



**UNDERGRADUATE and GRADUATE  
Catalog and Student Handbook  
2011—2012**



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Cleary University is accredited by the  
Higher Learning Commission  
and is a member of the  
North Central Association of Colleges and Schools,  
30 North LaSalle Street  
Suite 2400  
Chicago, IL 60602-2504  
312.263.0456  
<http://www.ncahlc.org>

For information on Cleary University's accreditation  
or to review copies of accreditation documents, contact:

Vincent P. Linder, PhD  
Provost and Vice President for Academic Affairs  
Cleary University  
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Howell, MI 48843

The contents of this catalog are subject to revision at any time. Cleary University reserves the right to change courses, policies, programs, services, and personnel as required.

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# CLEARY UNIVERSITY

## **Philosophy**

Cleary University is an independent, not-for-profit, multi-campus, specialized business university, committed to the betterment of society through the success of its students, alumni, and their employers. This is accomplished by operating as a role model for responsible business practice, by embracing continuous improvement principles and innovation, and by maintaining an attentive customer focus.

## **Mission**

Our mission is to provide students with the knowledge, skills, and credentials to advance their careers.

## **Vision**

Cleary University will be America's foremost applied-business university, providing practical, project-based education that enriches student lives and enables an immediate alumni contribution to employers, families, and communities.

## **Values**

At Cleary University we value

- Effective learning through the application of knowledge
- Constant focus on understanding and satisfying student and employer needs
- Continuous and systemic improvement of product, service, and process
- Work as a source of learning, societal contribution, and self-dignity
- Innovation and opportunity as keys to advancement
- Responsible and ethical business practice and value exchange
- Dedicated staff, faculty, trustees, and other stakeholders

## ***ENROLLMENT AND STUDENT PROFILE***

Over 1000 students attend Cleary University each year; approximately 40 percent attend part-time. The average age of Cleary students is 34 years, and women comprise about 57 percent of the student population. Additionally, the largest racial or ethnic group (73%) is self-identified as Caucasian.

## ***CLEARY UNIVERSITY FACULTY***

Cleary has 105 full-time and part-time faculty members who bring excellent academic credentials to the classroom. They also share valuable experience gained by working in business and industry, providing a real-world focus to classroom issues. The student to faculty ratio is 11:1.

## ***LEARNING ENVIRONMENT***

The Cleary learning environment emphasizes student involvement in every aspect of the learning process. Students team with faculty to shape learning activities and assessment around a predetermined set of outcomes. Faculty serve as facilitators in this collaborative and active learning process, combining their subject expertise and business experience with students' experiences to enrich the learning for everyone involved.

Cleary programs are intended for the serious student who desires an undergraduate or graduate business degree or professional certification, and is motivated to apply energy to reach that goal. Cleary assists students by providing an environment focused on effective and efficient learning with a minimum of unnecessary distractions. Emphasis is placed on providing a learning environment that fosters mastery of current business theory and technology and its application to business situations. Students are expected to adhere to high standards for personal responsibility, open communication, cooperation, and ethical behavior.

# CLEARY UNIVERSITY ACADEMIC PROGRAMS

## ***Program Features***

Cohort Shared Learning: Learning groups called cohorts take courses together and support each other in the learning process.

Accelerated Delivery Model: Courses and schedules are designed to minimize required time on campus and speed degree completion.

Project-based Learning: Business concepts taught are applied in project courses ensuring that graduates can apply the concepts learned.

Professional Certification: Courses are designed to teach the knowledge that experts have selected as important for professional certifications in each field.

Employer Requirements: Employers for each business field are consulted and their needs are incorporated into courses.

Practitioner Faculty: Faculty work in business and know firsthand what knowledge is needed to be successful in the workplace.

Transfer Credit: Most previous college course work will transfer and apply toward undergraduate degree completion.

Prior Learning Credit: College-level learning done outside of the traditional college classroom setting is recognized and translated into credits that apply toward undergraduate degree completion.

All-inclusive Tuition. Cleary University's approach to tuition is different from other academic institutions. At Cleary, you'll pay one all-inclusive tuition rate. No added fees or extra charges, ever.

Tuition Guarantee. The tuition rate is guaranteed not to increase as long as you remain continuously enrolled in your Cleary University degree program up to 12 terms for undergraduate students; six and one-half terms for graduate students.

Book Delivery. Textbooks, either printed or electronic copies, are included in your tuition and are shipped directly to you.

## ***Institutional Learning Outcomes***

The University strives to achieve the learning outcomes cited through academic programs and degrees.

General Education—Students will be able to

- Communicate information and ideas effectively in written and oral forms
- Use technology to research, analyze, and communicate information
- Demonstrate teamwork, cooperation, and leadership in diverse settings
- Demonstrate personal responsibility and honest and ethical personal behavior
- Acknowledge the differing perspectives of others
- Express openness to new ideas and embrace thoughtful and constructive change
- Demonstrate professional behavior and understand career management
- Use self-evaluation and lifelong learning to continually grow

Core—Demonstrate mastery of

- Concepts of a business core and a chosen concentration
- Sustainable business practices
- Concepts of continual improvement
- Relevant cultural, social and global behavioral mechanisms
- Solving practical problems using discovery, innovation, application, and integration



## **ACADEMIC PROGRAMS**

### ***Traditional Program***

The Traditional Program is designed for students who recently completed their high school education and are preparing for entry into a professional business career. Degree majors within the College of Business Innovation and Applied Technology are selected to achieve this goal in fields aligned with the interests of this student group and the business fields with career entry employment potential. Course scheduling, pacing, and technology demands are all tailored to the needs of the traditional student. Work courses and labs are integrated into curricula to give hands-on experiences.

Classes meet twice per week in twelve-week terms for the first two years. Course delivery in the first two years combines primarily lecture style courses with an integration of online instruction components. Students may demonstrate proficiency in designated courses, thus saving time and tuition costs. Upon completion of the associate degree, students transition to the Non-Traditional Program to complete the baccalaureate degree requirements. All Cleary University students are offered the following benefits:

- Textbooks (either electronic or printed textbooks) included in the cost of tuition
- Access to online library databases
- Tutoring
- Assigned academic advisor
- Career services, job placement, internships
- Tuition guarantee
- Guaranteed class schedule
- Extracurricular activities
- Practitioner faculty

### ***Non-Traditional Program***

Most Non-Traditional Program students are mid-career, working adults. The Non-Traditional Program offers an accelerated academic schedule and use of the Internet for some course delivery, and provides students with an opportunity to complete their undergraduate degrees while juggling the demands of careers and family. Cleary University's Non-Traditional Program offers two different undergraduate degree paths. A degree completion option, Executive BBA, is designed for immediate entry by qualified individuals. Cleary's Transfer BBA and BS majors are designed for individuals who have completed needed previous course work, depending on the major selected.

### ***Graduate Program***

The Cleary MBA is intended for the experienced manager who is interested in and capable of advancing to the next level, but unable to forego employment and family life to achieve an advanced degree. The Graduate Program curriculum emphasizes business theory appropriate to the graduate level but also incorporates an applied problem-solving approach while covering a broad range of core business topics. Student interest in a particular industry, sector, or field is accommodated with major concentration courses. Most MBA majors do not require a specific undergraduate degree major. Courses are completed one course at a time to allow a fit with busy schedules.

### ***Online Program***

Cleary University Online Program is for students who want to complete degrees without the geographic restriction of on-campus class meetings. Classes are completed asynchronously over the Internet using eCleary, the University's course delivery system. Students with time or travel restrictions due to work or other demands, or who are not conveniently located near one of Cleary's campuses, can complete a degree online. Selected MBA and BBA degrees are offered through Cleary's online program.

# CLEARY UNIVERSITY DEGREE PROGRAMS

## Cleary University offers the following degrees:

- Master of Business Administration (MBA)
- Graduate Certificate
- Bachelor of Business Administration (BBA)
- Bachelor of Science (BS)
- Associate in Business Administration (ABA)
- Associate in Applied Science (AAS)
- Certificate

## ***Undergraduate Degrees and Certificates***

### Accounting and Finance

- Corporate Accounting BS
- Public Accounting BS
- Corporate Finance BS
- Accounting ABA

### Information Systems

- Computer Information Systems BS
- Management of Information Systems BBA
- Information Technology AAS
- Desktop Support Specialist Certificate
- Web Professional Certificate

### Management

- Business Development and Sales BBA
- Business Management BBA
- Corporate Communication and Public Relations BBA
- Entrepreneurship BBA
- Executive BBA
- Health Care Management BBA
- Human Resource Management BBA
- Sustainability Management BBA
- Business Enterprise ABA
- Event and Meeting Management ABA
- Event and Meeting Management Certificate

### Marketing

- Marketing and New Media BBA
- eMarketing ABA

## ***Graduate Degrees and Certificates***

- Public Accounting MBA
- Financial Planning MBA
- Green Business Strategy MBA
- Management MBA
- Nonprofit Management MBA
- Organizational Leadership MBA
- Graduate Certificate in Financial Planning
- Graduate Certificate in Green Business Strategy
- Graduate Certificate in Nonprofit Management

## ADMISSION REQUIREMENTS

Cleary University admits students of any race, color, religion, sexual orientation, and national and ethnic origin to all the rights privileges, programs, and activities generally accorded or made available to students within the University.

### ***Undergraduate Admission Requirements***

Standard admission to an undergraduate degree program may be granted in one of the categories listed below by meeting the following requirements which have been developed in accordance with Federal Ability-to-Benefit Regulations. Please note that admission to the University does not guarantee admission to programs which have specific entry requirements.

#### **Traditional Students (students entering directly from high school)**

1. Submit a completed online application or application form with a nonrefundable \$25.00 application fee.
2. Submit a high school transcript indicating graduation with a minimum grade point average of 2.5 on a 4.0 scale and a minimum ACT score of 19.\*\*

#### **Non-Traditional Students (students with 0-12 completed college credits)**

1. Submit a completed online application form with a nonrefundable \$25.00 application fee.
2. Submit a high school transcript indicating graduation with a minimum grade point average of 2.0 on a 4.0 scale.\*\*
3. Submit a college transcript, if applicable, with a minimum grade point average of 2.0 on a 4.0 scale.\*\*
4. Submit documentation to indicate a minimum age of twenty.

#### **Transfer Students**

1. Submit a completed online application or application form with a nonrefundable \$25.00 application fee.
2. Submit a college transcript with a minimum grade point average of 2.0 on a 4.0 scale.\*\*
3. Submit documentation to indicate a minimum age of twenty.

\*Please note the additional requirements for the Executive BBA program.

### ***Graduate Admission Requirements***

Standard admission to the Cleary University graduate degree program may be granted by meeting the requirements below.

1. Submit a completed application form with a nonrefundable \$50.00 application fee.
2. Submit a college transcript showing completion of a baccalaureate degree from a regionally-accredited college or university, and a minimum undergraduate grade point average of 2.5 on a 4.0 scale.\*\*
3. Submit an admissions essay.\*\*
4. Submit a professional résumé indicating a minimum of two years management or related experience.\*\*
5. Please note the additional requirements for the MBA Public Accounting program on pages 56 and 57.

#### ***Provisional Admission\*\****

Provisional admission in the categories described above may be granted to a student who does not meet all requirements at the time of application, but demonstrates exceptional promise. Please contact the Admission's Office for details.

#### ***Guest Student (Non-degree Seeking)***

Students who wish to take selected courses for credit but do not wish to pursue a degree at Cleary University may be considered for admission in this category. Students admitted in this category must submit a completed Michigan Uniform Guest Student Application. An application fee is not required.

### **International Students**

Students who are not citizens of the United States of America may be admitted if they meet the standard admission requirements and can demonstrate the following:

1. Proficiency in the English language by presenting official records showing a minimum score of 550 (PBT—paper-based test), 213 (CBT-computer-based test) or 70 (iBT-Internet-based test) on the Test of English as a Foreign Language (TOEFL), or a minimum score of 75 on the Michigan English Language Assessment Battery (MELAB), or successful completion of a basic composition course at a US college or university with a grade of “C” or higher for undergraduate students; “B” or higher for graduate students.
2. Evidence of financial resources adequate to sustain monetary obligations in the United States.
3. The ability to secure the proper visa to stay in the United States.
4. Completion of all necessary forms in the International Student packet.

Please note that because Cleary University makes extensive use of distance technology in its delivery of instruction, current immigration regulations prohibit the University’s issuance of F-1 visas.

Cleary University’s 100% online programs are available to international students who remain outside of the United States. Students must meet the admission requirements as outlined above for the appropriate category and must prove proficiency in the English language as outlined in requirement #1 for International Students.

### **Appeal of Admission Denial**

Applicants denied admission may request reconsideration. Requests must be submitted in writing to the applicant’s assigned academic advisor and should include an explanation of the circumstances related to the reasons for denial of the application provided in the notification of admission denial. Review of the request and supporting documentation will be conducted by the appellate committee and will culminate in one of the following outcomes:

- Admission denial is upheld
- Provisional admission is granted
- Full admission is granted

Decisions of the appellate committee are binding. Applicants who are denied admission may reapply for admission when all factors that initiated the denial have been corrected.

### **Readmission for Veterans**

Veterans returning after military leave to perform military service will be promptly readmitted at the same academic status achieved and at the same tuition rate when last in attendance at Cleary University, provided the absence does not exceed five years, by providing a copy of his or her discharge form (DD214) to the University Admissions Office.

### **Agreements with Other Institutions**

Cleary has agreements with a number of educational institutions to assist with transition to Cleary University. Course equivalencies, transfer guides, and articulation agreements are available for:

#### **Colleges**

- Henry Ford Community College
- Lansing Community College
- Montcalm Community College
- Mott Community College
- Oakland Community College
- Schoolcraft College
- Washtenaw Community College

#### **High Schools & Other Institutions**

- Fowlerville High School
- Hartland High School
- Howell High School
- Kensington Woods High School
- Lincoln Consolidated Schools
- Regional Career Technical Center, Ypsilanti High School
- National Guard
- YMCA

## TECHNOLOGY RECOMMENDATIONS

Access to a computer with connection to the Internet is required for all courses at Cleary University. Word processing and spreadsheet programs are required to complete the curriculum. Some courses (CAS and CIS in particular) may have additional hardware or software requirements. Please refer to the program descriptions in the catalog for program-specific requirements.

### **Minimum requirements:**

- Notebook or desktop computer with access to the Internet.
- Desktop productivity software including word processor, spreadsheet, and presentation software. The student must have the ability to read and save documents in MS Office 2003 (or higher) formats.
- Up-to-date media players: Windows Media, Flash, and QuickTime.
- Antivirus software with up-to-date virus definitions.
- Computer headset with microphone.

### **Possible configurations:**

All of the following configurations meet the minimum requirements for most of the Cleary University curriculum. This is not an all-inclusive list; other configurations will meet the requirements as well.

Windows Notebook/Desktop PC	Processor: Intel or AMD (1GHz or faster) Operating System: Windows XP (512MB RAM) Windows Vista (2GB RAM) Windows 7 (2GB RAM) Desktop Applications: Office 2007 Office 2010 Open Office WinZip Web Browser Internet Explorer 7,8 (ActiveX enabled) Firefox 3.x
Macintosh Notebook/Desktop PC	Operating System: All Intel Based Macs OS/X 10.5 OS/X 10.6 Desktop Applications: Office 2004 Office 2008 Office 2011 Open Office WinZip Web Browser Safari Firefox 3.x (Preferred)
Netbook PC	Operating System: Windows XP (512MB RAM) Windows 7 Desktop Applications: Office 2007 Office 2010 Open Office WinZip Web Browser Internet Explorer 7 Firefox 3.x

# UNDERGRADUATE DEGREES AND CERTIFICATES

## ***Executive BBA***

The Executive BBA is unique because students complete their degree in a cohort format in one year. The degree is for someone with significant work experience in a business, health care, governmental, or nonprofit organization who desires to complete a baccalaureate degree for both professional and personal advancement. Program emphasis is on the practical application of proven business management principles so that students not only gain the knowledge needed to succeed, they also learn how to use this knowledge to make a significant and immediate difference in their companies. The pace of the program is rigorous but the rewards are immeasurable in terms of broadening professional skill sets and enhancing career opportunities.

### **Career Benefits**

- Immediate career impact: complete a BBA degree in one year
- Enhanced employer appeal: demonstrated application of business concepts
- Improved career flexibility: broad degree content is applicable to most business careers
- Professional network: cohort classmates and faculty relationships benefit beyond graduation

### **Convenient Program Features**

- Time and expense savings through transfer and work experience credits
- Course scheduling tailored to working adults
- Academic success promoted by faculty-mentor guidance
- All-inclusive tuition. There are no fees. Textbooks (either electronic or printed textbooks) are included in tuition and are shipped directly to the student's home.
- Financial assistance and payment plan options

### **Project-Based Learning**

The Executive BBA program design incorporates application through project-based learning.

- Executive BBA Project Sequence: The Executive BBA Project Sequence is a multi-course sequence completed over the entire year of the program. Students carry out projects involving primary research, process improvement, business plan, marketing audit, implementation plan, or feasibility study. A faculty mentor works with each student to complete the project and tailor the work to align with the professional and personal development interests of the student. Often Executive BBA projects solve a significant problem for students' employers.
- Capstone project in each course: Course capstone projects involve comprehensive application of the course principles to relevant management circumstances.

### **Program Learning Outcomes**

Upon the completion of the Executive BBA program students will be able to:

- Apply critical thinking to the research, analysis, and resolution of business problems
- Demonstrate effective communication skills and an ability to work effectively in teams
- Recognize ethical, legal, and social considerations in complex business situations
- Understand the global, economic, ethical, and legal environments of contemporary business
- Identify and practice the leadership and motivational traits and qualities necessary to accomplish organizational goals
- Create a final report that incorporates course outcomes into a customized application project

### **Student Entry Requirements**

The Executive BBA entry requirements are designed to ensure a high quality academic experience and student success. Admission to the Executive BBA requires:

1. An awarded Associate Degree from a regionally accredited institution, or a minimum of 90 transfer quarter-credits (60 semester credits) that satisfy a credit distribution requirement
2. A cumulative GPA of 2.5 or higher in transfer courses
3. Minimum age of 25 at entry

## Executive BBA Course Requirements

### **Required Courses (Cohort)..... 56 credits**

*Required courses which include core subjects and the project sequence are completed at Cleary University in a cohort format in 12 months (3 ½ terms). No substitutions are permitted. .*

#### **Core Subjects (40 credits)**

ACC 401 Financial Accounting  
ACC 402 Managerial Accounting  
ENT 405 Creativity and Innovation  
FIN 400 Financial Management  
LAW 320 Business Ethics and Legal Issues  
MGT 407 Behavior of Organizations  
MGT 412 Leadership and Teams  
MGT 420 International Business  
MKT 415 Interactive Marketing  
MTH 344 Quantitative Business Analysis

#### **Executive BBA Project Sequence (16 credits)**

BAC 300 Business Research and Communication  
MGT 340 Managing Projects and Processes in Organizations  
PJT 491 Professional Project I  
PJT 492 Professional Project II

### **Associate's Degree (see Note 1) ..... 90 credits**

*Courses may be taken at Cleary University. Substitution permitted by transfer.*

### **General Education and Elective Courses (see Note 2)..... 34 credits**

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

### **Executive BBA Degree Total ..... 180 credits**

Note 1: Requires a cumulative GPA of 2.5 or higher in an Associate Degree, or a minimum of 90 transfer quarter credits (60 semester credits) that satisfy a credit distribution requirement.

Note 2: To increase potential for prior learning credit, applicant must be a minimum age of 25 at entry. There is no credit distribution requirement in this category.



## ***BBA Business Development and Sales***

### **Program Features**

This baccalaureate degree program is designed to prepare individuals to fill business development specialist roles in any business. The BBA in Business Development and Sales offers the student an integrated education, combining studies of general business and a selected group of courses designed to provide the foundation of study for this specialization. The degree program prepares students to be business development specialists who generally are charged with helping companies grow and expand by reaching new customers. Business development specialists are responsible for investigating new business avenues for their companies. They also interface with other departments in their organizations, including sales, marketing, and customer service.

### **Career Benefits**

Business development is a broad term applied to the process of strengthening ties with existing clients as well as cultivating customers in other sectors of a broader market. In order to accomplish this goal, business development normally crosses the traditional barriers between sales, marketing, customer care, operations, and management in order to promote a business expansion process. The business development specialist must exhibit a degree of competence in many different areas in order to identify and capitalize on growth opportunities.

The process of business development can be applied to just about any corporate situation. Even companies that are small need this type of activity in order to remain stable and to achieve growth over time.

According to the U.S. Department of Labor, employment in this area is projected to grow faster than average; keen competition is expected for entry-level jobs. The need for good business development specialists in an increasingly competitive economic environment will peak demand for these workers in organizations of all types and sizes.

### **Program Learning Outcomes**

Upon completion of this degree, the graduate will be able to:

- Conduct intensive research pertaining to channel development, product development, and product distribution
- Develop new business strategies through market analysis, and develop new and improved methods for marketing products through various new and traditional media
- Initiate and develop profitable strategic alliances, partnerships and customers in the assigned market space by researching, developing, and implementing new business models
- Demonstrate the ability to prospect for new business through networking, market research, direct marketing, and new media campaigns
- Develop business models for new products and services
- Identify any potential acquisitions and/or distribution opportunities and do initial research into viability of fit with an organization



## BBA in Business Development and Sales Course Requirements

### Major Courses (Cohort)..... 30 credits

*No substitution. All courses must be taken at Cleary University.*

MGT 340 Managing Projects and Processes in Organizations  
MGT 435 Business Forecasting  
MGT 485 Business Planning  
MKT 400 Relationship Selling  
MKT 420 Market Intelligence  
PJT 495-499 Senior Project I-V

### Business Core Courses ..... 48 credits

*Courses may be taken at Cleary University, or substitution is permitted by transfer.*

ACC 401 Financial Accounting  
ACC 402 Managerial Accounting  
BAC 300 Business Research and Communication  
BCS 440 Technology and the Organization  
ECO 320 Economics of Business  
FIN 400 Financial Management  
LAW 320 Business Ethics and Legal Issues  
MGT 407 Behavior of Organizations  
MGT 420 International Business  
MKT 415 Interactive Marketing  
MTH 344 Quantitative Business Analysis  
NAT 340 Environmental Science for Managers

### Lower Division Prerequisites ..... 40 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

ACC 245 Principles of Accounting I  
CAS 107 Microsoft Excel  
CAS 111 Microsoft PowerPoint  
COM 240 Speech and Presentation Techniques  
ECO 250 Macroeconomics  
ENG 160 Business Composition  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

### General Education and Elective Courses..... 62 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

**Total..... 180 credits**

## ***BBA Business Management***

### **Program Features**

The BBA in Business Management provides the student with a well-grounded degree in general management. This preparation is well suited for students who want a business degree or who are looking to further their management career. Students may attend part- or full-time. This program is available fully online or by combining synchronous, asynchronous, or blended course delivery options.

This program emphasizes the practical application of business principles to solve complex, real-life business management problems. Our faculty rely on case studies, project-based learning, and other teaching methods that promote real-world decision making. Students apply common business practices through courses, working individually and in group projects. Course work emphasizes good critical thinking skills and the development of ethical leadership. Class discussions revolve around both classical issues and current trends that the business enterprise might face. The Senior Project courses require students to apply course outcomes to a customized application project.

### **Career Benefits**

Employment of general managers and top executives is expected to grow as new companies start up and established companies seek managers who can help them maintain a competitive edge in domestic and world markets.

The emphasis on the practical application of proven business management principles means that students not only gain the knowledge needed to succeed, they also learn how to use this knowledge to make a real difference in their companies. For those students already in a management career, improvement in managerial effectiveness means more recognition, promotions, and compensation for the typical graduate. Students who plan to embark on a management career, either by changing from their current field of work or by moving up into management, will benefit from the program's well-rounded approach. Coupled with the right work experience, graduates from this program may qualify for the following career opportunities:

- Administrative Services managers
- Computer and Information Systems managers
- Construction/Industrial Production managers
- Retail/Food Service/Lodging managers
- Property, Real Estate, and Community Association managers

Students demonstrate their competencies in each course through a combination of analytical papers, tests, case analyses, and capstone projects. Each capstone project is a comprehensive application of the course's principles to one or a series of business management situations. Benchmarking our graduates to those from other business schools through the ETS Major Field Test demonstrates our graduates are confident they can compete successfully. Their employers receive high value through the management expertise of Cleary graduates.

### **Program Learning Outcomes**

Upon completion of this degree, the graduate will be able to:

- Apply critical thinking to the research, analysis, and resolution of business problems
- Demonstrate effective communication skills and an ability to work effectively in teams
- Recognize ethical, legal, and social considerations in complex business situations
- Understand the global, economic, ethical, and legal environments of contemporary business
- Identify and practice the leadership and motivational traits and qualities necessary to accomplish organizational goals
- Monitor and evaluate effectiveness of management processes, programs and outcomes

## BBA in Business Management Course Requirements

### Major Courses (Cohort)..... 30 credits

*No substitution. All courses must be taken at Cleary University.*

MGT 400 Management Skills Seminar  
MGT 412 Leadership and Teams  
MGT 425 Negotiations  
MGT 479 Management Policy  
PJT 495-499 Senior Project I-V  
QTY 432 Quality Management

### Business Core Courses ..... 48 credits

*Courses may be taken at Cleary University, or substitution is permitted by transfer.*

ACC 401 Financial Accounting  
ACC 402 Managerial Accounting  
BAC 300 Business Research and Communication  
BCS 440 Technology and the Organization  
ECO 320 Economics of Business  
FIN 400 Financial Management  
LAW 320 Business Ethics and Legal Issues  
MGT 407 Behavior of Organizations  
MGT 420 International Business  
MKT 415 Interactive Marketing  
MTH 344 Quantitative Business Analysis  
NAT 340 Environmental Science for Managers

### Lower Division Prerequisites ..... 40 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

ACC 245 Principles of Accounting I  
CAS 107 Microsoft Excel  
CAS 111 Microsoft PowerPoint  
COM 240 Speech and Presentation Techniques  
ECO 250 Macroeconomics  
ENG 160 Business Composition  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

### General Education and Elective Courses..... 62 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

**Total..... 180 credits**

## ***BBA Corporate Communication and Public Relations***

### **Program Features**

This baccalaureate degree program is designed to prepare individuals to fill the business-related communications role in a virtual or traditional environment. The BBA in Corporate Communication and Public Relations offers the student an integrated education, combining studies of both business and communication in a global context. It prepares students for the communication and management challenges of businesses by emphasizing leadership, innovation, entrepreneurship, and effective communication. This program provides a solid foundation in project management, business, Web communication, corporate communication, and international communication.

This degree incorporates three major curriculum themes: (1) global business communications, (2) organizational communications in the traditional and virtual environments, and (3) training (development and assessment). This major focuses on understanding, exploring, and mastering technology as a tool for communicating and collaborating in a global environment. A training component is included so graduates who have mastered emerging communication technologies will be equipped to train others in the uses and applications of these technologies. Students complete an electronic portfolio of work samples and projects. This program is available online, and offers the flexibility to meet the demands of working professionals. To facilitate transparent communication, beginning with the first course in the major, hardware configurations and software programs are provided for all degree seekers.

### **Career Benefits**

Daily lives are increasingly influenced by advancements in technology, and the demand for skilled communicators in these fields continues to grow. One of the fundamentals of today's successful businesses is effective communication both internally and externally, face-to-face, across the country, or around the globe. Mastering both fundamental and virtual communication skills will provide a competitive edge in the Information Age. According to the U.S. Department of Labor, employment in this area is projected to grow faster than average; keen competition is expected for entry-level jobs. The need for good business communication skills in an increasingly competitive global business environment will peak demand for these workers in organizations of all types and sizes.

Jobs are concentrated in service-providing industries such as advertising, health services, educational services, communication firms, financial institutions, and government agencies. This program's focus on new and emerging technologies, plus the training component, positions graduates to succeed in the global and virtual environment, and to adapt quickly and easily to new technologies as they are developed and implemented in the business environment.

### **Program Learning Outcomes**

Upon completion of this degree, the graduate will be able to:

- Summarize communication theory and trends
- Use, evaluate, and modify different communication strategies and Web 2.0 technologies in a traditional or virtual business setting in global contexts
- Create and maintain one or more virtual, Web-based communication channels
- Implement and incorporate excellent writing and editing skills into all facets of corporate communication
- Demonstrate the ability to think strategically, and gain a global perspective on communications and public relations
- Demonstrate clear and concise writing skills and leadership in the digital world

## **BBA in Corporate Communication and Public Relations Course Requirements**

### **Major Courses (Cohort)..... 30 credits**

*No substitution. All courses must be taken at Cleary University.*

COM 320 Impact of Technology on Workplace Communication  
COM 340 Presenting and Persuading in the Virtual Environment  
COM 400 Advanced Business Communication Methods  
COM 460 Public Relations—Communicating to the Internal and External Public  
MKT 435 New Media Theory and Practice  
PJT 495-499 Senior Project I-V

### **Business Core Courses ..... 48 credits**

*Courses may be taken at Cleary University, or substitution is permitted by transfer.*

ACC 401 Financial Accounting  
ACC 402 Managerial Accounting  
BAC 300 Business Research and Communication  
BCS 440 Technology and the Organization  
ECO 320 Economics of Business  
FIN 400 Financial Management  
LAW 320 Business Ethics and Legal Issues  
MGT 407 Behavior of Organizations  
MGT 420 International Business  
MKT 415 Interactive Marketing  
MTH 344 Quantitative Business Analysis  
NAT 340 Environmental Science for Managers

### **Lower Division Prerequisites ..... 40 credits**

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

ACC 245 Principles of Accounting I  
CAS 107 Microsoft Excel  
CAS 111 Microsoft PowerPoint  
COM 240 Speech and Presentation Techniques  
ECO 250 Macroeconomics  
ENG 160 Business Composition  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

### **General Education and Elective Courses..... 62 credits**

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

**Total..... 180 credits**

## ***BBA Entrepreneurship***

### **Program Features**

The BBA in Entrepreneurship provides the student with a well-rounded degree in entrepreneurship and business management. This preparation is well suited for the student who wants to open a new business, plans to enter into the management of an existing family business, or is currently managing a small business. This program emphasizes the practical application of business principles to solve complex, real-life, start-up business management problems. Courses are designed to include this practical application, case studies, and other teaching methods that promote real-world decision making. Students will apply common business practices through online and on-campus courses, working individually and in group projects in both settings. Course work emphasizes creativity, good critical thinking skills, and the development of ethical leadership. Class discussions revolve around both classical issues and current trends that the business enterprise might face. The Senior Project courses require students to apply course outcomes into a customized application project

### **Career Benefits**

As the global economy continues to expand, increased pressure is being placed on the traditional employment market. The current economic times support and encourage Americans to use their creative energies and natural embrace of risk to develop start-up companies that are nimble and able to maintain a competitive edge in domestic and world markets. The emphasis on the practical application of proven business management principles means that students not only gain the knowledge needed to succeed, they also learn how to use this knowledge to make a real difference in their company. This improvement in management effectiveness, for those students already in small business, means more growth and sustainable financial health. Students who plan to embark on a new business are served by the program's well-rounded approach.

### **Project Based Learning**

Students demonstrate their competencies in each course through a combination of analytical papers, tests, case analyses, and capstone projects. Each course's capstone project is a comprehensive application of the course's principles to one or a series of business management situations, which ultimately result in a professional business plan suitable for seeking financial support for the start-up. Creating a comprehensive business plan is of threefold importance: (1) It will enable better focus on the structure, strengths, weaknesses, opportunities, and threats to the business. This will allow for better planning and design. (2) The completed business plan will serve as a road map for guiding the business through the establishment of strategic objectives and appropriate measurement criteria. (3) When formalized, the business plan will be used as a "selling" document to attract potential investors, suppliers, and lending institutions.

### **Program Learning Outcomes**

Upon completion of this degree, the graduate will be able to:

- Apply critical thinking to the research, analysis, and resolution of business problems
- Demonstrate effective communication skills and an ability to work effectively in teams
- Recognize ethical, legal, and social considerations in complex business situations
- Understand the global, economic, ethical, and legal environments of contemporary business
- Identify and practice the leadership and motivational traits and qualities necessary to accomplish organizational goals
- Monitor and evaluate effectiveness of management processes, programs, and outcomes

## BBA in Entrepreneurship Course Requirements

### Major Courses ..... 30 credits

*No substitution. All courses must be taken at Cleary University.*

- ENT 400 Entrepreneurship
- ENT 405 Creativity and Innovation
- ENT 410 Marketing the New Business
- ENT 430 New Business Finance
- MGT 425 Negotiations
- PJT 495-499 Senior Project I-V

### Business Core Courses ..... 48 credits

*Courses may be taken at Cleary University, or substitution is permitted by transfer.*

- ACC 401 Financial Accounting
- ACC 402 Managerial Accounting
- BAC 300 Business Research and Communication
- BCS 440 Technology and the Organization
- ECO 320 Economics of Business
- FIN 400 Financial Management
- LAW 320 Business Ethics and Legal Issues
- MGT 407 Behavior of Organizations
- MGT 420 International Business
- MKT 415 Interactive Marketing
- MTH 344 Quantitative Business Analysis
- NAT 340 Environmental Science for Managers

### Lower Division Prerequisites ..... 40 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

- ACC 245 Principles of Accounting I
- CAS 107 Microsoft Excel
- CAS 111 Microsoft PowerPoint
- COM 240 Speech and Presentation Techniques
- ECO 250 Macroeconomics
- ENG 160 Business Composition
- FIN 200 Introduction to Business Finance
- MGT 150 Introduction to Business
- MGT 160 Introduction to Management
- MKT 150 Enterprise Marketing
- MTH 180 Introduction to Business Statistics

### General Education and Elective Courses..... 62 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

**Total..... 180 credits**



## **BBA Health Care Management**

### **Program Features**

The Bachelor of Business Administration in Health Care Management is a degree program designed to provide preparation in management for the health care industry. Courses in the major address current management issues and challenges confronting professionals in the health care field. Core courses provide a comprehensive exposure to the foundation principles of business that are needed to manage functions common to any business enterprise.

Our faculty use case studies, project-based learning, and other teaching methods that promote real-world decision making. Students will apply common business practices through online and on-campus courses, working individually and in group projects in both settings. Course work emphasizes good critical thinking skills and the development of ethical leadership. Class discussions revolve around both classical issues and current trends that the business enterprise might face. The Senior Project courses require the students to integrate course outcomes into a customized application project.

The Health Care Management BBA degree is delivered by combining synchronous and asynchronous instruction. Students are required to complete their first year college courses and have a basic understanding of health care terminology before joining the Health Care Management major cohort. The associate's degree may be completed after completing Cleary University courses and transferred to meet degree requirements for the BBA. Students who have earned an associate's degree from a regionally accredited institution are also eligible to enroll in this program.

### **Career Benefits**

According to the US Bureau of Labor Statistics, "Employment of medical and health services managers is expected to grow faster than average for all occupations through 2014, as the health care industry continues to expand and diversify." A combination of work experience in the health care field and strong business and management skills should lead to the best opportunities. Health care management employers can be any of the following types of firms:

- Clinics
- Dental practices
- Health insurance organizations
- Health care associations
- Hospitals
- Nursing homes
- Physician practices
- Mental health departments
- Rehabilitation centers
- Skilled nursing facilities
- Universities and research institutions

In choosing a career in health care management, your first job might be an entry- to mid-level management position in a specialized area such as:

- Finance
- Government relations
- Human resources
- Information systems
- Patient care services
- Marketing and public affairs
- Medical staff relations
- Nursing administration
- Material management (purchasing of equipment and supplies)

### **Program Learning Outcomes**

When evaluating candidates for management positions, employers look for appropriate education, health care work experience, general management skills, leadership skills, business planning skills, and quantitative skills. Upon completion of this degree, the graduate will be able to:

- Describe effective management strategies needed to achieve successful outcomes in the health care system
- Demonstrate achievement of business skills in the health care management areas of budgeting, human resources, strategic planning, marketing, and information technology
- Integrate knowledge of ethical practice and legal responsibilities into the management role in the health care setting
- Develop an understanding of the health care environment to include delivery models, economics, policy, risk management, global issues, and quality measurement in health care



## BBA in Health Care Management Course Requirements

### Major Courses (Cohort)..... 30 credits

*No substitution. All courses must be taken at Cleary University.*

HCM 400 Quality Management in Health Care  
HCM 410 Legal Issues in Health Care  
HCM 420 Health Care Business  
HCM 430 Marketing Health Care Services  
HCM 450 Global Health Issues  
PJT 495-499 Senior Project I-V

### Major Prerequisite Courses ..... 4 credits

*Courses may be taken at Cleary University, or substitution is permitted by transfer.*

HCM 300 Introduction to Health Care Management

### Business Core Courses ..... 48 credits

*Courses may be taken at Cleary University, or substitution is permitted by transfer.*

ACC 401 Financial Accounting  
ACC 402 Managerial Accounting  
BAC 300 Business Research and Communication  
BCS 440 Technology and the Organization  
ECO 320 Economics of Business  
FIN 400 Financial Management  
LAW 320 Business Ethics and Legal Issues  
MGT 407 Behavior of Organizations  
MGT 420 International Business  
MKT 415 Interactive Marketing  
MTH 344 Quantitative Business Analysis  
NAT 340 Environmental Science for Managers

### Lower Division Prerequisites ..... 40 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

ACC 245 Principles of Accounting I  
CAS 107 Microsoft Excel  
CAS 111 Microsoft PowerPoint  
COM 240 Speech and Presentation Techniques  
ECO 250 Macroeconomics  
ENG 160 Business Composition  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

### General Education and Elective Courses..... 58 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

### Total..... 180 credits

## ***BBA Human Resource Management***

### **Program Features**

The field of human resource management encompasses various specialties, including compensation, recruiting, benefits administration, and labor relations. There is also a need for the generalist whose knowledge of human resource management covers a number of different human resource management functions. One of the most important career directions for all human resource management professionals is to have the necessary business knowledge, technology skills, interpersonal communications, and understanding of strategic processes to assist an organization in achieving its goals.

