💡 Successes and failures of real entrepreneurship

💡 How to develop a Business plan for a new venture, acquiring other Businesses, and making existing enterprises profitable

💡 The concept of creativity, bringing to light its nature in individuals, groups, and organizations.

Graduates in this degree program will be able to:

- ✓ Examine small business opportunities
- ✓ Define small business characteristics and competencies
- ✓ Evaluate consumer behavior
- ✓ Develop product and pricing strategies
- ✓ Develop and execute small business budgets
- ✓ Use market research and organizational science to develop a business plan for a start-up business or an existing enterprise
- ✓ Practice the techniques of the great entrepreneurs of history in organizing, managing, and utilizing entrepreneurial resources (market research, stocks, innovation) for a business or other enterprise
- ✓ Use market research and organizational science to develop a business plan;

✓ Ability to use legal resources in planning for insurance needs, zoning, contracting, and labor laws

✓ Utilize motivational techniques and high-performance teams to manage change, create competitive advantage, and deliver superior service; and

✓ Establish and operate a small business oriented around ethical values.

✓ Develop a model of leadership that can facilitate formation and change in organizational cultures

Human Resource Management

In addition to the institutional, general education, and degree level learning objectives, the concentration in Human Resource Management seeks the following specific learning outcomes of its graduates.

Graduates of the Bachelors in Business Administration Human Resource Management Program will be expected to demonstrate knowledge of:

💡 Industrial relations functions in Business organization.

💡 Recruitment, selection, placement, training, motivation, and appraisal of personnel; the scientific approach to the solution of practical problems of industrial manpower utilization

💡 Negotiation and Conflict Resolution theory and processes as common practice

💡 Behavior of individuals, groups, and organizations in the context of competitive situations, the course will allow students the opportunity to develop

💡 Manual, white collar, and professional employee relations

💡 Background and functioning of employer and employee organizations

💡 Functioning of labor markets and wage and income security issues

💡 Current questions of public policy in labor economics and industrial relations

💡 Issues arising out of legislative, administrative and judicial efforts to define the rights, duties, and responsibilities of employers and labor relations

💡 How to deal with racial, ethnic, sex, and age discrimination as well as the law of union-management relations

Graduates in this major program will be able to:

✓ Identify and discuss various laws, rules, regulations and policies affecting the employees in today's workplace.

✓ Analyze the compensation packages and incentives used in recruiting employees for various positions in an organization.

✓ Assess leading trends and issues in the field of Human Resource Management.

✓ Identify and analyze norms, social order, conflict, social changes, and minorities as these concepts and processes are relevant to the firm

✓ Develop and apply psychological analysis of various components of group dynamics;

✓ Explore (by case study method) dimensions of professional ethics (professional practice, personal and social ethics) with applications to one's profession

✓ Utilize client-centered, counselor-directed

techniques in coaching

✓ Use didactic and experiential techniques in coaching

✓ Examine human resources management and the changing role of human resources from past to present

✓ Evaluate and analyze the challenges that human resources face in modern organizations.

✓ Differentiate between the major HRM functions (Recruitment and Selection, Compensation and Benefits, Employee Relations, Performance Appraisal, Training and Development, Employee Discipline, and Organized Labor).

✓ Examine the role of HRM as a strategic partner in different contexts, companies, change, culture, and globally.

✓ Evaluate the impact of ethics, diversity, and legal aspects to HRM decision-making.

Management

In addition to the institutional and foundation education and degree level learning objectives, the concentration in Management also seeks the following specific learning outcomes of its graduates.

Graduates of the Bachelor's in Business Administration Management Program will be expected to demonstrate knowledge of:

💡 Leadership Theories and Practice

💡 Diagnostic techniques that will be used understand their leadership strengths and areas to be developed

💡 Critical management skills such as group

facilitation, project management, supervising employees and individual career management

💡 Multiple participative

💡 Social, legal, and moral pressures of external and community groups on business operations

💡 Management's role of responsibility and leadership in interacting with these forces, and reducing and resolving conflicts with them.

💡 How to create the organizational changes necessary for effective team based, continual-improvement work systems.

💡 How to manage change effectively, providing a foundation for learning how to build teams and work effectively within teams.

💡 How to build effective teams.

Graduates in this major program will be able to:

✓ Relate and discuss the potential functions and applications of various management processes in the areas of planning, organizing, staffing, directing, leading, and controlling.

✓ Identify and examine the needs of today's managers in assessing and implementing strategies used in the management of information technology, financial, and human resources in the workplace.

✓ Recognize and describe the impact of international, legal, social, political, economic, technological, and environmental issues as they relate to organizational behavior in terms of the individual, group/team, and overall organization.

✓ Examine and explore potential management problems and opportunities, as well as discuss possible strategies and/or applications to be used in addressing such managerial concerns.

✓ Recognize and discuss the relevance of self-esteem, human diversity, ethical conduct, and the social responsibility of business in the lives of internal and external stakeholders.

✓ Analyze the external and internal environmental forces affecting business organizations to enable the student the opportunity to examine possible social, political, economical, legal, and strategic issues associated with these competitive forces and environmental factors, which impact the effectiveness of managers in today's competitive and globally-growing organizations.

✓ Identify and discuss the potential functions and applications of various management processes in the areas of planning, organizing, staffing, directing, leading, and controlling.

✓ Identify and examine the needs of today's managers in assessing and implementing strategies used in the management of information technology, financial sector, and human resources.

✓ Recognize and describe the impact of international, legal, social, political, economic, technological, and environmental issues on the individual, group/team, and overall organizational behavior.

✓ Recognize and discuss the importance of self-esteem, human diversity, ethical conduct, and social responsibility for the success of any business activity.

✓ Identify and apply effective verbal and nonverbal communication and feedback and conflict resolution techniques to promote healthy work relationships

✓ Management financial planning, budgeting, control, capital investment, and risk

- ✓ Apply principles of functional group and organizational behavior to promote effectiveness, decision-making, efficient group and task management, and resolution of group conflicts
- ✓ Able to develop clear “scope statements” of executive management in project management
- ✓ Complete successfully a management field project
- ✓ Develop a personal management and leadership plan utilizing theory and exemplary practitioners
- ✓ Develop and apply in a management setting a practical philosophy of ethical management
- ✓ Fulfill the certification requirements for Project Management Professional.
- ✓ Examine the functions and applications of various management processes in the areas of planning, organizing, staffing, directing, leading, and controlling.
- ✓ Determine the needs of today’s managers in assessing and implementing strategies used in the management of information technology, financial, and human resources in the workplace.
- ✓ Analyze and evaluate the impact of international, legal, social, political, economic, technological, and environmental issues as they relate to organizational behavior in terms of the individual, group/team, and overall organization.
- ✓ Evaluate and apply managerial concepts to strategic issues impacting the effectiveness of managers in today’s competitive and global organizations.
- ✓ Demonstrate the ability to recognize the importance of ethical conduct, social responsibility, and corporate responsibility in the

global environment.

Marketing

In addition to the institutional and general education level and degree learning objectives, the Major in Marketing also seeks the following specific learning outcomes of its graduates.

Graduates of the Bachelors in Business Administration Marketing Program will be expected to demonstrate knowledge of:

- 💡 How to handle the variety of sales force related issues- both strategic and tactical and maximize maximizing sales force productivity. Topics covered include the selling process, organizational structure, sales force sizing, territory design, compensation, evaluation, motivation, and deployment.
- 💡 Advanced policies and practices in marketing.
- 💡 Real Cases analysis of marketing problems pertinent to product, price, promotion, and channels of distribution policies
- 💡 Skills and attitudes required to specify and utilize market and buyer information in defining marketing problems and making marketing decisions.
- 💡 Applied marketing research problems.
- 💡 Basic factors influencing consumer behavior, including the roles of affect, cognition, behavior and the environment.
- 💡 Models designed to explain consumer behavior will be explored, as well as implications for public policy and the development of marketing strategies.
- 💡 How to integrate marketing concepts and planning the marketing program.

💡 How the strategic and tactical roles of the channels of distribution can be identified and managed.

💡 Tools for selection, management and motivation of channel partners.