### **Career Benefits**

The profession of Human Resource Management (HRM) has become an important strategic partner with management in operations and in the achievement of goals in almost all organizations, private, government, and nonprofit. All organizations have recognized the importance of building human assets of the organization and creating an environment that enhances culture, efficiency, employee satisfaction, and productivity. As a profession, human resource management plays a vital, strategic role in developing and maintaining this culture. Human resource management is a dynamic field of study, constantly changing, requiring the continuous updating of knowledge and competencies of many related business disciplines.

Coupled with the right work experience, graduates from this program may qualify for the following career opportunities:

- Benefits Specialist
- Payroll Administrator
- HR Generalist
- Employee Relations Specialist
- HR Manager
- Compensation and Benefit Analyst

### **Certification**

One of the career requirements for all human resource management professionals is to attain certification through the national association, SHRM - the Society for Human Resource Management. Cleary University course work prepares students to take the examination for Professional Human Resource (PHR) certification.

Undergraduates are eligible to take the PHR examination up to one year after graduation from Cleary University, before the required two years of related HRM work experience has been accomplished. Upon passing the PHR certification examination, the designation of PHR will be awarded after the graduate completes two years of HRM-related experience.

### **Program Learning Outcomes**

Upon completion of this degree, the graduate will be able to:

- Demonstrate and evaluate practices concerning recruitment and selection, manage performance, maximize employee contribution, manage learning processes, utilize effective employment relations, resolve differences and gain commitment, motivate staff and reward contributions, and deliver equity and fairness
- Explain strategy development, and discuss and evaluate the connection between business and human resource strategy
- Identify and discuss ethical implications of human resource management related situations and decisions, and develop appropriate professional stances on these topics
- Identify, describe, analyze, and evaluate current strategic issues in human resource management
- Summarize organization theory, describe the effect of culture, discuss issues influencing structural choices, and assess the impact of different organizational forms on human resource policy and practice
- Analyze and evaluate human resource specialists' contribution, their specific skills, and ethical and professional issues of concern to them

## BBA in Human Resource Management Course Requirements

### Major Courses ..... 30 credits

*No substitution. All courses must be taken at Cleary University.*

HRM 440 Labor Relations and Legal Issues for Human Resource Managers  
HRM 450 Training and Development for Human Resource Professionals  
HRM 460 Compensation and Performance Management Systems  
HRM 470 Organizational Staffing Principles and Practices  
LAW 435 Human Resources Law  
PJT 495-499 Senior Project I-V

### Business Core Courses ..... 48 credits

*Courses may be taken at Cleary University, or substitution is permitted by transfer.*

ACC 401 Financial Accounting  
ACC 402 Managerial Accounting  
BAC 300 Business Research and Communication  
BCS 440 Technology and the Organization  
ECO 320 Economics of Business  
FIN 400 Financial Management  
LAW 320 Business Ethics and Legal Issues  
MGT 407 Behavior of Organizations  
MGT 420 International Business  
MKT 415 Interactive Marketing  
MTH 344 Quantitative Business Analysis  
NAT 340 Environmental Science for Managers

### Lower Division Prerequisites ..... 40 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

ACC 245 Principles of Accounting I  
CAS 107 Microsoft Excel  
CAS 111 Microsoft PowerPoint  
COM 240 Speech and Presentation Techniques  
ECO 250 Macroeconomics  
ENG 160 Business Composition  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

### General Education and Elective Courses..... 62 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

**Total..... 180 credits**

## ***BBA Management of Information Systems***

### **Program Features**

Information and systems technology have become important resources in today's business environment. Companies must be able to integrate technology into the business planning process through strategic planning to create new opportunities. Individuals in the Management of Information Systems program will be prepared to work within an organization to apply the latest technologies to increase company effectiveness, create new opportunities, and gain competitive advantages in their markets. This program emphasizes project management skills, which are critical for meeting the business demands of completing technology projects on time and within budget. Courses are delivered in a combination of on-campus and online methods. Major courses cover five primary areas of study:

- Project Management
- Systems Analysis and Design
- Database Management
- Risk Management
- Electronic Commerce

### **Career Benefits**

The Management of Information Systems degree is based on the understanding that to manage information technology, students must understand basic business concepts. Building on a foundation of business knowledge, students focus on managing quickly-changing technology resources, while gaining the communication, interpersonal, and leadership competencies needed to be an effective information technology manager in an organization. Coupled with the right work experience, graduates from this program may qualify for the following career opportunities:

- Information Technology Manager or Supervisor
- Data Center Manager
- Help Desk Manager
- Director of Information Technology
- Chief Information Officer (CIO)
- Chief Technical Officer (CTO)
- Systems Analyst

### **Program Learning Outcomes**

Upon completion of this degree, the graduate will be able to:

- Apply problem-solving skills, core information technology concepts, best practices, and standards to information technologies
- Identify and evaluate organizational requirements and current and emerging technologies
- Select, design, integrate, and administer information technology-based solutions into the organizational environment
- Describe the impact of information technology solutions in a global, societal, and ethical context
- Recognize the risks in information technology and information management
- Demonstrate the processes that support the delivery and management of information systems within a specific application environment

### **Certifications**

Cleary University's BBA in Management of Information Systems prepares students for the Certified Computing Professional (CCP) certification exam, which is administered by the Institute for Certification of Computing Professionals (ICCP). To be certified, candidates must pass one core and two specialty exams and either have a bachelor's degree and two years of full-time professional work experience in the IT field, or four years of experience without a bachelor's degree.

## BBA in Management of Information Systems Course Requirements

### Major Courses (Cohort)..... 30 credits

*No substitution. All courses must be taken at Cleary University.*

BCS 450 Principles of Information Security  
BCS 460 Data and Information Management  
BCS 462 Business Process Management  
CIS 410 Database Design and Implementation  
CIS 455 Advanced Enterprise Systems  
PJT 495-499 Senior Project I-V

### Major Prerequisite Courses ..... 12 credits

*Courses may be taken at Cleary University, or substitution is permitted by transfer.*

BCS 401 Managing Information Technology Projects  
BCS 406 E-commerce Technology  
CIS 400 Systems Analysis and Design

### Business Core Courses ..... 44 credits

*Courses may be taken at Cleary University, or substitution is permitted by transfer.*

ACC 401 Financial Accounting  
ACC 402 Managerial Accounting  
BAC 300 Business Research and Communication  
ECO 320 Economics of Business  
FIN 400 Financial Management  
LAW 320 Business Ethics and Legal Issues  
MGT 407 Behavior of Organizations  
MGT 420 International Business  
MKT 415 Interactive Marketing  
MTH 344 Quantitative Business Analysis  
NAT 340 Environmental Science for Managers

### Lower Division Prerequisites ..... 52 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

ACC 245 Principles of Accounting I  
CAS 107 Microsoft Excel  
CAS 111 Microsoft PowerPoint  
CIS 100 Foundations of Information Security  
CIS 115 Technology Infrastructure II  
CIS 260 Information Technology and Security Strategy for Business  
COM 240 Speech and Presentation Techniques  
ECO 250 Macroeconomics  
ENG 160 Business Composition  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

### General Education and Elective Courses..... 42 credits

*Courses may be taken at Cleary University. Substitution permitted by Transfer or Prior Learning documentation (pages 102-104).*

### Total..... 180 credits

## ***BBA Marketing and New Media***

### **Program Features**

Marketing is a core strategic function of any enterprise, and its central focus is to understand the customer in order to satisfy needs and build long-term relationships. The impact of the Internet on the marketing disciplines has dramatically changed the field. The melding of basic marketing principles with customer-centric management, strategic accountability, and Web-based strategies is central to our marketing curriculum.

Our faculty use case studies, project-based learning, and other application teaching methods that promote real-world decision making. Students will apply common business practices through online and on-campus courses, working individually and in group projects in both settings. Course work emphasizes good critical thinking skills and the development of ethical leadership. Class discussions revolve around both classical issues and current trends that the business enterprise might face. The Senior Project courses require the students to incorporate learning outcomes into a customized application project.

### **Career Benefits**

Marketing is actually many business activities that interact in order to promote goods or services to achieve customer satisfaction and to build relationships with customers. As a field, marketing involves planning and executing the conception, pricing, promotion, and distribution of a product, whether that product is a service, good, or corporate image. According to the Bureau of Labor Statistics, the employment outlook for marketing professionals is expected to increase faster than the average for all occupations through 2014, spurred by intense domestic and global competition in products and services offered to consumers. Coupled with the right work experience, graduates from this program may qualify for the following career opportunities:

- Account Coordinator
- Client Services Manager
- New Business Development Specialist
- Brand Manager
- Direct Marketing Manager
- E-mail Marketing Manager
- Event Marketing Specialist
- Marketing Communications Manager

### **Certification**

Cleary University's BBA in Marketing prepares students for the certification exam, Professional Certified Marketer (PCM), which is administered by the American Marketing Association. Course work in the major, along with a practice test that Cleary has developed, prepares students to sit for the PCM exam. To be certified, one must pass the PCM and either have a bachelor's degree and four years of professional work experience, or a master's degree and two years of professional work experience.

### **Program Learning Outcomes**

Upon completion of this degree, the graduate will be able to:

- Understand the appropriate regulations, laws, and guidelines affecting marketing and adhere to applicable ethical codes
- Conduct environmental analyses by identifying industry trends, analyzing competitors, assessing the organization, and researching the customer in order to evaluate a marketing situation and guide strategy development/selection
- Conduct market research to collect data related to environmental scans, demand forecasts, market segmentation, new product testing, etc. to guide/support marketing strategy development/selection
- Develop a market-product focus by setting marketing and e-Marketing objectives (based on market and product), segmenting the market, identifying target segment(s), and positioning the product, good, or service
- Develop marketing strategies to introduce a new product to a market based on product characteristics, pricing strategies, e-Marketing components, market information, and channel objectives
- Identify appropriate direct marketing promotional strategies (e-Marketing, personal selling, advertising, sales promotion, publicity, etc.) to achieve marketing goals
- Monitor and evaluate effectiveness of marketing processes, programs, and outcomes
- Apply new technology such as social media and Web 3.0 for market development, customer retention, and customer relationship building

## BBA in Marketing and New Media Course Requirements

### Major Courses (Cohort)..... 30 credits

*No substitution. All courses must be taken at Cleary University.*

MKT 420 Market Intelligence  
MKT 434 Marketing Research and Relationship Marketing  
MKT 435 New Media Theory and Practice  
MKT 440 Marketing Metrics  
MKT 480 Consumer Behavior  
PJT 495-499 Senior Project I-V

### Business Core Courses..... 48 credits

*Courses may be taken at Cleary University, or substitution is permitted by transfer.*

ACC 401 Financial Accounting  
ACC 402 Managerial Accounting  
BAC 300 Business Research and Communication  
BCS 440 Technology and the Organization  
ECO 320 Economics of Business  
FIN 400 Financial Management  
LAW 320 Business Ethics and Legal Issues  
MGT 407 Behavior of Organizations  
MGT 420 International Business  
MKT 415 Interactive Marketing  
MTH 344 Quantitative Business Analysis  
NAT 340 Environmental Science for Managers

### Lower Division Prerequisites..... 40 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

ACC 245 Principles of Accounting I  
CAS 107 Microsoft Excel  
CAS 111 Microsoft PowerPoint  
COM 240 Speech and Presentation Techniques  
ECO 250 Macroeconomics  
ENG 160 Business Composition  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

### General Education and Elective Courses..... 62 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

**Total..... 180 credits**



## **BBA Sustainability Management**

### **Program Features**

The BBA in Sustainability Management is designed to prepare the student for an administrative or management career within a company that is engaged in the green revolution. The foundation of this program is to provide broad-based knowledge required to add value to the mission and vision of the green organization. Work experience and prior academic preparation in any major qualifies individuals in this program to develop the necessary competencies in problem solving, technical analysis, and interpersonal skills required for effective management. Both current jobs and new jobs will begin to contain sustainability elements as marketplace economics and government initiatives move toward sustainable practices throughout business and industry. Some of the course work does include focus on LEED (Leadership in Energy and Environmental Design) building requirements.

This degree emphasizes development and application of a broad set of skills needed to succeed in this rapidly changing green business transformation process. Topics include all facets of sustainability development, green enterprise management, human capital, finance, marketing, and operations. Graduates pursue careers in manufacturing, commercial buildings and construction trades, health care, and government.

### **Career Benefits**

According to the *2009 Michigan Green Jobs Report*, green jobs are defined as being directly involved in generating or supporting a firm's green-related products or services. The report further states that the green economy is defined as being comprised of industries providing products or services in five areas:

1. Agriculture and natural resource conservation
2. Clean transportation and fuels
3. Increased energy efficiency
4. Pollution prevention or environmental cleanup
5. Renewable energy production

The emphasis on the practical application of proven business management principles means that students gain the knowledge needed to succeed and learn how to use this knowledge to make a real difference in their companies. Green jobs can be found across many occupational categories, such as professional workers with specific skill sets directly needed by green-related firms; building trades; production, maintenance, and transportation positions; key positions for small start-up green-related firms; and technical sales representatives. Coupled with the right work experience, graduates from this program may qualify for the following career opportunities:

- Renewable Technologies
- Government Policy Advocacy
- Urban Planning
- Energy Analysis
- Green Energy Sales
- General Management
- Business Development
- Building Superintendent

### **Program Learning Outcomes**

Upon completion of this degree, the graduate will be able to:

- Apply methodologies to run profitable, ecologically sound businesses
- Assess major sustainable development challenges facing businesses today
- Recognize ethical, legal, and social considerations in complex business situations
- Understand the global, economic, ethical, and legal environments of sustainable business development
- Evaluate the concept of the triple bottom line and its growing importance in evaluating company performance
- Monitor and evaluate effectiveness of sustainable management processes, programs, and outcomes
- Understand the fundamentals of LEED building requirements



## **BBA in Sustainability Management Course Requirements**

### **Major Courses (Cohort)..... 30 credits**

*No substitution. All courses must be taken at Cleary University*

GRN 420 Sustainability History: Theory and Practice  
GRN 440 Green Technologies  
GRN 460 Sustainable Applications in Business Management  
GRN 480 Introduction to Green Buildings  
LAW 440 Environmental Ethics  
PJT 495-499 Senior Project I-V

### **Business Core Courses ..... 48 credits**

*Courses may be taken at Cleary University, or substitution is permitted by transfer.*

ACC 401 Financial Accounting  
ACC 402 Managerial Accounting  
BAC 300 Business Research and Communication  
BCS 440 Technology and the Organization  
ECO 320 Economics of Business  
FIN 400 Financial Management  
LAW 320 Business Ethics and Legal Issues  
MGT 407 Behavior of Organizations  
MGT 420 International Business  
MKT 415 Interactive Marketing  
MTH 344 Quantitative Business Analysis  
NAT 340 Environmental Science for Managers

### **Lower Division Prerequisites ..... 40 credits**

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

ACC 245 Principles of Accounting I  
CAS 107 Microsoft Excel  
CAS 111 Microsoft PowerPoint  
COM 240 Speech and Presentation Techniques  
ECO 250 Macroeconomics  
ENG 160 Business Composition  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

### **General Education and Elective Courses..... 62 credits**

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

**Total..... 180 credits**

## ***BS Computer Information Systems***

### **Program Benefits**

Highly competitive companies need information systems that are secure, help create competitive advantage, improve business performance, and meet business goals and objectives. Students pursuing this degree option will benefit from its blended concentration on programming and information security. Courses have extensive hands-on components that allow students to use a variety of tools to explore both areas of concentration.

### **Career Benefits**

Many course projects parallel actual customer requirements, giving students experience in dealing with the dynamics of real world projects. Coupled with the right work experience, graduates from this program may qualify for the following career opportunities:

- Information Systems Manager
- Systems Analyst
- Database Manager
- Chief Information Officer (CIO)
- Chief Technology Officer (CTO)
- Computer Software Engineer
- Web/Application Developer
- Senior Programmer/Analyst
- Programming Section Manager
- Chief Security Officer
- Security Compliance Officer
- Information Assurance Analyst
- Information Security Manager
- Computer Security Specialist

### **Program Learning Outcomes**

Upon completion of this degree, the graduate will be able to:

- Analyze, design, and document computer network specifications to meet client needs
- Install, configure, and troubleshoot system hardware, software applications, and operating systems
- Apply basic information systems theory and concepts to the functional areas of business
- Demonstrate project management tools and techniques as they apply to Information Systems projects
- Demonstrate knowledge of programming processes including planning, writing, testing, executing, and debugging
- Apply concepts of database design, development, and management
- Recognize the risks in information technology and information management
- Map the security risks of a company and prepare strategies to protect against risks

### **Certifications**

Cleary University's BS in Computer Information Systems prepares students for the Certified Computing Professional (CCP) certification exam, which is administered by the Institute for Certification of Computing Professionals (ICCP). Course work in the major, along with review of the study guide, prepares students to sit for the CCP exam. To be certified, candidates must pass one core and two specialty exams and either have a bachelor's degree and two years of full-time professional work experience in the IT field, or four years of experience without a bachelor's degree.

## BS in Computer Information Systems Course Requirements

### Major Courses ..... 58 credits

*No substitution. All courses must be taken at Cleary University.*

BCS 450 Principles of Information Security  
BCS 460 Data and Information Management  
BCS 462 Business Process Management  
CIS 410 Database Design and Implementation  
CIS 420 Object Oriented Development  
CIS 421 Firewalls and Network Security  
CIS 426 Network Defense and Countermeasures  
CIS 430 Developing and Deploying Web Applications  
CIS 431 Management of Information Security  
CIS 432 Human-Computer Interaction  
CIS 451 Internetworking Linux and Windows  
CIS 455 Advanced Enterprise Systems  
PJT 495-499 Senior Project I-V

### Major Prerequisite Courses ..... 12 credits

*Courses may be taken at Cleary University, or substitution is permitted by transfer.*

BCS 401 Managing Information Technology Projects  
BCS 406 E-commerce Technology  
CIS 400 Systems Analysis and Design

### Business Core Courses ..... 44 credits

*Courses may be taken at Cleary University or are permitted by transfer.*

ACC 401 Financial Accounting  
ACC 402 Managerial Accounting  
BAC 300 Business Research and Communication  
ECO 320 Economics of Business  
FIN 400 Financial Management  
LAW 320 Business Ethics and Legal Issues  
MGT 407 Behavior of Organizations  
MGT 420 International Business  
MKT 415 Interactive Marketing  
MTH 344 Quantitative Business Analysis  
NAT 340 Environmental Science for Managers

### Lower Division Prerequisites ..... 60 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation.*

ACC 245 Principles of Accounting I  
CAS 107 Microsoft Excel  
CAS 111 Microsoft PowerPoint  
CIS 100 Foundations of Information Systems  
CIS 115 Technology Infrastructure II  
CIS 205 Computer Programming in C#  
CIS 225 Network Administration  
CIS 260 Information Technology and Security Strategy for Business  
COM 240 Speech and Presentation Techniques  
ENG 160 Business Composition  
ECO 250 Macroeconomics  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

### General Education and Elective Courses..... 6 credits

*Courses may be taken at Cleary University. Substitution permitted by Transfer or Prior Learning documentation (pages 102-104).*

**Total..... 180 credits**

## ***BS Corporate Finance***

### **Program Features**

The BS in Corporate Finance degree is designed to provide a formal education in areas of finance such as financial management, investments, portfolio management, financial statement analysis, risk management, money and credit markets, cash management, lease financing, bankruptcy, mergers and acquisitions, and international finance. Recognizing that financial managers require a broad range of skills such as communication and interpersonal skills, ability to work well in teams, critical thinking, and analytical and marketing skills, the core curriculum has been designed to include sufficient subjects in management, marketing, economics, accounting, and communication. To ensure a well-rounded education, students also complete courses in law, ethics, and data analysis using computers.

### **Career Benefits**

The BS in Corporate Finance degree prepares students to become financial managers. Students with a BS in Corporate Finance may become controllers preparing financial reports and forecasting the company's financial future. Treasurers and finance officers prepare budgets for companies. Credit managers determine credit ratings and in general oversee a firm's credit policies. Students who have an aptitude for international finance may be more interested in working for multi-national companies. Cash managers deal with cash receipts and disbursements on a daily basis. Risk managers help firms control risk arising out of financial transactions and exchange rate fluctuations. Financial institutions employ financial managers to oversee lending, mortgages, and investments. Financial managers also play an integral role in mergers, acquisitions, and global expansion.

BS Corporate Finance students at Cleary University are required to take the cost and financial accounting courses required in the accounting major. Hence, students have a thorough understanding of finance and financial accounting required to face the challenges of finance positions at any corporation. This unique feature of the Cleary Finance program gives our students a competitive advantage.

### **Program Learning Outcomes**

Upon completion of this degree, the graduate will be able to:

- Analyze and interpret financial statements of companies
- Apply advanced financial and cost accounting concepts
- Compute the value of real and financial assets
- Employ sound and ethical investment and financial decisions
- Analyze and manage risk as a financial manager
- Explore the functions and operations of financial markets and institutions
- Use statistical research methods to conduct company research
- Demonstrate sound knowledge of economic theories and principles
- Express financial theories and applications clearly and effectively
- Demonstrate thorough knowledge of basic organizational and marketing concepts

## **BS in Corporate Finance Course Requirements**

### **Major Courses (Cohort)..... 20 credits**

*No substitution. All courses must be taken at Cleary University.*

ACC 472 Advanced Financial Accounting I  
FIN 415 Investments  
FIN 425 Portfolio Management  
FIN 435 Financial Institutions  
FIN 475 Advanced Corporate Finance

### **Major Prerequisite Courses ..... 16 credits**

*Courses may be taken at Cleary University, or substitution is permitted by transfer.*

ACC 381 Intermediate Accounting II  
ACC 382 Intermediate Accounting III  
ACC 440 Cost Accounting I  
ACC 441 Cost Accounting II

### **Accounting and Finance Core Courses ..... 36 credits**

*Courses may be taken at Cleary University or permitted by transfer.*

BAC 300 Business Research and Communication  
ECO 320 Economics of Business  
FIN 401 Corporate Finance  
LAW 320 Business Ethics and Legal Issues  
MGT 407 Behavior of Organizations  
MGT 420 International Business  
MKT 415 Interactive Marketing  
MTH 440 Statistics for Financial Economics  
OPM 400 Operations Management

### **Lower Division Prerequisites ..... 60 credits**

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

ACC 245 Principles of Accounting I  
ACC 246 Principles of Accounting II  
ACC 247 Principles of Accounting III  
ACC 255 Introduction to Taxation  
ACC 280 Intermediate Accounting I  
CAS 107 Microsoft Excel  
CAS 111 Microsoft PowerPoint  
COM 240 Speech and Presentation Techniques  
ECO 250 Macroeconomics  
ENG 160 Business Composition  
FIN 175 Personal Finance  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

### **General Education and Elective Courses..... 48 credits**

*Courses may be taken at Cleary University. Substitution permitted by Transfer or Prior Learning documentation (pages 102-104).*

### **Total..... 180 credits**

## ***BS Corporate Accounting***

### **Program Features**

Cleary's Corporate Accounting Bachelor of Science degree prepares the graduate for a career in accounting within industry or business. In addition to a strong foundation in financial and managerial accounting, the curriculum also includes courses in management, finance, economics, business law and ethics, marketing, statistics, operations management, business research, and international business. The skills acquired in these courses prepare the graduate to meet the professional challenges of the corporate business environment. Graduates are equipped with tools for intelligent analysis, planning, controlling, and decision making.

### **Career Benefits**

Corporate accountants deal with the management of assets, liabilities, costs and cost control, taxes, and business planning. The BS in Corporate Accounting degree program prepares the graduate for a career as a corporate accountant, financial manager, controller, and business consultant. Career opportunities in accounting are abundant, with projections for jobs to grow steadily through 2012. An increase in the number of businesses, changing financial laws and regulations, and increased scrutiny of company finances will drive growth.

### **Professional Certification**

The curriculum for the Corporate Accounting BS is closely aligned with the content of the newly revised Certified Management Accountant (CMA®) exam, which is administered by the Institute of Management Accountants (IMA). The CMA designation is the advanced professional certification specifically designed to measure the accounting and financial management skills that drive business performance. Achieving the CMA credential demonstrates a mastery of financial planning, analysis, control, and decision support, as well as professional ethics. There are two parts to the exam:

#### **Part 1 – Financial Planning, Performance, and Control**

- Planning, budgeting, and forecasting
- Performance measurement
- Cost management
- Internal controls
- Professional ethics

#### **Part 2 – Financial Decision Making**

- Financial statement analysis
- Corporate finance
- Decision analysis and risk management
- Investment decisions
- Professional ethics

To become certified, an individual must pass both parts of the CMA exam, be a member of the Institute of Management Accountants, hold a bachelor's degree, and have two years of professional work experience in management accounting and/or financial management.

Cleary University is currently the only school in Michigan to offer instructor-led courses using the IMA's CMA Learning System. To learn more about these courses, please visit <http://www.cleary.edu/cma/>.

### **Program Learning Outcomes**

- Prepare and interpret financial statements
- Examine product costing systems
- Explain cost, volume, and profit analysis
- Discuss budgeting and standard costing
- Compare and contrast Generally Accepted Accounting Principles and International Accounting Standards
- Analyze accounting information systems

## BS in Corporate Accounting Course Requirements

### Major Courses (Cohort)..... 20 credits

*No substitution. All courses must be taken at Cleary University.*

ACC 415 Governmental/Nonprofit Accounting  
ACC 420 Forensic Accounting  
ACC 470 Accounting Information Systems  
ACC 472 Advanced Financial Accounting I  
COM 400 Advanced Business Communication Methods

### Major Prerequisite Courses ..... 16 credits

*Courses maybe taken at Cleary University, or substitution is permitted by transfer.*

ACC 381 Intermediate Accounting II  
ACC 382 Intermediate Accounting III  
ACC 440 Cost Accounting I  
ACC 441 Cost Accounting II

### Accounting and Finance Core Courses ..... 36 credits

*Courses may be taken at Cleary University or permitted by transfer.*

BAC 300 Business Research and Communication  
ECO 320 Economics of Business  
FIN 401 Corporate Finance  
LAW 320 Business Ethics and Legal Issues  
MGT 407 Behavior of Organizations  
MGT 420 International Business  
MKT 415 Interactive Marketing  
MTH 440 Statistics for Financial Economics  
OPM 400 Operations Management

### Lower Division Prerequisites ..... 60 credits

*Courses may be taken at Cleary University. Substitution permitted by Transfer or Prior Learning documentation (pages 102-104).*

ACC 245 Principles of Accounting I  
ACC 246 Principles of Accounting II  
ACC 247 Principles of Accounting III  
ACC 255 Introduction to Taxation  
ACC 280 Intermediate Accounting I  
CAS 107 Microsoft Excel  
CAS 111 Microsoft PowerPoint  
COM 240 Speech and Presentation Techniques  
ECO 250 Macroeconomics  
ENG 160 Business Composition  
FIN 175 Personal Finance  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

### General Education and Elective Courses..... 48 credits

*Courses may be taken at Cleary University. Substitution permitted by Transfer or Prior Learning documentation (pages 102-104).*

### Total..... 180 credits



## ***BS Public Accounting***

### **Program Features**

The Bachelor of Science in Public Accounting combines an extensive accounting concentration with broad-based business applications. The curriculum for this degree has been designed for the student who wants to become a Certified Public Accountant (CPA). While students completing the requirements of this degree are eligible to sit for the Uniform CPA exam, an additional 45 quarter credit hours are needed in order to meet the state of Michigan's CPA licensing guidelines. A Cleary academic advisor can assist you in developing an academic plan to meet these requirements.

The BS in Public Accounting consists of fifteen accounting major and pre-major courses. This degree provides students with the business skills and accounting competencies required to succeed as a public accountant.

### **Career Benefits**

Public accountants prepare financial statements, perform audits, and provide financial and tax advice to clients. This degree program prepares the graduate for a career as a public accountant, auditor, tax advisor, and business consultant. Career opportunities in accounting are abundant, with projections for jobs to grow steadily. An increase in the number of businesses, changing financial laws and regulations, and increased scrutiny of company finances will drive growth.

### **Professional Certification**

The curriculum for the BS in Public Accounting is closely aligned with the content of the Uniform Certified Public Accountant (CPA) exam. The CPA credential is a license issued by the State of Michigan that authorizes the holder to practice as a CPA in Michigan. There are four parts to the exam: Auditing and Attestation (AUD), Financial Accounting and Reporting (FAR), Regulation and Business Environment (REG), and Business Environment and Concepts (BEC). To become licensed in Michigan, an individual must pass all parts of the exam. Applicants must also have completed 225 quarter credit hours of college education and must fulfill work experience requirements.

Guidelines for CPA licensure in the State of Michigan can be found at:

[http://www.michigan.gov/dleg/0,1607,7-154-35299\\_35414\\_35451-113534--,00.html](http://www.michigan.gov/dleg/0,1607,7-154-35299_35414_35451-113534--,00.html). Students interested in becoming licensed as a CPA in a state other than Michigan should check the requirements for that state.

### **Program Learning Outcomes**

- Prepare and interpret financial statements
- Examine product costing systems
- Explain cost, volume, and profit analysis
- Discuss budgeting and standard costing
- Compare and contrast Generally Accepted Accounting Principles and International Accounting Standards
- Analyze accounting information systems
- Prepare and interpret income tax returns
- Conduct auditing tests and prepare audit reports



## BS in Public Accounting Course Requirements

### Major Courses (Cohort)..... 44 credits

*No substitution. All must be courses taken at Cleary University.*

ACC 405 Legal Issues for Public Accountants  
ACC 415 Governmental/Nonprofit Accounting  
ACC 420 Forensic Accounting  
ACC 455 Individual Taxation  
ACC 465 Corporate Taxation  
ACC 470 Accounting Information Systems  
ACC 472 Advanced Financial Accounting I  
ACC 475 Advanced Financial Accounting II  
ACC 495 Auditing I  
ACC 496 Auditing II  
COM 400 Advanced Business Communication Methods

### Major Prerequisite Courses ..... 16 credits

*Courses may be taken at Cleary University, or substitution is permitted by transfer.*

ACC 381 Intermediate Accounting II  
ACC 382 Intermediate Accounting III  
ACC 440 Cost Accounting I  
ACC 441 Cost Accounting II

### Accounting and Finance Core Courses ..... 36 credits

*Courses may be taken at Cleary University or permitted by transfer.*

BAC 300 Business Research and Communication  
ECO 320 Economics of Business  
FIN 401 Corporate Finance  
LAW 320 Business Ethics and Legal Issues  
MGT 407 Behavior of Organizations  
MGT 420 International Business  
MKT 415 Interactive Marketing  
MTH 440 Statistics for Financial Economics  
OPM 400 Operations Management

### Lower Division Prerequisites ..... 60 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

ACC 245 Principles of Accounting I  
ACC 246 Principles of Accounting II  
ACC 247 Principles of Accounting III  
ACC 255 Introduction to Taxation  
ACC 280 Intermediate Accounting I  
CAS 107 Microsoft Excel  
CAS 111 Microsoft PowerPoint  
COM 240 Speech and Presentation Techniques  
ECO 250 Macroeconomics  
ENG 160 Business Composition  
FIN 175 Personal Finance  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

### General Education and Elective Courses..... 24 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

### Total..... 180 credits

## ***BBA Academic Minor***

Undergraduate students earning a BBA degree may also elect to complete an academic minor in one of the following disciplines: Business Development and Sales, Business Management, Corporate Communication and Public Relations, Entrepreneurship, Health Care Management, Human Resource Management, Marketing and New Media, or Sustainability Management. Upon completion of the Business Core courses and prior to completing the BBA degree requirements, students may earn a minor by completing a sequence of three related major courses. For major/minor combinations which share requirements, course substitutions will be selected.

### **Minor in Business Development and Sales**

- MGT 435 Business Forecasting
- MGT 485 Business Planning
- MKT 420 Market Intelligence

### **Minor in Business Management**

- MGT 400 Management Skills Seminar
- MGT 425 Negotiations
- MGT 479 Management Policy

### **Minor in Corporate Communication and Public Relations**

- COM 320 Impact of Technology on Workplace Communication
- COM 400 Advanced Business Communication Methods
- COM 460 Public Relations--Communicating to the Internal and External Public

### **Minor in Entrepreneurship**

- ENT 400 Entrepreneurship
- ENT 405 Creativity and Innovation
- ENT 430 New Business Finance

### **Minor in Health Care Management**

- HCM 400 Quality Management in Health Care
- HCM 410 Legal Issues in Health Care
- HCM 420 Health Care Business

### **Minor in Human Resource Management**

- HRM 460 Compensation and Performance Management Systems
- HRM 470 Organizational Staffing Principles and Practices
- LAW 435 Human Resources Law

### **Minor in Marketing and New Media**

- MKT 434 Marketing Research and Relationship Marketing
- MKT 435 New Media Theory and Practice
- MKT 440 Marketing Metrics

### **Minor in Sustainability Management**

- GRN 420 Sustainability History: Theory and Practice
- GRN 460 Sustainable Applications in Business Management
- LAW 440 Environmental Ethics

## Associate Degrees

### ABA Accounting

Accounting is a highly practical program that focuses on specialized topics in the business environment, such as systems, internal control of accounts payable and receivable, and small business taxes. This program develops readily marketable accounting skills. The curriculum for this degree fulfills all of the pre-requisite courses for the BS degrees in Corporate Accounting, Public Accounting, and Corporate Finance. Upon completing the ABA degree, students may choose to enroll in the BS in Corporate Accounting, the BS in Public Accounting, or the BS in Corporate Finance to continue their education in business, accounting, or finance.

#### Program Learning Outcomes

Upon completion of this program students will be able to:

- Understand Generally Accepted Accounting Principles and practices
- Prepare financial statements
- Develop the skills necessary to complete business transactions
- Identify and use appropriate accounting software
- Select best practices for accounting applications
- Comprehend and interpret basic tax laws

#### Courses Required ..... 76 credits

ACC 245 Principles of Accounting I  
ACC 246 Principles of Accounting II  
ACC 247 Principles of Accounting III  
ACC 248 Principles of Accounting IV  
ACC 250 Accounting Practicum  
ACC 252 Computerized Accounting with QuickBooks  
ACC 255 Introduction to Taxation  
ACC 280 Intermediate Accounting I  
BAC 101 Academic Communication, Technology, and Success Essentials  
CAS 107 Microsoft Excel and CAS 111 Microsoft PowerPoint or CIS 150 Microsoft Office Application Software  
COM 240 Speech and Presentation Techniques  
ENG 160 Business Composition  
ECO 250 Macroeconomics  
FIN 175 Personal Finance  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

#### General Education and Elective Courses..... 14 credits

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

#### Total..... 90 credits

## **ABA Business Enterprise**

The Business Enterprise program provides the broad skills necessary for today's business world. It is designed to enhance individual communication, critical thinking, and problem-solving skills vital to the business environment.

### **Program Learning Outcomes**

Upon completion of this program, graduates will:

- Apply critical thinking skills in the integration of quantitative and qualitative information
- Demonstrate effective verbal and written communication skills
- Understand the role of technology in business
- Be able to work in a team using business, evaluation, and assessment tools necessary to determine business issues and to assist in the leading and managing of a diverse workforce
- Understand how to collect data, and use various forms of information to aid in the running of a business
- Be familiar with word processing, spreadsheet, database, presentation graphics, and Internet browser software to solve simple business issues and report these solutions in a manner consistent with good business practices

### **Courses Required ..... 44 credits**

ACC 245 Principles of Accounting I  
BAC 101 Academic Communication, Technology, and Success Essentials  
CAS 107 Microsoft Excel and CAS 111 Microsoft PowerPoint or CIS 150 Microsoft Office Application Software  
COM 240 Speech and Presentation Techniques  
ECO 250 Macroeconomics  
ENG 160 Business Composition  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

### **General Education and Elective Courses ..... 46 credits**

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

### **Total ..... 90 credits**

## ***ABA Event and Meeting Management***

### **Program Features**

The Associate in Business Administration in Event and Meeting Management provides the broad skills necessary to prepare for an entry-level position planning and managing professional events and meetings. Major courses cover managerial, marketing, and financial aspects of this field including an introduction to the industry and career paths. Core courses provide both needed foundational skill development and comprehensive exposure to the principles of business used to manage the functions common to any business enterprise. In addition to the core courses that are presented in the online environment, special topic seminars with guest presenters are scheduled throughout the year, generally at six-week intervals, on the Cleary campus. These seminars provide the opportunity for collegial exchange among students and presenters. Those students who choose to add practicum credits will work with Cleary planners to coordinate these seminars. Special topics may include expositions and festivals, nonprofit event planning, corporate events and business travel, weddings and social events, international meeting planning, and sports event management. The ABA in Event and Meeting Management provides excellent preparation for subsequent completion of the BBA with a major in Business Management, Marketing, or Entrepreneurship.

### **Career Benefits**

According to the US Department of Labor, event and meeting planners held about 51,000 jobs in 2008. About 27 percent worked for religious, grant-making, civic, professional, and similar organizations; 17 percent worked in accommodations, including hotels and motels; 8 percent worked for educational services, public and private; 3 percent worked for governments; and 6 percent were self-employed. The remaining 29 percent were employed by convention and trade show organizing firms and in other industries as corporate meeting and convention planners.

Employment of event and meeting managers is expected to grow 20 percent over the 2006-16 decade. Opportunities will be best for individuals with a bachelor's degree and some meeting planning experience. As businesses and organizations become increasingly international, meetings and conventions become even more important. In organizations that span the country or the globe, the periodic meeting is increasingly the only time the organization can bring all of its members together. Despite the proliferation of alternative forms of communication such as e-mail, videoconferencing, and the Web, face-to-face interaction is still a necessity.

### **Program Learning Outcomes**

Upon the completion of the ABA in Event and Meeting Management, students will be able to:

- Plan, design, and manage successful meetings and events
- Communicate effectively with clients
- Develop budgets that reflect projected expenses and revenues
- Select facilities and vendors based on established objectives and budgets
- Negotiate and review contracts; understand contract issues
- Create an effective marketing plan to promote meetings and events
- Understand hotel/facility operations; effectively work with facility staff
- Minimize risk associated with event planning and operations
- Manage on-site operations professionally and effectively

**ABA Event and Meeting Management****Courses Required ..... 62 credits**

ACC 245 Principles of Accounting I  
BAC 101 Academic Communication, Technology, and Success Essentials  
CAS 107 Microsoft Excel and CAS 111 Microsoft PowerPoint or CIS 150 Microsoft Office  
Application Software  
COM 240 Speech and Presentation Techniques  
ECO 250 Macroeconomics  
EMM 150 Introduction to Event and Meeting Planning  
EMM 170 Event Site Selection and Management  
EMM 190 Event Food and Beverage Management  
EMM 210 Event Marketing, Promoting, and Public Relations  
EMM 230 Event Financial Management  
EMM 250 Event Negotiations, Contracts, and Risk Management  
ENG 160 Business Composition  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

**General Education and Elective Courses ..... 28 credits**

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

**Total ..... 90 credits**

## **ABA e-Marketing**

The e-Marketing program provides preparation for a career in Web-based design, e-marketing communications, and relationship strategies. It is designed to enhance marketing communication, critical thinking, and problem-solving skills vital to the business environment. The explosive growth of the Internet has generated many jobs related to the design and maintenance of Web sites as well as using the Web as a dynamic tool for marketing products and services. Trained e-marketing professionals may work with a variety of businesses and organizations, or even start their own business.

Project-based learning classes provide extensive hands-on activities and simulate real-world experience. Students will develop a portfolio of their work that will enhance their résumé and increase their opportunities for employment in this field upon graduation. Students will work individually and in teams.

### **Program Learning Outcomes**

Upon the completion of the ABA in e-Marketing program students will be able to:

- Understand the appropriate regulations, laws, and guidelines affecting e-marketing and adhere to applicable ethical codes
- Develop an understanding of the current state and future possibilities of e-marketing
- Comprehend the concept of relationship marketing as it applies to the Web
- Identify basic e-marketing metrics and their impact on strategic marketing decisions
- Understand the essential elements of e-marketing including: banner optimization, search engine placement secrets, domain name awareness, successful e-mail campaigns, and affiliate programs
- Understand Web elements such as tables, forms, frames, and cascading style sheets (CSS), needed to create professional electronic communication vehicles such as e-mail blasts and electronic newsletters

### **Courses Required ..... 68 credits**

ACC 245 Principles of Accounting I  
BAC 101 Academic Communication, Technology, and Success Essentials  
CAS 107 Microsoft Excel and CAS 111 Microsoft PowerPoint or CIS 150 Microsoft Office Application Software  
CIS 140 Web Design and Development  
CIS 142 Web and Graphic Design  
CIS 144 Developing Web Applications  
COM 240 Speech and Presentation Techniques  
ECO 250 Macroeconomics  
ENG 160 Business Composition  
ENT 185 Entrepreneurship and the Small Business  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MKT 215 e-Marketing  
MKT 250 Personal Selling  
MTH 180 Introduction to Business Statistics

### **General Education and Elective Courses..... 22 credits**

*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 102-104).*

**Total..... 90 credits**

## AAS Information Technology

Cleary University's Applied Science in Information Technology degree provides students with an opportunity to prepare for a career in computer maintenance, desktop support, network administration, and application programming. The program combines instruction in current technology, hardware, and software, with the practical benefits of experiential application and development of business skills needed in the workplace. Students will have the opportunity to gain additional experience by providing computer and Web support services for clients on and off campus. The wide range of courses will further technology-related career goals. Graduates are able to identify technology needs and specify appropriate systems. They have the skills to perform installation, configuration, maintenance, troubleshooting, and documentation services. Courses also provide an integrated approach of looking at IT from a business perspective, enabling students to understand business issues and formulate technical solutions. This is a highly desirable skill in the current job market.

### Certifications

Program content parallels certification requirements designed by industry experts. Graduates are prepared to meet requirements for CompTIA A+ Certified Technicians and Microsoft Certified Desktop Support Technicians (MCDST).

### Program Learning Outcomes

Upon completion of this program students will be able to:

- Develop the skills necessary for career entry positions in the IT field
- Understand the basics of Web applications and programming including the use of HTML, XHTML, and open source
- Solve basic business problems using technical solutions
- Complete practical, hands-on technology projects
- Understand the basic syntax of a programming language
- Install and configure a small LAN
- Demonstrate the ability to troubleshoot hardware or software problems on a PC

### Courses Required ..... 88 credits

ACC 245 Principles of Accounting I  
BAC 101 Academic Communication, Technology, and Success Essentials  
CIS 100 Foundations of Information Systems  
CIS 110 Technology Infrastructure I  
CIS 115 Technology Infrastructure II  
CIS 122 Fundamentals of Project Management  
CIS 124 Fundamentals of Systems Analysis  
CIS 140 Web Design and Development  
CIS 142 Web and Graphic Design  
CIS 144 Developing Web Applications  
CIS 205 Computer Programming in C#  
CIS 225 Network Administration  
CIS 255 Enterprise Architecture  
CIS 260 Information Technology and Security Strategy for Business  
COM 240 Speech and Presentation Techniques  
ECO 250 Macroeconomics  
ENG 160 Business Composition  
FIN 200 Introduction to Business Finance  
MGT 150 Introduction to Business  
MGT 160 Introduction to Management  
MKT 150 Enterprise Marketing  
MTH 180 Introduction to Business Statistics

### General Education and Elective Courses ..... 2 credits

*Courses may be taken at Cleary University. Substitution permitted by Transfer or Prior Learning documentation.*

**Total..... 90 credits**



## **Certificates**

### ***Desktop Support Specialist Certificate***

#### **Career Benefits**

This program combines instruction in current computer hardware, software, and Microsoft Office applications, with the practical benefits of experiential application. Coupled with the right work experience, certificate holders may qualify for the following career opportunities:

- Network Administrator
- Network Technician
- Help Desk Technician
- Technical Support

#### **Program Features**

Project-based learning in classes provides extensive hands-on activities and simulates real-world experience. Students will work individually and in teams to solve problems. Classes will explore a wide variety of technologies that students are most likely to encounter in their future employment. Business problems will be examined from a technological perspective. This integrated approach of combining business and technology is a highly desired skill set in current and future job markets.

Students may gain work and internship experience while they are attending Cleary classes. Projects will be solicited from Cleary University, the nonprofit community, faculty, staff, and alumni. Under the supervision of the instructor, students will communicate directly with the customer while solving the technology problem.

#### **Certifications**

Program content parallels certification requirements designed by industry experts. Graduates are prepared to meet requirements as CompTIA A+ Certified Technicians and Microsoft Certified Desktop Support Technicians (MCDST) as well as to meet the requirements for the Comp TIA Network+ Certification.

#### **Courses Required ..... 16 credits**

BAC 101 Academic Communication, Technology, and Success Essentials  
CIS 100 Foundations of Information Systems  
CIS 110 Technology Infrastructure I  
CIS 115 Technology Infrastructure II

## ***Event and Meeting Management Certificate***

### **Program Features**

The Event and Meeting Management Certificate program offers the opportunity to expand knowledge and skills within this growing industry. This certificate program assists in preparing students for the Convention Industry Council's Certified Meeting Professional exam.

In addition to the core courses that are presented in the online environment, special topic seminars with guest presenters are scheduled throughout the year, generally at six-week intervals, on the Cleary campus. Special topics may include expositions and festivals, non-profit event planning, corporate events and business travel, weddings and social events, international meeting planning, and sports event management.

### **Career Benefits**

According to the US Department of Labor, event and meeting planners held about 51,000 jobs in 2008. Approximately 27 percent worked for religious, grant-making, civic, professional, and similar organizations; 17 percent worked in accommodations, including hotels and motels; 8 percent worked for educational services, public and private; 3 percent worked for governments; and 6 percent were self-employed. The remaining 29 percent were employed by convention and trade show organizing firms and in other industries as corporate meeting and convention planners. Employment of event and meeting managers is expected to grow 20 percent over the 2006-16 decade. As businesses and organizations become increasingly international, meetings and conventions become even more important.

### **Program Learning Outcomes**

Upon completing this course and receiving a Certificate in Event and Meeting Management, students will be able to:

- Organize and manage all aspects of successful meetings and events
- Work effectively with internal and external clients
- Create and manage risk-minimized budgets and accurate revenue projections
- Select facilities and vendors based on established objectives and budgets
- Negotiate and critically review contracts; acquire a basic working knowledge of meeting-related contract issues
- Create an effective marketing plan to promote meetings and events
- Understand hotel operations and pricing and facility operations; effectively work with facility staff
- Minimize risk associated with event planning and operations

### **Courses Required ..... 22 credits**

BAC 101 Academic Communication, Technology, and Success Essentials  
EMM 150 Introduction to Event and Meeting Planning  
EMM 170 Event Site Selection and Management  
EMM 190 Event Food and Beverage Management  
EMM 210 Event Marketing, Promoting, and Public Relations  
EMM 230 Event Financial Management  
EMM 250 Event Negotiations, Contracts, and Risk Management

## ***Web Professional Certificate***

### **Career Benefits**

The growth of the Web has generated a variety of jobs related to the design and maintenance of Web sites. With more businesses both large and small moving to the Web to market their products and services there will be an increasing demand for Web professionals. Trained Web professionals may start their own business or work with a variety of businesses and organizations in one of the following positions:

- Web Programmer
- Webmaster
- Web Site Consultant

### **Program Features**

Students will learn the specialized skills required to create and maintain sites for the World Wide Web. With hands-on projects reflecting real world situations students will build the confidence to create a professional Web presence. This program integrates the areas of business and technology. Students will work to determine technological solutions to business problems. This is a highly desirable skill set for current and future job markets.

### **Certifications**

This program helps students prepare for the Certified Internet Web Professional (CIW) Certification.

### **Courses Required ..... 20 credits**

BAC 101 Academic Communication, Technology, and Success Essentials  
CIS 100 Foundations of Information Systems  
CIS 140 Web Design and Development  
CIS 142 Web and Graphic Design  
CIS 144 Developing Web Applications

# GRADUATE DEGREE PROGRAMS

## ***MBA Financial Planning***

The Master of Business Administration in Financial Planning is designed specifically for the student interested in earning an MBA in addition to acquiring the Graduate Certificate in Financial Planning. Our Graduate Certificate in Financial Planning curriculum is approved by the Certified Financial Planners (CFP) Board. Earning an MBA in Financial Planning from Cleary University, along with a graduate certificate in financial planning, also fulfills the Certified Financial Planners Board's requirements with the additional benefits commensurate with a graduate degree.

The MBA in Financial Planning consists of thirteen courses designed to provide students with the analytical abilities, communication skills, and technical competence that will enable them to serve the public in a complex and changing business environment. Overall, this degree prepares candidates for CFP® certification with a balance of personal finance and management skills.

Students complete seven courses in financial planning. These courses are taken online and are designed to assist students in acquiring the necessary competency to prepare for the CFP exam. Students who successfully complete the seven financial planning course series will receive a Certificate in Financial Planning from Cleary University.

The remaining six courses are taken in other business areas and are offered online. (Some courses may also be available in a synchronous format). Education in these areas enable CFP® candidates to understand the concepts, processes, and institutions involved in the production and marketing of goods and services, as well as in the financing of a business and other forms of organizations. The Certificate in Financial Planning and the core comprise the MBA Financial Planning degree.

All MBA students will participate in an online orientation course which is available one week prior to the start of the term. This course will provide information regarding services, academic policies, and the course management system, and will prepare students for academic success in their program. Qualified MBA students with recent graduate credits may receive up to twelve quarter credit hours (three classes) of transfer credit from a regionally accredited institution.

### **Program Learning Outcomes**

- Evaluate the risk and insurance needs of a client
- Develop an investment portfolio for a client based on risk return preferences
- Compare and contrast different employee benefits options
- Forecast the retirement needs of a client
- Incorporate effective tax strategies for clients
- Prescribe estate planning strategies for clients
- Construct a financial plan based on the client's needs
- Write and present effectively a financial plan to clients
- Practice financial planning with integrity

### ***MBA in Financial Planning Course Requirements***

#### **Business Core Courses ..... 24 credits**

ECO 645 Managerial Economics  
LAW 605 Law and Ethics  
MAC 605 Financial Accounting  
MGT 625 Quantitative Managerial Analysis  
MGT 635 Organizational Behavior and Theory  
MKT 605 Strategic Marketing Management

#### **Major Courses ..... 24 credits\***

FNP 600 General Principles of Financial Planning  
FNP 610 Investment Planning  
FNP 620 Insurance and Risk Management  
FNP 630 Retirement and Employee Benefits Planning  
FNP 640 Income Tax Planning  
FNP 650 Estate Planning

#### **Capstone Course ..... 4 credits**

FNP 660 Capstone Financial Plan Development Course

#### **Total..... 52 credits**

Note: The Graduate Certificate in Financial Planning earned at Cleary University will satisfy the major requirement for the MBA in Financial Planning. Up to three recent, equivalent courses (or 12 credits) may also be transferred from a regionally accredited institution or from a Certified Financial Planner Board of Standards approved program.

## ***MBA Green Business Strategy***

The Master of Business Administration in Green Business Strategy is designed to prepare mid-career working adults for advancement to positions of increasing responsibility and leadership roles in organizations. The primary emphasis of this program is on management initiatives that are required to lead the sustainability focused organization. Work experience and undergraduate academic preparation in any major qualifies individuals for this program to develop advanced competencies in problem solving, technical analysis, and interpersonal skills required for effective leadership and management.

The MBA in Green Business Strategy emphasizes development and application of a broad set of skills needed to succeed in this rapidly changing business transformation process. Topics include all facets of green enterprise management: sustainability, human capital, finance, marketing, and operations. Graduates pursue careers in manufacturing, health care, government, or service sectors.

Students complete thirteen required online courses addressing business core and major topics and their application. Some core courses may also be available in a synchronous format.

All MBA students will participate in an online orientation course which is available one week prior to the start of the term. This course will provide information regarding services, academic policies, and the course management system, and will prepare students for academic success in their program. Qualified MBA students with recent graduate credits may receive up to twelve quarter credit hours (three classes) of transfer credit from a regionally accredited institution.

### **Core Topics**

- Leadership, Planning, and Strategy
- Change Management and Innovation
- Ethical and Regulatory Environment
- Customers, Product, and Service Strategy
- Analytical Decision Making
- Financial Accounting
- Financial Management

### **Major Topics**

- Sustainability and Business
- Economics and Cultural Considerations
- Sustainable Products and Services
- Sustainability and Entrepreneurship

### **Master Capstone Project – Application of Theory**

### **Program Learning Outcomes**

- Integrate green and socially responsible practices to leverage short- and long-term performance
- Incorporate sustainability business practices and measure performance results related to established sustainability initiatives
- Motivate and manage change process for sustainability within an organization
- Determine the impact of green initiatives in a global economy
- Evaluate social entrepreneurship issues of sustainability
- Outline the impact of lean and green practices in small and large companies

***MBA in Green Business Strategy Course Requirements***

**Business Core Courses ..... 32 credits**

ECO 645 Managerial Economics  
FIN 605 Financial Management  
LAW 605 Law and Ethics  
MAC 605 Financial Accounting  
MGT 625 Quantitative Managerial Analysis  
MGT 635 Organizational Behavior and Theory  
MKT 605 Strategic Marketing Management  
PMG 645 Project Management in Organizations

**Major Courses ..... 16 credits**

GRN 600 Sustainability Development  
GRN 610 Economic and Social Concepts of Sustainability  
GRN 630 Sustainable Products and Services  
GRN 650 Sustainability and Entrepreneurship

**Capstone Course ..... 4 credits**

STR 605 Master's Capstone Project

**Total..... 52 credits**

## ***MBA Management***

The Master of Business Administration in Management is designed to prepare mid-career working adults for advancement to positions of increasing responsibility and leadership roles in business organizations. Work experience and undergraduate academic preparation in any major qualifies individuals for this program to develop advanced competencies in problem solving, technical analysis, and interpersonal skills required for effective leadership and management.

The MBA in Management emphasizes development and application of a broad set of skills needed to succeed in the rapidly changing business environment. Topics prepare students in all facets of enterprise management: human, financial, marketing, and operations. Graduates pursue careers in manufacturing, health care, government, or service sectors.

Students complete thirteen required courses addressing business core and major topics and their application. This program is available in a fully online option by taking one course per session. Some courses may also be available in a synchronous format.

All MBA students will participate in an online orientation course which is available one week prior to the start of the term. This course will provide information regarding services, academic policies, and the course management system, and will prepare students for academic success in their program. Qualified MBA students with recent graduate credits may receive up to twelve quarter credit hours (three classes) of transfer credit from a regionally accredited institution.

### **Core Topics**

- Leadership, Planning, and Strategy
- Change Management and Innovation
- Ethical and Regulatory Environment
- Customers, Product, and Service Strategy
- Analytical Decision Making
- Financial and Managerial Accounting
- Portfolio and Financial Management

### **Major Topics**

- Operations and Quality Improvement
- Project Planning and Control
- Partnerships and Global Operations

### **Master Capstone Project – Application of Theory**

### **Program Learning Outcomes**

- Develop a strategic level of understanding of accounting, management, marketing, economics, and statistics
- Integrate important relationships across business disciplines
- Motivate ethical behavior and comply with codes and regulations
- Correspond effectively ideas and arguments related to business issues
- Illustrate and present practical problem analysis and decision making
- Summarize the opportunities and challenges presented by globalization of business



***MBA in Management Course Requirements***

<b>Business Core Courses .....</b>	<b>36 credits</b>
ECO 645 Managerial Economics	
FIN 605 Financial Management	
FIN 615 Investments and Portfolio Management	
LAW 605 Law and Ethics	
MAC 605 Financial Accounting	
MAC 615 Managerial Accounting	
MGT 625 Quantitative Managerial Analysis	
MGT 635 Organizational Behavior and Theory	
MKT 605 Strategic Marketing Management	
<b>Major Courses .....</b>	<b>12 credits</b>
MGT 655 Operations Management	
MGT 675 International Business	
PMG 645 Project Management in Organizations	
<b>Capstone Course .....</b>	<b>4 credits</b>
STR 605 Master's Capstone Project	
<b>Total.....</b>	<b>52 credits</b>

## ***MBA Nonprofit Management***

The Master of Business Administration in Nonprofit Management is designed to prepare mid-career adults for advancement to positions of increasing responsibility and leadership roles in nonprofit organizations. The program is designed to build on work experience and an undergraduate degree with academic preparation in any major, to develop advanced competencies in conceptual, technical, and interpersonal skills needed for effective leadership and management.

Nonprofit organizations account for eight percent of the US economy and ten percent of the work force. It is one of the fastest growing sectors of the economy in the country. The Bureau of Labor Statistics reports the growth of nonprofits from 2004-2014 is expected to be around 21 percent.

As nonprofit organizations grow and evolve, they become more complex. These nonprofit organizations require leaders and managers possessing not only the special competencies related to the nonprofit environment but also those of other business environments. To be successful, nonprofit organizations need to operate as efficiently as any for-profit business.

Students complete thirteen required courses addressing business core and major topics and their application. This program is available in a fully online option by taking one course per session. Some courses may also be available in a synchronous format.

All MBA students will participate in an online orientation course which is available one week prior to the start of the term. This course will provide information regarding services, academic policies, and the course management system, and will prepare students for academic success in their program. Qualified MBA students with recent graduate credits may receive up to twelve quarter credit hours (three classes) of transfer credit from a regionally accredited institution.

### **Core Topics**

- Leadership, Planning, and Strategy
- Change Management and Innovation
- Ethical and Legal Environment
- Customers, Product, and Service Strategy
- Analytical Tools and Decision Making
- Financial Accounting
- Financial Management

### **Major Topics**

- Strategic Program Planning and Evaluation
- Nonprofit Financial Control and Analysis
- Recruiting and Managing Volunteers
- Grant Writing, Advocacy, and Fundraising
- Project Management in Nonprofit Organizations

### **Master Capstone Project – Application of Theory**

### **Program Learning Outcomes**

- Recommend effective volunteer and staff management strategies for a nonprofit organization
- Assess and monitor long-range, sustainable fundraising strategies
- Prescribe sound nonprofit financial management concepts
- Interpret project management concepts and their application to nonprofit organizations
- Determine how a well-defined strategy can benefit a nonprofit organization

***MBA in Nonprofit Management Course Requirements***

**Business Core Courses ..... 28 credits**

ECO 645 Managerial Economics  
FIN 605 Financial Management  
LAW 605 Law and Ethics  
MAC 605 Financial Accounting  
MGT 625 Quantitative Managerial Analysis  
MGT 635 Organizational Behavior and Theory  
MKT 605 Strategic Marketing Management

**Major Courses ..... 20 credits**

NPM 610 Volunteer and Staff Management  
NPM 620 Control and Analysis in Nonprofit Organizations  
NPM 630 Grant Writing, Advocacy, and Fundraising  
NPM 640 Project Management in Nonprofit Organizations  
NPM 650 Strategic Program Planning and Evaluation in Nonprofit Organizations

**Capstone Course ..... 4 credits**

STR 605 Master's Capstone Project

**Total..... 52 credits**

## **MBA Organizational Leadership**

The Master of Business Administration in Organizational Leadership is designed for upwardly mobile, mid-career professionals seeking to advance to the leadership level in a contemporary organization. Students attain a graduate-level business foundation and a concentration in leadership that emphasizes an understanding of human behavior and the important issues for the international and multi-cultural organizations of today. This knowledge base is critical to achieving success in today's diverse global marketplace.

The *Occupational Outlook Handbook 2008-2009* indicates that managers whose accomplishments reflect strong leadership qualities will have the best opportunities for high level positions. It further states that "in an increasingly global economy, experience in international economics and business will also be beneficial."

The Organizational Leadership MBA major incorporates three primary curriculum themes: (1) leadership principles and practices that influence human attitudes, motivation, and behavior at the individual, group, and organizational levels in a diverse multi-cultural setting; (2) leadership issues, challenges, and decisions that arise from change-producing forces in the global economic, political, and business environments; and (3) leadership responsibilities and strategies that respond to future ecosystem challenges and the need for environmentally sustainable business models. Courses are carefully designed and scheduled to build upon these themes, culminating in a final capstone project. Students complete thirteen required courses addressing business core and major topics and their application. This program is available fully online by taking one course per session. Some courses may also be available in a synchronous format.

All MBA students participate in an online orientation course available one week prior to starting the program. This orientation, and the support from Cleary staff and faculty, provides all of the information a student needs to be successful from the start and throughout the program. Qualified MBA students may receive up to twelve quarter credit hours (three classes) of transfer credit from a regionally accredited institution.

### **Core Topics**

- Leadership, Planning, and Strategy
- Change Management and Innovation
- Ethical and Legal Environment
- Customers, Product, and Service Strategy
- Analytical Tools and Decision Making
- Financial Accounting and Management

### **Major Topics**

- Human Behavior
- Global Leadership
- Sustainable Strategy

### **Master Capstone Project – Application of Theory**

### **Program Learning Outcomes**

- Evaluate leadership principles and practices at the individual, group, and organizational levels
- Explore leadership principles and practices in a multicultural setting
- Outline the issues of leadership that arise from influencing change in an organization
- Summarize the challenges facing leaders in a global economy
- Determine the influence of political and economic environment on leaders of organizations
- Predict the effect of future ecosystem challenges on the role of organizational leaders

### ***MBA in Organizational Leadership Course Requirements***

**Business Core Courses ..... 28 credits**

ECO 645 Managerial Economics  
FIN 605 Financial Management  
LAW 605 Law and Ethics  
MAC 605 Financial Accounting  
MGT 625 Quantitative Managerial Analysis  
MGT 635 Organizational Behavior and Theory  
MKT 605 Strategic Marketing Management

**Major Courses ..... 20 credits**

GRN 610 Economic and Social Concepts of Sustainability  
LED 625 International Political History  
LED 650 Survey of Global Leadership  
MGT 675 International Business  
PSY 615 Cross-Cultural Psychology and Communication

**Capstone Course ..... 4 credits**

STR 605 Master's Capstone Project

**Total..... 52 credits**

## ***MBA Public Accounting***

The Master of Business Administration in Public Accounting is designed specifically for the student interested in becoming a Certified Public Accountant (CPA). Applicants for the CPA certificate in Michigan are required to have completed 225 quarter hours (equivalent to 150 semester hours) of college education. Most states have adopted similar requirements. Earning an MBA in Public Accounting from Cleary University, along with an undergraduate degree, fulfills the 225 quarter hour education requirement in the State of Michigan for CPA licensure.

The MBA in Public Accounting consists of thirteen courses designed to provide students with the analytical abilities, communication skills, and technical competence that will enable them to serve the public in a complex and changing business environment. Overall, this degree provides CPA candidates with a good balance of accounting and other management skills.

Students complete six courses in accounting and law. These courses are taken (synchronously) and are designed to assist students in acquiring the necessary accounting competencies to prepare for the CPA exam.

The remaining seven courses are taken in other business areas and may be taken online. (Some courses may also be available in a synchronous format). Education in these areas enable CPA candidates to understand the concepts, processes, and institutions involved in the production and marketing of goods and services, as well as in the financing of a business and other forms of organizations.

Applicants for the MBA in Public Accounting must already hold an undergraduate degree from an accredited college or university. Part of their undergraduate education preparation should include advanced course work in financial accounting, managerial accounting, accounting information systems, and governmental accounting. Prerequisite courses for the program prerequisites also apply. Applicants should also have completed at least nine quarter hours (or six semester hours) of general business subjects, including business communications. If the required hours of accounting and general business subjects have not been completed including relevant prerequisite courses, they must be completed as prerequisites of this degree program.

All MBA students will participate in an online orientation course which is available one week prior to the start of the term. This course will provide information regarding services, academic policies, and the course management system, and will prepare students for academic success in the program. Qualified MBA students with recent graduate credits may receive up to twelve quarter credit hours (three classes) of transfer credit from a regionally accredited institution.

### **Program Learning Outcomes**

- Develop a thorough understanding of the CPA body of knowledge
- Cultivate the analytical skills required of a certified public accountant
- Assemble and effectively communicate accounting information
- Uphold the highest level of integrity and competence as public accountants
- Demonstrate technical competence in presenting accounting analysis
- Integrate management, marketing, and economic concepts in accounting practices
- Develop statistical skills to analyze and present complex information

### ***MBA in Public Accounting Course Requirements***

#### **Business Core Courses ..... 24 credits**

ECO 645 Managerial Economics  
FIN 605 Financial Management  
FIN 615 Investments and Portfolio Management  
MGT 625 Quantitative Managerial Analysis  
MGT 635 Organizational Behavior and Theory  
MKT 605 Strategic Marketing Management

#### **Major Courses ..... 24 credits**

ACC 605 Legal Issues for Public Accountants  
ACC 655 Individual Taxation  
ACC 665 Corporate Taxation  
ACC 675 Advanced Financial Accounting II  
ACC 695 Auditing I  
ACC 696 Auditing II

#### **Capstone Course ..... 4 credits**

ACC 699 Master's Capstone Project

#### **Total..... 52 credits**

### ***MBA Public Accounting Competency Core Courses***

In order to meet entrance requirements, MBA Public Accounting students must have completed the courses listed below at Cleary University or must have completed the equivalent courses at other regionally-accredited colleges or universities.

#### **MBA Public Accounting Competency Core**

ACC 415 Governmental/Nonprofit Accounting  
ACC 440 Cost Accounting I  
ACC 441 Cost Accounting II  
ACC 470 Accounting Information Systems  
ACC 472 Advanced Financial Accounting I  
COM 400 Advanced Business Communication Methods

It is assumed that students enrolling in this degree program are proficient users of MS Excel.

Guidelines for CPA licensure in the state of Michigan can be found at:

[http://www.michigan.gov/dleg/0,1607,7-154-35299\\_35414\\_35451-113534--,00.html](http://www.michigan.gov/dleg/0,1607,7-154-35299_35414_35451-113534--,00.html) Students interested in becoming licensed as a CPA in a state other than Michigan should check the requirements for that state.

## **Graduate Certificates**

The Graduate Certificate programs are intended for the person who has completed an undergraduate bachelor degree and wishes to enhance his or her professional credentials. Certificate courses are taken online and may be completed in six months to one year. Students may elect to take the major courses for credit as part of a MBA degree program (graduate tuition rates apply) or to take the courses on a non-credit basis (certificate tuition applies).

Currently, Cleary University offers graduate certificate programs in

- Green Business Strategy
- Nonprofit Management
- Financial Planning

### **Graduate Certificate in Green Business Strategy**

#### **Career Benefits**

The Graduate Certificate in Green Business Strategy is well suited for the individual who is seeking a new career path as a professional in the field of sustainability and green management. Courses provide the background information about this industry and emphasize development of competencies important for employment in this new field. Positioned at the graduate level, this Certificate treats these subjects from a leadership and upper management perspective. The Certificate, paired with an undergraduate degree in business or a technical field, provides the knowledge needed to transition into a management position or to pursue participation in an entrepreneurial venture related to this field. Many companies are developing green initiatives and need leaders that can understand and manage their sustainability program along with attendant implications for human capital, finance, marketing, and operations. Graduates pursue careers in manufacturing, health care, government, or service sectors.

Graduate Certificate students participate in a no-cost online orientation course which is available one week prior to the start of the program. This course provides all of the information needed to be successful as a distance student. Topics covered include: the course management system, academic expectations and policies, and access to support services.

#### **Graduate Certificate in Green Business Strategy Required Courses**

GRN 600 Sustainability Development .....	0 or 4 cr
GRN 610 Economic and Social Concepts of Sustainability .....	0 or 4 cr
GRN 630 Sustainable Products and Services .....	0 or 4 cr
GRN 650 Sustainability and Entrepreneurship.....	0 or 4 cr



**Graduate Certificate in Nonprofit Management**

**Career Benefits**

Nonprofit organizations account for eight percent of the US economy and ten percent of the work force. Certificate courses provide background information about this industry and emphasize development of competencies important for employment in this field. As nonprofit organizations grow and evolve, they become more complex. These nonprofit organizations require leaders and managers possessing the special competencies related to the nonprofit environment. To be successful, nonprofit organizations need to operate as efficiently as any for-profit business.

Certificate courses are taken online and may be completed in just over seven months. Students may elect to take the five course nonprofit management sequence for credit as part of a MBA degree program (graduate tuition rates apply) or to take the courses on a non-credit basis (certificate tuition applies)

Graduate Certificate students participate in a no cost online orientation course which is available one week prior to the start of the program. This course provides all of the information needed to be successful as a distance student. Topics covered include: the distance learning course management system, academic expectations and policies, and access to support services.

**Graduate Certificate in Nonprofit Management Required Courses**

NPM 610 Volunteer and Staff Management .....	0 or 4 cr
NPM 620 Control and Analysis in Nonprofit Organizations .....	0 or 4 cr
NPM 630 Grant Writing, Advocacy, and Fundraising.....	0 or 4 cr
NPM 640 Project Management in Nonprofit Organizations .....	0 or 4 cr
NPM 650 Strategic Program Planning and Evaluation in Nonprofit Organizations .....	0 or 4 cr

## Graduate Certificate in Financial Planning

### Program Features

The Graduate Certificate in Financial Planning is registered and approved by the Certified Financial Planner (CFP) Board of Standards. The program is designed for someone who already has an undergraduate degree and is interested in the body of knowledge specified by the Certified Financial Planner Board of Standards in a formal educational setting. The financial planning courses are delivered online. Students may elect to take the seven-course financial planning sequence for credit as part of a MBA degree program (graduate tuition rates apply) or to take the courses on a non-credit basis (certificate tuition applies).

### Career Benefits

Personal financial planners or financial consultants use their knowledge of investments, estate planning, funding for college, and tax laws to recommend financial options to individuals and help them achieve their short-term and long-term goals. A personal financial advisor meets with the client and obtains information on the client's current financial situation and future financial goals. The financial planner then makes recommendations on saving and investing for retirement, funding for college, estate planning, insurance, and other investment options. The financial planner must take into consideration the client's risk and return preferences in making these recommendations. The financial plan of the client is reviewed and updated periodically. Some financial planners trade securities on behalf of their clients. Many financial advisors manage their client's financial portfolio.

Personal financial advisors could be self-employed, operating small investment advisory firms usually located in urban areas. Financial planners can also be employed by securities and commodity brokers, exchanges, and investment services firms. Banks, savings institutions, credit unions, and insurance firms also employ financial planners.

Although not required to practice, certification can enhance one's professional standing and is strongly recommended by many financial companies, since certification helps to communicate expertise to clients.

### *Graduate Certificate in Financial Planning Course Requirements*

#### Required Courses

FNP 600 General Principles of Financial Planning .....	0 or 4 cr.
FNP 610 Investment Planning.....	0 or 4 cr.
FNP 620 Insurance and Risk Management .....	0 or 4 cr.
FNP 630 Retirement and Employee Benefits Planning .....	0 or 4 cr.
FNP 640 Income Tax Planning.....	0 or 4 cr.
FNP 650 Estate Planning .....	0 or 4 cr.
FNP 660 Capstone Financial Plan Development Course .....	0 or 4 cr.

## PROFESSIONAL DEVELOPMENT

The following options are available at Cleary University for professional development. Candidates who successfully complete this training are eligible for continuing educational units (CEUs). Schedule and registration information is available from the Web sites provided in each category.

### American Society for Quality Certification

The American Society for Quality (ASQ) provides a number of professional exams that demonstrate that the successful candidate has mastered a body of knowledge. Certification exams include the Certified Six Sigma Black Belt, Certified Six Sigma Green Belt, Certified Quality Engineer, Certified Quality Auditor, Certified Manager of Quality/Organizational Excellence, Certified Quality Improvement Associate, and Certified Process Analyst ([www.asq.org/certification/index.html](http://www.asq.org/certification/index.html)). These exams are administered by the Ann Arbor Section of the American Society for Quality at Cleary University in Ann Arbor. In partnership with the Ann Arbor Section, Cleary hosts exam preparation courses at the Ann Arbor campus. Please refer to the Section Web site at [www.asq1010.org/Education.htm](http://www.asq1010.org/Education.htm) for the most recent schedule of exam preparation classes.

### Michigan Quality Council Examiner Preparation

The Michigan Quality Council (MQC) is Michigan's version of the Malcolm Baldrige National Quality program. The Council trains volunteer examiners in understanding and applying the Baldrige Criteria, and in the process of evaluating and providing feedback to Michigan organizations to help them improve their competitiveness. See <http://www.michiganquality.org/> for more information on training requirements and schedules. The Michigan Quality Council is affiliated with Cleary University and located on the Ann Arbor campus.

### Certified Management Accountant (CMA®)

CMA is the advanced professional certification specifically designed to measure the advanced accounting and financial management skills used in business today. Join more than 33,000 credentialed peers worldwide, sit for the exam and demonstrate your mastery of financial planning, analysis, control, and decision support, as well as professional ethics.

Cleary University offers a comprehensive exam preparation program that includes textbooks and online practice tests. While the primary focus of this course is to prepare individuals for the CMA exam, the course is also an excellent professional development tool for helping individuals advance their career in accounting, finance, or business management.

The CMA review classes are delivered in two convenient courses, mirroring the two parts of the CMA exam:

#### Part 1 – Financial Planning, Performance, and Control

- Planning, budgeting , & forecasting
- Performance measurement
- Cost management
- Internal controls
- Professional ethics

#### Part 2 – Financial Decision Making

- Financial statement analysis
- Corporate finance
- Decision analysis and risk management
- Investment decisions
- Professional ethics

To become certified, an individual must pass both parts of the CMA exam, be a member of the Institute of Management Accountants (IMA), hold a bachelor's degree, and have two years of professional work experience in management accounting and/or financial management. Candidates may sit for the exam parts one and two in any order.

To learn more about these courses, please visit the Web site at <http://www.cleary.edu/cma/> .

## COURSE ABBREVIATIONS

ACC	Accounting
BAC	Baccalaureate Studies
BCS	Business Computer Systems
CAR	Career Management
CAS	Computer Application Software
CIS	Computer Information Systems
CER	Certificate Class
COM	Communications
ECO	Economics
EMM	Event and Meeting Management
ENG	English
ENT	Entrepreneurship
FIN	Finance
FNP	Financial Planning
GEN	General Studies
GRN	Green Business Strategy
HCM	Health Care Management
HRM	Human Resource Management
HUM	Humanities
INT	Internship
LAN	Language
LAW	Law
LED	Leadership
LIT	Literature
MAC	Accounting (Graduate)
MBA	Master of Business Administration
MGT	Management
MKT	Marketing
MTH	Mathematics
NAT	Natural Science
NPM	Nonprofit Management
OPM	Operations Management
ORN	Orientation
PHL	Philosophy
PJT	Directed Project
PLS	Political Science
PMG	Project Management
PSY	Psychology
QTY	Quality Management
SRL	Service Learning
STR	Strategy

## UNDERGRADUATE COURSE DESCRIPTIONS

Course pre-requisites are shown in parentheses.

**ACC 245 Principles of Accounting I.....4 cr.**

This introductory course examines the basic principles of accounting. Students work through the entire accounting cycle by analyzing and posting business transactions, recording adjusting journal entries, and preparing basic financial statements. Accounting systems and controls are also covered.

**ACC 246 Principles of Accounting II (ACC 245) .....4 cr.**

Students explore the balance sheet in more detail, focusing on internal control of cash receipts and payments, accounting for receivables, inventory cost flow, fixed assets and intangible assets, and current liabilities.

**ACC 247 Principles of Accounting III (ACC 246) .....4 cr.**

This course examines the unique aspects of accounting for corporations including stock transactions, accounting for dividends, earnings per share, and business combinations. Other topics include accounting for bonds payable, the statement of cash flows, and financial statement analysis.

**ACC 248 Principles of Accounting IV (ACC 245 can be taken concurrently) .....4 cr.**

This course examines introductory managerial accounting topics. Specific topics include product costing methods, cost behavior, and cost-volume-profit analysis.