Graduates in this major program will be able to:

- ✓ Integrate the marketing function with fundamental business enterprise concepts and principles of management, finance, strategic planning, and information systems.
- ✓ Apply marketing principles to a particular business.
- ✓ Use marketing research to identify and exploit business opportunities.
- ✓ Critically analyze an organization's marketing function and assemble and apply the various marketing strategies and techniques that align with the organization's mission.
- ✓ Develop a strategic marketing plan.

*** 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 (date two years from date of provisional approval), and full accreditation by (date five years from date of provisional approval).*

If this institution stops pursuing accreditation, it must:

- *Stop all enrollment in its degree programs, and*
- *Provide a teach-out to finish the educational program or provide a refund. An institution that fails to comply with accreditation requirements by the required dates shall have its approval to offer degree programs automatically suspended.*

Requirements

The course requirements for completion the Bachelor of Arts in Business Administration program are as follows:

Requirement	Units
Institutional Requirement	3
General Education	57
Core Business	42
Concentration	12
Electives	6
TOTAL	120

Institutional Requirement

1. *DL100* - Foundations of On-line Learning

General Education Requirements

**English and Oral Communication
(2 courses / 6 units):**

1. ENGL 101 – Expository and Research Writing
2. COMM 101 – Communication and Rhetoric

**Mathematical Concepts and Quantitative Reasoning
(2 courses / 6 units):**

1. MATH 109 – College Algebra
2. MATH 303 – Statistics

Arts and Humanities (2 courses / 6 units):

1. SPEECH 101– Public Speaking
2. LIT 101 – Introduction to Literature

Social and Behavioral Sciences
(3 courses / 9 units):

1. HIST 102 – American History from 1877
2. Soc 101 – Introduction to Sociology
3. PSY 101 – Introduction to Psychology

Physical and Biological Sciences
(2 courses / 6 units) :

1. BIO 101 – Introduction to Biology
2. AST 101 – Introduction to Astronomy

General Electives (8 courses / 24 units):

Any 8 courses, from any category, not used to fulfill the other degree requirements.

Core Business Requirements

1. ACCT 301 – Accounting I
2. BUS 310 – Business Theory
3. BUS 311 – Law and Ethics in Business
4. BUS 312 – Operations Research
5. BUS 313 – Global and Competitive Strategy
6. ECON 101 – Principles of Microeconomics
7. ECON102 – Principles of Macroeconomics
8. FIN 400 – Principle of Financial Management
9. HRM 407 – Human Resource Management
10. ITM 331 – Management Information Systems
11. MGT310 – Principles and Theory of Management
12. MGT 311 – Organizational Behavior
13. MGT 410 – Strategic Management
14. MKT 300 – Principles and Theory of Marketing

Concentration Requirements

General Bachelor of Business Administration

1. BUS 316 - Fundamentals of Entrepreneurship

2. BUS 333 - Project Management
3. BUS 415 - Small Business Growth and Development
4. BUS 419 - International Business Management

Entrepreneurship

1. BUS 316 - Fundamentals of Entrepreneurship
2. BUS 320 - Principles of E Business
3. BUS 415 - Small Business Growth and Development
4. MGT 312 - Leadership & Motivation

Human Resource Management

1. HRM 413 - Employment and Labor Relations
2. HRM 415 - Human Resource Management
3. HRM 416 - Human Resource Development
4. HRM 419 - Recruitment and Staffing

Management

1. MGT 313 - Organizational Change
2. MGT 314 - Management Ethics
3. MGT 315 - Managerial Communications
4. MGT 414 - Strategic Planning

Marketing

1. MKT 307 - Consumer Behavior
2. MKT 400 - Marketing Research
3. MKT 401 - Marketing Strategy
4. MKT 407 - International Marketing

Business Administration Elective Requirements

Any two upper-division courses (6 units) not included in Concentration.

Undergraduate Course Descriptions

Accounting

ACCT 301 Accounting I - 3 units

This course it's an introduction to the purposes of financial accounting statements. Topics: Financial Statements recognition, measurement, and disclosure concepts; using and interpreting financial statements methods; underlying financial statements; impact of transactions and events on financial statements and financial ratios.

Astronomy

ASTRO 101 Introduction to Planetary Science - 3 units

This course is a survey of the planets and moons in our solar system, and a comprehensive introduction to their internal structures, atmospheres, and surface features. Processes that form and change continually planets (e.g., earthquakes, volcanoes, giant impacts) are discussed, as are comets, asteroids, and rings.

Biology

BIO 101 Introduction to Biology - 3 units

This course is an introduction to the biological Eco-systems. It includes a broad introduction to biological systems and their interaction with the ecosystems that they form. The laboratory demonstrates both qualitative and quantitative techniques associated with biological science.

Business

BUS 310 Business Theory - 3 units

This course provides a broad understanding of the firm, each of the Business functions (to include accounting, finance, management, marketing, operations/production and technology) and the relations between and among Business functions in the everyday operation of the firm.

BUS 311 Law and Ethics in Business - 3 units

This course provides understanding and develops skills for inquiry into the Business environment from a legal and ethical perspective. Students explore the interactions between Business and the economy; the environment; etc., in addition to ethical issues that arise all the time. Topics: Commercial law (sales, secured transactions and creditors remedies); contracts; Business entities (including partnership; LLC limited liability companies and corporations), agency, employer-employee relationships, property concepts, bankruptcy, and negligence and liability concepts.

BUS 312 Research Methods - 3 units

This course introduces to Operations Research theories/approaches and explores how to apply operations research and techniques to resolve management decision problems. OR techniques and methods can be applied to problems in all-common functional areas of Business including accounting, finance, human resources; marketing, production and research and development. Examples will be covered during the course.

BUS 313 Global and Competitive Strategy - 3 units

This course provides comprehensive tools for the formulation and analysis of global and competitive

Business strategy; organizations strategic guide to globalization and the set of objectives and competitive policies that determine how a global an competitive business creates economic value for its owners and stakeholders. Students will be introduced to techniques for diagnosing the competitive position of a business, evaluating strategies, and identifying and analyzing alternative Business competitive options.

BUS 316 Fundamentals of Entrepreneurship - 3 units

This is a course in which students will learn the technique of developing and evaluating new Business ventures. Real projects are examined. The world of venture capital will be studied. Entrepreneurial abilities of the students will be developed. This study describe the develop of the entrepreneurial adventure.

BUS 320 Principles of E Business - 3 units

These course overview e-business fundamentals. In this course students will learn how to build a successful e-business operation. Topics: How to write an e-business plan; How to develop and manage a customer focused website. Students will develop all the sections of the e-business plan: 1) Business description 2) product and services 3) marketplace analysis, 4) marketing planning 5) management and organization 6) operations 7) location and equipment, and 8) financial plans. Students will integrate web site design plans and concepts into their e-business plan.

BUS 333 Project Management - 3 units

This course reviews the project requirements as the basis for understanding development life cycles. Students learn to apply estimated project efforts; project cycle time, measured changes and set updated priorities.

BUS 415 Small Business Growth and

Development - 3 units

This course prepares you to take a small Business from the beginning stage to the growth stage. This huge leap for Businesses requires specific skills and different management approaches. Topics: organizing for growth, intensive marketing for growth, growth strategies creativity, and financing growth.

BUS 419 International Business Management - 3 units

This course reviews essential operations; organization and strategies of international Business with emphasis in cross cultural management. In this course we compare different managerial approaches around the world by examining the similarities and differences in the philosophy and practices of management. Topics: effective strategic planning; administering international marketing, international financing, and international human resource management; global market relationships; national and organizational cultures.

Communication

COMM 101 Communication and Rhetoric

This course provides an introduction to communication theory and the skills necessary for successful oral communication. Topics: analysis and application of classic and current theories in the communication discipline, processes and theory of human listening; listening skills; nonverbal and situational behaviors, relationships, objects and events surrounding speech communication, the basic elements inherited in persuasion; representative persuasive speeches; psychological appeals for acceptance of ideas; speeches characteristics and speech situations and practice in the preparation; delivery of specific speeches for various occasions; principles of logical reasoning and oral discourse in group situations; Voice Development and

Articulation improving: relaxed tone support, efficient articulation and vocal variety. Exercises in debate and in general argumentative speaking will be done during the course.

Criminal Justice

CJ 101 Introduction to Criminal Justice - 3 units

This course that explores law enforcement, the courts, and the correctional system. It reviews what crime is, how crime is measured, and theories of crime causation. This course also looks at issues and challenges within the criminal justice system and examines future directions.