**ACC 250 Accounting Practicum (ACC 246).....4 cr.**

Students will have the opportunity to complete an accounting practice set that brings together all of the major concepts covered in the Principles classes. The practice set will include transactions involving sales, accounts receivable, accounts payable, inventory, payroll, and more.

**ACC 252 Computerized Accounting with QuickBooks (ACC 246) .....4 cr.**

This course examines how accounting transactions are completed using QuickBooks Pro software. Students will set up a new company, create a chart of accounts, enter transactions, prepare reports, and close out the accounting cycle.

**ACC 255 Introduction to Taxation (ACC 245).....4 cr.**

This course provides a broad overview of Internal Revenue tax codes as applied to corporations and individuals. Students will study various corporate transactions, including the formation, operation, and liquidation of the entity. Individual taxation transactions will also be introduced. The goal of this course is to provide students with an understanding of fundamental corporate and individual tax concepts.

**ACC 280 Intermediate Accounting I (ACC 247) .....4 cr.**

Advanced financial reporting concepts are the focus of this course. Students perform an in-depth examination of financial statement preparation, analysis, and reporting. This course also explores asset measurement and income determination as applied to cash, receivables, and inventories.

**ACC 381 Intermediate Accounting II (ACC 280) .....4 cr.**

Advanced financial reporting concepts are the focus of this course. Major topics include accounting for assets (tangible and intangible), depreciation methods, reporting requirements for current and long-term liabilities, accounting for dividend distributions, accounting for convertible securities, and computing earnings per share.

**ACC 382 Intermediate Accounting III (ACC 381) .....4 cr.**

Advanced financial reporting concepts are the focus of this course. Major topics include accounting for debt and equity securities; application of revenue recognition principles; accounting for income taxes, pensions, leases, changes, and errors; an in-depth study of the Statement of Cash Flows; and understanding financial statement notes and disclosure requirements.

**ACC 401 Financial Accounting (ACC 245 and upper division status).....4 cr.**

This course introduces fundamental concepts in financial accounting, which are used to create financial statements for external users. The focus is on the accounting cycle and financial statement preparation (primarily the income statement and balance sheet).

**ACC 402 Managerial Accounting (ACC 401) .....4 cr.**

This course explores basic managerial accounting concepts used to support business decisions. Topics include basic cost concepts, product costing methods, activity-based costing, cost-volume-profit analysis, standard costing, budget preparation, and relevant cost analysis.

**ACC 405 Legal Issues for Public Accountants (completion of core courses) .....4 cr.**

Professional accountants must be able to recognize relevant legal issues and how they relate to accounting and auditing. This course is designed to familiarize students with the various legal topics that accountants encounter on a regular basis, and to prepare students for the business law topics of the CPA examination. Emphasis is placed on various legal topics, including business organizations, contracts, debtor-creditor relationships, securities law and regulation, and the Uniform Commercial Code.

**ACC 415 Governmental/Nonprofit Accounting (ACC 382).....4 cr.**

In this course, students will study issues in municipal accounting, especially as relevant to city, state, and federal agencies with attention to bond financing, funds, and budgets. An overview of accounting for nonprofit organizations will also be presented.

**ACC 420 Forensic Accounting (ACC 382) .....4 cr.**

This course explores the field of forensic accounting. Topics covered include common-law crime, federal financial crimes, internal controls, auditing, information security, financial statement fraud, and organized crime.

**ACC 440 Cost Accounting I (ACC 382) .....4 cr.**

This course covers the role of the management accountant in an organization. Emphasis is placed on planning and controlling operations and on supporting decision making. Specific topics include cost concepts, cost behavior, job-order and process costing systems, cost-volume-profit analysis, and variable costing.

**ACC 441 Cost Accounting II (ACC 440) .....4 cr.**

This course covers advanced cost concepts used to support management decision making. Specific topics include activity-based costing, profit planning, standard costing and performance evaluation, flexible budgets, relevant cost analysis, segment reporting, and capital budgeting decisions.

**ACC 455 Individual Taxation (ACC 382) .....4 cr.**

The focus of this course is on the study of personal federal income tax laws, forms, and reporting mechanisms, and their application to individual taxes. Topics to be covered will include: income and loss realization and recognition, capital gains and losses, exemptions, rates, gross income items, deductions of business expenses, employee expenses, and itemized deductions.

**ACC 465 Corporate Taxation (ACC 382) .....4 cr.**

Anticipating and understanding the tax consequences and implications of corporate entities is an essential part of accounting practice. In this course, students study various corporate transactions beginning with the formation and operation of the corporation and proceeding to other advanced topics, such as: capital structure, earnings and profits, dividend distributions, stock redemptions, liquidations, and re-organizations. The course also focuses on the tax aspects of “S” corporations, including formation of an “S” corporation, operating activities, distributions, and termination of an “S” corporation. Emphasis is placed on developing the student’s ability to identify and logically explain the tax consequences of various corporate transactions.

**ACC 470 Accounting Information Systems (completion of core courses).....4 cr.**  
This course examines the design, operation, and control of accounting information systems. Emphasis is placed on transaction cycles and business processes, with a focus on the flow of financial transactions through the accounting information system. Internal control concepts and their application to the information systems are also considered.

**ACC 472 Advanced Financial Accounting I (ACC 382).....4 cr.**  
This course provides an in-depth examination of accounting for business combinations. Emphasis is placed on direct acquisitions, preparation of consolidated financial statements, and miscellaneous topics related to business combinations.

**ACC 475 Advanced Financial Accounting II (ACC 472).....4 cr.**  
This course covers international accounting issues and partnerships. The international accounting portion focuses on the international accounting environment and compares accounting principles of several countries. In the partnership portion, students examine the entire partnership cycle from formation to liquidation, and study the unique accounting principles associated with partnerships.

**ACC 495 Auditing I (ACC 382).....4 cr.**  
This course provides a broad overview of auditing theory. This encompasses the various purposes and contexts for auditing, audit planning and analytical procedures, gathering and evaluating audit evidence, materiality and risk, consideration of internal controls, and appropriate communication.

**ACC 496 Auditing II (ACC 495).....4 cr.**  
This course focuses on the application of audit theory to audit practice. In this auditing practice course students will learn how to apply the audit process to the various business cycles of an organization. Topics to be covered include methodology for designing tests of transactions and balances, applications of audit sampling, and computer-assisted audit techniques.

**BAC 101 Academic Communication, Technology, and Success Essentials .....4 cr.**  
This is a college survival course designed for first-time students and transfer students. Tools for academic success are emphasized and the course management system (eCleary) is introduced and explained. The academic skills required for college-level success are assessed, reviewed, and practiced. Emphasis is placed on setting expectations for academic course work and the campus community. Students discuss personal and academic goal setting, and learn the tools needed to become a successful student. Career interests are reviewed. Students practice using Cleary's synchronous and asynchronous course technologies. The Cleary project-based learning model used across the curriculum is explained and applied. Students learn how to use research tools and library resources to conduct research electronically. Research tools and library resources used to conduct research electronically are introduced, along with the research and writing processes; a research paper is the culminating project. Plagiarism and academic ethics are discussed and students learn how to properly acknowledge research sources using APA format. Academic policies, resources, technology, processes, and expectations are explained.

**BAC 110 Electronic Academic Portfolio Development.....2 cr.**  
This course provides students with a framework for developing an electronic academic student portfolio, which will be submitted as a graduation requirement for traditional students enrolled in the lower division undergraduate programs. The course will identify performance expectations and familiarize students with the value and purpose of creating a student portfolio to demonstrate their academic and professional accomplishments. Students are introduced to tools and techniques that will help them initiate, manage, and maintain their portfolios. Students will also learn and utilize the multimedia production process, including a combination of design, media development, and project management activities, to create materials for use in the electronic portfolio. Upon successful completion of the course, students will have demonstrated the ability to apply the structure and methods presented in this course by developing a framework for what will be a high-level design and comprehensive student portfolio.



**BAC 300 Business Research and Communication (upper division status) ..... 4 cr.**

This course introduces the transfer student to academic resources: distance technology, project-based learning, working in teams, processes and expectations, and the accelerated learning environment. Cleary's online environment is introduced and explained. Students learn how to use electronic resources to conduct research, analyze findings, and report results in written and oral form. The research and writing processes are introduced and used to create academic papers and business reports. Plagiarism and academic ethics are discussed and students learn how to properly acknowledge research sources using APA format. Students learn to make effective formal presentations for local and remote audiences.

**BCS 401 Managing Information Technology Projects (completion of core courses) ..... 4 cr.**

This course prepares students for the challenge of managing all aspects of a variety of project types. Students learn to successfully initiate, plan, manage, control, and report on information technology projects. Emphasis is on the importance of proper planning, documentation, scope, and change control, along with quality and risk management. Other topics include team selection, motivation, conflict resolution, and leadership.

**BCS 406 E-commerce Technology (completion of core courses)..... 4 cr.**

E-commerce is a vital part of any business in the information age. This course builds a foundation for understanding this important topic. By exploring the fundamental concepts underlying the entire topic of e-commerce, students will be ready to undertake the challenges of this new frontier. Topics include revenue models, marketing strategies, business environment issues, technology considerations, and how to develop an implementation plan.

**BCS 440 Technology and the Organization (upper division status)..... 4 cr.**

Today's competitive business environment requires managers at all levels to understand the role technology plays in the organization. By challenging the paradigm of how students currently view the role of technology in the organization, the student is moved to view technology as a tool to gain competitive advantages in the marketplace.

**BCS 450 Principles of Information Security (completion of core and pre-major courses)..... 4 cr.**

This course will cover the managerial and technical aspects of information security to prepare future business decision makers, and will address knowledge areas of the Security+ Certification. Topics will include: investigation, analysis, logical design, physical design, implementation, and maintenance.

**BCS 460 Data and Information Management (CIS 410)..... 4 cr.**

The course surveys recent advances in Data Base Management Systems (DBMS). Topics include extensibility and extensions of database systems, XML databases, spatial databases, temporal databases, semantics-enabled data management, and distributed and parallel databases. Students will get hands-on research and development experience from projects that are requirements for this course.

**BCS 462 Business Process Management (BCS 401) ..... 4 cr.**

This course studies the methods and techniques required to analyze, design, implement, automate, and evaluate business processes. Structured along the phases of the Business Process Management (BPM) life cycle, students learn to analyze organizational performance from a process perspective, redesign processes using value-focused techniques, design workflows and implement them in BPM systems, simulate new process designs, and create process analytics applications using dashboards.

**CAR 200 Business Career Planning..... 4 cr.**

This course will guide students through the processes of self-assessment, career exploration, and job-search strategies. Students will integrate information gained in the class as guidance in selecting a business major, setting career goals, and writing targeted résumés. The use of the Internet and other technologies for career development will be emphasized.



**CAR 401 Introduction to Career Management ..... 1 cr.**

Students will assess their career management skills and determine their career learning goals. Students will have the opportunity to participate in professional organizations and networking events.

**CAR 402 Career Marketing Strategies ..... 1 cr.**

Students will develop the skills of self-promotion to gain interviews. The advantages of using different résumé styles will be discussed. Students will be encouraged to write résumés and cover letters targeted toward a specific job posting. Students will refine their networking and online job-searching skills.

**CAR 403 Career Negotiation Strategies ..... 1 cr.**

Being able to relate our experiences and articulate our worth as an employee is key to career advancement. This course develops career management implementation strategies, including interview skills and negotiation strategies. Students will also create electronic portfolios to showcase their skills for use as an interviewing tool and for career management.

**CAR 404 Career Advancement Strategies..... 1 cr.**

Moving ahead in a career depends on the effective management of an employee's time, relationships, and professional reputation. Students will learn how to recognize and seize opportunities while serving their internal and external customers to achieve greater influence and respect. Students will write their own mission statements to focus their advancement goals.

**CAR 405 Independent Project .....1-3 cr.**

This is a directed study course that allows a student to complete an individualized project on a selected topic related to career development and is planned with a faculty member. Projects will be evaluated based on completed activities that were identified in a learning agreement at the beginning of the course.

**CAS 099 Introduction to Computing..... 2 cr.**

This course is designed for the student with no previous computer experience. Topics include computing terminology for computer software and hardware, and beginning computer use.

**CAS 101 Introduction to the Internet ..... 2 cr.**

This course is designed for the student who has not used the Internet and needs to know the fundamentals, including skills needed to take a distance learning course at Cleary University. Topics include getting connected to the Internet, electronic mail, browser fundamentals, search engines, online databases, and discussion forum activity.

**CAS 103 Microsoft Windows ..... 2 cr.**

This course introduces the computer user to Microsoft Windows' graphical user interface. Students will learn the terminology and how to customize the applications. Tools and accessories included in Windows XP will also be explored.

**CAS 105 Microsoft Word ..... 2 cr.**

This course is designed for the student who has not used MS Word and needs the basics. Topics include document creation, editing, formatting, file management, and print functions.

**CAS 106 Advanced Microsoft Word (CAS 105) ..... 2 cr.**

This course is designed for the student who has a basic understanding of Microsoft Word and is interested in learning the more advanced features of this application. Topics covered in this course include using tables, basic graphics, a term paper template, indexes, bibliographies, and other time-saving features for business and academic course work.

**CAS 107 Microsoft Excel..... 2 cr.**

This course is designed for the student who has not used Excel. Topics include basic spreadsheet applications, worksheet creation, formulas, formatting, printing, and charting.

**CAS 108 Advanced Microsoft Excel (CAS 107) .....2 cr.**

This course is designed for the student who has a basic understanding of Excel and is interested in learning the more advanced features of this software. Topics include using advanced formulas, setting up “what if” calculations, data analysis, databases, and presenting data using pivot tables.

**CAS 109 Microsoft Access.....2 cr.**

This course is designed for the student who has not used Access. Topics include relational database basics, table generation, basic querying, reports, forms, and printing.

**CAS 110 Advanced Microsoft Access (CAS 109) .....2 cr.**

This course is designed for the student with some knowledge of Access who wants to master more advanced functions. Topics include Active-X, macros, data relational analysis, and intermediate database skills.

**CAS 111 Microsoft PowerPoint .....2 cr.**

This course is designed for students who have not used PowerPoint and want to know the basics to be able to develop class or business presentations. Topics include planning a presentation, using different presentation templates, creating slides, and technical aspects of making a presentation.

**CAS 112 Advanced Microsoft PowerPoint (CAS 111) .....2 cr.**

This course is designed for the student who has used PowerPoint and is interested in learning the more advanced features of this software. Topics include incorporating graphics, animation, and sound, and importing objects from Word and Excel.

**CAS 113 Microsoft Outlook.....2 cr.**

This course is designed for the student who has not used Outlook. Topics include the basics of using Outlook’s features for electronic mail, calendar, contacts, and tasks.

**CAS 125 Microsoft Project (CAS 103 or equivalent) .....2 cr.**

Students will learn to use Microsoft Project to plan and manage projects. Topics include assigning resources, evaluating changes, tracking performance, generating reports, presenting project data, and customizing Microsoft Project.

**CIS 100 Foundations of Information Systems .....4 cr.**

This course is an introduction to fundamental business information systems from a business perspective. It includes computer hardware and software, use of business productivity tools and the Internet, and introduction to fundamental and functional business information systems.

**CIS 110 Technology Infrastructure I (CIS 100).....4 cr.**

This course covers the technical aspects of hardware and operating systems found in common office environments. Students will learn the inner workings of the PC including motherboards, I/O devices, storage, memory, and the Windows operating system using a hands-on approach.

**CIS 115 Technology Infrastructure II (CIS 100).....4 cr.**

This course covers the networking concepts and terminology used in today’s modern office environment. Students will apply what they learn to install and configure an actual business network along with network maintenance and administration.

**CIS 122 Fundamentals of Project Management (CIS 100) .....4 cr.**

This course examines current practices in project management as applied to information projects. Topics include an overview of a project’s evolution, its various processes and principles, and the tools and techniques required during the phases of an information system project’s life cycle.

- CIS 124 Fundamentals of Systems Analysis (CIS 122).....4 cr.**  
 This course covers the basic concepts of an information system and systems analysis techniques necessary to develop requirements for a business information system. Students will concentrate on systems analysis using current methodologies, technologies, and available tools of analysis, as well as an examination of the effect on systems analysis by business drivers such as globalization, security, privacy, ethics, and collaboration. The course will focus on the analysis phase including requirements definition, modeling, feasibility, project planning and management, and documentation.
- CIS 140 Web Design and Development (CIS 100 or can be taken concurrently) .....4 cr.**  
 Web sites are essential to allow users to access information over the Internet. Using HTML, students will learn the Web elements such as tables, forms, frames, and CSS needed to create professional Web sites. During the course, students will create and maintain a fully functional Web site.
- CIS 142 Web and Graphic Design (CIS 140) .....4 cr.**  
 Not only do Web designers need to understand HTML, but the sites they create need to be functional, appealing, and easy to use. In this course, students expand on basic Web design to increase the functionality of the Web site by learning to include XHTML, client-side scripting, and XML. To make Web sites visually appealing, students will learn to create, modify, and animate Web graphics using a variety of tools, along with proper placement for maximum effectiveness.
- CIS 144 Developing Web Applications (CIS 142).....4 cr.**  
 Students will build on their knowledge of Web design to integrate server-side scripting and databases to create dynamic, data-driven Web applications. Students will create a Web site that will create, maintain, and query a Web-based database. GNU/Linux and XAMPP are required for this course.
- CIS 150 Microsoft Office Application Software .....4 cr.**  
 This course offers an overview of the primary Microsoft Office applications Word, Excel, PowerPoint, and Access, which are essential tools for academic and professional endeavors.
- CIS 205 Computer Programming in C# (CIS 100) .....4 cr.**  
 This course provides an introduction to programming using C#. Students will learn the fundamental skills that are required to design and develop object-oriented applications. This course requires students to have a computer with a 2GHz or faster processor.
- CIS 225 Network Administration (CIS 115).....4 cr.**  
 Students will explore network administration topics that will prepare them for the challenge of administering an organizational network. Topics will include network infrastructure, routing and remote access, server availability, and network security. In addition, students will be introduced to corporate cost-saving measures including the use of the Linux operating system and open source tools and utilities. Windows Server 2008 is required for this course.
- CIS 255 Enterprise Architecture (CIS 225) .....4 cr.**  
 This course is designed to familiarize the student with the frameworks and tools needed to develop enterprise architecture. It introduces architecture processes and development methodology and provides examples and exercises. This course goes beyond theory and will provide students with practical strategies for successfully building enterprise architecture. The strategies students will learn are based on experience with large and midsized organizations which include best practices.
- CIS 260 Information Technology and Security Strategy for Business (CIS 124) .....4 cr.**  
 This course will cover the strategic management and deployment of information systems and technologies to improve business competitiveness. It will examine the role of information technology and security in enabling companies to effectively manage the business environment brought about by the Internet. Analysis of new business opportunities in electronic commerce brought about by information technology and security, including the organizational redesign that these technologies require, will be covered.

**CIS 400 Systems Analysis and Design (completion of core courses) .....4 cr.**  
This course provides broad coverage of the Systems Development Life Cycle used to build information systems. Students develop an understanding of how information technology supports business requirements and how to interact with users, management, and other professionals. A variety of tools will be explored that assists the analyst in designing systems.

**CIS 410 Database Design and Implementation (CIS 400) .....4 cr.**  
In this first course students are introduced to databases and database management systems (DBMS). The differing data models, business rules and the differing degrees of data abstractions are also explored. Additional topics include the relational database model, Entity Relationship Model (ERM), business intelligence, data warehouses, database administration, and normalization of database tables.

**CIS 420 Object Oriented Development (BCS 401) .....4 cr.**  
Students learn the fundamental concepts of Object Oriented Programming (OOP). Topics such as programming logic and object oriented design concepts and classes are explored.

**CIS 421 Firewalls and Network Security (BCS 450).....4 cr.**  
The first areas to master in securing an organization's networks are risk analysis and intrusion detection. Using a variety of analysis tools, students learn to detect intrusions and formulate an appropriate response. Students also learn to choose and design firewalls and implement a VPN.

**CIS 426 Network Defense and Countermeasures (CIS 421) .....4 cr.**  
Security is critical to all business and personal computer users. Students learn to identify security issues in Windows and Linux servers, followed by an exploration of the vulnerabilities in networks, Web sites, and programs. Hands-on activities are used to reinforce the concepts covered in the course.

**CIS 430 Developing and Deploying Web Applications (CIS 420).....4 cr.**  
Students expand on their knowledge of programming to develop Web applications using popular Web-based programming languages and databases.

**CIS 431 Management of Information Security (BCS 450) .....4 cr.**  
Securing an organization's networks requires both technical and management skills. Students continue to explore the technical issues in securing networks, but also design contingency plans, continuity plans, and incident response plans. Students also design a disaster recovery plan and explore computer forensics.

**CIS 432 Human-Computer Interaction (BCS 462) .....4 cr.**  
This course focuses on the importance of the human-computer interface in software design and development. This course provides an introduction and overview of the field of human-computer interaction (HCI). Course topics will address current theory and practice in interface specification, design, and evaluation, as well as current and classic research papers in HCI to facilitate communication between human factors engineers and soon-to-be computer scientists on user interface development projects.

**CIS 451 Internetworking Linux and Windows (CIS 455).....4 cr.**  
This course introduces the student to networks that primarily utilize Linux servers. Tools to debug, monitor, and maintain such a network are utilized. In addition, networks with mixed (Linux and Windows) servers are investigated.

**CIS 455 Advanced Enterprise Systems (completion of core courses) .....4 cr.**

This course focuses on the integration of information technology into systems applications. Topics for discussion include advanced concepts in information technology and systems integration issues; the specific information technology (both hardware and software) that can serve as the foundation for designing systems within an organization; and the role of IT in achieving system performance goals. Students will utilize enterprise project management applications to plan, document, configure, and test a “real-world” scenario.

**COM 240 Speech and Presentation Techniques .....4 cr.**

This course introduces oral presentation and public speaking. Students learn about the principles of effective public speaking and have the chance to practice public speaking. Communication skills are practiced through a variety of assignments. Some of the speeches delivered during this course include impromptu, elevator, sequence/demonstration, informational, and expository. By the end of this course, students will develop confidence by learning how to formulate their thoughts quickly, and how to research and deliver a well-organized, engaging speech.

**COM 265 Reading Comprehension in the Electronic Age (ENG 160 or equivalent) .....4 cr.**

In this course students read, review, and analyze thought-provoking essays, reports, and articles from a variety of sources including the text, Web sites, and electronic databases. Based on these readings and discussions, students apply rhetorical strategies and enhance reading comprehension, critical thinking, and researching. All of the assignments and activities are designed to emphasize and support these four elements. Some of the writing strategies covered include illustration, comparison and contrast, narration and description, process analysis, and cause and effect analysis. Students will develop and enhance their skills in reading comprehension, critical thinking, research and APA documentation, and application of rhetorical strategies in written work.

**COM 320 Impact of Technology on Workplace Communication (completion of core courses) .....4 cr.**

What is the current state of global workplace communications? How are legal and ethical issues influencing communications policies and practices in business? This course examines these issues and modern theories of global technology. New concepts and research in interpersonal, group, organizational, and public communication as they apply to the virtual work environment are introduced. Students will review and analyze theories and research findings, and assess the impact of technology on communication patterns. Web 2.0 tools for workplace communication and collaboration (blogs, wikis, podcasts, audio/video conferencing) will be introduced. Social communication tools will be identified. Students will have an opportunity to examine the practical applications of these concepts and tools.

**COM 340 Presenting and Persuading in the Virtual Environment (COM 320).....4 cr.**

Producing compelling, persuasive communication, while addressing the increasingly interactive nature of digital media, is an essential skill in today's global environment. Analyzing audience characteristics, examining elements of message construction (both verbal and visual), and the relative differences between traditional and digital media are all studied and applied. Students will improve their abilities to communicate effectively with diverse audiences and learn to evaluate and develop their own methods of persuasion using both digital and traditional media. Students present impromptu, informative, training, and persuasive speeches.

**COM 400 Advanced Business Communication Methods (completion of core courses) .4 cr.**

This course re-introduces students to a variety of concepts: interpersonal communication, group communication, cross-cultural communication, and communicating across time and distance. At the conclusion of this course, students will be more effective at workplace communications – both internally and externally. A very important aspect of COM 400 is learning about business and communication practices in other countries. The course is designed to strengthen interpersonal communication skills in professional correspondence and to apply effective meeting skills in face-to-face group interactions. Finally, small group decision-making techniques are explained and practiced.

**COM 460 Public Relations – Communicating to the Internal and External Public (completion of core courses).....4 cr.**

This course explores the techniques and media used to influence special publics including the news media, trade publications, advertising, local events, and meetings. Students study successful examples of public relations campaigns in addition to designing their own campaigns. The course further examines events and situations that actually or potentially threaten an organization's viability and various methodologies to develop an effective crisis communication plan which includes multiple stakeholders.

**ECO 250 Macroeconomics .....4 cr.**

National and international economic policies have powerful and direct effects on business operations. Business fluctuations, inflation, unemployment, monetary and fiscal policies, and international trade are discussed in the course.

**ECO 260 Microeconomics (ECO 250).....4 cr.**

Focusing on the firm as the basic unit of the economy, this course explores supply/demand and market forces, cost and profit, and the different industry types within which firms operate.

**ECO 270 American Economic History .....4 cr.**

This course is designed to help students learn economics from a historical perspective. The course will survey the economic development of the United States from colonial times until modern day. Main topics include the colonial economies, American Revolution, US constitution, westward expansion, industrial revolution, slavery, Civil War, rise of big business, anti-trust regulation, banking panics, Federal Reserve Act, and role of government in modern day economy.

**ECO 320 Economics of Business (ECO 250 and upper division status) .....4 cr.**

This course provides a managerial viewpoint of macro- and microeconomic concepts that shape business environments. Macroeconomic topics include national accounts and income determination; monetary and fiscal policy; Federal Reserve System; and employment, inflation, and growth. Microeconomic topics include market structure, price theory, and supply and demand. The emphasis in this course is the business manager's viewpoint, building an understanding of the relationship of economic theory to management practice and decision making.

**EMM 101 Seminar/Practicum .....2 cr.**

The practicum course has a work placement component. Students learn valuable applied skills through a 12-week, 10-hour/week placement working in the event and meeting management field. Practicum placements include both off-campus placement with an industry partner and placement on-campus with an event planning department. Off-campus assignments may include learning about corporate meetings, social events, catering, banquets, weddings, or other venues. On-campus assignments may include working on University events for Founders' Week, alumni golf outing, Livingston Economic Club, Leadership Livingston, Michigan Quality Council, Cleary Fundraising Auction, Commencement, or other Cleary events. Students also attend a required practicum-related seminar which may focus on specific topics such as understanding workplace cultures, workplace expectations, and career development. The Director of Career Services and Placement coordinates practicum placements.



**EMM 150 Introduction to Event and Meeting Planning..... 3 cr.**

This course introduces the student to the hospitality services industry and to the best practices in modern meeting planning management. It identifies the steps to planning any meeting and defines basic meeting types and industry terminology. The class also focuses on content design, program objectives, calculating return on investment, exploring how adults learn, contracting with speakers and speaker support, and learning how room set-ups and multimedia impact program success. Practical case studies are applied to real-life meetings management.

**EMM 170 Event Site Selection and Management (EMM 150)..... 3 cr.**

Site selection is a critical component of any successful gathering. As the meeting date approaches, planning is critical to ensure a successful event. Decisions must be made about meal planning, program staffing, attendee travel, audio-visual and/or production management, VIP management, hosting of spouse/guest, special programming, recreational activities, attendee communication, local customs or laws, fire safety, and security issues. Planning for and managing the unexpected – such as weather, strikes, and medical emergencies – is also essential. This course addresses the elements of successfully matching the site with function and purpose, and teaches the student the varying pieces needed to manage the logistics of a successful program. Room set-up and design, audio-visual technologies, registration, and the successful use of computers at meetings are covered.

**EMM 190 Event Food and Beverage Management (EMM 150) ..... 3 cr.**

This course covers all aspects of food and beverage management, including terminology and standard practices. Pre-convention meetings, support services, gratuities, menu planning, guarantees, bar set-up, and liquor laws are all introduced. Billing and credit issues are addressed. Students learn how food and beverage activities complement the program and how to make appropriate food and beverage selections. Proper room set-up is reviewed. Cost-cutting measures are presented, and guidelines for all types of events and budget sizes are covered.

**EMM 210 Event Marketing, Promoting, and Public Relations (EMM 150)..... 3 cr.**

The course explores the concepts and tools used to market and promote a successful event. An effective event marketing strategy, including timing and evaluation components, is developed. This course applies contemporary principles of strategic marketing to event management. In addition to reviewing marketing strategies, students will develop a comprehensive event-marketing plan, and identify and develop sponsorship opportunities. Promotional materials, advertising, printing and production, direct mail, and trade show/exhibiting are introduced. A student-defined and initiated case study will provide course theory application.

**EMM 230 Event Financial Management (EMM 150)..... 3 cr.**

The budget is a major criterion for planning any event. This course will cover items including factors that influence budget, the budgeting process, estimations, variance analysis, cost containment, financial controls, taxes and tips, and understanding negotiable items. Students will develop a meeting specification sheet and identify the major revenue and expense areas. Tracking expenses, creating data reports, and formatting a budget using Microsoft Excel are reviewed.

**EMM 250 Event Negotiations, Contracts, and Risk Management (EMM 150).....3 cr.**

Effective planning can and does reduce risk. Students learn how to prepare an RFP (request for proposal) for an event to help select the best site for specific events. The most negotiable items during the contract process are identified, as well as the expectations of the site/hotel. Guarantees and billing policies are reviewed. Elements for ensuring proper site selection and refining site selection needs are presented. Students identify how conference sites profit and assess the value that the conference/event represents. Critical site clauses are presented along with strategies for how to modify those clauses. Students practice negotiating skills. The best ways of preventing and reducing loss to ensure that an event proceeds in the safest possible manner are identified. Permits, licenses and insurance, legal issues and bylaws, contract negotiation, protocol, and national and international considerations are presented.

**ENG 099 Literacy Skills Development .....4 cr.**

This course is designed to prepare students for college-level reading and writing. Topics covered include reading comprehension techniques, vocabulary development strategies, fundamental writing skills development, and other basic literacy proficiencies. Development of writing and grammar skills is addressed, emphasizing practice in punctuation, parts of speech, syntax, usage, and sentence construction.

**ENG 160 Business Composition (ENG 099 or equivalent) .....4 cr.**

Students will acquire writing skills necessary to prepare for advanced business courses. Students start at a fundamental level, beginning with an introduction to writing, moving on to writing strategies, and concluding with methods of development. This course presents writing as a means of exploring, developing, confirming, and communicating ideas. Students will apply the basic principles of language structure and become more familiar with APA documentation.

**ENG 170 Business Writing I.....4 cr.**

This course covers writing letters, proposals, application letters, memos, technical reports, and intercultural messages. The techniques involve writing business correspondence, proposals, summaries, and reports. Special attention is given to the role of electronic communication, specifically the changes in writing business correspondence with the increased dependence on the Internet. Electronic correspondence is reviewed with an emphasis on style, tone, and content. Proper use of APA Style formatting and documentation is emphasized and reviewed.

**ENG 175 Technical Writing .....4 cr.**

Writing styles needed in technically oriented professional jobs are taught. The business writing process is reviewed. Cause and effect, request for proposal (RFP), and other technical documents are explained and created. Students will learn to write about technical subjects in a way that non-specialists can understand. The business/technical writing process and correct use of APA style and formatting are emphasized.

**ENG 260 Business Writing II (ENG 170).....4 cr.**

Students receive practice in a variety of writing assignments relevant to their program area. Assignments include letter writing for a variety of situations (e.g., routine claim and adjustment letters, persuasive requests, sales letters), memos written in response to situations students are likely to encounter on the job, résumés fitted to the student's particular background (work and educational experience), and other writing forms. Proper use of APA Style formatting and documentation is emphasized.

**ENT 185 Entrepreneurship and the Small Business (MGT 150).....4 cr.**

This course is a practical study of the processes and essential skills required in small and start-up businesses. Emphasis will be placed on the opportunities and problems faced by entrepreneurs in meeting competition, purchasing, selling, staffing, and financing an independent business. This course will prepare students for developing a business plan.



**ENT 400 Entrepreneurship (completion of core courses) .....4 cr.**

Students will study the importance of entrepreneurship in the U.S. economy. They will also learn the steps for establishing a successful business start-up and for securing the necessary funding. To remain competitive, the start-up must operate more efficiently, while satisfying a constantly rising expectation of quality and service. This class explores strategic issues as the foundation for the survival and prosperity of the start-up business.

**ENT 405 Creativity and Innovation (ENT 400).....4 cr.**

Creativity, innovation, and risk taking are essential to the success of the entrepreneur. This class will aid students in unlocking their inner potential and focus on “thinking outside the box”. Students will also learn strategies for dealing with rejection and negativity.

**ENT 410 Marketing the New Business (ENT 405) .....4 cr.**

The class centers on designing an effective marketing plan for the start-up business. Students will isolate and create a written plan for a specific product, price, place, and promotion - the 4 Ps - for their businesses. This course introduces the elements of marketing research: problem definition, survey design, and statistical analysis to aid decision making. Examination of buyer behavior, motivation, and market potential estimating techniques will also be studied.

**ENT 430 New Business Finance (ACC 401, FIN 400) .....4 cr.**

Financing the start-up business is a significant challenge. Students will receive foundation information regarding important concepts, issues, and tools needed to effectively finance and fiscally manage a business organization. Emphasis will be placed on establishing realistic start-up costs, financial planning and control, and cash flow analysis.

**FIN 175 Personal Finance .....4 cr.**

This course is an introduction to personal financial planning. Basics of stocks, bonds, annuities, 401(k) plans, mutual funds, and estate planning will be discussed.

**FIN 200 Introduction to Business Finance .....4 cr.**

Students will understand financial terms, financial statements, financial ratios, and how they affect the operations of a business corporation. This course is meant to be an introduction to finance and accounting for all students who may have budget, and profit and loss responsibilities, and intend to contribute to the financial success of their companies. This is a basic finance course for students aspiring to be entrepreneurs and non-financial professionals.

**FIN 400 Financial Management (MTH 344 and upper division status) .....4 cr.**

Selected topics in both the financial and managerial aspects of financial management for business organizations are studied with the intention of providing a survey of important concepts, issues, tools, and vocabulary that administrators need to effectively manage a business organization. Students will learn how managers and investors use financial statements in order to meet their financial objectives. The goals of the financial manager, the trade-off between risk and return, and the time value of money will be explained. The application of these basic concepts to the valuation of bonds and stocks, capital budgeting problems, and the process for determining capital structure will also be emphasized.

**FIN 401 Corporate Finance (MTH 440 and upper division status) .....4 cr.**

This course provides an introduction to the theory and methods of corporate finance. The course will focus on the following topics: the time value of money and capital budgeting techniques, uncertainty and the trade-off between risk and return, security market efficiency, optimal capital structure, and dividend policy decisions.

**FIN 415 Investments (completion of core courses) .....4 cr.**

Emphasis in this course is on understanding the financial markets, how securities are traded, the efficient market theory, and the valuation of stocks and bonds.

**FIN 425 Portfolio Management (FIN 415) .....4 cr.**

This course focuses on the development of modern portfolio theory and measurement of investment performance under different risk scenarios. It discusses the various investment alternatives available in today's financial markets and the risks associated with these investments. This course also discusses investment strategies with the derivative securities such as options and futures.

**FIN 435 Financial Institutions (completion of core courses).....4 cr.**

This course discusses how a bank operates, the government regulation of the banking industry, and the importance of non-bank financial institutions. It will also address how adverse selection and moral hazard have led to problems in financial institutions.

**FIN 475 Advanced Corporate Finance (FIN 401) .....4 cr.**

This course studies the major decision-making areas of managerial finance and selected topics in financial theory. Topics introduced in Corporate Finance (FIN 401), such as the cost of capital, capital structure, and dividend policy, will be covered in more detail. Additional topics addressed in the course include lease financing, mergers and acquisitions, corporate reorganization, financial planning, and working capital management.

**GEN 272 Social Responsibility, Ecology, and Business .....4 cr.**

Current environmental issues will be examined. Topics include population growth, climate change, energy shortages, and pollution. Virtual laboratories will provide a conceptual framework for the study of ecology and enable participants to conduct virtual experiments. In addition, students will study business enterprises exhibiting responsible behavior toward the planet.

**GEN 273 Public Policy and Business .....4 cr.**

This is an introductory course to public policy. Students will become familiar and conversant with public policy and contemporary business issues. They will apply governmental and non-governmental solutions to problems analyzed in class. Application will be made to current events in this subject area.

**GRN 420 Sustainability History: Theory and Practice (completion of core courses).....4 cr.**

Featured topics include the history of the sustainability movement, and the commercial application issues surrounding sustainable development. The course reviews the major frameworks that provide the scientific foundations and economic principles of how sustainability can help organizations to achieve natural competitive advantage. The course will also review government policy and its impact on freedom, property rights, and entrepreneurship.

**GRN 440 Green Technologies (completion of core courses)..... 4 cr.**

This course explores alternative energy sources and the basic technology behind delivery. Wind, solar, hydro, bio-fuel, carbon management, and energy finance will be covered with the focus on development of workable understanding trends within each field.

**GRN 460 Sustainable Applications in Business Management (completion of core courses) 4 cr.**

This course identifies the key sustainable building goals and practices. Topics include the cost-benefit analysis of implementation, triple bottom line accounting, and application of basic LEED concepts.

**GRN 480 Introduction to Green Buildings (GRN 440 and completion of core courses) ..... 4 cr.**

Building on the knowledge base provided in GRN 440, this course provides students with an in-depth understanding of the foundations curriculum that could result in LEED Certification. Topics include green building concepts, energy efficiency, and environmental quality.

**HCM 300 Introduction to Health Care Management (upper division status) ..... 4 cr.**

This course examines a wide variety of health care settings, from hospitals to nursing homes and clinics, and will provide an introduction to medical terminology and the important issues in health care management such as ethics, cost management, strategic planning and marketing, and information technology. This course is designed for the student who has no relevant health care industry work experience and intends to earn a BBA in Health Care Management. It also serves as an introduction to this field for students who may have an interest in Health Care Management

**HCM 400 Quality Management in Health Care (HCM 300 or equivalent and completion of core courses) ..... 4 cr.**

This course surveys institutions, attitudes, and behavior related to the quality of health care in the United States. Topics studied include quality of service delivery, quality planning, physician-patient relationships, safety of health care, quality of health services research, health care evaluation and benchmarking, technology assessment, and clinical research related to quality of care.

**HCM 410 Legal Issues in Health Care (HCM 400, LAW 320) ..... 4 cr.**

The focus of this course is on the regulatory environment of health care including HIPAA, COBRA, Medicaid, Medicare, medical malpractice, and health care reform measures, as well as ethical theory and practice applications for the health care profession. The student will analyze trends in public policy and politics, and use case studies that focus on regulatory and ethical issues a health care professional will confront.

**HCM 420 Health Care Business (HCM 400) ..... 4 cr.**

Strongly current-events driven, this class focuses on such topics as access to care, cost containment, health benefit plans, health economics, utilization review, disease management, information technology, medical technology, fraud and abuse, transparency of performance, pharmacology and biotechnology, volunteerism, quality, and patient safety. The impact of these topics on the business of health care will be studied.

**HCM 430 Marketing Health Care Services (HCM 400) ..... 4 cr.**

This course studies the issues facing health care marketers including e-health, direct-to-consumer marketing, legislative developments, health care ROI, customer-driven health care, competition, and database marketing. Students will learn about various aspects of marketing through case analyses, development of a health care business marketing plan, and active classroom discussions.

**HCM 450 Global Health Issues (HCM 400) ..... 4 cr.**

This course examines the effects of poverty and economic inequality on health. Major global health problems will be discussed with particular emphasis on malnutrition, AIDS, and infectious diseases. Possible solutions will be explored. The mission and performance of global health institutions will be discussed. Comparative health care systems will be studied.

**HRM 440 Labor Relations and Legal Issues for Human Resource Managers (completion of core courses) ..... 4 cr.**

This course examines current state and federal laws and analyzes their importance for organizational policies, practices, and strategies. Current legal trends are evaluated relative to employee behaviors in organizations. Students analyze the changing role of management and labor relations in such areas as labor law, organizing, collective bargaining, and administering a collective bargaining agreement. Trends and issues in labor relations are examined in contemporary organizations. Current research, topics, and issues in labor relations are synthesized and applied in team projects.

**HRM 450 Training and Development for Human Resource Professionals (completion of core courses) ..... 4 cr.**

This course examines the role of training and development in enhancing the competencies and organizational value of employees and management staff. Students design training programs using needs assessment, writing training objectives, designing training delivery, and evaluating the results of training against best practices. E-learning and other technology enhancements in training methods for employees and managers are evaluated. Students explore career development systems and organizational succession planning aimed at increasing employee retention and satisfaction. Students work individually and in teams to complete projects that apply theories learned in the course.

**HRM 460 Compensation and Performance Management Systems (completion of core courses) ..... 4 cr.**

This course analyzes the strategic components of pay structures and reward systems and their impact on a variety of organizational outcomes such as employee motivation and satisfaction, employee recruitment and retention, individual productivity, and organizational performance. Performance management systems are evaluated including consideration of methods of appraisal, comparison of performance, evaluation systems, and the use of technology in performance rating. Performance feedback methods are also examined including the use of multi-raters and other performance review systems. Students apply course learning through completion of team projects.

**HRM 470 Organizational Staffing Principles and Practices (completion of core courses)..... 4 cr.**

This course analyzes the strategic functions of organizational staffing as they relate to organizational planning, internal and external recruitment, technology-based recruitment, and retaining employees. Best practices in recruitment making use of technology are evaluated for securing qualified applicants. Students explore current techniques in employee selection including development of selection criteria, attracting successful applicants, and applying an effective selection and hiring process. Theories learned in this course are applied through team project assignments.

**HUM 218 Cross-Cultural Communication..... 4 cr.**

This is an introductory cross-cultural communication course. Business is increasingly global in nature, with international partnerships as a common feature. An understanding of cultural differences is a crucial element of success in this environment. Students examine cross-cultural concepts and theories and apply them to business scenarios.

**HUM 240 Survey of American History..... 4 cr.**

This course examines the history of the United States from the colonial period to the present. It addresses American ideals and values and the institutions that have shaped the American experience. It provides both a historical and a cultural perspective.

**INT 001-008 Internship 1-8.....1-8 cr.**

This internship allows the student to learn directly from the work environment through a work placement on the University campus, or off-campus with a nonprofit, governmental, or business organization. Learning outcomes focus on the transferable skills needed to be successful in any professional level employment: communication and interpersonal skills, time management skills, workplace behaviors, workplace cultures, and professional expectations. Students will also practice, discuss, and examine career management strategies within the bounds of their internship assignments. Internship program information is available from the Director of Career Services and Placement.

**LAN 199 World Languages .....2 cr.**

This course utilizes the highly acclaimed Rosetta Stone Learning System to enable students to achieve conversational mastery of a foreign language delivered online in the eCleary classroom. Students learn using a fully-interactive immersion process that asks the learner to indicate comprehension of the new language and provides immediate feedback. This unique Dynamic Immersion™ method combines proven teaching methods with breakthrough technology to replicate the natural process of learning a first language. By using multimedia technology to present the voices of native speakers, text, and vivid, real-life photographs, Rosetta Stone uses the learner's intuitive language-learning ability to acquire a new language. The interactive process includes word pairing with images, audio lectures, chats with native speaking language coaches, games, and other activities. Mastery assessment methods are incorporated. Students may select from the following languages: Arabic, Chinese (Mandarin), Dutch, Farsi, French, Filipino (Tagalog), German, Greek, Hebrew, Hindi, Irish, Italian, Japanese, Korean, Latin, Persian (Farsi), Polish, Portuguese (Brazil), Russian, Spanish (Latin America), Spanish (Spain), Swedish, Turkish, and Vietnamese. Instruction in each language is divided into Learning Levels and credit (two quarter hours) is awarded for each successfully completed Learning Level. This course can be repeated to earn credit for an additional language or an additional level in the same language.

**LAW 320 Business Ethics and Legal Issues (upper division status).....4 cr.**

This course provides an understanding of the body of legal principles that govern the structure and conduct of business organizations. This survey course covers such topics as the legal environment of business, regulatory environments affecting business, business-to-business relationships, and business ethics and social responsibility.

**LAW 435 Human Resources Law (completion of core courses) .....4 cr.**

This course focuses on the ever-changing legal landscape of Human Resources. The course covers statutory and case law with emphasis on the Title VII Civil Rights Act, Equal Pay Act, Age Discriminations in Employment Act, Rehabilitation Act of 1973, National Labor Relations Act as amended, FLSA, minimum wage, overtime provisions, case law addressing harassment, employment at will, conflict of interest, non-compete, verbal contracts, and employee handbooks.

**LAW 440 Environmental Ethics (LAW 320 and completion of core courses) .....4 cr.**

This course concerns the ethical relationship of humans with the natural environment. The historical effects that technology, industry, economic expansion and population growth have on the environment will be explored. Topics covered include global warming, sustainability, natural capitalism, and raising environmental consciousness.

**LIT 210 Survey of Business Literature and Multimedia .....4 cr.**

Students have the opportunity to read and analyze works of literature and critically compare fiction and real-world experiences in this course. Capstone papers are written with literary flair. Students will analyze literature through the lens of business. Topics include dazzling the customer; selling using the promise of improving a customer's image; maintaining personal integrity and individuality in a business environment; working with difficult people in the office; and managing office politics. Just as literature can be an interesting portrayal of life, it can also offer illumination on the business topics of our complex world.

**MGT 104 Conflict Resolution Skills .....1 cr.**

This course provides students with a foundation in conflict resolution skills and processes such as conflict analysis and assessment, communication, cross-cultural, facilitation, and dialogue skills. The course focuses on practical and experiential learning through exercises, simulations, and discussions.

**MGT 105 Introduction to Project Management .....1cr.**

An introduction to the project management process as well as the tools and knowledge needed to create a project plan are the focus of this course. Students will produce a project plan as the culminating activity for the course.

**MGT 106 Managing Health and Nutrition.....1 cr.**

This course provides an introduction to developing a healthy lifestyle. Students will then consider the role of diet and nutrition to manage a healthy lifestyle. Students enrolled in this course will also discuss the issues affecting food consumption trends, factors influencing attitudes toward food and health, and food habits and traditions.

**MGT 150 Introduction to Business.....4 cr.**

This course gives students an introduction to business, discusses the main areas of businesses of any size, and discusses the ways they interrelate to create the total organization.

**MGT 160 Introduction to Management.....4 cr.**

The essential management functions and their application to business are surveyed, including planning, organizing, staffing, directing, and controlling.

**MGT 220 Management Using Teams (MGT 160) .....4 cr.**

Increasingly, the management of organizations requires the use of highly effective teams of employees for decision making. Organizational culture issues are explored as are techniques for making sound decisions. Students apply these concepts by working on a team project.

**MGT 340 Managing Projects and Processes in Organizations (upper division status) ....4 cr.**

This course is designed to provide basic project management skills with a strong emphasis on issues and problems associated with delivering successful application projects. The course will address the particular issues encountered in handling projects and will offer students methods, techniques, and hands-on experience in dealing with successful project completion.

**MGT 400 Management Skills Seminar (MGT 160 and completion of core courses) .....4 cr.**

This course provides students with the tools to successfully inspire, empower, and develop people. Students will learn advanced skills in planning, organizing, leading, and controlling individuals and teams. Skill development topics such as meeting facilitation, communication, conflict management, and stress and time management will be studied. Current trends will be featured.

**MGT 407 Behavior of Organizations (upper division status) .....4 cr.**

One aspect of effective management is the application of the behavioral sciences in organizations. This course emphasizes making use of various theories of dealing with individuals, groups, and organizations in management situations. Also emphasized is the conceptualization of organizations as systems in relationship to the external environment.

**MGT 412 Leadership and Teams (completion of core courses) .....4 cr.**

This course will cover the leadership process and how it will influence the output of teams. The course will serve as a guideline for increasing the productivity and creativity of teams while at the same time decreasing conflict. Part of the focus will be on understanding, valuing, and maximizing the effectiveness of a diverse workforce.

**MGT 420 International Business (upper division status).....4 cr.**

This course stresses the synergy/connection between environment and culture, and the strategy and functions of business management. It further provides an overview of the functions of business in an international context. Basic economic principles are studied in international markets including micro- and macroeconomics, fiscal and monetary policies, and banking. Factors affecting foreign trade and multinational business are explored, especially the various social, political, technical, and economic complexities of doing business in foreign countries.

**MGT 425 Negotiations (completion of core courses).....4 cr.**

This course will focus on the art and science of negotiations. Students will learn the nuances of assessment and preparation for negotiations as well as building trust and relationships. Strategies for improving creative thinking and influencing skills will be studied as well as strategies for dealing with various types of business negotiations.



**MGT 435 Business Forecasting (MTH 180, MTH 344 and completion of core courses) ..... 4 cr.**

This course emphasizes generating and implementing business forecasts. It will address how forecasts are actually developed and utilized, emphasizing modern statistical methods that are widely used to generate business forecasts. Specific applications to business include forecasting sales, production, inventory, macroeconomic factors such as interest and exchange rates, and other aspects of both short- and long-term business planning. Topics include a statistical review, data considerations, model selection, moving averages and exponential smoothing, regression analysis, and time-series decomposition.

**MGT 479 Management Policy (completion of core courses)..... 4 cr.**

This course provides the student with a comprehensive opportunity to exercise senior management business judgment in a complex case study environment, both individually and as a member of a senior management team. This course will work to integrate technical skills and management theories learned previously in the program. Written case studies will be used to focus on management policy, and decision making.

**MGT 485 Business Planning (completion of core courses) ..... 4cr.**

Students will learn the essentials for creating a comprehensive business plan which will serve as a road map for guiding the business through strategic objectives and appropriate measurement criteria. Students will be required to identify secondary research that points to the need for the business, establish the structure and management, develop the marketing plan, determine the financial requirements and pro forma projections, define the operations process, and prepare for growth.

**MKT 150 Enterprise Marketing ..... 4 cr.**

This course provides a survey of fundamental principles and practices of marketing. Conceptual issues and the implementation of marketing principles to specific private sector business situations will be covered. Classroom activities will focus on the fundamental aspects of marketing functions, theory, and strategy. These activities include the analysis of marketing opportunities, marketing research and forecasting, market segmentation, consumer behavior, product planning, pricing strategies, distribution planning, communication methods, ethical issues, and the role of marketing within business organizations.

**MKT 215 e-Marketing (MKT 150 and CIS 142)..... 4 cr.**

This course focuses on marketing and branding essentials, banner optimization, search engine placement secrets, domain name awareness, successful e-mail campaigns, and affiliate programs. Utilizing basic HTML, students will learn Web elements such as tables, forms, frames, and CSS (Cascading Style Sheets) needed to create professional electronic communication vehicles such as e-mail blasts and electronic newsletters combining marketing principles with Web-based strategies in an effort to reach customers and build business relationships.

**MKT 250 Personal Selling (MKT 150)..... 4 cr.**

Personal selling in today's business climate focuses on the role of the salesperson as a consultant to customers, which involves building strong relationships that are based on professionalism and confidence. Students will understand the personal selling process, including prospecting, planning sales calls, giving presentations and demonstrations, negotiating, closing the sale, and follow-up processes that ensure customer satisfaction and loyalty. Communicating with customers in markets, strategic understanding of customer needs, and time management will also be addressed.

**MKT 400 Relationship Selling (completion of core courses) ..... 4 cr.**

This course is designed to provide students with the understanding and application of relationship selling. This includes prospecting, sales pre-planning, writing sales proposals, preventing and handling objections, sales closing, and post sales servicing. Specific performance tools will be discussed as they apply to each stage of the relationship selling process. Topics discussed include: mapping the client/customer buying process, conducting written sales plans and an interactive oral sales presentation, developing a sales strategy with action points within the relationship sales process, knowing how to use multiple prospecting methods, responding effectively to objections, and asking for commitments that move the sales process forward and complete in a buying decision. Students will also examine the underlying linkage between being personally motivated to succeed and its impact on sales performance.

**MKT 415 Interactive Marketing (MKT 150 and upper division status) .....4 cr.**

This course explores marketing principles combined with Web-based strategies in an effort to reach customers and build individual relationships. Tools such as electronic advertising, direct e-mail, and electronic commerce are studied. Value analysis will be used to determine the individual customer's contribution to profit, Web metrics, and analysis of buyer behavior.

**MKT 420 Market Intelligence (completion of core courses) .....4 cr.**

This course outlines the process of acquiring and analyzing information in order to understand markets for both existing and potential customers. In addition, students will be introduced to methodologies that determine the current and future needs and preferences, attitudes and behavior of the market, and assess changes in the business environment that may affect the size and nature of the market in the future. Market intelligence techniques examined include product testing, industry intelligence, Web-based product research, trade shows, channels, and qualitative methods (small focus groups and personal interviews).

**MKT 434 Marketing Research and Relationship Marketing (MTH 180 & MTH 344 and completion of core courses) .....4 cr.**

Principles, approaches, and everyday utilization of marketing research in business to build customer loyalty and manage customer relationships are the foci of this course. Students will learn how to shape research questions around marketing issues, and to develop and implement a research design to address their research questions. The capstone assignment is a survey research project in customer satisfaction. This course requires SPSS software.

**MKT 435 New Media Theory and Practice (completion of core courses) .....4 cr.**

This course will examine new media channels such as Twitter and Facebook. Additionally, it will cover interactive marketing opportunities beyond Web sites, including blogs, vlogs (video blogs), forums, e-mail campaigns, social networking, communities, podcasts, mobile media, game theory, and virtual reality. The implications of social media marketing on customer loyalty and engagement will be explored.

**MKT 440 Marketing Metrics (MTH 180 & MTH 344) .....4 cr.**

This course will introduce the student to useful and meaningful metrics that help marketers track how well their marketing objectives are being met. Metrics include customer retention, promotional and public relations, awareness levels, purchase-decision drivers, cost of customer acquisition, market share, and return on investment of marketing programs. Students will learn how to precisely define the kinds of results that they need to measure, how to assess the dollar value of a result, how to track actual results, and how to utilize this information to the firm's benefit.

**MKT 480 Consumer Behavior (completion of core courses) .....4 cr.**

This course examines psychological theory and its application to marketing. This theory focuses on consumer perceptions, attitudes, intentions, and behavior, and the effect on the marketing effort. Emphasis is placed on theoretical and practical implications, including professional selling.



**MTH 099 Math Skills Development.....4 cr.**

This course is designed to prepare students for basic math competency. Topics covered include fundamental operations with whole numbers, fractions, decimals, percentages, proportions, graphs, and introductory algebraic skills.

**MTH 170 Elementary Algebra (MTH 099) .....4 cr.**

This course in algebra involves the use of numeric expression and a logical sequence of thought. Topics include real numbers, variable expressions, solving linear and quadratic equations, and inequalities. Emphasis is placed on real-world and business applications.

**MTH 180 Introduction to Business Statistics (MTH 170 and CAS 107) .....4 cr.**

The ability of students to enhance their capacity to gather and analyze meaningful data using a variety of statistical techniques, is essential to business success. Topics include graphical and numerical descriptive methods for describing data, such as frequency distributions, measures of central tendency, and dispersion.

**MTH 344 Quantitative Business Analysis (MTH 180 and upper division status) .....4 cr.**

This course provides a comprehensive coverage of the critical thinking skills used in statistical analysis. Areas of study include probability, random variables, discrete and continuous distributions, hypothesis testing, confidence interval, correlation, and regression.

**MTH 440 Statistics for Financial Economics (MTH 180 and upper division status) .....4 cr.**

This course is designed for finance and accounting students. It integrates concepts from finance and economics to demonstrate the use of statistics in the real world of business. The course emphasizes statistical applications to finance, accounting, and business. Topics taught include descriptive statistics, probability theory, distributions, correlation, and regression.

**NAT 340 Environmental Science for Managers (upper division status) .....4 cr.**

Ecosystems, ecological concepts, and environmental economics will be explored. Students receive a sound theoretical framework of environmental principles which can be applied to current issues. Participants will practice performing environmental audits of selected business operations and develop strategies that can eliminate or mitigate harmful practices.

**OPM 400 Operations Management (upper division status) .....4 cr.**

This course provides an overview of key operational issues and processes used in both service and manufacturing organizations. It also reviews the basic analytical methodologies and tools used to manage the production process. Using case studies, students will be exposed to a variety of business and industry models that illustrate the linkages between the inputs brought into the organization and the resultant products and/or services offered to customers.

**ORN 099 Undergraduate Orientation .....0 cr.**

This online course includes an on-campus student component. ORN 099 prepares the student to be successful in Cleary University's undergraduate academic program. Students learn how to use Cleary's course management software, receive an introduction to Cleary's electronic research tools and library services, and review the writing process. Academic policies are reviewed and student skills are measured. Time management resources, along with learning and study aids, are identified. Successful completion of this course is required.

**PHL 110 Logic and Problem Solving .....4 cr.**

This course offers an introduction to the nature of logic and studies the role of language, emotions, and reasoning in arguments. It also examines the influence of fallacies as barriers to logic and the role of inductive and deductive reasoning. Students learn to analyze and debate current controversial issues objectively applying the principles and criteria of logical thought.

**PHL 220 Introduction to Philosophy .....4 cr.**

This course provides a conceptual and theoretical framework for philosophical inquiry by studying philosophers, methodology, and periods of philosophical thought. Also examined will be logic, values, perceptions, feelings, judgments, and aesthetics. Application of this information will be made to current personal, social, and political issues.

**PHL 240 Business Ethics .....4 cr.**

Relying on case studies to illustrate the complex management issues involved, this course explores the ethical dilemmas that managers frequently face in daily business operations. Students develop a personal system of management values that includes ethical considerations in business decision making. Application is made to current ethical challenges facing business.

**PJT 251-4 Directed Project I, II, III, and IV ..... 1-4 cr.**

This is a directed study course that allows a student to complete an individualized project on a topic selected and planned with his or her faculty member. Projects undertaken in this class take the form of either a feasibility study or a process improvement project. Students who complete the feasibility study learn project planning, management, and evaluation skills. Feasibility projects may develop a business plan for a new venture or new initiative. Students who complete a process improvement project learn to map a process, construct process measures, identify root causes, and implement improvement theories guided by a PDSA (plan-do-study-act) method. Process improvement projects may be completed utilizing an improvement team led by the student in cooperation with his or her employer. Projects are completed during the regular 12-week term for a letter grade derived from evaluation of completed activities that were identified in a learning agreement. This course may be taken for one, two, three, or four credits as determined by the faculty member, based on the scope of the proposed project. PJT 251, 252, 253, and 254 courses may be taken in succession, utilizing a multi-term project, or with different projects each term.

**PJT 491 Professional Project I.....4 cr.**

This is a directed study course that allows a student to complete an individualized project on a topic selected and planned with the faculty mentor. Preference is given to selecting topics that solve problems or make contributions for the students' employers by applying business concepts students learned in their majors. Project types may include: a new venture or product plan, a process or product improvement, or an analysis of a significant workplace problem. PJT 491 is designed to complete five important goals: (1) identify the problem statement or topic, (2) write the problem (topic) description, (3) write the project plan, (4) begin the literature review, and, (5) plan and begin gathering information or data needed to support project development. Some project types will follow different goals that the faculty mentor and student will create. The student and the mentor engage in discussions regarding possible topics for the Professional Project. The discussions should focus on the background experiences and academic major of the student. Upon selection of a topic, discussions shift to the mechanics of constructing the series of drafts that lead to the final document required for PJT 491. PJT 491 is a required class. Students must earn a final grade of C or better to move to PJT 492.

**PJT 492 Professional Project II (PJT 491 with a grade of C or higher).....4 cr.**

PJT 492 builds upon the work completed in PJT 491 and involves data analysis, evaluation of alternatives, development of recommendations, and writing the project report. The student begins to present the results/findings of the research conducted. A draft of all inferences made from the data is presented, as are any charts and/or tables that support those inferences. Specific research questions and/or hypotheses are discussed in turn. PJT 492 will address two important goals: (1) interpret and discuss the findings of the research and (2) understand and apply recommendations and conclusions to the quantitative research. Successful completion of PJT 492 requires a C grade or better.

**PJT 495-9 Senior Project I-V (previous course with a grade of C or better) .....2 cr. each**

Students complete the required directed study BBA Senior Project course sequence at the end of their undergraduate degree program. Each two-credit course serves as a prerequisite for the successive course (that is, PJT 495 is a prerequisite for PJT 496, and PJT 496 is a prerequisite course for PJT 497, etc.) During this thirty-week, five-course sequence, students select project topics and complete their projects guided individually by senior faculty mentors. Preference is given to selecting topics that solve problems or make contributions for the students' employers by applying business concepts students learned in their majors. Project types may include: primary research, a business or new product plan, feasibility study, marketing audit, implementation plan, process or product improvement, or analysis of a significant workplace problem. The Senior Project culminates with the student presenting their findings to their project mentor, fellow students, and outside evaluators via WebEx or other synchronous method. Successful completion of PJT 495-499 requires a grade of C or better in each class.

**PLS 220 Federal Government and Business .....4 cr.**

This course concentrates on the principles and operations of the federal government with an emphasis on the US Constitution and executive, legislative, and judicial branches. Political processes and the regulatory environment in which businesses operate are studied. Current events as they relate politically to the functioning of government are examined.

**QTY 432 Quality Management (upper division status) .....4 cr.**

This course will explore the interaction of quality theory and classic management theory. Students will learn how organizations use quality practices and policies in normal operations. Participants will familiarize themselves with the history and philosophy of quality and its practical application in business, industry, education, health care, and government. Different approaches to performance improvement, including models and standards, will be explored. Students will demonstrate the ability to apply these theories to improve organizational performance. The content of this course is drawn largely from materials for individuals preparing to take the ASQ Manager of Quality/Organizational Excellence Certification Examination.

**SRL 200 Introduction to Service Learning .....4 cr.**

This course provides a conceptual and historical framework for service learning, discussing the significance of past, current, and future trends. It emphasizes the importance of community-based service as a way to blend theory with application. Topics of civic engagement, active citizenry, and social responsibility are introduced. Students will also assess community needs and identify specific agencies for internships.

**SRL 201 Service Learning Internship (SRL 200) .....4 cr.**

Students completing the Introduction to Service Learning course are placed off-campus as volunteers with a nonprofit governmental or charitable foundation. This internship is coordinated by the Director of Career Services. Through this internship, students will gain an increased awareness of the importance of civic responsibility, citizenship, and volunteerism with practical hands-on application. Each internship is 12 weeks in duration.

## GRADUATE COURSE DESCRIPTIONS

(course pre-requisites shown in parentheses)

### **ACC 605 Legal Issues for Public Accountants .....4 cr.**

Professional accountants must be able to recognize relevant legal issues and how they relate to accounting and auditing. This course is designed to familiarize students with the various legal topics that accountants encounter on a regular basis, and to prepare students for the business law topics of the CPA examination. Emphasis is placed on various legal topics, including business organizations, contracts, debtor-creditor relationships, securities law, and regulation in preparation to make sound management decisions.

### **ACC 655 Individual Taxation (ACC 382) .....4 cr.**

The focus of this course is on the study of personal federal income tax laws, forms, and reporting mechanisms, and their application to individual taxes. Topics to be covered will include: income and loss realization and recognition, capital gains and losses, exemptions, rates, gross income items, deductions of business expenses, employee expenses, and itemized deductions.

### **ACC 665 Corporate Taxation (ACC 382) .....4 cr.**

Anticipating and understanding the tax consequences and implications of corporate entities is an essential part of accounting practice. In this course, students study various corporate transactions beginning with the formation and operation of the corporation and proceeding to other advanced topics, such as: capital structure, earnings and profits, dividend distributions, stock redemptions, liquidations, and re-organizations. The course also focuses on the tax aspects of "S" corporations, including formation of an "S" corporation, operating activities, distributions, and termination of an "S" corporation. Emphasis is placed on developing the student's ability to identify and logically explain the tax consequences of various corporate transactions.

### **ACC 675 Advanced Financial Accounting II.....4 cr.**

This course covers international accounting issues and partnerships. The international accounting portion focuses on the international accounting environment and compares accounting principles of several countries. In the partnership portion, students examine the entire partnership cycle from formation to liquidation, and study the unique accounting principles associated with partnerships.

### **ACC 695 Auditing I.....4 cr.**

This course provides a broad overview of auditing theory. This encompasses the various purposes and contexts for auditing, audit planning and analytical procedures, gathering and evaluating audit evidence, materiality and risk, consideration of internal controls, and the nature of appropriate communication.

### **ACC 696 Auditing II (ACC 695) .....4 cr.**

This course focuses on the application of audit theory to audit practice. In this auditing practice course students will learn how to apply the audit process to the various business cycles of an organization. Topics to be covered include methodology for designing tests of transactions and balances, applications of audit sampling, and computer-assisted audit techniques.

### **ACC 699 Master's Capstone Project (ACC 696).....4 cr.**

This is the capstone course of the Master of Business Administration Accounting program. Students complete an applied project that integrates theories learned by demonstrating an understanding of the key interrelated accounting applications delivered within the program.

**CER 500 Graduate Certificate Orientation..... 0 cr.**

The Cleary University graduate program places unique demands and expectations on the student. Computer and Internet technologies are heavily emphasized in this program to help students learn more efficiently and effectively. Software and Internet techniques to maximize information technology in learning, which have counterparts in business practice, will be explored. Students will also become familiar with the University's online library. Successful completion of this course is required for continuation in the certificate program.

**ECO 645 Managerial Economics ..... 4 cr.**

Micro- and macroeconomic theories are taught to help students understand the effect of these theories on the firm's goals. The student's ability to analyze the economic constraints within which the firm operates and the implication of government monetary and fiscal policies are discussed in this course. Practical application of economic theory to business cases is integrated into the course.

**FIN 605 Financial Management (MGT 625) ..... 4 cr.**

This course provides a foundation to financial management, which will enable students to understand and use financial information. Students will learn to apply risk and time value of money concepts in capital budgeting, capital structure, and lease financing. Topics such as dividend policies, risk management, and mergers and acquisitions also will be taught.

**FIN 615 Investments and Portfolio Management (MGT 625) ..... 4 cr.**

Students will be exposed to the workings of financial markets and the trade-off between risk and return. In addition to introducing students to the basic language of investing, this course also covers topics such as the pricing of securities. Investment strategies from both industry-wide and company-specific perspectives are discussed. This course also covers topics such as options and futures and mutual funds. Capital market efficiency concepts and various models of portfolio selection and evaluation are also discussed. All investment concepts will be taught from both domestic and international perspectives.

**FNP 600 General Principles of Financial Planning..... 4 cr.**

This course covers the topics in the general principles of financial planning section of the educational requirement for the CERTIFIED FINANCIAL PLANNER™ examination. Topics include credit and debt management, education funding, savings options, time value of money, risk and return, business law, consumer protection law, economic, communication, and ethical responsibility. Case studies will be used extensively in this course.

**FNP 610 Investment Planning ..... 4 cr.**

This course covers the topics in the investment planning section of the educational requirement for the CERTIFIED FINANCIAL PLANNER™ examination. Topics include investment theory, risk, return, quantitative analysis, portfolio management, asset pricing models, stock valuation, bond valuation, and trading strategies. Case studies will be used extensively in this course.

**FNP 620 Insurance and Risk Management..... 4 cr.**

This course covers the topics in the insurance planning and risk management section of the educational requirement for the CERTIFIED FINANCIAL PLANNER™ examination. Topics include: principles of risk and insurance; analysis and evaluation of risk exposure, property, casualty, and liability insurance; health, disability, long-term care insurance; and life insurance. Case studies will be used extensively in this course.

**FNP 630 Retirement and Employee Benefits Planning..... 4 cr.**

This course covers the topics in the retirement and employee benefits planning section of the educational requirement for the CERTIFIED FINANCIAL PLANNER™ examination. Topics include social security, qualified retirement plans, group life insurance, group disability insurance, deferred compensation, and employee stock plans. Case studies will be used extensively in this course.

**FNP 640 Income Tax Planning ..... 4 cr.**

This course covers the topics in the income tax planning section of the educational requirement for the CERTIFIED FINANCIAL PLANNER™ examination. Topics include income tax law fundamentals, income taxes of business entities, income taxation of trusts and estates, alternative minimum tax, and tax implications of charitable contributions and deductions. Case studies will be used extensively in this course.

**FNP 650 Estate Planning ..... 4 cr.**

This course covers the topics in the estate planning section of the educational requirement for the CERTIFIED FINANCIAL PLANNER™ examination. Topics include wills, trusts, gifting strategies, tax implications in estate planning, business and inter-family transfers, incapacity planning, postmortem techniques, charitable giving, use of life insurance in estate planning, and the role of fiduciaries. Case studies will be used to illustrate estate planning principles.

**FNP 660 Capstone Financial Plan Development Course (FNP 600, 610, 620, 630, 640, and 650 or equivalent) ..... 4 cr.**

This is a capstone course and is to be taken by the student only after completion of FNP 600, FNP 610, FNP 620, FNP 630, FNP 640, and FNP 650 or equivalent. In this course the student is required to demonstrate the ability to integrate and apply his or her knowledge of financial planning topics. This course prepares students not only with technical financial planning knowledge, but also the skills to integrate, apply, and communicate this knowledge to their clients. Through this course students will have proven their ability to apply the financial planning process to real-life situations, as well as their ability to communicate their planning recommendations to a client.

**GRN 600 Sustainability Development ..... 4 cr.**

Topics include an overview of human development to date and the physical and ecological forces that have shaped it. Featured are topics in environmental and social issues, the history of the sustainability movement, and the global issues surrounding sustainable management. The course also reviews the major frameworks that provide the scientific foundations and economic principles of how sustainability can help managers to achieve natural competitive advantage. Also covered is an introduction to the relevant policy responses at local, national, and international levels.

**GRN 610 Economic and Social Concepts of Sustainability ..... 4 cr.**

The focus of this course is an analysis of the different approaches to sustainability. The scope ranges from consideration of sustainability in terms of a capital stock to the importance of equity and quality of life. Transforming the carbon culture is a critical theme. The focus of this course is twofold: (1) cultural and public policy impediments to change, and (2) business reaction to the shift toward sustainability.

**GRN 630 Sustainable Products and Services ..... 4 cr.**

This course merges theory and practice, investigates the linkages between products and services, and examines historic, current, and future examples of sustainable products and services. The course will provide an introduction to the standard and study of its sections including: environmental management systems; environmental auditing; eco labeling; life cycle assessment; environmental aspects in product standards; and environmental performance evaluation.

**GRN 650 Sustainability and Entrepreneurship ..... 4 cr.**

This course explores how entrepreneurs seek to use private enterprise as a tool for sustainable development. The focus is using creativity and innovation to design organizations that can capitalize on market opportunities in the service of ecosystems and communities. The principles, processes, and paradigms of successful sustainability entrepreneurship will be investigated. The analysis, diagnosis, innovation, and marketing phases of social entrepreneurship will be studied.



**LAW 605 Law and Ethics..... 4 cr.**

Law, ethics, and social responsibility often have important influences on business operations, and managers have the ability to influence them. Through this course students will gain an understanding of basic business legal and regulatory principles; how federal, state, and local regulatory agencies work; how societal forces affect businesses; and how managers can take a proactive lead in the process.

**LED 625 International Political History..... 4 cr.**

This course will examine important historical and contemporary themes in international relations that set the stage for analyzing the current international system. Capitalism, colonialism, imperialism, Marxism, revolution, nationalism, anti-colonialism, neo-colonialism, and modern economic globalization are all important eras of international political history, and their effects have shaped the current geopolitical order immensely. The emphasis will be on the effect of these historical events on international business decision making.

**LED 650 Survey of Global Leadership..... 4 cr.**

This course will address various ways to demonstrate effective leadership. A survey of important theories will be the foundation of this course. The focus will be on leadership in dyads, groups, and strategically across hierarchical levels, as well as beyond organizational boundaries. Traditional approaches will be highlighted, as well as emerging approaches such as transformational and values-based leadership. Leadership will be considered in a global context, including how effective leadership practices can differ across cultures.

**MAC 605 Financial Accounting (MGT 625)..... 4 cr.**

This course introduces the fundamental concepts in financial accounting that are used to create corporate financial statements for external users. Major topics include accrual accounting, transaction analysis, construction of the balance sheet and income statement, and statement of cash flows. Students will then apply their knowledge of financial accounting to analyze and interpret financial statements.

**MAC 615 Managerial Accounting (MAC 605) ..... 4 cr.**

Managerial accounting emphasizes the use of accounting information for decision making, planning, controlling, and performance evaluation. Topics include: product costing, activity-based costing, cost-volume-profit analysis, budgeting, and performance evaluation techniques.

**MBA 500 Graduate Orientation..... 0 cr.**

The Cleary University MBA program places unique demands and expectations on the student. Computer and Internet technologies to help students learn more efficiently and effectively are emphasized. In addition to the content presented in this online course, students are also invited to an on-campus component of this course. Software and Internet techniques to maximize information technology in learning, which have counterparts in business practice, will be explored. Overall strategies for academic success, such as graduate-level approaches to secondary research, and writing at the graduate level are reviewed. This class familiarizes students with the University's graduate academic policies and resources. Successful completion of this course is required for continuation in the MBA program.

**MGT 625 Quantitative Managerial Analysis ..... 4 cr.**

This course uses case studies as a method to analyze data using descriptive statistics and basic inferential techniques such as hypothesis testing using t-tests. Students will also learn to analyze relationships between variables through predictive modeling and time series analysis, design of experiments, and methods for quality improvement.

**MGT 635 Organizational Behavior and Theory .....4 cr.**

This course focuses on the skills and techniques necessary to help organizations operate more effectively in today's fast-changing, competitive environment. An effective organization is one that fosters teamwork and partnerships, both internally and externally, with the goal of improving quality and productivity. From this perspective, organizational success requires attention to both behavioral and structural components. In addition to behavioral topics such as leadership and motivation, this course will also focus on key issues associated with organizational structure, including systems thinking and change management.

**MGT 655 Operations Management (MGT 625).....4 cr.**

The effective management of operations, processes, and systems of a business enterprise can provide a competitive advantage. This course addresses key operational issues in service and manufacturing organizations and their strategic and tactical implications. Basic concepts and issues in operations management will be introduced, as well as how computer technology can provide powerful decision models that can assist in solving managerial problems. In addition, a particular emphasis is placed on the development and assessment of the critical work processes used to deliver products into the marketplace. Students examine how restructuring and improving business processes can increase overall organizational performance. Current applications of lean operating systems and Six Sigma will be studied.

**MGT 675 International Business .....4 cr.**

This course covers the intricacies of globalization and international business. Students will learn the effect of the economic, political, legal, and socio-cultural environment on international business. The course analyzes specific policy issues affecting key economic data, tax policy, government intervention, monetary policy, capital flow and foreign investment, banking systems, wage and price controls, government regulations, the underground economy, and political risk. Different strategic approaches to going global such as licensing, building plants, producing in the U.S., and shipping overseas will also be addressed.

**MKT 605 Strategic Marketing Management .....4 cr.**

This course prepares managers to deal with core domestic marketing issues in the consumer/industrial, and private/public/nonprofit sectors, by providing a strategic way to think about the firm's products, services, and markets, including marketing strategy and implementation. Central to managing a business, marketing provides intelligence about customers, competitors, and the general business environment to ensure long-term viability of the enterprise.

**NPM 610 Volunteer and Staff Management .....4 cr.**

This course provides students with the modern management techniques to build and lead a strong volunteer constituency and organization staff using innovative methods for recruitment, retention, rewards, communications, goal setting, and other management approaches. Students learn leadership and motivational approaches to support organizational goals.

**NPM 620 Control and Analysis in Nonprofit Organizations .....4 cr.**

This course explores quantitative applications for planning, controlling, and reporting fiscal resources in a nonprofit organization. Topics covered include applications of operations budgeting, financial statement analysis, cost analysis, performance analysis, and management control. This course incorporates the use of technology in reporting financial and quantitative data.