CJ 102 Criminal Justice Ethics - 3 units

Criminal Justice Ethics is a course that explores the ethical dilemmas and professional problems faced by criminal justice personnel. Students will review various ethical perspectives and discuss the practical applicability of ethical ideals and organizational codes and standards.

Economics

ECON 99 Introduction to Economics - 3 units

This course encompasses economic principles (both microeconomic and macroeconomic) and problems. The purpose of the course is for students to develop a logical, conceptual, and analytical understanding of economic principles and to deal with problems associated with the allocation of resources, decisions made by consumers, production by firms, and pricing in various market conditions, government actions in markets, measuring aggregate output, economic growth, employment and unemployment, money and banking, and fiscal and monetary policies

intended to achieve economic goals.

ECON 101 Principle of Microeconomics - 3 units

This course explain how consumers, producers and governments interact in any market (competitive or not) set prices, and determine what and how much is produced. Topics: scarcity and choice roles, incentives and competition, and the laws of supply and demand.

ECON 102 Principle of Macroeconomics - 3 units

Principle of Macroeconomics is a comprehensive course that complete picture of the economy (After ECON 102). Topics: how consumers and markets fit into the overall or aggregated economy; economic cycles (growth and recession), economic indicators and measures; government policies, interest rates and money supply.

English

ENGL 101 - Expository and Research Writing - 3 units

Expository and Research Writing course prepares students to complex writing assignments. Based on critical analysis of source material, the course will present a systematic approach to research essays of various types.

The course consists of the following five parts:

1. The Significance of Research Writing for Today's Student addresses the relevance of research writing in today's world
2. The Research Process and Critical Reading introduces strategies for critically analyzing research sources and developing coherent, compelling lines of argument
3. Using Persuasion in Research Writing presents approaches to writing opinionated research essays
4. Research Writing and Synthesizing Diverse

Sources develops a methodology for preparing an essay in which consensus building, not an assertive personal thesis, is required

5. Preparing the Research Paper ties together all our previous themes. Using tools of critical thinking previously developed in this course, we discuss the major aspects of writing a research paper: planning, researching, drafting, and revising the paper effectively. It also emphasizes the importance of using global sources while adhering to high standards of information literacy and intellectual honesty.

ENGL 230 Business Writing - 3 units

This course introduces students to Business professional communication. It is focused on Business language and style. During the course the student exercises how to write clear and well-structured bulletins, effective letters, e-mails, instructions, memos, manuals, reports, and other Business writing.

Finance

FIN 400 Principles of Financial Management - 3 units

This course is an introductory study of the concepts and techniques in corporate finance. Topics: capital budgeting, cost of capital, financial environment, financial markets, financial statements and analysis, investments, securities markets, working capital management, dividend policy and asset valuation.

Foundations of Online Learning

DL100 Foundations of On-line Learning - 3 units

This course is a complete interactive online course that prepares students to be effective learners--at the college level and beyond. Designed to address the questions of many students new to online learning, the course provides numerous self-assessments and inventories that help students evaluate their readiness for online learning. The topic-based modules are developed around key learning outcomes and objectives, not chapters from a textbook. Additionally, the course may be customized to meet specific learning objectives.

Geography

GEOG 101 Introduction to Geography - 3 units

This broad introductory course covers the whole globe and all its greatest geographic features both natural and man-made, both physically and culturally determined. The relationship between people and place is central not only to the understanding of human history and contemporary events, but also for world future.

History

HIST 101 American History to 1877 - 3 units

This course is an overview of United States history from the earliest settlements in North America through the end of Reconstruction after civil war and emphasizes USA political, economic, and social progress, institutions evolution, and the causes and consequences of its wars.

HIST 102 American History since 1877 - 3 units

This course is an overview of the United States history from the end of Reconstruction to modern times. Topics: internal spreading out, inherent isolationism,

expansion wars, America's road to becoming a world power, WWI, WWI and the development of the concept of America as the "policeman" of the world.

history of individual Latin American countries. The second, Problems in modern Latin American history allows the student to read and analyze short historical documents.

Human Resource Management

HRM 407 Human Resource Management - 3 units

In this course we introduce and examine a set of modern practices in human resource management. Topics: job analysis; selection; compensation setting; training; motivational principles; job efficiency; evaluation; merit rating; and labor/management relationships in both private and public sector organizations.

HRM 413 Employment and Labor Relations - 3 units

The Human Resource Professionals role in employee and labor relations it's reviewed in this course.

Topics: collective bargaining rules and practice; employee rights; labor unions; union stewards and legal implications; labor laws; and ethnic, racial and gender considerations and relations.

HRM 415 Human Resource Management Information Systems - 3 units

This course provides a review of automated information systems that are available to support today's Human Resource Professional Function in SMB (Small and Medium Business) and corporations. The course will increase the student's ability to utilize systems such as Microsoft Dynamics; Oracle e-suite; People Soft, and other commercial and free software. Additional topics: how to simplify interviews; methods to increase recruiting; how to motivate

employee access to an organization's human resource offices; systems security; individual privacy and legal implications both to users and to organizations.

HRM 416 Human Resource Development - 3 units

The Human Resource Manager's role in organizational and individual development is reviewed in this course. Topics: full development process concept; developmental effectiveness; training needs assessment; training methods; individual, group and on the job training; talent development; evaluation of training and the relationship between company profits and employee morale; and the overall impact of human resource development.

HRM 419 Recruitment and Staffing - 3 units

The Human Resource Manager's role in initial recruiting and staffing for organizations it's reviewed in this course. Topics: recruiting needs; selection criteria; application, interviewing and selection procedures; legal implication of equal opportunity standards, internal and external sourcing: employment agencies, professional –headhunters recruiters, employer branding and others; evaluating recruiting effectiveness; career development, planning and organizational exits due to layoffs, discharges, retirement and employer defenses against litigation.

Information Systems

ITM 331 Management Information Systems - 3 units

This course provides the foundation for understanding the use of information systems and information technology in today's management environment. Topics: hardware; software; infrastructure; telecommunications; database management; Information, decision support and knowledge management systems; Internet, Intranets, Extranets, and wireless networks; systems development;

e-commerce; and the ethical and societal impact of this systems.

Literature

LIT 101 Introduction to Literature - 3 units

This introductory level course presents the elements and examples of three genres of literature: fiction, poetry, and drama. Students will learn the origins of literature and the purposes of the study of literature. Students will associate the study of literature and thinking skills, such as critical reading. Students will utilize thinking skills to research and apply literary criticism, to analyze and critique various literary works, in the context of discussing and writing about literature.

LIT 220 American Literature from beginning to Present - 3 units

This course offers an introduction to American literature development from the colonial period until today. Topics: The Puritan ethic as exposed in the sermons, diaries, and poetry of early American authors; the political writings of revolutionaries as Ben Franklin and Thomas Paine, the imaginative writings of those from Edgar Allan Poe to Nathaniel Hawthorne; the rapid social and technological changes that have taken place in American culture during the mid-to-late nineteenth and twentieth centuries, and how these upheavals have been expressed in America literature.

Management

MGT 310 Principles and Theory of Management - 3 units

In this course students will study all the management process including directing; organizing; controlling; planning and staffing. Topics: classical and contemporary management theories: among others

14 principles of management; Balanced Scorecard; Kaizen; Six Sigma etc.

MGT 311 Organizational Behavior - 3 units

This course overview human behavior and apply it to management and resultant performance of organizations providing understand of the attitudes and behavior of subordinates; colleges; superiors and insight to one's own behavior. Topics: communication; theory and contemporary research on leadership; motivation; personality; values and stress.

MGT 312 Leadership & Motivation - 3 units

In this course students achieves a profound understand about leaders, leadership process and motivation. Topics: theories of leadership and motivation; leader behavior; leadership characteristics, substitutes and power; dysfunctional leadership; gender role. Students own leadership and motivation skills, knowledge, and attitudes are investigated. Questions such as: How do I influence others? How do I motivate others? What it's my preferred leadership style? What are my most distinguishing leadership traits? should be answered during the course.