**NPM 630 Grant Writing, Advocacy, and Fundraising .....4 cr.**

This course examines techniques used to enhance organizational resources through donor tracking, development of effective campaigns, the use of effective advocacy in various political environments, and formulating Web-based strategies in fundraising. The course also covers research of fundraising sources and effective grant writing approaches.



**NPM 640 Project Management in Nonprofit Organizations ..... 4 cr.**

This course develops methods to plan, execute, and manage complex projects in a nonprofit environment. Components of project development and execution are examined, including: life cycle, context, planning, workflow analysis, resource management, performance management, and evaluation.

**NPM 650 Strategic Program Planning and Evaluation in Nonprofit Organizations ..... 4 cr.**

This course covers innovative approaches to strategic planning and evaluation. It further develops the concepts and skills to create a strategic plan for a nonprofit organization, and knowledge of practical applications in implementing program evaluation.

**PJT 589 MBA Directed Study ..... 1-4 cr.**

This is a directed study course that allows a student to complete an individual project on a selected topic, and is planned with an assigned graduate faculty member. Projects undertaken in this class may take the form of a literature synthesis, primary or secondary research, feasibility study, project implementation, or process improvement. Content can be customized to the student's interest. PJT 589 may meet graduate degree academic requirements with permission of the student's academic advisor.

**PMG 645 Project Management in Organizations. .... 4 cr.**

This course develops the ability to plan, execute, and manage complex projects. The principles of the professional practice of project management are addressed. Topics include project life cycle, context of the project in the organization, individual and team behavior and their impact on the project, project planning, workflow analysis and resource management, and project performance assessment.

**PSY 615 Cross-Cultural Psychology and Communication..... 4 cr.**

This course blends culture and psychology to study communication and behavior from a leadership perspective in a multicultural and often virtual workplace. Students will examine psychological theories of behavior and personality and apply those theories to diverse business settings. The impact of cultural conditioning as it influences values, attitudes, and beliefs will also be addressed. Students will gain an appreciation of the nuances of expression, socio-cultural variations in human behavior, and the importance of cultural awareness.

**STR 605 Master's Capstone Project ..... 4 cr.**

This is the capstone course of the Master of Business Administration program. Students complete an applied project that integrates theories learned in the program, demonstrating understanding of all of the key strategic and managerial components related to planning, operations, financial, and other organizational issues for a current business or organizational setting. The capstone project contains a thorough business analysis using appropriate research methods and technologies. Students will demonstrate competency through an oral and written presentation.

## **ACADEMIC SERVICES**

### ***Student Portal***

The University provides a personalized Web portal for students to access information about schedules, accounts, registration, classes, grades, special announcements, and other resources. All University offices and services are accessible by Web site and e-mail.

### ***Academic Advising***

Each student is assigned to an academic advisor at the time of admission. The advisor serves as the student's primary point of contact throughout his or her program. The role of the advisor is to work closely with the student to accomplish the following: develop a degree completion plan, monitor academic progress, respond to questions regarding course selection or curricula, and assist the student in understanding and adhering to University policies. Advisor approval is required before registration. If circumstances arise that may affect a student's ability to progress in the program, the student should contact his or her advisor as quickly as possible to address these concerns.

### ***Academic Tutoring***

Faculty and peer tutors are available for designated skills by scheduling an appointment. Contact information is available via the Student Portal under University Resources. Individualized computer-aided or multimedia campus-based and Web-based tutorials are also available.

### ***Campus Centers***

Computer labs are available during most weekdays and evening hours and on selected weekends. To receive services without coming to campus, students may take advantage of call-in/e-mail services provided by the Director of University Libraries, or help-line/e-mail support provided by the Campus Center staff. Copying machines are available in all Campus Centers for student use.

### ***Technical Support***

Technical assistance is provided via phone, e-mail, or in person. The Campus Center staff members provide first level support both in person and over the phone when the campus is open (please refer to the campus hours of operation). The Campus Center staff can provide assistance with log-in issues, use of campus equipment, and basic issues within eCleary. To contact the Washtenaw Campus Center by phone, call 734.332.4477, and to contact the Livingston Campus Center, call 517.548.3670. To request assistance via e-mail, send a message to [support@cleary.edu](mailto:support@cleary.edu). Please refer to the student portal (<https://students.cleary.edu>) for up-to-date support policies and practices.

### ***University Library***

To meet the needs of our students, all essential resources are available online, 24 hours a day via the Cleary Online Library and other Web-based resources. The library Web site is an information portal, a source for learning more about library resources and services, and for initiating project research. Students are able to access the online databases and find links to additional information, including the library's research wiki and the librarian's blog. The University's research resources are listed on the back of each Cleary student's identification card.

### ***On-line Databases and Research Resources***

Subscription-based databases are essential components of the online libraries. After logging into the library, students have access to business articles, reports, company information, legal information, market research reports, and some full-text books. A partial list of the resources available to all Cleary students includes Proquest, Lexis/Nexis, Hoovers Online, and NetLibrary.

Another excellent source of information is the Michigan Electronic Library (MeL). MeL complements the Cleary business databases by providing a wide range of information and articles on business and non-business topics. In addition to providing full-text journal and magazine articles, MeL presents information organized by subject guides and an electronic reference desk. This is an information portal sponsored by the Library of Michigan available to all Michigan residents, whether enrolled at Cleary or not.

Additional research resources include the Cleary Research Wiki, and the Librarian's blog. The Research Wiki is a collaborative project where designated faculty provide content and links to subject-related resources. Research and writing tools are provided, along with links to essential policies, and grading rubrics. APA resources are linked via the Research Wiki. The Librarian's blog is used to update students on library database changes, provide research tips, and to circulate other library-related information.

Finally, the University subscribes to NoodleTools and Turnitin. NoodleTools is an APA citation composer and note-taking utility. Turnitin is an originality checker used to help students identify what should and should not be cited.

### **Research Assistance**

Students and faculty seeking research assistance may contact the Campus Center staff or the University's librarian for help. Assistance is primarily available via e-mail or by phone. To request assistance via e-mail, send a message to the Cleary University Librarian at [librarian@cleary.edu](mailto:librarian@cleary.edu).

### **Michicard**

The Michicard statewide library card is available to all students at Cleary University. The Michicard system allows students to check out materials and have access to reference materials at any of the 276 participating libraries in Michigan. A Michicard sticker provides access to the statewide library card system and is located on the back of Cleary student identification cards.

### **Interlibrary Loan**

Limited interlibrary loan (ILL) is available to assist students, faculty, and staff in obtaining materials the Cleary University Library System does not carry. These include books, journal articles, and videos. The typical turn-around time for an inter-library loan request is one to four weeks. Contact the Cleary University Librarian at [librarian@cleary.edu](mailto:librarian@cleary.edu) for assistance.

### **Audio/Visual Equipment Use Policy**

Audio/Visual (A/V) equipment is available for use within Cleary University. Requests should be made 48 hours in advance. Request forms are available at both Campus Centers; requests can also be made through the University Web site. Students requiring equipment at either the Howell or the Ann Arbor campus should request equipment directly from the Campus Center staff. Requests are on a first-come, first-served basis.

### **Library Checkout Policy**

The Cleary University Library is primarily a collection of relevant online databases. However, the library does maintain a small, focused collection of print and multi-media materials on the Ann Arbor campus. Books may be checked out for a period of 14 days. One renewal is available for an additional 14 days and may be renewed by phone. Materials on reserve for specific courses (usually DVDs) are subject to a 24-48 hour lending limit. Periodicals and reference materials are available for in-library use only. Check with the Campus Center staff for more information.

## **Reserve Materials**

Books, articles, and other materials may be placed on reserve by faculty. The checkout period for reserve materials varies, so check with the Campus Center staff regarding due dates. Materials will only be on reserve during the term in which the course is being offered. Review books for the Cleary exams are on reserve in both Campus Centers and may be checked out for one week.

## ***Career Services and Placement***

The Career Services and Placement department at Cleary University is designed to guide students and alumni in developing effective job-search skills and strategies. Assistance is also available to help students and alumni obtain information necessary to locate and secure positions in their field of interest. Cleary posts employment leads for student and alumni use on the University Web site. Services available on both campuses include: career counseling and personality, skill, interest, and value assessments as well as résumé and cover letter writing assistance.

Students may select internship, externship, and service learning opportunities to satisfy elective credit requirements. Internships may range from one to eight credits. When a student is placed in an internship course, the requirement is such that for every one credit the student is enrolled, the work commitment is four hours per week for ten weeks.

The University's goal is to develop multiple relationships with local employers and leverage those relationships into positions, internships, and externships for interested students.

## **ACADEMIC POLICIES**

### ***Curriculum Design***

The eCleary model class format used in all classes provides a complete set of instructional elements to effectively address learning. Because of the standard features that include *Introduction, Research, Discussion, and Assessment*, the eCleary model assists in setting a consistent expectation for students. College Deans determine course learning outcomes and design and select instructional materials. All faculty members are asked for input on the courses they teach. Cleary also seeks input from students and employers regarding program goals.

### ***Faculty Teaching Methods***

Asynchronous distance learning, synchronous distance learning, and on-campus blended (combination of asynchronous distance learning and on-campus delivery), are expected to utilize a variety of active learning methods, minimize lecturing, and incorporate multiple instructional approaches including computer and Internet technology. Faculty are expected to seek out and take part in professional development opportunities, both within and outside of the University, to improve teaching effectiveness. It is expected that faculty members will revise and update their courses on an on-going basis to reflect current and emerging theory and practice.

### ***Quality Measurements***

University faculty members have identified specific intended outcomes for the degree and for each course. The instructor teaching the course is expected to gather data that provides evidence that these outcomes are being met. These data are used to evaluate and grade students and to make improvements in the curriculum and in instructional methods. In addition to utilizing various assessment tools as a component of each course, BBA, BS, and MBA students are required to complete the Educational Testing Service Major Field Test in Business as a condition of graduation from the program. This test measures degree outcomes within the core courses. Outcomes, by major, are measured using an objective test within the final course of each major sequence.

### ***Academic Calendar***

The University follows an academic year, September through August, divided into four academic quarters. Fall, Winter, and Spring quarters are each 13 weeks in length. Summer term is six weeks in length. Each 13-week term has two six-week sessions. Classes are six weeks in length scheduled in each of the two sessions of the term. Terms start seven times a year: Fall (September and November), Winter (January and February), Spring (April and June), and Summer (July). The calendar can be accessed from the Cleary Web site.

### ***Calendars and Schedules***

The Assistant Vice President, Academic Services' office provides academic calendars and class schedules. Individual student schedules may be obtained using the Cleary Student Portal.

### ***Class Meeting Schedule***

On-campus blended classes meet in a variety of schedules including one evening per week (four hours/week) per session, two days per week per session, or one day per week per term, and utilize a combination of on-campus and online deliveries. Students and faculty are expected to meet and make effective use of the entire class period as scheduled. All undergraduate and graduate class sessions begin on Monday and end on Sunday.

## ***Class Attendance***

Students are expected to attend all regularly-scheduled class meetings. This includes participation (completing a quiz within the eCleary classroom, posting to the discussion forum, uploading an assignment, etc.) for all courses. To maximize learning, students should arrive on time and participate during the entire class meeting.

A student who misses two or more meetings of a six-week evening class without the permission of the instructor will earn a grade of NC (no credit) if the student is earning a passing grade for the class based on the criteria identified in the instructor's syllabus at the time of the second absence. If the student is failing the class at the time of the second absence, the instructor may elect to assign the student a failing grade based on the student's poor performance. This step is designed to discourage a student from using the NC grade to leave a class due to a failing grade. In the case of a NC grade, the student may repeat the class to fulfill degree requirements.

In special circumstances approved by the instructor, the student who misses two classes may be given the option to continue in the class and complete all missing assignments, resulting in a grade in the class. However, the student must be passing the class at the time of the second absence.

Class attendance records are kept by the instructor and may be included as a criterion for the course grade. Instructors provide their individual policies on absence and grading in their class syllabus.

The same policy on attendance applies to students enrolled in the undergraduate traditional program or other courses delivered in a twelve-week format. However, the policy covers students who miss four meetings for classes meeting twelve times per term.

## ***Class Time***

Class time in an accelerated program is at a premium. Every effort should be made by the faculty and students to make use of that time effectively. Students should expect faculty to use the entire time planned for each class period. Many instructors use papers for student evaluation while in other classes some in-class testing is used.

## ***Official Academic Records***

A permanent transcript contains identifying information, a complete record of all course work, academic status, and degree(s) granted. Duplicate posting of the same or equivalent courses is not permitted. Additional records are maintained if the student has used financial aid or veterans' services. At the end of each quarter, final grades are available through the student portal and recorded on the student's permanent transcript. Official transcripts and student copies may be obtained by contacting the Records Office. Fees and restrictions may apply.

## ***Placement Testing***

Every entering student will be assessed relative to program requirements. As appropriate, testing will be used to determine skill levels in the areas of computing, communications, and mathematics. The testing will be Web-based and undertaken after an initial advisor meeting.

## ***Course Placement***

### Lower Division

New students entering Cleary University's lower division will be assessed for academic readiness with the use of the following tools:

- Personal interview
- Placement examination (if appropriate)
- Thorough screening of the student's academic record

### Upper Division

With students entering upper division courses with sufficient lower division preparation, academic advisors will conduct an interview and a thorough review of each student's academic record and then determine if other preparatory course work is necessary before enrolling in upper division courses. If the occasion arises that determines that placement screening would be appropriate for students entering Cleary's upper division, then those exams will be recommended.

### **Curriculum Selection**

All degree-seeking students are required to select **one** curriculum, the degree program they intend to complete. Students not enrolled in a degree-seeking program will use "non-degree seeking" to fulfill this requirement. A student applying for graduation must either complete the degree requirements from the current catalog (year of graduation), or complete the degree requirements in effect the year the student declared her/his program choice. Students must complete the required courses for the degree within a seven-year period from the date of degree program selection.

### **Change of Curriculum**

With approval by an academic advisor, students may change their academic curriculum (major). Curriculum changes should be planned a term in advance to coordinate class registration and delivery of textbooks. A change of curriculum may require additional academic course work. The student has the responsibility to gain the approval of his or her academic advisor to change to a different curriculum. A student enrolled in a program that has been discontinued by the University is allowed two academic years to complete that curriculum. If he/she is unable to complete it in the time allowed, he/she must change to a current curriculum.

### **Cohort Policies**

Key portions of the Cleary degree may be delivered using cohort instruction. Cohort instruction means that individuals join a group who complete together a specific portion of their degree program. The "cohesive group" nature of cohort instruction produces strong bonding between individual cohort members. Preserving this characteristic of the cohort is critical to gaining positive student learning, completion success, and high satisfaction. The University's cohort policy allows individual students to join a cohort only at planned entry points and only when the expectation and plan are for that person to complete the cohort course sequence with the cohort group. The only exception would be to allow a student who has stopped out to join a cohort to complete with that group. Students will not be permitted to join a cohort for the purpose of making up a single course requirement. Single course requirements must be met taking non-cohort classes.

### **Directed Study**

Under special circumstances a course may be completed by a student under the direction of a faculty person. Academic advisors secure approval for directed study enrollment in advance of the term in which the course is to be completed. Students are expected to complete all normal requirements for the course and demonstrate competency through completion of an exam or an alternative evaluation method provided by the faculty. All other University policies apply.

### **Co-requisite Courses**

Co-requisite courses are courses that have been designed to be completed at the same time. Normally this means course learning activities, assignments, and assessments have been coordinated to attain the learning outcomes of both courses but at the same time reduce student work load. Courses designated as co-requisites must be taken concurrently.

### **Pre-requisite Courses**

A course designated as a pre-requisite for another course must be taken first. This is done to provide needed preparation for a course before enrollment. Course sequences that are designated as cohort delivery have assumed pre-requisites; these courses must be taken in the order specified by the curriculum outline.



## ***Registration***

Open registration for all students takes place before the start of each term. Class registration changes are accepted only during the registration period for a given term, but not after the start date of that term. Students should consult with their academic advisor regarding class registration.

## ***Dropping/Adding/Withdrawing from a Class***

Any changes in registration must be approved by an academic advisor who submits a drop/add form **before the term start date**. Classes dropped during the registration period are removed from the student's transcript.

Once the term starts, a student may withdraw from classes through the final withdrawal date of each term or session by contacting his or her academic advisor. A withdrawal form can be processed **after the first day of the term**. Financial penalties apply. If a student withdraws from class after the beginning of the term, a grade of "W" (Withdrawal) will be recorded. A student who leaves the University during a term or stops attending class without officially withdrawing will receive a no credit (NC) or failed grade (E) from the instructor of the course(s) in question. "W" grades may affect the student's future eligibility for financial aid.

## ***Institutional Withdrawal***

Students who register for classes and subsequently never attend any classes, do not file the proper forms to drop or withdraw, and have not communicated their intentions regarding continuation of classes, may be dropped from all classes by the institution. Though the "IW" appears on the transcript, it will not affect the student's overall grade point average. IW grades may affect the student's future eligibility for financial aid.

## ***Student Evaluation Feedback Surveys***

Course evaluations are a standard component of each class and are completed electronically. Students respond to questions about the course design, instructional materials, instructor, and support services. Instructions for completing and submitting the survey are provided in each course syllabus. Individual responses from these surveys are anonymous and strictly confidential.

## ***Faculty Expectations of Students***

Faculty members have the expectation that students will take responsible action to fulfill duties and responsibilities in their academic program and in each class. Therefore, we believe it is reasonable for faculty to assume that students will:

- Treat the classroom as a professional environment and treat students and faculty with respect.
- Adhere to class start times and end times that are prescribed and regard them as not negotiable.
- Show courtesy as other students speak.
- Restrict side bar conversations when anyone is addressing the class.
- Never plagiarize or cheat.
- Hand in all work on time.
- Silence all pagers and cell phones in every class.
- Return to class on time after every break.
- Be accountable for their actions toward group members when working in groups.
- Take ownership of one's performance, both academic and behavioral.
- Keep e-mail addresses and phone numbers current on University records.
- Include one's first and last name (course name and number are also helpful) on every document the student submits to a faculty member.
- Notify the instructor in the event of an absence.



## ***Student Expectations of Faculty***

The faculty of Cleary University provide the highest level of service possible to all students. To this end, it is reasonable for students to assume that faculty will:

- Provide a current, complete, and accurate class syllabus posted one week prior to the term start.
- Use the textbooks and instructional materials described in the syllabus as an integral part of the course work.
- Provide office hour information and other means of communication to students, using phone and e-mail.
- Plan and conduct meaningful learning activities for the full time allotted for all classes.
- Provide such other reasonable assistance on an individual basis as may be necessary and appropriate.
- Electronically acknowledge all student questions within 24 - 48 hours.
- Engage in appropriate electronic discussions on a regular basis for each course module.
- Provide regular and informative feedback on assignments in order to insure that students understand their strengths and deficiencies on any given lesson.
- Notify students in the event of an absence and arrange a plan with the class to make up the missed class session using distance format.
- Keep course-related materials for at least twelve weeks from the end of the class. This includes student work, e-mails, grade books, etc. After grades become permanent, faculty members are free to discard course-related materials.

## ***Faculty-Student Dispute Resolution Procedures***

In the event that either the student or the faculty member believes that a legitimate dispute or difference of opinion exists regarding a classroom issue other than grading, the following procedures are established for use by either party. Student grade appeals are handled under a different policy that can be found elsewhere within this handbook.

1. In the event that a student or faculty member disagrees over the other's actions, comments, conduct, or decision (other than a final course grade\*), the student or faculty member should first address his or her concern directly with the other party. Both parties are encouraged to discuss any classroom-related or academic disputes with each other in person, by phone, or by e-mail. All parties are expected to treat each other with respect.
2. If, after discussion, the student or the faculty member still disagrees and the issue remains unresolved, he/she may confer with the student's academic advisor. The academic advisor will take reasonable steps to assist in the resolution of the matter.
3. If, after consultation with the academic advisor, the student or faculty member believes the issue or dispute has not been resolved satisfactorily, the student or faculty member may submit a written and signed statement to the designated College Dean. The statement should present a brief description of the specific problem and the desired outcome. The Dean will attempt to arrange a satisfactory resolution.
4. All disputes must comply with these procedural requirements. Anonymous complaints will not be acted upon.

\*The Grade Appeal Procedure is the process students use when they want to appeal the final course grade. Grade Appeal Procedure instructions and forms are available at each Campus Center. The contact person for grade appeals is the student's academic advisor.

## ***Residency Policy***

In order to earn a degree from Cleary University, students must complete the residency requirement. For students enrolled in the MBA program, the residency requirement consists of a minimum of 40 course credits. The Cleary University BBA and BS residency requirement is 48 course credits (56 course credits for the Executive BBA). All BBA and BS students, without substitution or exception, must complete the required major courses for their selected major at Cleary University. ABA and AAS students must complete a minimum of 32 course credits to fulfill the residency requirement. Certificate requirements as listed in this catalog constitute the residency requirement for certificate options.

## ***Completing Program Requirements***

Program credit requirements are met by completion of required or elective course credit, application of transfer credit, and/or application of prior learning, non-traditional credit. The student and his or her advisor work together to ensure successful completion of degree requirements.

## **Required or Elective Course Credit**

### Required Course Credit

Following a prescribed curriculum track for a major or program, students take classes on campus and/or via the Internet to complete required courses. The minimum number of required credits for each degree is stated in the residency requirement by degree. Courses in this category result in a letter grade and are computed in the student's grade point average.

### Elective Course Credit

Elective courses may be completed through taking classes on campus or via the Internet. Students follow an academic plan worked out with an academic advisor and usually complete electives prior to completing the required courses prescribed for a curriculum. Courses in this category result in a letter grade and are computed in the student's grade point average.

## **Transfer Credit**

In the transfer credit category, students may fill degree requirements using transfer credits earned for courses taken at another college or university. The maximum number of quarter credits in this category that may be applied toward the MBA is 12 credit; the maximum number that may be applied toward the BBA or BS ranges up to 124 (depending on the program selected); and the maximum number toward the ABA or AAS is 58. Credit in this category does not include a grade and does not count in the student's grade point average or toward the Cleary University residency requirement.

Students who have received college credit with a grade of "C" or better from a college or university accredited by a regional accrediting body such as the Higher Learning Commission of the North Central Association may transfer these credits to Cleary. Credit for courses from a non-accredited, postsecondary institution will be evaluated on a case-by-case basis and credit may be given if the course content and academic standards of the institution meet the requirements of Cleary University.

Cleary University's transfer policy is designed to support not only the transfer student from a community college or similar two-year institution, but also those students who have attended other four-year institutions. Course equivalency guides are prepared for many Michigan colleges and universities.

## MACRAO Agreement

Cleary University is a member of the Michigan Association of Collegiate Registrars and Admission Officers (MACRAO). Members of this association represent both two- and four-year institutions who work together to formulate a transfer agreement for students. The MACRAO student transfer agreement ensures that a student who fulfills the MACRAO general education requirements at a participating institution will have satisfied such requirements at a participating receiving institution.

Cleary University will review student transcripts at the conclusion of each session to identify students who have satisfied the minimum requirements to earn the "MACRAO Satisfied" designation. If all requirements have been met, the designation, MACRAO Satisfied, will be placed on the student's transcript automatically by the Records Office staff. To qualify for this designation on the student transcript, students must complete a minimum of 45 quarter credit hours within the four categories listed below. In each category, except for English, a course must be taken in at least two academic disciplines. At least one laboratory science course is required.

<b>Academic Discipline</b>		<b>Quarter Credit Hours</b>	
		<b>MACRAO Requirement</b>	<b>Cleary Requirement</b>
<b>English Composition</b>		<b>9 hours</b>	<b>12 hours</b>
BAC 101	Academic Communication, Technology, and Success Essentials		
ENG 160	Business Composition		
ENG 175	Technical Writing		
<b>Science and Math (one lab science is required)</b>		<b>12 hours</b>	<b>12 hours</b>
FIN 200	Introduction to Business Finance		
GEN 272 (W/LAB)	Social Responsibility, Ecology, and Business		
MTH 180	Introduction to Business Statistics		
<b>Humanities (within two distinct disciplines)</b>		<b>12 hours</b>	<b>12 hours</b>
HUM 218	Cross-Cultural Communication		
LIT 210	Survey of Business Literature and Multimedia		
MGT 220	Management Using Teams		
<b>Social Science (within two distinct disciplines)</b>		<b>12 hours</b>	<b>12 hours</b>
PHL 110	Logic and Problem Solving		
PHL 240	Business Ethics		
PLS 220	Federal Government and Business		

## Prior Learning Credit

Cleary University recognizes that students gain knowledge and skills in a variety of ways. Examples include work settings, professional organizations, travel, avocations, leadership positions, volunteering, workplace training, military service, etc. When learning takes place in a non-traditional learning environment (not documented on a college transcript), and is equivalent to college-level learning, Cleary University offers several options for documentation of academic credit up to a maximum of 45 undergraduate credits. It is important to note that the emphasis for granting credit is on what is learned, rather than on what is experienced.

### **Prior learning options include:**

- Directed Training
- Proficiency Portfolio
- Proficiency Exams
- Prior Learning Elective Credit (PLEC)
- CLEP (College-Level Examination Program) Exams
- DANTES (Defense Activity for Non-Traditional Education Support) Exams
- Military Experience and Training
- Advanced Placement Program
- High School Articulation

University policy requires that undergraduate students who elect to earn credit by utilizing the prior learning option submit documentation prior to the first day of the final term of the student's program. Assessment fees for prior learning are included in tuition through the first day of the final term of each student's program. Late submissions are accepted for evaluation; however, fees and restrictions apply.

### Directed Training

Cleary University evaluates professional training for college credit. Directed Training includes professional workplace or vendor-supplied training that has a standardized structure, is verifiable, and is available to others in the same format. Examples include workshops, seminars, licenses, and apprenticeships. Credit petitions should include confirmation of training completion such as a certificate, transcript, or training record. Submissions should also include a verifiable record of contact hours. Finally, a curriculum outline, syllabus, or other subject-matter documentation should be included.

### **Evaluation of Directed Training may include:**

- validation of hours
- credentials of the instructor
- organization-sponsored training
- type and format of instruction (lab, lecture, clinical)
- course outline or syllabus
- course requirements
- text and other related course materials
- assigned homework
- assessment experiences (exams, exit assessment, research papers)
- rigor of the course (at least college level)
- review of the selection process of students
- review of duplicated credit

### Proficiency Portfolio

A Proficiency Portfolio is a documentation-based option whereby students provide evidence that they have achieved the learning outcomes of a Cleary University course as outlined in a course syllabus. Most lower-division courses are eligible for this option. Please note that the upper division courses are not eligible for this option. Students should take care to present the portfolio in an organized, professional, and thorough manner. Examples of supporting evidence to be included in a portfolio include: certificates of training, samples of work, a résumé, a copy of a performance review, and/or a letter of verification of skills from an employer or supervisor. The documentation should provide clear and convincing evidence that the student has achieved the

learning outcomes for the course as specified in the credit petition. Generally, multiple types of documentation increase the likelihood that credit will be awarded.

#### Proficiency Examinations

Proficiency Examinations, or Cleary Exams, are objective, computer-based tests focusing on the course outcomes listed on the course syllabus for many lower-division Cleary University courses. They are similar to a final examination for a course. Cleary Exam Preview Guides, which provide topics covered, study resources, credit value, number and type of test questions, as well as other relevant test information, are available for many of the Cleary exams. The Campus Center staff at each campus administers exams by appointment. Again, upper division courses are excluded from this option.

#### PLEC - Prior Learning Elective Credit

Prior Learning Elective Credit (PLEC) is a proficiency documentation option through which a student may receive credit for an undergraduate elective course by providing verification of mastery of a predetermined number of course objectives outlined as a course syllabus from a regionally accredited institution of higher education. Course syllabi may also be selected from among those provided by Cleary University. The PLEC process requires a student to provide documentation of learning and an official declaration of verification. PLEC documentation reports resulting in the awarding of credit are audited to confirm process validity.

#### CLEP and DANTES

CLEP (College-Level Examination Program) is a widely accepted, credit-by-examination program that allows students to demonstrate mastery of a subject matter by earning the appropriate score on a CLEP examination. Students may choose from many subject tests on common, introductory college topics. Students who have previously completed a CLEP exam should request that an official copy of the score report be sent to the Cleary University Records Office.

Defense Activity for Non-Traditional Education Support (DANTES) sponsors a wide range of examination programs to assist armed service members in meeting their educational goals. The DANTES Test Control Officer (TCO), who is normally the Education Services Officer or Navy College Education Specialist for the military installation, administers the examinations on more than 560 military installations.

The DANTES Subject Standardized Tests (DSST) program is an extensive series of examinations in college subjects including business, humanities, science, social science, mathematics, and education that is comparable to the final or end-of-course examinations in undergraduate courses. Each exam is equivalent to 4.5 quarter-hours of credit at Cleary University. DANTES funds DSST testing for eligible service members and personnel at DANTES military test centers.

#### Military Training or Experience

Cleary University recognizes college credit for military training and experience. Four and one-half credits are awarded for each year of active military service (Reserve and National Guard service is excluded) up to a maximum of twenty hours. To receive credit for military service, students should submit a copy of the discharge form (DD214). Should a review of a student's military training records indicate there is potential for greater credit award, then copies of the military training records and/or a copy of the transfer or discharge form (DD214) will be submitted to the American Council on Education, Department of Military Evaluations, for a credit recommendation.

#### Advanced Placement Program

Advanced Placement Program allows individuals, usually high school students, to demonstrate academic ability by taking an Advanced Placement Exam. Credit may be granted based on satisfactory scores (three or higher on a five-point scale) for the 29 Advanced Placement Exams sponsored by The College Board. Students may request a copy of the exam results from The College Board, 45 Columbus Avenue, New York, NY 10023.

### High School Articulation

High School Articulation credit will be granted to students for competencies achieved as part of a formal articulation agreement with a secondary, proprietary, or charter school. Cleary University has articulation agreements with the following high schools:

- |                           |                                |
|---------------------------|--------------------------------|
| ▪ Kensington Woods        | ▪ Howell High School           |
| ▪ Fowlerville High School | ▪ Lincoln Consolidated Schools |
| ▪ Hartland High School    | ▪ RCTC, Ypsilanti High School  |

### ***Second Degree Policy***

Individuals who have earned a baccalaureate degree, either from Cleary University or another regionally accredited institution, may earn a second baccalaureate degree by completing the degree requirements including core and major courses (credit hours required vary by major). Pre-requisite courses, including pre-major courses, for major courses also apply. Course substitutions or transfer will be permitted for core courses. For majors that share course requirements, course substitutions will be selected. Project courses, when required, will be required for both majors. A minimum of 30 hours is required to earn a second degree. Additionally, for Cleary alumni, the Cleary Alumni Grant can be used for courses taken and applied to a second degree. The second degree policy is not applicable to graduate degrees.

### ***Second Major***

Undergraduate students enrolled in upper division courses may elect to complete a second major. Completion of the major courses for the first and second major for degrees sharing the same core courses and any required pre-requisite courses must be completed within three years of beginning the upper division course sequence to qualify for a second major. For majors where different core courses are required, completion of the unduplicated core courses will also be required. For majors that share course requirements, course substitutions will be selected. Project courses, when required, will be required for both majors. A second major is not applicable to graduate degrees.

### ***Academic Minors***

Refer to BBA Academic Minor for additional information on page 28.

### ***Graduation Requirements***

- A minimum of 90 credits is required for an ABA or AAS, with a minimum cumulative GPA of 2.0
  - A minimum of 180 credits is required for a BBA\* or BS\*, with a minimum cumulative GPA of 2.0
  - A minimum of 52 credits is required for an MBA\*, with a minimum cumulative GPA of 3.0
- \*BBA, BS, and MBA require completion of the ETS Major Field examination.

### ***Graduation and Participation in Commencement***

Degrees are granted quarterly. A student must meet all academic requirements for graduation, and all financial obligations with the University must be met prior to the degree being awarded. An application for graduation must be submitted to the Records Office by April 1 for June commencement or by October 1 for December commencement. Students may apply for a degree only in the curriculum in which they are officially enrolled. Graduation application processing (called degree clearance) is completed within six weeks and the diploma is mailed to the student within 12 weeks from the end of the term in which the student completed all degree requirements, or from the date the application was received, whichever comes later. Applications submitted before the student has completed all degree requirements will be retained until requirements have been completed, and then will be processed.

Commencement refers to the June and December ceremonies conducted to celebrate students' completion of degree programs. Degree recipients are eligible to participate in commencement. To participate in June commencement, the student must complete program requirements during the Winter Term or first session of the Spring Term of the academic year. To participate in December commencement, the student must complete program requirements during the second session of the Spring Term, Summer Term, or Fall Term of the academic year. Program requirements include all course work and all other credits required (transfer credits and prior learning credit) for the program.



The Assistant Vice President, Academic Services, determines that a student has completed program requirements. The GPA calculated for academic recognition at the commencement ceremony is based on all academic work completed. For students who are currently enrolled during June or December, the cumulative GPA to date will be used to determine academic recognition at the ceremony; whereas, the final GPA based on all academic work will be printed on the transcript and the appropriate honors on the diploma.

## **Grading System**

The faculty of the University award all grades. Students earn their grades; faculty do not “give” grades to students. An individual grade may only be changed by the faculty person who taught the class, and only in cases of faculty error in calculating or reporting the student's grade or if the student has completed work due for the completion of an Incomplete grade.

A student may submit an appeal for a review of a final grade. Please refer to the Grade Appeals Procedure section of the Academic Policies provided below for instructions and timeline information.

## **Grading Scale**

A, A-	An earned grade assigned by the faculty indicating the student's work exceeded the minimum level of expectation in almost all areas.
B+, B, B-	An earned grade assigned by the faculty indicating the student's work exceeded the minimum level of expectation in most areas.
C+, C, C-	An earned grade assigned by the faculty indicating the student's work met the minimum level of expectation in almost all areas.
D+, D, D-	An earned grade assigned by the faculty indicating the student's work met the minimum level of expectation in most areas.
E (Fail)	A grade assigned by the faculty indicating that, even though the student made an effort in the class, minimum expectations were not met. The student must retake the course to fulfill degree requirements.
NC	No Credit. A grade assigned by the faculty indicating that not enough work by the student took place to allow for an evaluation leading to an assigned grade. The student must retake the course to fulfill degree requirements.
P	A pass grade either assigned by the faculty in a course indicating a pass grade, or by the Academic Program Committee as a result of a grade appeal. The student receives credit for the course.
I	Incomplete. A grade assigned by the faculty indicating that the student came just short of completing the course due to circumstances beyond his or her control and is given a grace period to finish the work without penalty.
R	Repeated Course. Grade assigned by the Records Office when the course has been repeated to replace a previously earned grade.
W	Withdrawal. The student elected to withdraw himself/herself from the course before the end of the seventh week.
IW	Institutional Withdrawal. The University withdrew the student from all classes because he/she did not attend any class and did not request a drop or withdrawal, or due to circumstances where the student was removed from class by the administration.
AU	Audit. Indicates a registration to audit a course: which is not for academic credit.



## Honor Point Scale (effective Fall 2002 to present)

Grade	Percent	Honor Points
A	94-100%	4.0
A-	90-93%	3.7
B+	87-89%	3.3
B	84-86%	3.0
B-	80-83%	2.7
C+	77-79%	2.3
C	74-76%	2.0
C-	70-73%	1.7
D+	67-69%	1.3
D	64-66%	1.0
D-	60-63%	0.7
E	<60%	0.0
I	Incomplete	N/A
W	Withdrawal	N/A
NC	No Credit	N/A
P	Pass	N/A

## Grade Point Average

The quarter grade point average (GPA) is determined by multiplying the number of quarter credit hours for each course attempted by the number of honor points corresponding to the final grade for the course. This total is then divided by the number of quarter credit hours attempted during that quarter and the result rounded to the second decimal place. The GPA is calculated only on credit courses attempted at Cleary University. The cumulative GPA is determined in the same manner as the quarter GPA outlined above. In the case of repeated courses, the higher grade earned will be used in computing the cumulative GPA.

## Academic Honors

Undergraduate academic honors printed on the diploma are computed based on all graded academic work completed at Cleary University. The calculation is carried out to the third decimal place and rounded to the second decimal place. In cases where all academic requirements have been met but the student has an outstanding financial obligation to the University, the diploma will be printed reflecting the date the student completed academic requirements. A bachelor's degree candidate who maintains a GPA of 3.5 or above is recognized as follows:

GPA	Honors
3.50-3.69	cum laude
3.70-3.89	magna cum laude
3.90-4.00	summa cum laude

Students completing an ABA with a cumulative GPA of 3.50 or higher graduate 'With Honors'.

The Dean's List for academic scholarship includes undergraduate students who are enrolled in 12 or more quarter credit hours and have maintained a grade point average for the quarter of 3.75 or higher.

Academic honors are not offered as part of the graduate program.

## Incomplete Grade Policy

Incomplete grades, "I," will be assigned only when the student came just short of completing the course in the scheduled time due to circumstances beyond his or her control. These circumstances typically include (but are not limited to) events such as a death or serious illness or injury in the student's family. (Work-related scheduling issues, on the other hand, are not considered under this policy.) This policy recognizes that all Cleary students are required to balance a busy personal and

professional life, but that occasionally a student is faced with a severe and unusual event that causes a temporary interruption in his or her academic progress. In such temporary cases, appropriate additional time to complete assignments that is equitable for both the student and others in the class should be an option for faculty.

Should such circumstances occur, it is the responsibility of the student to notify the instructor. The incomplete grade will be issued at the discretion of the instructor. The student and the instructor will formulate a written plan to complete course requirements. This plan will be submitted to the designated College Dean and to the Records Office by the faculty member at the time the incomplete grade is submitted. The timeline for completion will, however, be no later than six weeks after the end date of the course. All incomplete grades will be converted to an "E" grade if not completed within the timeline established. Since the circumstances involving the Incomplete may affect the student's overall academic progress, students are encouraged to contact their advisor to discuss any program-level issues.