MGT 313 Organizational Change - 3 units

This course review updated management principles and techniques found in today's marketplace. Change and transformation are constants in Business process environment. Confront change functionally is a common on-going process in Business and industry as well as in government. Topics: concepts, principles, and techniques underlying those changes; downsizing, reorganization, re-engineering, and others new management concepts; the organization system engineering development viewpoint.

MGT 314 Management Ethics - 3 units

In this course students will deeply study the moral

and ethical responsibilities of managers in daily activity inside and outside of the Business enterprise. The profit-making morality; employee's fair and equal treatment and the responsibility of the firm to the society are analyzed and discussed as the individual's responsibility within the organization.

MGT 315 Managerial Communications - 3 units

Communication within and between organizations in theory and in practice are studied in this course. Topics: content development; presentation; the mutual relationship of creative and logical thinking to the management problems solution by oral and written communications.

MGT 410 Strategic Management - 3 units

Forces that shape corporate strategic decisions are analyzed in this course. Topics: tools used to maximize the value of the company; today's frequently confronted situations. How to recognize the unique characteristics of a specific industry environment; and SWOTT Analysis: how to identify the threats and opportunities and the organizations strengths and weaknesses relative to its competitive environment.

MGT 414 Strategic Planning - 3 units

This course will answer the question how to formulate and execute a strategic plan of business. This comprehensive practical course applies the principles to be used in strategic planning.

Marketing

MKT 300 Principles and Theory of Marketing

A complete survey of marketing activities and marketing function in Business are presented in this course. Topics: markets analysis; consumer behavior; competition and the assessment of 4Ps: product; price; place; and promotion strategies.

MKT 307 Consumer Behavior - 3 units

Three Dimensions of consumer behavior 1) consumer needs and wants, 2) the process by which they are satisfied, 3) the environment in which the behavior occurs are studied in this course. Students will be introduced to concepts in economics; environment; psychology; culture; sociology and their relationship to consumer behavior. Students will analyze actual consumer behavior and apply his observations to a marketing action.

MKT 400 Marketing Research - 3 units

Marketing Research provides essential information used in the marketing decision making process. In this course students will be exposed to classic and new techniques in Marketing Research. Topics: research design; data collection methods; sampling; statistical techniques for analyzes; survey planning and problem definition and solution in marketing context.

MKT 401 Marketing Strategy - 3 units

Analytical and decision-making processes involved in implementing and controlling a strategic marketing program for a given product-market entry are deeply studied in this course. Topics: competitive positioning; customer analysis, local, national and international competitor analysis, environmental analysis; market segmentation and targeting; implementation; formulation and control and how marketing interacts with the Business strategy plan and with other functional departments.

MKT 407 International Marketing - 3 units

This course provides students with analytical and decision skills in a world context. Topics: requirements of a Business in the international marketplace; international marketing theory and practice; and tools and methods used in international marketing.

Mathematics

MATH 101 Basic College Mathematics - 3 units

This course presents the fundamental concepts of a pre-algebra course. Students will be introduced to whole numbers, fractions and decimals, integers, order of operations, percents, signed numbers, measurements, geometry, probability, and basic algebra concepts.

MATH 109 College Algebra - 3 units

Students review and exercise key concepts of college level algebra. Topics: concepts of algebra, graphing and solution of linear equations, inequalities and the solution of systems of linear equations. The course is organized into four parts 1) basic concepts involved in graphing points and linear equations 2) solution and graphing of inequalities and systems of linear equations 3) manipulation and use of exponential expressions and radicals 4) solution of quadratic equations and their applications. Practical applications are provided in every part.

MATH 303 Statistics - 3 units

This interactive course has been designed to help students achieve a profound understanding of the statistical methods and models available for analyzing and resolve Business management problems. Topics: principles of statistics, averages and variations, normal probability distributions, probability analyzing and problem solutions tools, sampling distributions, confidence intervals and testing statistical hypotheses. Students will extensively exercise the proper use of statistical techniques and their implementation.

Philosophy

PHIL 105 Critical Thinking - 3 units

This introductory level course presents a variety of topics essential to a student's development in

critical thinking. Students are introduced to concepts essential to the comprehension, analysis and creation of arguments: induction, deduction, informal fallacies, Aristotelian and symbolic logic, modes of persuasion, perspective and bias, language and meaning, culminating in the development of reasonable strategies for belief formation.

PHIL 106 Ethics - 3 units

Ethics is a course that examines the dynamic role of ethics in modern society. Throughout the course, students analyze ethical standards through philosophical beliefs and values in personal and professional settings.

Political Science

POLS 101 American Government - 3 units

This course explores the fundamentals of American government and politics, focusing on the historical evolution of government and policies, its major institutions, and formal processes. Course goals include understanding today's government, policy development, and politics as well as developing critical thinking and information-literacy skills. Topics include the Constitution, federalism, civil rights and civil liberties, the structure and processes of the three branches of government, political socialization, interest groups and public opinion, political parties and the election process, as well as basic U.S. social, economic, and foreign policy.

Psychology

PSY 101 Introduction to Psychology - 3 units

Students are introduced to the art and science of Psychology in this course. Topics: current research and developmental issues; history of psychology, major theories of personality and learning; psychology settings: vocational, personal, academic, and clinical. The course has an ecological approach

which integrates the biological basis of behavior, environmental and social factors, learning and styles of the individual to understand human behavior.

Science

SCI 101 Anatomy and Physiology - 3 units

Anatomy and Physiology is a course that teaches students a survey of the structure and function of human organ systems.

SCI 102 Environmental Science - 3 units

Environmental Science is a course that explores the relationship between man and the environment. Students examine the balance between natural resources and the needs of mankind. Also in this course, students explore the scientific, political, economic, and social implications of environmental science.

Sociology

SOC 101 - 3 units

This course explores sociological processes that underlie everyday life. The course focuses on globalization, cultural diversity, critical thinking, new technology and the growing influence of mass media.

SPEECH

SPEECH 101 Public Speaking - 3 units

Public Speaking is a course that provides students with a basic understanding of public speaking and how to prepare and present a variety of speeches.

MA in Business Administration







The Master of Business Administration (MBA) degree is for those who seek graduate level understanding, research and analytical capabilities, and practical application grounded in theory and in actual practices of management, human resource management, finance, IT, business law, accounting and entrepreneurship. The LAIU MBA was developed to provide advanced business knowledge and know-how as a foundation for the executive manager or entrepreneur, the MBA also dovetails with several University specialties so that students can specifically concentrate in areas of professional or personal interest, to include entrepreneurship, business management, human resource management, etc.

Areas of Concentration

The following are overviews of the different areas of concentration.

General Master of Business Administration

Graduates of the Master's in Business Administration General Program will be expected to demonstrate knowledge of:

-  Quantitative and qualitative decision-making process
-  How to identify problems, evaluation of options, and implementation of recommended solutions
-  Research methods
-  How to apply managerial strategies
-  Communication strategies within the global and local business environment
-  The importance of today's manager as a leader and facilitator

Graduates will be able to:

- ✓ Conduct advanced business analysis by incorporating the use of various data tools in the discovery of possible solutions for implementation.
- ✓ Compare and contrast various organizational managerial approaches to analyze their effect on the individual, group, and organization.
- ✓ Analyze the legal, regulatory, and compliance issues impacting managers in today's market place, and emphasize the importance of continuing education for managers for future legal changes.
- ✓ Evaluate and analyze Management Information System components to determine their user interdisciplinary applicability in order to meet current and future technological needs, and evaluate the need for changes in policies and procedures.
- ✓ Distinguish and implement various analytical financial tools to conduct business analysis and to communicate possible solutions and implementation plans for business decisions.
- ✓ Focus on various business strategies and approaches used by organizations in their mission to sustain and obtain various marketing segments in order to increase their growth potential and integrate business functions into a coherent business strategy.
- ✓ Compare and contrast various market-driven strategies used by organizations to effectively plan for current and future needs of customers.