## **No Credit (NC) Grades**

The No Credit, "NC", grade will only be assigned in circumstances where the student did not attend enough classes (eight or more for classes meeting twice per week; four or more for classes meeting once per week in a six-week session), and/or did not complete most of the work required for the class. This grade is assigned at the option of the faculty. Faculty cannot change the "NC" grade. This grade is not intended to replace the "I" or "E" grades.

## **Repeated Courses**

In an attempt to improve a grade previously earned, a student may wish to repeat a course. The higher of the grades earned will contribute to the cumulative grade point average calculation. Any attempts to complete the same course remain a part of the student's record and are shown on the student transcript identified with an "R" (Repeat) grade next to the original grade. In the event that a student fails a course on a second attempt, a review committee comprised of the student's academic advisor and the Assistant Vice President, Academic Services, will review the relevant circumstances and determine if the student will be permitted to enroll in the course for a third time. A student will not be permitted to enroll in the same course more than three times. Current tuition rates apply to repeated courses.

## **Auditing of a Course**

Students may audit a course on a non-credit basis, provided they have fulfilled the pre-requisite course requirements. Audited courses cannot be used to fulfill graduation requirements. Regular tuition rates apply.

## **Satisfactory Progress**

Unsuccessful completion of a pre-requisite course prevents entry into the next course. A student who earns either (a) an E or a NC, or (b) two I's (please see the "grading system" section) in one term may be removed from his or her full-time schedule. After successful completion of the courses in question, the student will be rescheduled into a later cohort schedule. This rescheduling is necessary to insure that time is allowed to achieve intended learning outcomes. Academic advisors screen grades to identify individuals who will be rescheduled due to unsuccessful progress.

Any student who has been "stopped out" (prevented from registering for the next term's classes) will be advised by the Assistant Vice President, Academic Services, as to what is needed to finish the degree. The student experiences no loss of credit and remains in good standing, unless the GPA falls below minimum, in which case the student is placed on probation. Students who stop-out may have to take different or additional courses upon reentry into the program if there has been a curriculum change made during the period of stop out. Financial aid status and tuition rate may be affected by a stop out. The student pays the current tuition upon reentry into the program.

## **Fresh Start**

An undergraduate student who has not registered at Cleary for at least seven years and who had a GPA below 2.0 will have a GPA calculation upon returning to Cleary that does not include grades from classes completed before returning to Cleary. The student's transcript will show all past course work and grades.

## **Grade Appeals**

Students may appeal a grade if one of the following circumstances applies:

1. The student believes that the grade did not accurately reflect his or her achievement because the instructor did not provide or did not follow the instructor's syllabus instructions for how the grade was to be determined.
2. The student believes that the grade did not accurately reflect his or her achievement because the instructor's evaluation applied criteria or standards different from the other students in the class.
3. The student believes that the grade did not accurately reflect his or her achievement because the instructor applied methods in some way that the faculty review committee would consider unusual for the faculty of the University.

## **Grade Appeal Procedure**

1. The student must first contact the instructor and discuss his or her concerns, making every effort to resolve the matter.
2. If satisfactory resolution is not achieved, the student must appeal in writing to the designate College Dean stating the circumstances of the class and the reason for appeal, and must provide supporting evidence. A form is available on the Student Portal. Students may seek guidance from their academic advisor.
3. Only appeals received in the designated College Dean's office within six weeks of the beginning of the term following the term in which the class was taken will be considered.
4. Appeals will be evaluated by a faculty committee charged with this task and resolved within 60 days from the date the appeal was filed. All parties will be notified of the outcome in writing.

## **Outcome of the Grade Appeal Process**

One of two possible outcomes applies:

1. If the faculty committee concludes that the grade was properly determined, the grade stands.
2. If the faculty committee concludes that the grade was not properly determined, a pass (P) or no credit (NC) grade will be awarded. A pass grade indicates the student has met the minimum competencies required and the course counts toward a degree but has no effect on the student's GPA. The NC grade indicates that the student did not meet the minimum competencies required, the course does not count toward a degree, and it has no effect on the student's GPA.

## **Approval for Survey Research**

Cleary University policy requires that all students gain formal approval from their supervisors at work for all surveys or other data collection that will be undertaken as part of their Cleary University course work. In the event the student's project will study a process at the University, it will be the student's responsibility to contact the Provost and obtain a written approval statement. Written approval shall be attached to the final copy of the student project report.

## **Student Honor Code**

Cleary University defines the word “honor” as academic integrity, moral and ethical conduct, and pride of membership in a community that values academic achievement and individual responsibility.

Cleary University students are expected to conform to a high standard of honesty and integrity in their academic work. The fundamental assumption under which the University operates is that work submitted by a student is a product of his or her own effort. If facts or circumstances are raised which call this assumption into question in a particular case, the student may expect to be subject to disciplinary procedures with penalties up to and including dismissal from the University. A student may be required to produce all sources and documentation related to a work in question. If applicable, the final grade in a class may not be recorded until an investigation has been concluded.

### **Honor Code Statement**

All students of Cleary University are responsible for knowing and adhering to the academic integrity policy of this institution. Violations of this policy may include: cheating, plagiarism, aid of academic dishonesty, fabrication, lying, bribery, and threatening behavior. In incidents of academic misconduct those students who are found to be in violation of the academic integrity policy may be subject to both academic sanctions (assignment grades, course grades, additional assignments and the like) from the faculty member involved and non-academic sanctions given by the designated College Dean (including but not limited to University probation, suspension, or expulsion).

### **Types of Honor Code Violations**

**Plagiarism:** Portrayal of another’s work or ideas as one’s own

- Purchasing a paper from any source such as the Internet and turning it in as if it were your own work
- Improperly citing references on a references page or within the text of a paper

**Cheating:** Using unauthorized notes or study aids, allowing another party to do one’s work/exam as one’s own, or submitting the same or similar work in more than one course without permission from the course instructors

- Taking an exam for another person
- Looking at another person’s exam for answers
- Bringing and using unauthorized notes during an exam

**Fabrication:** Falsification or creation of data, research, or resources or altering graded work without the prior consent of the course instructor

- Making up a reference for a references page
- Making up statistics or facts for academic work

**Aid of Academic Dishonesty:** Intentionally facilitating plagiarism, cheating, or fabrication

- Helping another person do a take home exam
- Giving answers to an exam
- Collaborating with others on work that is supposed to be completed independently

**Bribery:** Providing, offering, or taking rewards in exchange for a grade, an assignment, or the aid of academic dishonesty.

- Paying a student to do work on your behalf
- Attempting to pay a teacher to change a grade

**Threat:** An attempt to intimidate a student, staff, or faculty member for the purpose of receiving an unearned grade or in an effort to prevent the reporting of an Honor Code violation.

**Lying:** Deliberate falsification with the intent to deceive in written or in verbal form as it applies to an academic submission.

*PLEASE NOTE: Academically dishonest behaviors include, but are not limited to, the brief examples described above. If a student has a specific concern about what constitutes academic dishonesty we encourage her to speak with her instructor or if she does not feel comfortable doing so then she may contact the designated College Dean for further clarification.*

## ***Academic Consequences of Cheating or Plagiarism***

Students are responsible for creating their own work and are prohibited from using the works of others without proper citation. Students are expected to know and follow the University's plagiarism policy as presented within the Student Portal.

Cases involving violations of the plagiarism policy will be treated as confidential. No discussions will take place other than those needed to determine responsibility or appropriate sanction, and all records under the University's control will be destroyed if the student is exonerated. There is no statute of limitations precluding faculty or staff from acting on the discovery of alleged violations during the term or subsequently, including after the student has graduated. Cleary University subscribes to Turnitin, a plagiarism prevention service that instantly identifies unoriginal content. If reviewed by Turnitin, an assignment should contain no more than 10% unoriginal content.

1. An instructor who finds proof of plagiarism will first discuss with the student the nature of the case, including its moral implications and its academic ramifications, and seek input from the student as to the circumstances. Faculty are encouraged to consult with the designated College Dean. Plagiarism normally results in a failing grade for the plagiarized work. The instructor also has the right to fail the student in the course. He or she may end the matter with his or her own action, if it is a non-flagrant or unintentional occurrence, or pass the case on to the College Dean.
2. The College Dean may elect to proceed with a review of the questionable material by the University Librarian. The College Dean will report flagrant violations to the review committee with any recommendations for suspension or expulsion. Alternatively, the College Dean may have the student work with a designated University representative who will assist the student as s/he completes an acceptable assignment.
3. Students have the right to present their cases to the review committee before it deliberates. The decision of the review committee is final. If the faculty member involved is a member of the review committee, s/he does not participate while the appeal is being considered.

The faculty review committee chaired by the appropriate College Dean will investigate flagrant cases and make any recommendations for suspension or expulsion to the Provost. The decision of the Provost is final.

Normally, expulsion from Cleary University for plagiarism is permanent; a student may not re-enroll. However, in very rare circumstances a student may be re-admitted. He or she must make a written request for re-admittance, explaining his or her case for re-admittance. This shall include evidence of changes that suggest plagiarism will not be repeated. The burden of proof is on the student. This evidence will be reviewed by a committee of faculty convened for the purpose. The committee will make the final decision on re-admittance using whatever criteria it deems appropriate to the case at hand, in keeping with applicable laws and regulations.

## **Academic Probation/Dismissal/Re-admission**

**Probation.** Grade point averages and academic standing designations are computed for every student one week after the completion of each term based on the cumulative GPA (cumulative credit hours attempted and grades received at Cleary University). Enrolled students are required to maintain satisfactory academic standing as defined by:

- Cumulative GPA of 2.0 or higher in the undergraduate program
- Cumulative GPA of 3.0 or higher in the graduate program

Should a student fall below the minimum GPA requirements, s/he will be placed on academic probation and assigned to work with his or her academic advisor on improvement efforts. The student will then have up to three terms to raise his or her cumulative GPA to the acceptable level. The probation status will be noted on the student's academic transcript.

- Academic Probation-1 denotes the first term of academic probation
- Academic Probation-2 denotes the second term of academic probation
- Academic Probation-3 denotes the third and final term of academic probation

- Academic Dismissal denotes that the student has been academically dismissed. When the student's cumulative GPA reaches the minimum GPA required, the student will be in good academic standing and the probation restrictions will no longer be applicable. However, all academic standing notation(s) remain on the student's academic transcript until s/he completes all degree requirements. All references to academic standing will be removed from the student's transcript as the degree completion is posted to the academic transcript.

**Dismissal.** If academic standing is not achieved after four terms of attendance, the student will be dismissed from the University. A notation will appear on the student's academic transcript.

**Re-admission following Academic Dismissal.** A student may apply for re-admission to the University by submitting an appeal to the chair of the Academic Re-admission Committee. This committee is chaired by the Assistant Vice President, Academic Services and includes the appropriate College Deans. The purpose of the appeal letter is to convince the committee that the student is ready to return to the University (a description of how the conditions have changed or what is different at this point in time) and is prepared to be academically successful. Supporting documentation such as an improvement intervention plan (developed with the assistance of an academic advisor) or other evidence of a temporary life experience (illness, divorce, family issues, employment) or academic skill development should also be included with the appeal for re-admission. The recommendation of the Academic Re-admission Committee is final. If re-admission status is granted, the student will be placed on academic probation (Academic Probation-1) for the first term in which he or she is enrolled, and will be required to meet with an academic advisor to develop an academic plan (including the number of courses to be taken per session) and to review the current degree requirements compared to those recorded on the student transcript.

### ***Right to Dismiss***

Cleary University reserves the right to dismiss or refuse to register any student when such action is considered to be in the best interest of the student or of the University. Such action may occur in cases of extreme or repeated violation of regulations, academic failure, or conduct deemed unsuitable at Cleary University.

### ***Student E-Mail Policy***

All students will be assigned a University e-mail address and will be expected to read their e-mail daily so they are kept informed of current University events, dates for submitting materials, etc. It is the student's responsibility to be aware of and to read all University correspondence sent to the student's University e-mail address by Cleary University faculty and administration.

All student e-mail accounts will be managed in the following manner:

- The format of the Cleary University student e-mail addresses will be the student's first initial and up to the first ten characters of his/her last name and the last three digits of his/her student identification number. All student e-mail addresses will be created in the my.cleary.edu domain. Non-alphabetic characters will be removed from the name of the student when the account is created.
- Automated forwarding of e-mail to external e-mail addresses is allowed; however, the University does not guarantee delivery to personal e-mail addresses.
- In the event the student fails to register for classes or otherwise ceases to be a registered student of the University, the e-mail account will be kept active for a period of six months following the end of his/her last class.
- Upon graduation, student e-mail accounts will convert to alumni accounts. Alumni accounts can be removed at the request of the student/alumni.

The University will not release the e-mail addresses of any students for marketing purposes. Any use of the e-mail system for non-academic purposes by faculty, staff, or students is prohibited. Use of the student e-mail is subject to all other Cleary University policies, including the Acceptable Use of Technology and all applicable laws regarding copyrights and file sharing.



# UNIVERSITY POLICIES

## ***Technology Acceptable Use Policy***

Cleary University provides computers and networks to further its academic mission. The computers and networks of the University are a shared resource designed to meet the needs of students, faculty, and staff. All users of these resources must consider their role and usage of these systems in the context of all other users.

This policy governs student, faculty, staff, and all other use of Cleary University computers, networks Web sites, classroom audio-visual media, and related equipment. Use of University technology facilities constitutes agreement to comply with this policy. Violation of this policy may result in removal of user privileges, reimbursement to the University for damaged property, dismissal, and/or termination. The Information Technology Department (ITD) of Cleary University maintains this policy and monitors compliance in conjunction with the College Deans, Academic Services Department, and the Human Resources Department.

1. Users may not use the University's computers, software, network, or Web site for purposes other than those intended by the University in pursuit of its educational mission. Reasonable personal use of these facilities is permitted. They may not be used to pursue the activities of any business or organization other than Cleary University.
2. All Users must respect the privacy and usage privileges of others, both on the Cleary University campus and at all sites reachable by Cleary University's external network connections.
  - Users shall not intentionally seek information on, obtain copies of, or modify files, other data, or passwords belonging to other Users, whether on the Cleary University campus or elsewhere, or develop or retain programs for that purpose, without the authorization of the file owner or Chief Information Officer. Reasonable file copying (e.g., in back-ups) and password changes are permitted among the routine tasks of System Managers and of appropriately authorized Facility Staff.
  - Users shall not represent themselves electronically as others, either on the Cleary University campus or elsewhere, unless explicitly authorized to do so by those other Users. To be valid, such authorization of one User by another User must not circumvent established, system-specific policies defining eligibility for resource access.
  - Users shall not intentionally develop or retain programs that harass other Users, either on the Cleary University campus or elsewhere.
  - Users shall not obstruct or disrupt the use of any computing system or network by another person or entity, either on the Cleary University campus or elsewhere, whose usage is protected by law, ordinance, regulation, policy, or administrative ruling.
3. All Users must respect the integrity of computing systems and networks, both on the Cleary University campus and at all sites reachable by Cleary University's external network connections.
  - ☐ Users shall not by any means attempt to infiltrate (e.g., gain access without proper authorization) a computing system or network, either on the Cleary University campus or elsewhere.
  - Users shall not attempt to damage or alter without proper authorization from the System Sponsor, either the hardware or the software components of a computing system or network, either on the Cleary University campus or elsewhere.
4. All users of Cleary University computers and networks also agree to comply with the terms of the Merit Network, Inc., acceptable use policy:  
[http://www.merit.edu/policies/acceptable\\_use.php](http://www.merit.edu/policies/acceptable_use.php)
5. Faculty, staff, and students are prohibited from encouraging or requiring others to violate this policy.



6. Users are prohibited from the malicious use of technology to disrupt the use of technology by others, to harass or discriminate against others, and to infiltrate unauthorized computer systems. Illegal activities are strictly forbidden.
7. Users of the Internet on University-owned equipment are not permitted to locate, view, print, or download pornographic material, inappropriate files, or files dangerous to the integrity of the University's network, equipment, or software.
8. Users must adhere to copyright laws as may be applicable in the use of hardware and software and in the transmission of copyrighted text or files on the Internet or from other resources.
9. All software installed on University computers must have an appropriate license owned by Cleary University and provided to the ITD. Microsoft Office Suite is the software standard supported and provided by the University. The ITD must be notified before installing any other software on a University-owned computer. Student copies of software purchased for a class may only be installed in the student computing lab under the direction of the instructor.
10. Users may not change, add to, or in any way alter the operating system or software configuration on a University-owned computer.
11. Passwords are the property of the user and are not to be used by anyone else.
12. Users must use and are not allowed to circumvent University virus-scanning software.
13. Cleary e-mail users may be asked by the ITD to discontinue using the cleary.edu address for subscriptions to a discussion forum or news group that causes large volumes of e-mail traffic on University servers.
14. All users of Cleary University property are expected to take reasonable care to protect it from loss or damage. Intentional damage, misuse, or careless disregard for the safeguarding of University property is prohibited.
15. All students, faculty, and staff agree to comply with the acceptable use policies of Cleary University's vendors, partners, and affiliates.
16. All persons are expected to abide by the generally accepted rules of e-mail etiquette. These include, but are not limited to, the following:
  - Be polite. Do not be abusive in your messages to others.
  - Use appropriate language. Do not swear, use vulgarities, or use any other inappropriate language.
  - Do not reveal your personal address or phone number, or those of students or colleagues.
  - Do not send unsolicited e-mail that would be considered unwanted by a recipient.
  - All e-mail is considered private, but e-mail messages may be used as evidence in the event of litigation arising out of possible illegal activities.

## ***Peer-to-Peer File Sharing Policy***

Cleary University students, faculty, and staff are prohibited from sharing all forms of copyrighted material over the University network. Use of peer to peer (P2P) file sharing software, social networking applications and e-mail to share copyrighted material is specifically prohibited. This policy applies to both University owned computers and personally owned computers used to access the University network. All members of the University community have the responsibility to ensure that the proper rights for any material made available on or sharing via the University network have been secured. All members of the University community should make the assumption that if there is any doubt to whether an item being shared is legal, it may well not be.

Any sharing of copyrighted materials on the University network is a violation of the Technology Acceptable Use Policy, and may lead to University disciplinary proceedings and, in some cases, legal action. Any use of P2P software on the campus network may result in Internet access being disabled. Individuals who need to use P2P software for legitimate purposes can discuss their needs with the IT Help Desk. Exceptions to this policy must be granted in writing by the Chief Information Officer of the University. In addition to consuming bandwidth and technological resources, P2P file-sharing also exposes the University network to viruses, spyware, and other attacks. It also is frequently used for illegally distributing copyrighted works. Some file-sharing programs that could trigger action are Ares, Azureus, BitTorrent, BitLord, KaZaA, LimeWire, Shareaza, and uTorrent.

## ***Family Educational Rights and Privacy Act***

The Family Educational Rights and Privacy Act (FERPA) of 1974 was established to protect the privacy of student educational records and to guarantee the student the opportunity to review and, when necessary, to challenge the accuracy of his or her educational records through formal procedures. Cleary University supports the purpose of this policy and ensures student access to his or her academic records and protection of his or her rights to privacy by limiting the transferability of his or her records without written consent. Exceptions include Cleary University employees performing an assigned University activity, and those designated by federal law. Although it is not the practice of the University to release information without the informed consent of the student, at its discretion the University may provide directory information in accordance with the provisions of FERPA which include: student name, home address, terms of attendance, full/part-time status, degree(s) awarded, program of study, and dates of graduation. A copy of the complete policy can be obtained from the Campus Center staff at each campus. Should an infringement of FERPA occur, students should contact the Records Office at Cleary University and may also contact the Family Policy Compliance Office, United States Department of Education.

## ***Graduation and Retention Rates***

Cleary University measures graduation and retention rates (referred to as persistence) for all enrolled degree and certificate seeking students. Currently the rates are 53% and 84% respectively. Both rates are also reported by term and session on the University's Balanced Scorecard.

## ***University Property***

It is essential that all members of the Cleary community treat University property with reasonable care. Carelessness, neglect, removal of, improper use of, or improper handling of University property and funds is unacceptable and grounds for disciplinary action including dismissal.

## ***Discrimination***

Cleary University does not discriminate on the basis of religion, race, color, national and ethnic origin, sexual orientation, or any other legally protected status under Michigan or federal law in admission to or employment in its education programs or activities. Inquiries concerning the application of Title IX and implementation of its regulations may be referred to the Title IX Coordinator, (Director of Financial Assistance), or to the Office for Civil Rights, Cleveland Office, U.S. Department of Education, 600 Superior Avenue East, Suite 750, Cleveland, OH 44114-2611.

## ***Firearms / Weapons***

Carrying or possessing weapons on the University campus is not allowed by any member of the University community. Possession or use of a weapon on University premises will result in immediate dismissal or expulsion.

## ***Sexual or Personal Harassment***

A university is a community of learners where strong emphasis is placed on self-awareness and consideration for the lives and feelings of others. While an atmosphere for freedom of expression exists, it must always be in conjunction with a responsibility to observe the rights of others. In such a setting there is no place for conduct that diminishes, uses, or abuses another person. For these reasons, harassment of any kind is unacceptable at the University.

Investigation of a complaint will be conducted in an expeditious manner, assuring maximum confidentiality consistent with principles of due process and fundamental fairness.

Any student who believes that he or she has been harassed, in violation of this policy, has the responsibility to discuss it with a College Dean or other designated representative of the University immediately. The University will take immediate action to investigate any such complaints and take steps to correct any problems.

## ***Inclement Weather and Emergencies***

In the event of severe weather, the student information forum (through my.cleary.edu e-mail addresses) local radio stations, and Campus Center staff will provide information about closings. Faculty members will contact students in the event of specific class cancellations. Any emergencies that arise in the classroom should be communicated immediately to the switchboard or to the Campus Center staff on duty at the time.

## ***Telephone Usage***

The use of telephones is necessarily restricted to business purposes. Personal use and incoming calls should be limited to emergencies and urgent matters. Personal long-distance calls charged to the University are not permitted.

## ***Drug-Free Environment Statement***

Cleary University, in compliance with Public Law 101-226, presents the standards listed below to the entire University community: students, staff, faculty, and administration. These guidelines are intended to protect and serve each member of this community and to ensure that each member has a full understanding of the position of the University.

### **Standards of Conduct**

No member of the University community shall at any time (on campus or at any University function or activity) use, be in possession of, be under the influence of, or distribute any illegal drug. Functions sponsored by the University may permit alcohol to be served only according to the laws of the State of Michigan, local communities, and federal statute. Monitoring will be the responsibility of the event sponsor. No member of the University community shall report to work or class, or conduct University business on the premises while under the influence of alcohol or any illegal drug. Any incident of suspected possession, sale, use, or distribution of illegal drugs or alcohol on the campuses or at any University function will result in the suspected party being asked to leave the premises and may be reported to local legal authorities.

### **Sanctions**

Members of the University community with questions or concerns about alcohol or illegal drugs may get confidential information or referrals from the designated Dean. The Dean will provide information and referrals for treatment, therapy, and rehabilitation services. The University does not provide these services. Members of the University community using or addicted to illegal drugs or alcohol will be encouraged to seek treatment. Continued drug or alcohol abuse, or

violation of laws or University policy, will result in disciplinary actions up to and including expulsion or dismissal from the University. In the case of illegal drugs, the University will comply with any applicable local, state, and federal laws.

### **Health Risks**

If under the influence of alcohol or illegal or prescription drugs, members shall avoid any activity, such as driving, which could endanger the health and/or safety of any other member of the University community. All people should be aware that alcohol and illegal drugs might endanger their health or that of unborn children (such as fetal alcohol syndrome). Substances may be addicting, impair one's level of functioning, or increase the likelihood of contracting numerous diseases such as hepatitis or AIDS. Other health risks may include damage to the heart, liver, and all major organs and systems, and can result in death.

### **Additional Assistance**

Additional information about alcohol and illegal drugs may be obtained from your physician, local clinics, crisis centers, and the Michigan Office of Substance Abuse.

### ***Fire Equipment and Fireworks***

The possession or use of firearms, other dangerous weapons, fireworks, or firecrackers is prohibited. Use of fire equipment (extinguisher, alarms, hoses), except in case of actual emergency, is a violation of state and local laws. Violators will be subject to prosecution and to discipline by the University. Disciplinary action by the University may include suspension or dismissal.

### ***Gambling***

Cleary University does not allow gambling on campus. Violators will be subject to prosecution and to discipline by the University, which may include suspension or dismissal.

### ***Physical Violence, Vandalism, and Theft***

Any student whose behavior involves either threatened or direct physical violence, malicious destruction of property, or stealing will be subject to disciplinary action. The University is not responsible for the loss or theft of personal belongings, valuables, or money.

### ***Selling, Soliciting, and Peddling***

Solicitation on campus for personal profit or group benefit by students or outside interests, and student solicitations or fund-raising projects, must be cleared with the designated Dean.

### ***Crime Awareness and Campus Security Policy***

General Statement of Compliance with the Student Right to Know Law and Campus Security Act - Cleary University holds that students, staff, and visitors have a right to be aware of the amount of criminal activity that occurs on its campuses, in accordance with Title II of the Student Right to Know Act of 1990. Cleary University encourages all persons to report criminal activity that occurs on campus to the Physical Plant Office and/or the appropriate law enforcement agency.

### ***Maintenance of Physical Plant Facilities with Security Considerations***

The University will be mindful of security needs in the daily operation of campus facilities. The planning and maintenance of campus facilities will take into account the safety and security of persons on campus. The interior and exterior lighting systems on campus will be constructed and maintained in such a manner as to provide a well-illuminated facility that will help to deter criminal activity. Locks and locking devices will be kept in working order. Access to facilities will be limited to those persons who have authority to use them. A communication system will be in place that will allow members of the campus community to contact security personnel 24 hours per day, seven days per week, during an emergency. Campus buildings will be locked when not in use.

## Security on Campus

**Security Services on Campus** - Cleary University's personnel maintain a close working relationship with the local law enforcement agencies and serve as the University's liaison to them. The University will provide information on criminal activity to the law enforcement agency serving the campus on which the act occurs. The University will annually request each law enforcement agency that serves property used by Cleary University to provide data indicating the criminal activity for each particular site in accordance with the Student Right to Know and Campus Security Act.

**Crime Prevention** - The University may, as appropriate and in a timely manner, circulate flyers, contact persons directly, or use any other such means to provide information to the campus community that will serve to inform and warn them to take actions to prevent further criminal acts. Caution will be exercised not to reveal information that may hinder or taint an investigation or reveal the identity of the victim to the general public. The University will maintain crime prevention programs that provide information students, staff, and visitors can use to avoid becoming victims of crime. The University urges all members of the campus community to be responsible for their own safety and to assist in the prevention of crime.

**Promulgation of Information** - Cleary University will record and promulgate incidence and crime statistics in compliance with Title II of the Student Right to Know and Campus Security Act. The University will compile all known and available information regarding arrests for the crimes of possession, sale, and use of illegal drugs. The University will compile all known and available information regarding arrests on its campuses for underage possession, sale, and use of alcoholic beverages. The University will compile all known and available information regarding arrests on its campuses for weapons offenses.

This information is compiled for both the Washtenaw and Livingston campuses. The University provides information regarding drug and/or alcohol abuse programs that are available. It will also disseminate its policies regarding the possession, sale, and use of alcoholic beverages on its campuses. A document will be distributed annually that lists all of these policies and criminal activities. The document will be available to all current students and employees. It will be available to all prospective student applicants and prospective employees upon request. The University reports crimes to the federal government annually. The table lists the types of crimes required to be reported. The University has experienced no reportable crimes.

<b>Classification</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
Murder/Non-negligent Manslaughter	0	0	0	0	0
Negligent Manslaughter					0
Criminal Sexual Conduct	0	0	0	0	
Sex Offenses- Forcible					0
Sex Offenses – Non-forcible-Incest					0
Sex Offenses – Non-forcible-Statutory Rape					0
Robbery	0	0	0	0	0
Aggravated Assault	0	0	0	0	0
Burglary	0	0	0	0	0
Felonious Assault	0	0	0	0	0
Motor Vehicle Theft	0	0	0	0	0
Arson					0
<i>Hate Crimes</i>	-	-	-	-	-
Simple Assault					0
Larceny - Theft					0
Intimidation					0
Destruction/Damage/Vandalism of Property					0
<i>Arrests on Campus</i>	-	-	-	-	-
Weapons Violations					0
Drug Violations					0
Liquor Violations					0

## ALUMNI ASSOCIATION

The Cleary University Alumni Association is an independent, not-for-profit organization incorporated by the State of Michigan. The Association exists to unite those persons who attended and received a degree from Cleary University. Membership is automatic upon graduation. The Alumni Association seeks to provide a connection between current students and alumni and awards three scholarships annually from the Alumni Association Endowed Scholarship Fund. It also funds the Jill D. Abraham Endowed Scholarship and the Joyce Mutch Memorial Scholarship. The Association annually hosts a golf outing to help support these scholarships.

The Alumni Association hosts several networking opportunities each year. These events provide a great way to promote your business, to look for new employment, or just to meet new friends. Notices about the events are sent via e-mail and through Cleary's new online community, *Cleary Connect*. *Cleary Connect* can be accessed from the Cleary University Web site at <http://alumni.cleary.edu> and is available as a resource to all Cleary alumni. Although alumni must register on *Cleary Connect*, a user name and password to do so can easily be obtained by sending a request to [alumni@cleary.edu](mailto:alumni@cleary.edu).

The Cleary University Connection, published by the Development and Alumni Relations Department, is the University's biannual magazine for Cleary alumni and friends, and features Alumni events as well as University news and events.

The Alumni Association Board has added two new positions for the 2011-2012 year—one for graduate and one for undergraduate students. If you are interested in serving as a student Board member, please contact Kathy Spring at [kspring@cleary.edu](mailto:kspring@cleary.edu) for more information. Inquiries concerning the Alumni Association and its activities can be directed to 517-586-3009.



# UNDERGRADUATE AND GRADUATE FINANCIAL ASSISTANCE

More than 75% of Cleary students receive financial aid in the form of state and federal loans, grants, and scholarships. Financial aid eligibility is determined by completing the Free Application for Federal Student Aid (FAFSA). The code for Cleary University is **002246**.

## ***Cleary University Grants and Scholarships***

### **Tips for Applying for Cleary University Grants and Scholarships**

When applying for institutional aid, it is important to know that students compete for limited scholarship funding. To enhance the likelihood of a financial aid award, students must submit a complete application. In addition to the application form, this includes:

- A **student transcript**. Since scholarships are based on academic achievement, the transcript provides evidence of previous achievement, as well as a cumulative grade point average. It is important to include this document with the application even if a transcript has been submitted previously for admission purposes.
- An **original essay**. The essay provides information about the applicant to the decision makers who award the scholarships and grants, communicates goals and previous achievements, and demonstrates how the scholarship or grant will be beneficial.
- A **letter of recommendation**. For some scholarships and grants this is a requirement. Even if a recommendation letter is not required, it can provide useful, objective information to the committee members who make the award decisions. The most effective letter will be written by someone who is knowledgeable about the applicant's academic abilities work performance.

There is a limit of one Cleary grant or scholarship per eligible student. This allows Cleary University to optimize the number of students receiving grants or scholarships as well as to include book costs in tuition, eliminate additional fees, and to offer a tuition guarantee.

## **High School Juniors and Seniors**

### **BPA (Business Professional Association Scholarship)**

This is a \$4,500 competitive scholarship awarded to a first-time undergraduate student enrolled at Cleary University (full-time), who meets the requirements of documenting community service, proof of membership in his/her high school business professional organization, and providing a high school advisor or teacher recommendation. Applicants must submit a [Scholarship Application](#) and an essay and must have at least a 3.0 GPA.

### **Cleary University Academic Leadership Scholarship**

This is a \$6,210 competitive scholarship available to new undergraduate students participating regularly in the Cleary University Leadership Society (student volunteers).

- Enroll in a minimum of 12 credit hours per term in a degree-seeking program
- Participate regularly in Cleary's Leadership Society (student volunteers)
- Provide documentation a minimum high school cumulative GPA of 3.5
- Submit an essay written by student including documentation of high school leadership participation
- Maintain satisfactory Society and academic performance (cumulative 3.5 GPA or higher)

### **Cleary University Admission Scholarship**

Current high school students with a 3.2 GPA or higher, an ACT score of at least 23, and who are interested in a business career are eligible. The scholarship will be applied upon registration which must be completed on or before May 15<sup>th</sup>.

	Amount	GPA	ACT Score
Cleary University Admissions Scholarship Level I	\$7,500	3.7	25
Cleary University Admissions Scholarship Level II	\$5, 400	3.2	23



### **Cleary University Alumni Legacy Scholarship**

Dependents\* of Cleary University BBA, BS, or MBA graduates are eligible to receive a 20% grant toward tuition in a degree-seeking program.

- All students are expected to pay the remaining tuition and fees at the point of registration or they may utilize the Cleary University installment plan
- Students must maintain a 2.0 GPA and successfully complete the term. Grants may be removed in cases where a student withdraws or fails the class

*\*A dependent is defined as being claimed on a parent's tax return*

### **Cleary University Excellence Scholarship**

This competitive scholarship, worth 90% off undergraduate tuition costs, is open to new National Merit Semi-finalists.

- Enroll in a minimum of 12 credit hours per term in a degree-seeking program
- Maintain at least a 3.9 cumulative GPA at Cleary University
- Provide documentation of National Merit Semi-Finalist status
- Maintain satisfactory academic performance to renew scholarship

### **Cleary University Job Guarantee Program**

For new students enrolling in the traditional program in the Fall 2011 term; Special Projects and Work-to-Learn openings to assist new undergraduate students pay for tuition.

- Students earn minimum wage, (\$7.40 per hour) on-campus jobs working at least 15 hours per week
- Students must minimally enroll for 12 credit hours per term in a degree-seeking program
- Students must have a minimum high school cumulative GPA of 2.5
- Positions are selected and filled by department at the University's discretion
- Program eligibility requires satisfactory job and academic performance

### **Cleary University Professional Organization Scholarship**

The \$3100 renewable competitive scholarship is available to new undergraduate students participating in a career or academic club transitioning from high school to college.

- Participate regularly in a career/academic club (e.g. Accounting, GAASHRM, DECA, etc.);
- Enroll in at least 12 credit hours per term in a degree-seeking program
- Document a high school cumulative GPA of 3.0 or higher
- Submit an essay written by the student along with a referral letter from club leadership
- Maintain satisfactory club and academic performance (cumulative 3.0 GPA) to renew scholarship

### **DECA Scholarship**

The DECA Scholarship is a \$4,500 competitive scholarship awarded to a first-time undergraduate student enrolled at Cleary University (full-time), who is able to document community service, high school DECA membership, and is able to provide a high school advisor or teacher recommendation. Applicants must submit a [Scholarship Application](#) and an essay and have a 3.0 GPA or higher letter to the Financial Aid Department.

### **Patrick Cleary and Helen Jenks Cleary Scholarship**

This is a \$3,500 competitive scholarship awarded to a first-time undergraduate student enrolled at Cleary University (full-time), who meets the requirements of documented community service and a high school advisor or teacher recommendation. Applicants must submit a [Scholarship Application](#), an essay and have earned a 2.5 GPA or higher.

## **College Transfer Students**

### **Admissions Transfer Scholarships**

The \$2,400 competitive scholarships are awarded to transfer students new to Cleary University. Students must be attending full-time in an undergraduate degree program. Applicants must submit a scholarship application, an essay, and have at least a 2.5 GPA.

### **Community College Achievement Scholarship**

One \$6,885 competitive scholarship is awarded to an individual transferring with high achievement from a community college.

- Enroll as a new student in 12 or more credit hours per term in an undergraduate program
- Document a 3.5 cumulative GPA or higher
- Submit a [Scholarship Application](#) and an essay

### **Community College Partnership Transfer Scholarship**

Two \$3,000 competitive scholarships can be awarded annually to individuals transferring to Cleary University from a community college. Eligible new students will

- Enroll in at least 12 credit hours per term in an undergraduate program
- Document a 2.5 or higher cumulative GPA
- Submit a [Scholarship Application](#) and an essay
- Provide a letter of recommendation from community college instructor or advisor

## **Graduate Students and Cleary University Alumni**

### **Cleary University Alumni Grant**

Any Cleary University MBA or BBA graduate in good standing (both financially and academically) who has completed all requirements for his or her degree is eligible to receive a two-thirds tuition grant (67%) for additional classes of equal or lower degree level.

- All students are expected to pay the remaining tuition and fees at the point of registration or they may elect to utilize the Cleary University installment plan.
- Students must maintain a 2.0 GPA and successfully complete the term. Alumni grants will be removed in cases where the student withdraws or fails the class.

### **Cleary University Next Step Grant**

Cleary University offers a tuition grant to Cleary baccalaureate graduates who enroll in the Cleary MBA program within nine months of degree completion.

- Students must complete their registration within nine months will earn a 15% grant in the MBA program.
- All students are expected to pay the remaining tuition and fees at the point of registration or they may elect to utilize the Cleary University installment plan.
- Graduate students must maintain continuous enrollment to retain this grant. Students who withdraw, receive an NC (no credit), or failed grade will lose grant eligibility.

### **Provost's Graduate Scholarship**

The Provost's Graduate Scholarship of \$1,500 is awarded to two new students registering for Cleary's graduate program. GPA requirement is 3.5. Applicants must submit a [Scholarship Application](#), and essay.

## **Military and Veterans**

### **Michigan Army and Air National Guard Grant**

The Michigan National Guard has worked with several Michigan colleges and universities to offer tuition grants to Michigan National Guard members. These grants, used in conjunction with other available tuition assistance programs and the Montgomery GI Bill, can enable Guard members to attend selected colleges and universities at very little cost. Cleary offers eligible National Guard members a 30% grant on their tuition.

#### **Eligibility Criteria:**

- Be admitted to a degree-granting program at Cleary University
- Be a Michigan resident
- Be a member of the Michigan Army or Air National Guard
- Maintain satisfactory academic progress at Cleary University

#### **How to apply:**

- Apply for admission to a degree-granting program at Cleary University
- Complete the Free Application for Federal Student Aid (FAFSA) and submit it to the Federal Processor, or apply electronically at [www.fafsa.ed.gov](http://www.fafsa.ed.gov)
- Complete a Cleary University Michigan Army and Air National Guard Grant Application Form to apply for funds for fall, winter, spring, or summer terms
- Request verification signifying (from your unit representative) you are a member of the Michigan Army or Air National Guard and forward the application form to the Michigan Army or Air National Guard Headquarters
- Request verification from the Michigan Army or Air National Guard that you qualify for the grant, and forward the completed application to the Office of Student Aid Scholarships at Cleary University

### **Veterans with Full Pell Eligibility**

Veteran students who are taking up to 12 credits per term, and are eligible for a full Pell Grant (file a FAFSA form & have a verified "0" expected family contribution) are eligible for a scholarship equal to out-of-pocket tuition costs after other grants/scholarships and Veteran's Education benefits have been applied. This scholarship is only eligible for use in an undergraduate degree program up to 12 credits per term.

- Veterans need to be honorably discharged and provide a copy of their DD214.
- File a VA benefit form 22-1990 to determine eligibility for benefits.
- Other grant and Veteran's Education benefit eligibility will be used to determine remaining tuition charges eligible for VA grant amount.
- Funds are limited; we can only allow one Cleary grant/scholarship per eligible student. This grant may not be used in conjunction with any other Cleary Grant/Scholarship. Grant funds are not refundable.
- **Guaranteed Tuition Rate** - If a student is called into active duty while taking classes at Cleary, and the student is not able to finish his or her degree, Cleary University will hold the student's tuition rate for up to nine months after you have been released from active duty. You will need to bring in a copy of your release papers to verify.

### **Military Service Grant**

For those veterans/military not eligible for a full Pell Grant, Cleary University offers a 30% Military Service Grant. The grant will be applied to the student's account after other educational benefits, grants, and scholarships have been applied. This grant may not be used in conjunction with any other Cleary University grant or scholarship.

## **Cleary Partners**

### **AmeriCorps Matching Education Award**

Cleary University chooses to support students who participate in the AmeriCorps National and Community Service program demonstrating its commitment to the betterment of society. Cleary will match dollar for dollar the Segal AmeriCorps Education Award up to \$4,725. Eligibility criteria include:

- Students need to apply for admission
- Students are encouraged to enroll full-time to maximize award amounts (12+ credit hours)
- Students need to provide documentation of AmeriCorps Segal Award eligibility
- Awards will be divided equally over the number of terms in a program of study

Students can receive up to two \$4,725 awards if one is used for an undergraduate degree and the other for a graduate degree. Please refer to the Financial Aid section of the Cleary Web site (<http://www.cleary.edu/americorps.html>) for additional information and to download an application

### **Community College Employee & Family Grant**

The following list of participating College employees and immediate family members are eligible to receive a 20% tuition grant toward undergraduate and graduate tuition.

- Henry Ford Community College
- Lansing Community College
- Macomb Community College
- Montcalm Community College
- Mott Community College
- Oakland Community College
- Schoolcraft College
- Washtenaw Community College

How to apply:

- Complete a Tuition Grant Form (to be completed by employee or eligible family member)
- Verify employee status by the College Human Resource Department
- Note: All students are expected to pay the remaining tuition and fees at the point of registration or they may elect to utilize the Cleary University installment plan.

### **Community Partnership Matching Grant**

This Cleary University matching grant is given dollar-for-dollar up to \$1,000 (not to exceed the total cost of tuition) to students who have been awarded an outside community grant from our participating community partners. In order to receive the Community Partnership Grant, students need to submit a copy of their scholarship letter.

### **Genisys Credit Union Dianne Addington Scholarship**

One \$2,000 scholarship is awarded annually to junior level students (90-120 credit hours completed) with at least a 3.0 GPA. Students must attend at least part-time (eight quarter hours) in a degree-seeking program and must demonstrate academic achievement. Student applicants are required to have at least two years of community service experience and currently be involved in a community service organization. Special consideration will be given if a student is serving in a leadership role. Student applicants must also submit a 250-500 word essay describing how they meet the outlined requirements along with two letters of recommendation from the community organization being served. Transfer students are eligible for the scholarship if the required criteria have been met.

### **Morse B. Barker Scholarship**

Ten (10) \$1,500 scholarships are awarded annually by the Ann Arbor Area Community Foundation to a non-smoking Washtenaw County resident, aged 18 to 30. The Ann Arbor Area Community Foundation selects the recipients. *Applicants must complete a scholarship application provided by the Ann Arbor Area Community Foundation online at <http://www.aaacf.org/scholarships/how-apply> by April 1st.*

### **Strategic Business Alliance Tuition Grant**

A 20% net tuition grant (after other scholarships and grants are applied) is offered to all eligible employees of our Strategic Business Alliance partners and their dependents. This grant is applicable to all newly admitted Cleary University undergraduate, graduate, certificate, and review programs taken for academic credit, and for subsequent enrollment by these students is contingent upon their continued eligibility with the Alliance Partner company.

To be eligible, the prospective student must apply to Cleary University and be granted admission; all standard Cleary University admissions requirements apply. Applicants must complete the Free Application for Financial Aid (FAFSA), designate Cleary University as their school of choice, and accept all other grants and scholarships for which they are eligible. After meeting these requirements, students will meet with an admissions representative or academic advisor to develop their academic plan and to register for classes. Grants are applied to tuition at the time of registration.

Organizations interested in obtaining information on becoming a Strategic Business Alliance partner should contact Roy Coons, Dean, Livingston Campus at 517.586.3005 or e-mail [rcoons@cleary.edu](mailto:rcoons@cleary.edu).

### **YMCA of Metro Detroit Employee Cleary Educational Grant**

YMCA of Metro Detroit full- and part-time regular employees are eligible to receive a 30% tuition discount grant.

- YMCA employees will need to complete the Tuition Discount form that can be downloaded from the Cleary Web site
- Employee status will need to be verified with the YMCA Human Resource department before grant is calculated
- MBA classes are included
- All students are expected to pay the remaining tuition and fees at the point of registration or opt to use the Cleary University installment plan

## **Endowed Scholarships for New and Continuing Students**

*\*Application deadline for Cleary University Scholarships is **June 30** unless otherwise noted.*

### **JILL D. ABRAHAM ALUMNI SCHOLARSHIP**

One (1) \$500 scholarship is awarded annually as funds are available. The student must be enrolled and starting in a Spring Term in a bachelor's degree program at the Livingston campus and maintain a 2.5 GPA to continue to qualify. *Application Deadline: **March 1**.*

### **ALUMNI ASSOCIATION ANNUAL ENDOWED SCHOLARSHIPS\***

#### **Washtenaw Campus**

One (1) \$500 scholarship is offered annually as funds are available to a student attending the Washtenaw campus. The student must demonstrate leadership ability and financial need. The new or continuing student must be degree seeking and enrolled in a bachelor's degree program with at least a 2.5 cumulative GPA. New-to-Cleary students must have at least a 2.5 GPA to qualify.

#### **Joyce Mutch Memorial Scholarship/Livingston Campus**

One (1) \$500 scholarship is offered annually as funds are available to a student attending the Livingston campus. The student must demonstrate financial need, leadership ability, and a commitment to the community. The new or continuing student must be degree-seeking and enrolled in a bachelor's degree program earning at least a 2.5 cumulative GPA. New-to-Cleary students must have at least a 2.5 GPA to qualify.

#### **Extension Site**

One (1) \$500 scholarship is offered annually as funds are available to a student attending an extension site. The student must demonstrate leadership ability and financial need. The new or continuing student must be degree seeking and enrolled in a bachelor's degree program with at least 2.5 cumulative GPA. New students must have at least a 2.5 GPA to qualify.

**LOREN BEUTLER ENDOWED SCHOLARSHIP\***

One (1) \$750 scholarship is awarded annually as funds are available. The new or continuing student must be enrolled full-time in a bachelor's degree program with a minimum cumulative GPA of 3.0. The recipient should demonstrate leadership and service to the community. The scholarship is renewable for up to four academic years; however, the student must reapply each year and maintain a 3.0 GPA.

**GIL BURSLEY SCHOLARSHIP\***

At least one \$500 scholarship is awarded annually as funds are available. Applicant must be senior level, enrolled in a bachelor's degree program, with a 3.0 cumulative GPA. The student must be enrolled for more than nine quarter credit hours per quarter.

**MARIE AND OWEN J. CLEARY ENDOWED SCHOLARSHIP\***

Two (2) \$500 scholarships are awarded annually as funds are available to new and/or continuing full-time students with a minimum GPA of 2.5 who have completed their junior year and have registered for their senior year. Students must demonstrate academic success and leadership in the community and the University.

**ROBERT AND BESS COOK ENDOWED SCHOLARSHIP\***

One (1) \$1,000 scholarship is offered annually as funds are available. The scholarship is renewable for up to four academic years; however, the full- or part-time student must reapply each year and maintain a minimum 2.5 GPA and demonstrate financial need.

**FRIEDT SCHOLARSHIP\***

One (1) \$750 scholarship is offered annually as funds are available. The new or continuing student must be degree-seeking and enrolled full-time in a bachelor's degree program with at least a 3.0 GPA. The scholarship is renewable for up to four academic years; however, the student must reapply each year and maintain a 3.0 GPA and financial need.

**RITA AND CHARLES GELMAN UNDERGRADUATE SCHOLARSHIP\***

One (1) \$2,000 scholarship is offered annually as funds are available. The new or continuing student must be degree-seeking and enrolled full-time in a bachelor's degree program with at least a 3.0 GPA. The scholarship is renewable for up to four academic years; however, the student must reapply each year and maintain a 3.0 GPA and financial need.

**RITA AND CHARLES GELMAN GRADUATE SCHOLARSHIP\***

One (1) \$2,000 scholarship is offered annually as funds are available. The new or continuing student must be degree-seeking and enrolled full-time in a Master of Business Administration program with at least a 3.0 GPA. The scholarship is renewable for up to four academic years; however, the student must reapply each year and maintain a 3.0 GPA and financial need.

**LLOYD AND MABEL JOHNSON ENDOWED SCHOLARSHIP\***

One (1) \$500 scholarship is awarded annually as funds are available. The new or continuing student must be enrolled full-time in a bachelor's degree program holding a minimum 2.5 GPA. The scholarship is renewable; however, the student must reapply each year and maintain a 2.5 GPA and financial need.

**BETSY KANITZ ENDOWED SCHOLARSHIP\***

One (1) \$1,000 scholarship is awarded annually as funds are available. The new or continuing student must be a Washtenaw County resident enrolled full-time in a bachelor's degree program with a minimum cumulative GPA of 2.5. The scholarship is renewable; however, the student must reapply each year and maintain a 2.5 GPA and financial need.



**KEY BANK ENDOWED SCHOLARSHIP\***

One (1) \$1,000 scholarship is awarded annually as funds are available. The student must be a resident of Lenawee, Livingston, Monroe, or Washtenaw County attending Cleary University with a minimum GPA of 2.0. The scholarship is renewable for up to four academic years; however, the student must reapply each year and be in good academic standing.

**R.B. LYONS ENDOWED SCHOLARSHIP\***

Two (2) \$500 scholarships are awarded annually as funds are available. Students must be enrolled full-time in a bachelor's degree program holding a minimum GPA of 2.5. The scholarship is renewable for up to four academic years; however, the student must reapply each year and maintain a 2.5 GPA and financial need.

**MARJORY CLEARY MCKENNY AND ARTHUR MCKENNY ENDOWED SCHOLARSHIP\***

Two (2) \$2,000 scholarships are awarded annually as funds are available. The new or continuing students must be enrolled full-time in a bachelor's degree program and have a minimum GPA of 2.5. The scholarship is renewable; however, the student must reapply each year and maintain a 2.5 GPA and financial need.

**PERRONE CHARITABLE FOUNDATION, INC. SCHOLARSHIP\***

One (1) \$1,000 scholarship is awarded annually as funds are available. The new or continuing student must be enrolled full-time in an associate's or bachelor's degree program with a minimum cumulative GPA of 2.5. The scholarship is renewable for up to four academic years; however, the student must reapply each year and maintain a 3.0 GPA and demonstrate financial need. Preference is given to a student enrolled at the Livingston Campus.

**DONNA B. AND JOSEPH L. RICHARDS ENDOWED SCHOLARSHIP\***

One (1) \$500 scholarship is awarded annually as funds are available. A Livingston campus student/Livingston County resident must be enrolled full-time in a bachelor's degree program with a minimum GPA of 2.5. The scholarship is renewable for up to four academic years. The student must reapply each year and maintain a 2.5 GPA and demonstrate financial need.

**SULLIVAN ENDOWED SCHOLARSHIP\***

One (1) \$1,000 scholarship is awarded annually as funds are available. Students must be enrolled full-time in a bachelor's degree program with a minimum GPA of 2.5. The scholarship is renewable for up to four academic years; however, the student must reapply each year and maintain a 2.5 GPA and financial need.

**JACK G. WILSON SCHOLARSHIP**

One (1) \$500 scholarship awarded annually to a Washtenaw County resident who attends the Ann Arbor campus and demonstrates financial need. The new or continuing student must be degree seeking and enrolled full-time or part-time in a bachelor's or master's degree program. Student must have a minimum 3.0 GPA. Scholarship is renewable; however, the student must reapply each year and maintain a 3.0 GPA.

***State and Federal Grants*****Federal Pell Grant**

This grant is a federal award with an annual range from \$976 to \$5,350. The Pell Grant is paid in proportion to the number of credit hours in which you are enrolled. Full-time Pell Grant recipients may receive this grant for a maximum of five years. The Free Application for Federal Student Aid (FAFSA) is used to apply.



### **Federal Supplemental Educational Opportunity Grant (SEOG)**

This federal grant is intended for undergraduate students with exceptional financial need. Eligibility is based on need as determined by the needs analysis. The award ranges from \$375 to \$4,000 (dependent upon fund availability) with a stated application deadline of September 1. Priority of funding is given to those who apply early. The Free Application for Federal Student Aid (FAFSA) is used to apply.

### **Michigan Tuition Grant**

This state grant is intended to provide students with the choice to attend a private, degree-granting, nonprofit, Michigan institution of higher learning. Eligibility is based on need as determined by the FAFSA and documented Michigan residency. Awards are granted in increments up to \$1,610 with a stated application deadline of June 1, and are restricted to tuition and fees. Priority funding is given to those who apply early. The Free Application for Federal Student Aid (FAFSA) is used to apply.

### **Michigan Competitive Scholarship**

This award, based on both financial need and merit (qualifying American College Test score), is available for use at Michigan public and private postsecondary colleges. Students may take the ACT after leaving high school if they have not had college experience. The test score remains on record for ten years. Awards are restricted to tuition and fees. Priority consideration will be given to first year students who completed the Free Application for Federal Student Aid (FAFSA) by March 1.

### **Tuition Incentive Program (TIP)**

TIP is a high school completion program that offers to pay for the first two years of college and beyond for students who graduate from high school or complete their GED. This program assists students in two phases.

**Phase I** - TIP pays tuition and mandatory fees up to 80 semester, or 120 term credits, leading to an associate's degree or certificate.

**Phase II** – TIP pays for tuition and fees not to exceed \$500 per semester or \$400 per term up to a maximum of \$2,000 for credits earned in a 4-year program at a Michigan, degree-granting college or university. Course work must be completed within 30 months of completion of Phase I requirements.

For more detailed information or to check your eligibility please contact:

[www.michigan.gov/mistudentaid/](http://www.michigan.gov/mistudentaid/).

## **Loans**

### **Direct Loans**

**William D. Ford Federal Direct Loans.** Cleary University has elected to use the William D. Ford Federal Direct Loans which are low-interest loans for students and parents to help pay for the cost of a student's education. The lender is the U.S. Department of Education rather than a bank or other financial institution. The first step in applying is to complete the Free Application for Federal Student Aid (FAFSA) and then complete a Master Promissory Note (MPN).

Several types of William D. Ford Federal Direct Loans are available:

- **Direct Subsidized and Unsubsidized Loans** - Direct subsidized loans are for students with financial need, as determined by filing the FAFSA form. No interest is charged on a direct subsidized loan while enrolled in a degree-seeking program, registered at least half-time, and during grace and deferment periods. Direct unsubsidized loans are not based on financial need so interest is charged during all periods on an unsubsidized loan.
- **Direct PLUS Loans** - Direct PLUS loans are low-interest loans available to parents of dependent students to help pay for the student's educational expenses. Interest is charged on the Direct PLUS loan during all periods.
- **Direct Consolidation Loans** - Direct Consolidation loans are loans for borrowers who have completed their studies and want to combine different eligible federal student loans into one Direct Consolidation loan.

The following charts provide the maximum annual and lifetime loan amounts which can be borrowed through the William D. Ford Federal Direct Loan program.

<b>Dependent Student - Annual Amount</b>	<b>Subsidized + Unsubsidized</b>	<b>Total</b>
Freshman (0-44 credits)	\$3,500 + \$2,000*	\$5,500*
Sophomore (45-89 credits)	\$4,500 + \$2,000*	\$6,500*
Junior/Senior (90+ credits)	\$5,500 + \$2,000*	\$7,500*
<b>Independent Student - Annual Amount</b>	<b>Subsidized + Unsubsidized</b>	<b>Total</b>
Freshman (0-44 credits)	\$ 3,500 + \$ 6000*	\$9,500*
Sophomore (45-89 credits)	\$ 4,500 + \$6000*	\$10,500*
Junior/ Senior (90+ credits)	\$ 5,500 + \$ 7,000*	\$12,500*
Graduate Student	\$ 8,500 + \$12,000*	\$20,500*

\*Loan limits may be subject to proration.

<b>Student Status</b>	<b>Subsidized + Unsubsidized Maximum Aggregate Loan Limits (Lifetime Loan Limits)</b>
Dependent Undergraduate	\$31,000
Independent Undergraduate	\$57,500
Graduate Student	\$138,500

## Alternative Loans

Private alternative loans are educational loans available to help students cover additional educational expenses over and above what regular financial aid may not cover. Students should always apply for federal financial aid by filing the Free Application for Federal Student Aid and taking out low interest Federal Direct (Title IV) loans first before considering taking out alternative loans. Title IV loans may be more favorable than the terms and conditions of private alternative loans.

## Financial Aid Policies

### Financial Need Determination

Financial need is determined from the information provided on the Free Application for Federal Student Aid (FAFSA). A formula is used to determine Expected Family Contribution (EFC), which is the amount that the applicant and his or her family are expected to contribute toward education expenses. This EFC will be the same, no matter what school is attended.

The Financial Aid Department developed a cost-of-attendance budget based on Federal Methodology Cost of Attendance Budget guidelines that is composed of direct and indirect expenses while attending college. To determine student need, use the following formula:

$$\text{Cost of Attendance (-) EFC} = \text{Need}$$

The *Need* figure determines the maximum amount of aid eligible in the form of grants, awards, work-study, and loans.

The cost of attendance for programs is based on the number of credits taken per quarter, books, supplies, room, board, and transportation costs. Cleary University uses several different budgets, depending on the student's situation. The Michigan Department of Education uses its own budget to determine eligibility for Michigan Tuition Grant and Michigan Competitive Scholarships.

### Cost of Attendance Budget

#### 2010-2011 Federal Methodology Cost of Attendance - Undergraduate Budget (based on 3 terms)

Category	Dependent Student	Independent Student
Tuition & Fees	\$16,560	\$16,560
Supplies & Transportation	\$ 2,243	\$ 2,243
Room & Board	\$ 3,834	\$ 7,668
Loan Fees	\$ 150	\$ 85
<b>Total</b>	<b>\$22,787</b>	<b>\$26,556</b>

Category Distance Only	Dependent Student	Independent Student
Tuition & Fees	\$16,560	\$16,560
Supplies	\$ 881	\$ 881
Room & Board	\$ 3,834	\$ 7,668
Loan Fees	\$ 150	\$ 85
<b>Total</b>	<b>\$21,425</b>	<b>\$25,194</b>

#### 2010--2011 Federal Methodology Cost of Attendance - Graduate Budget (based on 3 terms)

All students enrolled in a graduate program are considered independent.

Category	Independent Student	Independent Student – Distance Only
Tuition & Fees	\$12,600	\$12,600
Transportation	\$ 1,362	\$ 0
Supplies	\$ 881	\$ 881
Room & Board	\$ 7,668	\$ 7,668
Loan Fees	\$ 100	\$ 100
<b>Total</b>	<b>\$22,611</b>	<b>\$21,249</b>

### Dependency Status Determination

Dependency status is the determination of who has the primary responsibility of contributing toward the student's educational expenses. Students are classified as either dependent or independent. Dependent students, usually under the age of 24, have access to parental support, **and must** include parental information on their aid application.

Students are independent if they meet one or more of the criteria below:

- are 24 years of age or older
- are married
- are enrolled in a graduate or professional program (beyond a bachelor's degree)
- have legal dependents, other than a spouse
- were wards of the court, in foster care from the age of thirteen
- are legally emancipated minor as determined by a court
- are currently homeless or at risk of being homeless as determined by a high school counselor or assistance agency
- are veterans of the U.S. Armed Forces who served in active duty or are currently serving in the U.S. Armed Forces in active duty

### Loan Default, Enrollment Status, and Disbursement Policy

#### Loan Default

Students found in default of any Title IV loans or owing a Title IV refund to any college will not be eligible to receive any aid funds. Official academic transcripts will not be released to students who are found to be in default of student loans.

## Enrollment Status

To participate in most aid programs, students must enroll for a minimum of six quarter credit hours per quarter in a program leading to a degree. See enrollment classifications:

Classification	Credits Per Term	
	Undergraduate	Graduate
Full-Time	12+ credit hours	8-9 credit hours
$\frac{3}{4}$ Time	9-11 credit hours	6-7 credit hours
$\frac{1}{2}$ Time	6-8 credit hours	3-5 credit hours

*After 60% of the term has passed, no credit is available.*

## Disbursements

Aid funds are posted for an eligible student on a quarterly basis once the aid file is complete, but not more than 10 days prior to the applicable term. Grants and scholarships for each term are posted to the student account after the aid file is complete and the student is registered for classes. Loan proceeds are not posted to the student account until they are actually received from the student's lender.

It is the policy of the Financial Aid Department to divide awards into thirds to correspond to the three quarters of the regular academic year: fall, winter, and spring. When applicable, aid for students will be divided evenly among four terms. The University will apply the following priorities when refunds must be made to Title IV (Federal) aid programs:

1. Unsubsidized Federal Direct Loans
2. Subsidized Federal Direct Loans
3. Federal PLUS Loans
4. Federal Pell Grants
5. Federal Supplemental Educational Opportunity Grants (SEOG)
6. Other federal sources
7. Michigan Tuition Grant/Michigan Competitive Scholarships (MTG/MCS)
8. Other state, private, or institutional aid
9. The student

Additional questions should be directed to the Financial Aid Office.

## Satisfactory Academic Progress Policy

The United States Department of Education requires students receiving financial aid to maintain satisfactory academic progress. The policy, monitored by the University, is divided into three components:

1. Pace of progression
2. Hours attempted
3. Grade Point Average

A student must be making progress in all three areas to continue receiving financial aid.

### Pace of Progression

Eligibility is based on a student's entire academic record whether or not financial aid was given during any term. Accountability begins with the student's start date (term or session start date) at Cleary University and includes transfer hours from other institutions. According to federal regulation §668.16 (e)(ii)(B), enacted April 29, 1994, the time to complete the educational program length, as a full-time student, may not exceed more than 150% of the published length. This means that a four-year program must be completed by the 6th year [ $4 \times 150\% = 6$ ]. Total credits allowed for undergraduate studies would be no more than 270 credits ( $180 \times 1.5$ .)

<b>Enrollment/Program Type</b>	<b>Maximum Aid</b>
Full-time bachelor's degree students (270 credits)	18 terms [6 years] at full time
Half-time students	36 terms [12 years] at ½-time
Full-time associate's degree students (135 credits)	9 terms [3 years] at full-time
Half-time students	18 terms [6 years] at ½-time

Academic Pace is determined by dividing the total number of credits successfully completed by the total number of credits attempted.

#### Hours Attempted and Hours Completed

Effective September 1999, each new, continuing, or reactivating student must successfully complete 67% of the hours attempted during each evaluation period. Evaluation is conducted at the end of each payment period (term). If by the end of the evaluation period the student has not successfully completed at least 67% of the hours for which he/she officially registered, financial aid for the following term may be cancelled.

Examples of a 67% completion rate during a one-term period would be:

- A student registered for 12 credits each term must successfully complete at least 8 credits each term.
- A student registered for 6 credits each term must successfully complete at least 4 credits each term.

For financial aid purposes, the following grades will be counted as unsatisfactory completion: I, E, F, W, NC, and IW. Retaken classes are considered as attempted courses when determining completion rates. Classes that are taken a second time to improve the earned grade are only allowed to be paid with federal Title IV aid once beyond the initial class. Transfer credits from other institutions are also included in the attempted and completed count. Note: Incompletes (I) must be converted to a letter grade. The student's transcript will be evaluated again after an "I" grade is converted to a letter grade.

#### Grade Point Average

A student's cumulative grade point average (GPA), calculated from all classes taken and all grades received while attending Cleary University, may not drop below 2.0 for undergraduate students or 3.0 for graduate students for more than three consecutive terms.

### **Loss of Financial Aid Eligibility**

A student who has not achieved the required GPA and/or is not successfully completing his or her educational program at the required pace is no longer eligible to receive assistance under the Title IV, HEA programs. All students in this category will be notified. As such, Cleary University has opted to take the following steps:

#### Financial Aid Warning

For the payment period following the initial period in which the student did not meet the Satisfactory Academic Progress (SAP) requirements, Cleary University will place the student on financial aid probation. This status will allow the student to receive aid for the probation period. If at the end of the probation period Cleary University determines that the student is again meeting the SAP requirements, the student may continue his or her financial aid eligibility. If it is determined that the student is still not meeting academic progress requirements, a SAP appeal process is available for one term.

#### SAP Appeal and Academic Plan

After a student has been granted a probation period and he or she has not fulfilled the SAP requirements, the student may petition in writing for reconsideration of eligibility for Title IV aid based on unusual circumstances to the Director of Financial Aid. Examples of such circumstances include a death in the family, a health issue, an increase in work hours, or other like circumstances. Third party documentation of circumstances (copy of a death certificate, physician's note, employer notice of increased work hours, etc.) is required with submission of the written petition. The written petition must include:

- 1) Reasons why the student failed to meet the SAP requirements
- 2) How the student's circumstances have changed
- 3) How he or she will now be successful in meeting the SAP requirements

If the appeal is approved, then the student will be expected to meet with his or her academic advisor to create an Academic Plan. The Academic Plan will include the requirements and corresponding time line with an identified completion date, to ensure that the student is able to satisfy the SAP requirements. In cases where it is not possible for a student to raise his or her GPA and completion rate to acceptable levels within one additional payment period, the use of an Academic Plan may be used over multiple terms for students who have been granted an appeal. Reinstatement of financial aid by the Financial Aid Office is dependent on receipt of a completed and signed (by both the student and the academic advisor) Academic Plan from the academic advisor to the Financial Aid Office.

#### Final Termination Status

Students who fail to maintain academic progress requirements will be required to complete course work at their own expense to raise their GPA and/or completion rate to acceptable levels before being considered eligible for future aid. Aid granted after reinstatement will be based on funds available.

The above policy is based on Title IV Federal Regulation §668.16(e)(ii)(B) through (D). Questions or requests for additional information regarding the SAP Policy can be directed to the Financial Aid Office.

### **Evidence of Attendance Policy for Financial Aid Purposes**

Evidence of attendance in enrolled classes is required for all University students. Satisfactory evidence of attendance is defined as by fulfilling at least one of the following:

- Participating in the eCleary discussion forum
- Completing an eCleary quiz
- Uploading an assignment in an eCleary classroom

This policy applies for all classes regardless of delivery format. Evidence of attendance is tracked by the eCleary course management software. Failure to meet this requirement may result in loss of eligibility for certain types of student financial aid.

### **Return of Title IV Funds**

This policy applies when students receiving financial aid cease to be enrolled.

**Schedule Changes:** Changes to the student's schedule (drop/add or change to a different section of the same class), requires the completion a drop/add form through the academic advisor. **This must be done regardless of whether or not the student has attended the class(es) for which he or she was registered.**

**Financial Aid Recipients:** Students receiving financial aid (Title IV Funds), may receive a credit if a drop or withdrawal from all classes occurs before the completion of 60% of the term. Credit is based on the date the completed drop/add form is received by the Business Office, **not** on the last date of class attendance. Therefore, it is important to complete and turn in the drop/add form as soon as possible once the student's schedule has changed. **Failure to attend class does not change enrollment status or absolve the student from his or her financial or academic responsibilities.**

Return of Title IV funds for classes not on the standard schedule will be computed using the Department of Education R2T4 approved software which calculates the number of days that have passed in the term over the total number of days in the term. The total number of days in the term includes break time and weekends. A grade of "W" will be given for any class from which the student withdraw after the first week of class.

## Refund Distribution as Prescribed by Federal Regulation for Title IV Funds

In most cases, withdrawing from a class(es) does ***not*** guarantee a cash refund of the monies paid to the student's account. The student may owe the government some of the money that was disbursed at the beginning of the term. The funds must be returned in the following order of refund source priority.

1. Unsubsidized Federal Direct Loans
2. Subsidized Federal Direct Loans
3. Federal PLUS Loans
4. Federal Pell Grants
5. Federal Supplemental Educational Opportunity Grants (SEOG)
6. Other federal sources
7. Michigan Tuition Grant/Michigan Competitive Scholarships (MTG/MCS)
8. Other state, private, or institutional aid
9. The student

### Return of Title IV Funds

The chart below provides the Return of Title IV Funds Schedule for Cleary University financial aid students. Federal return of funds is prorated up to 60% of the program. Please direct questions about the policy to financial aid personnel.

Term Type	Total Number of Calendar Days in Term	At 60% of Term
11 Week Term	77 days	Day 47 no refund
<b>12 Week Term</b>	<b>84 days</b>	<b>Day 51 no refund</b>
13 Week Term	91 days	Day 55 no refund
14 Week Term	98 days	Day 59 no refund
After 60% of the term has passed, no credit is available.		

To determine the amount of aid that will be returned to the federal Title IV programs, the number of days from the term start date to the drop date will be calculated. That number will be the numerator and the total number of days in the term will be the denominator. The result is the percentage of federal funds that Cleary University will apply to the student's account.

In most cases, the Financial Aid Office will return aid funds to appropriate sources as required. In the case where the student has received a refund of a Title IV Grant, such as a Pell Grant, and the calculation resulted in the student owing a repayment of their Pell Grant funds, he/she is responsible for repayment of 50% of his or her portion of the obligation. Grant overpayments to the student are subject to either immediate repayment to the institution or a satisfactory repayment arrangement. The overpayment may be also sent directly to the Department of Education Collections department.

**Note:** Cleary's Institutional Refund Policy is different from and not related to Return of Title IV funds. For information about the Institutional Refund Policy, please contact the Business Office.



### ***Cleary Work-to-Learn Program***

Cleary University's Work-to-Learn (WTL) program's intent is to enable students in undergraduate programs to have the ability to work on campus to assist with tuition costs.

The WTL award offer will be based on direct educational expenses for one four-credit class per term not covered by other types of grant or scholarship aid provided the student is registered for at least 16 (four, four-credit classes per term) or 12 (two, six-credit classes per term) credit hours in a degree-seeking program. Students will have the ability to earn a portion of their scholarship by working 10 hours per week at the current Michigan minimum wage (\$7.40 per hour). The remainder will be given to the student as a work grant up to the cost of one four-credit hour class. The student has the option of receiving a payroll check which is routed by direct deposit or having the amount of the payroll check credited to his or her Cleary account

All undergraduate students are eligible to apply for the WTL program, but not all students will be selected to participate. Interviews will be required. Students must maintain a 2.0 grade point average. Program eligibility could be in jeopardy when dropping below required per-term credits. For application and details, please contact the Financial Aid Office.

A limited number of WTL positions exist. Qualified applicants will be selected based on successful completion of an interview and approval of the department supervisor. Applications may be obtained from the Cleary Web site.

## **Work-Study Programs**

Cleary University participates in the federal college work-study program. Cleary University provides jobs for undergraduate and graduate students who have financial need as determined by filing the FAFSA form. This federal program allows students to earn wages to help pay for their education expenses, and helps students to gain much needed experience. Work-study wages are dependent upon the type of work and skill level needed for the position, and the current year funding level at the University. Current wages for the 2011-2012 academic year are \$7.40 per hour for on-campus work-study students and \$8.00 per hour for off-campus work-study students.

On-campus college work-study students work within a department at the school and are supervised by departmental staff. Off-campus students work for a nonprofit organization or public agency where the work is performed for the general public. In addition, college work-study students:

- Are only allowed to work up to 20 hours per week.
- Are not allowed to work during the time they are scheduled to be in class.
- Are required to maintain a 2.0 GPA.
- Are required to have need in their financial aid budget, determined by filing the Free Application for Federal Student Aid at <http://www.fafsa.gov/>.
- Are required to complete a college work-study application.

## **Veterans Educational Benefits**

VA students are those who expect to receive education benefits from the U. S. Department of Veterans Affairs under VA education programs.

### **Certification Request**

In order to initiate the process, VA students must complete a Request for Certification Form. The Request for Certification Form must be submitted to the Records Office at Cleary University. A Codes of Conduct Form must be submitted to the VA certifying official, as well as a copy of the DD-214 Form for students claiming the Post-9/11 GI Bill or the Montgomery GI Bill, or the NOBE (Notice of Basic Eligibility) for members of the Selected Reserves and National Guard who do not have active duty service other than the Initial Active duty for Training (IADT). The certifying official in the Records Office will complete the enrollment certification and submit it to the Department of Veterans Affairs. The Records Office can be contacted electronically at [records@cleary.edu](mailto:records@cleary.edu)

Failure to provide complete information will result in a delay of certification to the Department of Veterans Affairs. Eligibility for VA benefits is determined by the Department of Veterans Affairs, not by the certifying official. Submission of the certification request does not guarantee payment of benefits by the VA.

### **Benefit Payments and Enrollment**

VA benefits are payable for approved courses and programs only. Restrictions apply to some courses and/or programs under some or all VA regulations. The Cleary University certifying official is required to report to Department of Veterans Affairs the complete details of enrollment and any other status changes. VA students must promptly notify Cleary's certifying official of any change in enrollment, including official and unofficial withdrawals. VA students who fail to successfully complete a course are required to notify the Department of Veterans Affairs of the last date of attendance. Failure to do so will result in Cleary reporting that the student never attended the course, unless there is evidence showing the last date of attendance.

### **Determination of Benefits and Contact Information**

Cleary University cannot determine eligibility or payment of VA benefits, and the certifying official is not an employee of the Department of Veterans Affairs. VA students having questions concerning the type or amount of the VA benefits must direct them to the Department of Veterans Affairs.

*Contact information:* VA Regional Office, P.O Box 66830, St. Louis, MO 63166-6830 (888) 442-4551  
*General VA Information:* <http://www.gibill.va.gov> Education forms: <http://www.va.gov/vaforms.htm>

## CLEARY UNIVERSITY CAMPUS LOCATIONS

### **Livingston Campus**

3750 Cleary Drive, Howell, MI 48843

Established in 1979, the Livingston Campus is located between Brighton and Howell, adjacent to Livingston County's professional and commercial corridor.

### **Washtenaw Campus**

3601 Plymouth Road, Ann Arbor, MI 48105

Cleary University's Washtenaw Campus is located in Ann Arbor's rapidly growing northeast section.

### **Extension Sites**

In addition to its two campuses, Cleary University offers classes at several extension sites. During the 2011-2012 academic year Cleary plans to conduct classes at extension sites in Flint and Dearborn.

#### *Dearborn Heights Extension Site*

Henry Ford Community College Campus

Dearborn Heights Center - Room D108

22586 Ann Arbor Trail

Dearborn Heights, MI 48127

313-317-1594/800-686-1883

hf@cleary.edu

#### *Flint Extension Site*

Mott Community College Campus

Mott Memorial Building 1012

1401 East Court Street

Flint, MI 48503

810.232.8004/800-686-1883

For driving directions to the main campuses, as well as to the extension sites, consult the Cleary Web site.

## Teaching Faculty

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MBA University of Phoenix

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MBA Suffolk University

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John J. Edwards  
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Attorney  
Pear, Sperling, Eggan, & Daniels, PC

Heather Feldkamp '97, '08  
Director of Sales and National Accounts  
Belfor Franchise Group  
President, Alumni Association  
Ex-Officio

Mindi Fynke  
President and CEO  
EHIM, Inc.

Paul J. Gobeille, SIOR  
Consultant  
Property Solutions Consulting Group

R. James Gorenflo  
Project Manager  
Midwestern Consulting, LLC

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Mack Johnson Automotive Group, Inc.

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Vice President and Portfolio Manager  
Retirement Income Solutions

Raymond E. King III  
Marketing Director, Global Aftermarket  
Federal Mogul Corporation

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President  
TG Fluid Systems USA Corporation

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Nina I. McClelland, PhD  
President  
Nina I. McClelland, LLC. Consulting Services

Anne E. McKenny  
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General Motors Powertrain Group

Daniel Milstein  
Mortgage Originator/President, CEO  
Gold Star Mortgage Financial Group,  
Corporation

Robbie O'Brien, CWA  
Senior Vice President  
J.J.B. Hilliard, W. L. Lyons, Inc.

Patrick M. O'Keefe  
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Mark Ouimet  
State Representative, 52<sup>nd</sup> District

Ian W. Schonscheck, PE  
Chief Executive Officer  
Schonscheck, Inc.

Robert R. Tisch  
President  
Tisch Investment Advisory Incorporated

## **CLEARY UNIVERSITY ADMINISTRATION**

### **Thomas P. Sullivan**

President and Chief Executive Officer

### **Vincent P. Linder, PhD**

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