Entrepreneurship

Graduates of the Master's in Business Administration – Major in Entrepreneurship program will be expected to demonstrate knowledge of:

- 💡 Communication strategies in organizations, with emphasis on understanding the role of entrepreneurs in team building through communications
- 💡 The different sources of financing for ventures
- 💡 Financial components of venture formation: financial statements, various sources of capital, and the structuring of financing deals
- 💡 Motivational theory and practices, with emphasis on understanding the role of
- 💡 Entrepreneurs in motivating individuals as members of new organizations
- 💡 Individual and group behavior in organizations, with emphasis on understanding the role of entrepreneurs in coordinating the efforts of people
- 💡 How to create organizations, units and jobs that foster commitment excellence
- 💡 Theories and styles of entrepreneurship, with emphasis on understanding how to achieve Startup effectiveness
- 💡 The market environment, with emphasis on understanding the role of entrepreneurs in adapting to economic change
- 💡 Strategic management, with emphasis on the role of entrepreneur in establishing direction for organizations.
- 💡 Technological change, with emphasis on understanding the role of entrepreneur in adapting to such change

💡 The processes through which ethical conflicts are resolved by organizations, with emphasis on understanding the role of entrepreneurs in setting and maintaining ethical standards

💡 Cultural differences and their influence on organizational behavior, with emphasis on understanding the role of entrepreneurs in adapting to such differences

Graduates will able to:

- Pursue new ideas aggressively, to defy convention, and to lead through innovation
- Recognize and Analyze new Opportunities
- Analyze, articulate, present, and defend your entrepreneurial activities.
- Think clearly about strategic and financial factors in creating value
- Write in an organized and focused way
- Present organized and focused exhibitions
- Distinguishing between “ideas” and viable business “opportunities”
- Step into unfamiliar roles and actions
- Encourage personal development and recognize others entrepreneurial potential
- Write a business plan for a selected entrepreneurial venture.
- Critique a startup business plan.
- Prepare and present a detailed implementation plan for a startup project.

Human Resource Management

Graduates of the Master's in Business Administration – Major in Human Resource Management program will be expected to demonstrate knowledge of:

- 💡 Motivation Theories and Approaches
- 💡 Quality measurement methodologies; tools and techniques
- 💡 Employment laws
- 💡 Recruitment and selection tools and techniques
- 💡 Training and development approaches; tools and techniques
- 💡 Compensation, benefits and labor relations theories, approaches and practice

Graduates will be able to:

- ✓ Apply essential skills involved in the management and administration of human resources.
- ✓ Apply professional research methodology, quantitative analysis, and data base technology to evaluate human resource management
- ✓ Compare and contrast various managerial approaches to employment law as well as defend or criticize the application of various rules, regulations, and laws applied to labor-related situations and work settings.
- ✓ Assess methods used to measure performance and determine pay level and associated compensation packages.
- ✓ Identify and analyze the role and function of the Human Resource Professional in the development and implementation of policy and procedures encompassing legislative,

regulatory, and organizational issues affecting the management of human resources in today's workforce.

- ✓ Measure those aspects of human resource management for which you are responsible and relate them to the organization's success.
- ✓ Identify discriminatory or other illegal human resource activity and know where/how to seek remedy.
- ✓ Plan and assess the personnel needs of an organization.
- ✓ Identify types of training needed and develop appropriate training and development materials.
- ✓ Explain the traditional and the futuristic benefits and health and safety aspects provided in the workplace.
- ✓ Identify and ethically respond to issues as they arise in the workplace.

Management

The Major in Management is designed for students who seek an understanding of the principles, theory, and cutting-edge practices of management in the 21st Century. Students apply their "real-world" experiences and integrate theory and practice for today's challenging work environments. This program is designed to be versatile, with the knowledge gained applicable in the military, government, or corporate world.

Graduates of the Master's in Business Administration – Major in Management program will be expected to demonstrate knowledge of:

- 💡 Strategies for decision making/problem solving.
- 💡 Descriptive ("everyday") and prescriptive

(“improved”) strategies and processes for decision making/problem solving.

💡 Individual and group decision making/ problem solving differences

💡 Planning, organize and control resources.

💡 Coordinating operations, production, planning, decision making, and program implementations

💡 Strategic Management research and theories

💡 Strategic Management process

💡 Quantitative analysis skills

💡 Business fundamentals

💡 The purpose and objectives of a Business

💡 The competitive environment in which firms operates

💡 The resources and capabilities of a firm against the resources and capabilities of the competitors

💡 The various ways in which strategies may be implemented.

💡 Problems in managing organizational change

Graduates will be able to:

✓ Conduct business problem focused management research, including collection and analysis of data, and communication of findings by using qualitative and quantitative research methods.

✓ Develop a strategic business plan applying the theories and practices of management and planning for a particular organizational setting.

✓ Develop an analytical framework using a

variety of approaches to apply leadership and management theory and practice to address the challenges of organizations in this century

✓ Examine complex organizations from a level of analysis perspective, including the individual, interpersonal, group, and organizational level perspectives.

✓ Evaluate management issues in the context of technological, structural, cultural, human and environmental factors.

✓ Evaluate and articulate models of organization and business

✓ Utilize a variety of concepts, skill and practices required for effective management

✓ Build an effective business plan

✓ Apply the concepts and theory to assess and or build a strategic plan

✓ Formulate and articulate positions and issues that intersect the dynamics of politics, policy, economics, administration and management in the public and private sector

✓ Explain conceptual frameworks and models that assist in analyzing competitive situation and dilemmas

✓ Formulate problems, and opportunities in terms of managerial strategy

✓ Develop alternative strategies

✓ Analyze the relationship between the internal and external environment and the organization

✓ Analyze policy from various perspectives

Marketing

Graduates of the Master’s in Business Administration

– Major in Marketing program will be expected to demonstrate knowledge of:

- 💡 Marketing organization
- 💡 Marketing decisions
- 💡 Marketing Plans
- 💡 Customer Satisfaction
- 💡 Promotion
- 💡 Segmentation
- 💡 Direct and interactive marketing
- 💡 Media selection
- 💡 Measuring, testing, and analyzing results methods
- 💡 Use of databases in marketing
- 💡 Global Marketing

Graduates will be able to:

- ✓ Create and produce direct and interactive marketing campaigns from the initial formulation of a concept to the actual artwork, graphics, photography and word copy that will be utilized in the promotion.
- ✓ Plan and implement a strategic media campaign from development of budgets to the selection of media and vendors, scheduling, and production supervision.
- ✓ Measure and analyze the outcome of a marketing campaign to determine its effectiveness and cost efficiencies, and to make recommendations for future efforts.
- ✓ Create and develop customer databases for marketing analysis, customer segmentation and more effective targeting.

- ✓ Understand the importance of customer service and building customer relations as well as the retention and maximization of the lifetime value of existing customers
- ✓ Appreciation of the role of branding in consumers' daily experiences, in addition to creating shareholder value
- ✓ Use consumer-centric approach to brand planning, and be familiar with research tools that illuminate the meaning and strength of any particular brand
- ✓ Think innovatively about building, leveraging, defending, and sustaining inspired brands
- ✓ Apply the branding principles to oneself, to help be deliberate in communicating one's personal and professional reputation
- ✓ Anticipate issues they will face when working as professional marketing managers.
- ✓ Recognize the complexities of market entry strategies and fundamental concepts unique to global marketing.
- ✓ Analyze culture, local product pricing, local distribution, and promotion strategies in a foreign market.
- ✓ Identify and utilize key sources of information for conducting global marketing research.
- ✓ Write a Global Marketing Plan.
- ✓ Recognize the importance of global marketing within a socially responsible and ethical framework.

*** 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 (date two years from date of provisional approval), and full accreditation by (date five years from date of provisional approval).

If this institution stops pursuing accreditation, it must:

- Stop all enrollment in its degree programs, and
- Provide a teach-out to finish the educational program or provide a refund.

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

Requirements

The course requirements for the completion the Master of Arts in Business Administration program are as follows:

Requirement	Units
Core Business	21
Concentration	9
TOTAL	30

Core Business Requirements

1. BUS 601 – Global Management Perspective
2. BUS 603 – Quantitative Analysis
3. BUS 623 – Legal & Ethical Issues in Management
4. ECON 600 – Managerial Economics
5. FIN 600 – Corporate Finance

6. MKT 600 – Marketing Management
7. MGT 615 – Strategic Planning

Concentration Requirements

General Master of Business Administration

1. BUS 631 – Technology and Innovation
2. ITM 624 – Information Technology Project Management
3. MGT 605 – Leadership

Entrepreneurship

1. BUS 621 – Entrepreneurship
2. BUS 635 – Business Plan Development
3. FIN 625 – Entrepreneurship Finance

Human Resource Management

1. HRM 600 – Human Resource Management
2. HRM 602 – Employment Law and Labor Relation
3. HRM 605 – Strategic Human Resource Management Practices

Management

1. MGT 610 – Cross-Cultural Management
2. MGT 601 – Organizational Behavior
3. MGT 615 – Strategic Planning

Marketing

1. BUS 624 – Principles of E Commerce
2. MKT 601 – Strategic Internet Marketing
3. MKT 602 – Global Marketing Strategy

Graduate Admissions

The Master of Business Administration (MBA) degree is sought by those who seek graduate level understanding, research and analytical capability, and practical application in the corporate world of the theory and practice of business marketing, management, finance, law, information systems, and strategy. The LAIU MBA program was developed to provide advanced business knowledge and know-how as a foundation for the corporate executive or entrepreneur, the MBA also dovetails with several University specialties so that students can specifically concentrate in areas of professional or personal interest, to include entrepreneurship, global business management, information technology management, accounting, finance, nonprofit management, and homeland security resource allocation.

Program Objectives

In addition to the institutional and degree level learning outcome objectives, the Master of Business Administration also seeks the following specific learning outcomes of its graduates. Graduates in this degree program will be able to do the following:

- ✓ Conduct advanced business analysis by incorporating the use of various data tools in the discovery of possible solutions for implementation.
- ✓ Compare and contrast various organizational managerial approaches to analyze their effect on the individual, group, and organization.
- ✓ Analyze the legal, regulatory, and compliance issues impacting managers in today's market place, and emphasize the

importance of continuing education for managers for future legal changes.

- ✓ Evaluate and analyze advanced analysis methods and techniques to determine their user interdisciplinary applicability in order to meet current and business needs, and evaluate the need for changes in policies and procedures.
- ✓ Distinguish and implement various analytical financial tools to conduct business analysis and to communicate possible solutions and implementation plans for business decisions.
- ✓ Focus on various business strategies and approaches used by organizations in their mission to sustain and obtain various marketing segments in order to increase their growth potential and integrate business functions into a coherent business strategy.
- ✓ Compare and contrast various market-driven strategies used by organizations to effectively plan for current and future needs of customers.

LAIU accepts students for graduate-level study who have earned a minimum of a bachelor's degree from an accredited institution.

Master's Degree

To earn a master's degree, students must complete a minimum of 12 courses and take a final comprehensive examination, thesis option, or capstone/applied research project at the end of all course work.

Note: Graduate students may transfer up to a maximum of 20% of the required coursework.

Mail Transfer Credit Documents to the Following Address:

Los Angeles International University
Attn: Student Records
16001 Ventura Blvd. Suite 102
Encino, CA 91436
Transfer Credit Fax: (866) 911-2294
E-mail: www.Registrar@laiu.us

Admissions Requirements

If you are applying to a graduate-level program, you must submit the following documents:

1. Official transcript showing you have earned a bachelor's degree from an institution accredited by a recognized accrediting body. If you have earned a master's or doctoral degree from an accredited institution, submit the official advanced degree transcript in lieu of an undergraduate degree transcript.
2. If you earned graduate-level credit without completing the degree and want to have it evaluated for transfer, submit official transcripts of this coursework along with the Transfer Credit Evaluation (TCE) application and fee.

Additional Transfer Credit

LAIU will also consider military or civilian training evaluated by the American Council on Education (ACE), as well as approved examinations, such as the College Level Examination Program (CLEP).

When e-mailing scanned documents, please make sure they are saved in one of the following formats: PDF, JPG, TIFF; we are unable to accept Word documents (DOC, DOCX).

Graduate Course Descriptions

Accounting

ACCT 600 Financial Accounting - 3 units

A comprehensive study of the financial statements, with special emphasis on valuation of each class of asset. This course covers the understanding and use corporate financial statements including consolidation, derivatives, hedging, leases, revenue recognition, variable interest entities, and equity compensation.

ACCT 610 Managerial Accounting - 3 units

This course covers how to evaluate business strategies and outcomes by understanding the many ways that firms account for, control, and manage costs. Discussions cover alternative costing methods and how the resulting cost information can be used for decision-making, planning, and performance measurement.

Business

BUS 500 Quantitative Methods for Decision Making - 3 units

This course prepares the graduate student for quantitative and qualitative methods used in business administration. BUS500 is a methodological foundation from which the student can apply proven statistical and scientific methods in the remainder of the graduate program.

BUS 601 Global Management Perspective - 3 units

This course examines issues and functions that business managers face within the context of day-to-day operations and long-term planning of the organization. Topics include strategic management,

legal issues, marketing, law and ethics, and global dimensions of businesses.

BUS 602 Managerial Analysis - 3 units

This course introduces fundamental concepts of accounting principles, financial tools, and economic analysis for effective managerial decision-making. Topics include the role of the financial manager in the organization, concepts, and principles underlying financial accounting practices, financial statement analysis, budgeting, and economic analysis for decision makers.

BUS 603 Quantitative Analysis - 3 units

This course explores management problems and the role of decision-making models and tools in resolving business problems. The application and use of information systems in decision-making is assessed. Students apply system and quantitative analysis to an integrated case study.

BUS 620 Strategic Management - 3 units

This course is a culmination of the business functions to incorporate them into a coherent, profitable, sustainable business strategy. This course includes strategy information, decisions, and techniques of industry leaders.

BUS 621 Entrepreneurship - 3 units

This course will provide an experiential introduction to the creation of a new business enterprise. Topics will include the traits of successful entrepreneurs, generating business opportunities, screening opportunities, “the window of opportunity,” the venture team, family businesses, management/marketing/financial skills needed, “entrepreneurship,” etc.

BUS 623 Legal & Ethical Issues in Management - 3 units

This course examines the area of business law and applies it to the business environment. Traditional topics covered include: the legal environment of business, contract law, property, sales contracts, commercial paper, agency law, ethics and the regulatory environment. The course also examines the issue of the global economy from the view that the largest companies dominate in the creation of jobs and technological innovation.

BUS 624 Principles of E Commerce - 3 units

This course introduces the student to the concepts and terminology of modern e-commerce approaches. It includes topics on marketing, web technologies, security, legal issues, imaging, and search engines. The emphasis will be to develop an understanding of the underlying principles of e-business.

BUS 625 Applied Decision Making - 3 units

This is a course in business analysis. This course investigates the advanced analysis methods and techniques used to solve modern business problems. The course emphasizes the most successful methods from business statistics, production and operations management, management science, and operations research fields of study. Students will be required to synthesize material from several major fields of study in order to apply it in this course. The capabilities of Microsoft Office will be used extensively throughout the course to illustrate the application of these methods and techniques to the analysis and solution of modern business problems. The course will first investigate the types of problems faced by businesses in the both the production and service areas. Methods of analysis will be investigated to solve these type problems including probability concepts and their applications, statistical quality control, process design, forecasting, inventory control, waiting line models, transportation and assignment methods, decision analysis, and simulation modeling.

BUS 630 Virtual Organizations - 3 units

This course focuses upon the problems and challenges of managing individuals, groups, and organizations in a virtual or distributed environment. Virtual means that work is accomplished by interdependent people performing at different times or places, or across organizations. This course addresses current topics associated with the new forms of organizing that new technology and accompanying strategic changes promote. The student will examine online business models, sources of competitive advantage in e-commerce, and techniques for evaluating opportunities. In this context, the student will also discuss ways in which e-commerce organizations differ from conventional organizations and how to create e-commerce alliances. Issues include a focus on social interactions; the social, political, economic, and technological contexts of virtual communities and the limits for their sustenance.

BUS 631 Technology and Innovation - 3 units

This course will investigate the theoretical foundation and implement a set of practical tools for the management of innovation, and the change associated with it, in start-ups and in corporate entities. The course views Innovation from various perspectives: human systems and organizational development, technological innovation, and strategic management. In this course innovation is defined as the implementation of a new idea: product; market; process; or new technology. The students in this course write and present a group innovation plan for an actual technology innovation situation.

BUS 635 Business Plan Development - 3 units

This course is designed to provide the student with the skills necessary for developing a comprehensive effective written implementation plan for a new business venture. The key to this class is that a “business plan is more than a strategic plan.” The key differences are both implementation and possible review by “outsiders.” This course deals with the

critical decisions and action steps that entrepreneurs must make in both planning and executing a new venture. The course focuses on “doing” rather than on mere “facts about business development and plan writing.” It will concentrate on creative solutions to resource generation and utilization. The business plan is often a selling document to those who may be interested in the business venture for a variety of reasons. Therefore it must reflect the concept’s viability and business model, the environment in which the firm operates, and the expertise of the management team to execute the plan.

Economics

ECON 600 Managerial Economics - 3 units

This course is designed to use economic analysis to enhance business decision-making within private businesses, not-for-profit institutions, and public agencies. Economic concepts covered include demand analysis, production and cost analysis, linear programming applications, pricing policies and regulation.

ECON 610 Global Economics - 3 units

This course is a study of theory and concepts fundamental to understanding the global economy. Students learn to analyze the global business environment of industrialized developing countries, and to think strategically, using micro and macroeconomics principles.

Finance

FINN 600 Corporate Finance - 3 units

This course is a study of the major corporate finance and financial management theory, strategy, processes, functions, and other issues. Topics include the finance function, concepts of sources and uses of funds, analysis and estimation of need for funds

(short- and long-term), short-term sources, working capital management policy, long-term sources, capital structure policy and implementation, capital budgeting and the cost of capital.

FINN 605 Financial Accounting - 3 units

The first objective of this course is to familiarize the student with the basic concepts, standards and practices of financial accounting. The course begins with the basic financial statements, overview of the procedures necessary to prepare and understand the balance sheet, income statement and statement of cash flows, the analysis and recording of transactions, the accounting for the most common and significant transactions of a firm, such as inventories, long-term fixed assets, bonds and other long-term debt, income taxes, and stockholder’s equity and the underlying concepts and procedures, with preparation toward financial statement analysis. Relying on this knowledge, the course aims to help students become effective users of financial statements. After this course the students could interpret and analyze real financial statements.

FINN 615 Investment Management - 3 units

The Investment Management course is designed to provide students knowledge in the areas of portfolio management and investment analysis. Topics covered include risk, return, institutional structure of stock and bond markets, the security market: including options and securities that resemble options futures, swaps, the Crash and the role of derivative securities in the Crash; theory and models for portfolio analysis and selection and performance evaluation. Asset pricing theory and asset allocation will also be presented.

FINN 620 International Finance - 3 units

This course provides an understanding of the nature and purposes of financial management in the international context. Students will learn the tools in international investment and financing techniques

and in exchange risk management, including accounting and taxation aspects. After comprehensive overview of currency, equity, and international bond markets around the world. current trends will be analyzed in case studies and simulations including how companies use banks, markets such as the Eurobond and currency option markets, and techniques such as currency swaps, lease financing and hybrid bond structures.

FINN 625 Entrepreneurship Finance - 3 units

This course is designed to provide the student with the ability to analyze the various processes and sources of seed and venture capital for funding a new enterprise – debt and equity. Planning for the funding aspect of a new venture is critical and this course will address the alternative sources of funds for carrying out the mission of the venture.

Human Resource Management

HRM 600 Human Resource Management - 3 units

The way the human resource (people) is managed at work affects the quality of their lives as individuals, the effectiveness and the competitiveness of organizations. This course provides a framework for an understanding of day-to-day, theoretical and practical approaches to the human resource management field. Part of this approaches use basic concepts that transcend the work place, such as the psychology of individual behavior or of work groups. Topics include: motivation and job satisfaction, jobs design and employee empowerment, group behavior and teamwork and alternative models of managing employees.

HRM 601 Compensation and Benefits - 3 units

This course covers in detail the human resource topics of compensation and benefits. Industry leaders and cutting-edge industry practices are emphasized with relation to the hiring, maintaining, and keeping

top employees as part of a successful corporate strategy.

HRM 602 Employment Law and Labor Relations - 3 units

This course is a conceptual and functional analysis of the legal framework and principles of employment law, with emphasis on discrimination in the workplace. Primary topics include the employment relationship; discrimination based on race, gender, age, national origin, religion, and disability; sexual harassment; affinity orientation; testing and performance appraisal; labor/management issues; privacy; health, safety, worker's compensation, and employee benefits. Issues are addressed from a management perspective so that students understand how to manage efficiently with a full understanding of the legal ramifications of their decisions. Students are shown how to analyze employment law facts so that they can arrive at good management decisions based on relevant legal considerations.

HRM 603 Human Resource Policy - 3 units

This course deals with human resource policy and strategy as government, corporate, small business, and other entities fashion their human resources to meet the needs of a 21st Century workforce.

HRM 604 Employment Relations - 3 units

This course is designed to familiarize the student with a basic understanding of the roles and responsibilities of the Human resource manager with regard to employee assistance, safety, occupational health and security in the workplace. It examines the elements that go into guaranteeing a safe environment in the workplace, "soft-landing," organization and evaluation of safety training and policies, occupational health education as well as compliance with the Occupational Health and Safety Administration (OSHA) rules and regulations. It examines the basics of network security, industrial espionage and the

relationship of the Human Resource Manager with experts in the safety, health and security fields within the organization.

HRM 605 Strategic Human Resource Management Practices - 3 units

This course is an introduction to the role of Strategic Human Resource Management (SHRM). We study policies and practices in context and consider broader corporate strategies, business activities, and competitiveness. Emphasis will be placed in understanding the of human capital management from multiple perspectives the effects of technologies changes in production and in provision of services. Topics include staffing, the assurance of equal employment opportunity, compensation and employee relations.

Information Systems

IITM 624 Information Technology Project Management - 3 units

This course explores successful project management for information technology projects. The System Development Life Cycle (SDLC) models are defined including the waterfall, spiral, incremental release, and prototyping models. Students will differentiate between these models and apply corresponding project management methods to identify critical checkpoints and reviews. Risk management, as applied to technology projects, is examined. Key project indicators are discussed, and students will explore defining measurement criteria for determining critical success factors on a project. The course defines the application of knowledge, skills, tools, and techniques to project activities and includes a tutorial for Microsoft Project. Emphasis is placed on the three dimensions of the information technology project constraints: scope, time, and cost. Students must have access to Microsoft Project 2007.

Management

MGT 601 Organizational Behavior - 3 units

This course will provide a framework for understanding individual and group behaviors within dynamic organizations. Topics to be covered will be human behavior principles in individual, groups/teams, and organizational settings. The main emphasis of this course will be on developing effective administrative/managerial skills in improving employee performance.

MGT 603 Organizational Development - 3 units

This course consists of a collection of classic and contemporary readings in Organizational Development covering a broad range of topics including interpersonal relations, motivation, decision making and group behavior in organizations. Included are experiential exercises that give students an opportunity to practice their skills and cases that allow students to draw on their own experiences to apply the concepts and theories in managerial situations. Special emphasis will be placed on the role of the leader.

MGT 605 Leadership - 3 units

Today's business environment demands from us to develop leadership in the context of everyday life. This course delineates the principles that are important in the development of a leader for the 21st century. This course provides students with leadership and communication tools needed to integrate work, family, community, and self for increased performance and enriched lives. Students learn key leadership principles; discuss the role the function of leadership; study the needs impacting individuals, organizations and society and apply them thought creative action in real world.

Marketing

MGT 608 Independent Study: Management Department - 3 units

An opportunity for Department of Management students to pursue an independent research project or examine a specific area of Management under the mentorship of a single professor. Students must complete 24 credits of study before taking this course. Participation is at the discretion of the faculty member. The course will typically involve six or more telephone calls and produce a major research paper (50+ pages); there will be no examination. Students will submit a proposal prior to the start of the project, and a rough draft of the paper at week 10, both of which will count toward the final grade. Prior to registering, students should first contact the professor with whom they wish to mentor their independent study, coordinate an agreement on the grading requirements, and then NOTIFY their Student Advisor with the name of their professor.

MGT 610 Cross-Cultural Management - 3 units

This course is an examination of individual dimensions of global executive leadership, organizational behavior, inter-group relations, and strategies for internal corporate communication. Course topics include management and global trade, special aspects of operating successfully in the global environment, the executive's role in solving conflicts and creating corporations in the world marketplace, cultural aspects of international operations management and ethical corporate strategies in an international context.

MGT 615 Strategic Planning - 3 units

This course will answer the question how to formulate and execute a strategic plan of business. This comprehensive practical course applies the principles to be used in strategic planning.

MKT 600 Marketing Management - 3 units

This course addresses the marketing management challenge of implementing the available combination of marketing variables to carry out firm's strategy in its target markets. Students will be able to apply analytic perspectives and concepts of marketing to such decisions as segmentation and targeting, branding, pricing, distribution and promotion. First, students will understand how the firm can benefit by creating and delivering value to its customers; managers and stakeholders. Second, students will realize strategic considerations that drive and integrate the decisions made for each element of the marketing mix. Topics include resource allocation, market entry/exit decisions, competitive analysis and extended computer simulation.

MKT 601 Strategic Internet Marketing - 3 units

This course investigates today's global environment of electronic commerce and that influence on today's business enterprises. The learning's in Strategic E-Commerce Marketing spotlight E-Commerce opportunities, issues, options and techniques necessary to create an appropriate E-Commerce marketing plan for an enterprise. The course also provides the students with the real world experience of developing a pseudo working website in coincidence and in support of the Marketing plan. Other issues examined include channel structures given an electronic environment and the impact on supply chain management, e-tools, and E-Commerce marketing as viewed through the traditional marketing mix. Critical evaluations of web sites, web tools, promotions, advertising, selling and communications are also explored.

MKT 602 Global Marketing Strategy - 3 units

This course deals with the marketing management of multinational corporations (MNCs), focusing on the

creation of marketing advantage in a global context

This course is a study of the elements involved in global marketing functions as product, price, place and promotional; local, national and global activities. Students will evaluate global marketing trends, develop a new strategy, and simulate implementation of it as it relates to strategy MNCs.

Faculty and Qualifications

California Code of Regulations Section 71720 states that an institution must employ duly qualified faculty in sufficient numbers to provide the instruction, student advisement, and learning outcomes evaluation necessary for the institution to document its achievement of its stated mission and objectives, and for students to achieve the specific learning objectives of each course offered.

It requires each institution to develop and implement written policies and procedures providing for the participation of duly qualified faculty in the conducting of research, development of curricula, academic planning, enforcement of standards of academic quality, pursuit of academic matters related to the institution's mission and objectives, establishment of criteria for contracting with new faculty, and evaluation of faculty credentials.

This section provides that the institution shall base its faculty requirements on all of the following factors:

1. The educational level and number of students
2. The number of hours needed for direct interaction between students and faculty per course, quarter, semester, or other term
3. The number of hours needed to be spent on evaluating written materials prepared by students, such as lessons, papers, and examinations, per course, quarter, semester, or other term
4. The number of group meetings per course, quarter, semester, or other term
5. The faculty duties established by the institution as required
6. The number of hours per week or units per

term considered full-time for faculty in the institution. This section further provides that faculty shall possess sufficient expertise to support the institution's award of its degrees or diplomas, and that the faculty as a whole shall possess a diverse educational background. This diverse background shall be demonstrated by earned degrees from a variety of colleges and universities or by credentials generally recognized in the field of instruction.

Records document that each faculty member is duly qualified and was qualified to perform the duties to which they were assigned including providing instruction, and evaluating learning outcomes.

The following two pages list LAIU faculty members and their credentials.

NAME		SCHOOL	AREA OF SPECIALTY
Robert Caldwell	Ph.D	Penn State	Business, Research
Matthew Gilbert	MBA	Woodbury University	Business, Management, Marketing, Entrepreneurship
Janice Holman	MS	California State University East Bay	Business, Management
Joel T Johnson	MS	The George Washington University	Management, Marketing, Information Technology,
Jennifer Jukic	MS	Azusa Pacific University	Psychology
Richard Kaplan	Ph.D	Claremont Graduate University	Accounting
Michael King	MS	United States International University	History, English
Paul Klieman	JD	Yeshiva University	Business Law
Dimitris Koumparoulis	Ph.D	Univesidad Azteca	Economics
Ben-Gourion I. Mestman	Ph.D, JD	Capella University, Novus Law School	Business Law, Management
Mithun Prasad	Ph.D	Harvard University	Business Research, Statistics
Steve Ryan	MA	City College of New York	Communications, English. Management
Holly Hong Shaddy	Ph.D	University of Toledo	English, Literature
Howard Stahl	MS	Cornell University	Information Technology
Nicholas V. Herrera-Vakkur	Ph.D	RAND Graduate School	Business , Business Law, Marketing

Academic Regulations

Evaluation

Students are evaluated using the common American grading system:

Grade	GPA	Description
A	4.00	Outstanding
A-	3.67	Very Good
B+	3.33	Very Good
B	3.00	Good
B-	2.67	Good
C+	2.33	Satisfactory
C	2.00	Satisfactory
C-	1.67	Passing, yet unsatisfactory
D	1.00	Barely passing
F	0.00	Failure to pass
I	N/A	Incomplete
W	N/A	Withdrawal

An “I” represents an Incomplete grade; it is given for a course in which a student has not completed all course requirements and the course instructor has agreed to extend the deadline for submission of the required coursework. All incomplete coursework must be completed and delivered to the instructor, or to his or her designated representative, no later than four-weeks after the final day of the term in which the course was taken. The instructor will take such work into consideration in determining the student’s final grade.

Withdrawal From a Course

A student who has decided that he or she will be unable to complete the work of a course may withdraw from the course up to the 7th week of

the term. Withdrawal from a course is indicated on a student’s transcript by a “W”. Withdrawals must be properly completed on the LAIU website by the deadline.

Note: For financial information about withdrawal see page 10.

Grade Disputes

Instructors are required to keep a complete grade record of each class for one full year after the end of the semester or term in which the course was taught. Questions regarding a grade received in a course must be addressed within this time frame and should be addressed first with the instructor. The school CAO, in turn may be consulted by either party to insure fairness.

Academic Honesty

LAIU is committed to maintaining the highest level of academic integrity. We strive to maintain an academic community that thrives on honesty, integrity, and growth through personal achievement.

To ensure compliance with the aforementioned, students are subject to the following set of rules and procedures, which govern academic integrity at LAIU.

Defining Plagiarism

Plagiarism is defined as the deliberate use of others' work and/or ideas, while falsely presenting them as one's own.

Forms of plagiarism include, but are not limited to:

Direct duplication - verbatim transcription of others' written work, without proper citation of the original authors.

Paraphrasing - paraphrasing (rewriting in one's own words) of others' written work, without proper citation of the original authors.

Avoiding Plagiarism

In order to avoid plagiarism, students should follow the following guidelines:

A. Complete all assigned coursework independently with no external help, unless otherwise specified by your professor.

B. When incorporating others' work or ideas into a written assignment, be sure to properly cite the source and author of the referenced work.

C. If in doubt regarding the rules on plagiarism and/or their applicability, address your professor and request clarification; he or she will be happy to help!

Reporting and Resolving Plagiarism

The reporting of suspected plagiarism is the academic duty of *every professor, administrator, and student* at LAIU. The following procedures facilitate the reporting and resolving of suspected plagiarism at LAIU:

A. If a student, administrator, or faculty member—other than the relevant course instructor—suspect that plagiarism has been committed, he or she should address the relevant course professor, presenting him or her with all details relating to the suspected plagiarism.

B. The professor shall proceed to confront the suspected student in a confidential manner, while preserving the anonymity of the charging party.

C. If, after communicating with the suspected student, it is determined that plagiarism has, indeed, been committed, the professor may opt for one of three courses of action subject to his or her discretion:

I. Instruct the student to redo and submit the assignment in question.

II. Assign a failing grade (F) for the assignment in question.

III. Recommend a failing grade (F) in the course. This action, reserved for severe cases of academic dishonesty, is subject to approval by the Dean.

D. If a course professor determines that a previously plagiarizing student continues to engage in academic dishonesty, the professor shall (a) assign a failing grade (F) for all work proven to contain plagiarism, and (b) refer the matter to the school Dean.

E. The suspected student may submit a formal response to the allegations for consideration by the Dean.

F. The CAO shall then render a decision outlining any disciplinary action to be taken against the suspected student. Disciplinary action may include, but is not limited to:

I. A failing grade (F) in the course.

II. Temporary suspension from the university.

III. Expulsion from the university.