UNDERGRADUATE and GRADUATE
Catalog and Student Handbook
2015—2016

Cleary University is a member of and accredited by the
Higher Learning Commission
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:

Dawn Fiser
Assistant Vice President, Academic Services
Cleary University
3750 Cleary Drive
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.

Version 3.0, July 2015

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For more information: 1.800.686.1883 or www.cleary.edu

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.

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 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.

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.

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 systematic improvement of products, services, and processes
- 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 700 students attend Cleary University each year; approximately 33 percent attend part-time. The average age of Cleary students is 30 years, and women comprise about 54 percent of the student population. Additionally, the largest racial or ethnic group (85%) is self-identified as Caucasian.

CLEARY UNIVERSITY FACULTY

Cleary has 117 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 faculty to student ratio is 1:11.

CLEARY UNIVERSITY ACADEMIC PROGRAMS

OUR VALUE PROPOSITION

An independent, not-for-profit, specialized business university, Cleary University provides a practical, application-based education, which equips students to advance their careers and embraces the American free market economic system. At Cleary University students will enjoy:

All-Inclusive Tuition Policy
Cleary University believes in offering a fair value exchange to our students and, to this end, we have adopted a tuition policy that bundles the total costs associated with the educational process into an all-inclusive package. Cleary University students can plan their college expenses knowing there will be no added fees or surprises. The all-inclusive policy includes all instructional resources, which are either available for pickup at campus or shipped directly to students' homes or workplaces.

Small Classes…Big Expectations
With an average student/faculty ratio of 11:1, Cleary University students are provided the attention they need to have success in the classroom and in the business world.

Tuition Guarantee
Cleary University guarantees that a student's tuition will not increase for up to nine consecutive undergraduate semesters if the student is enrolled for at least six credit hours and does not interrupt enrollment. For the graduate program, students must be enrolled for six consecutive semesters, enrolled in six or more credits, and maintain the appropriate grade point average.

Fully Accredited
Cleary University is a member of and is accredited by The Higher Learning Commission.

Intercollegiate Athletics
The Cleary University Cougars currently compete in the United States Collegiate Athletic Association (USCAA) and the United States Bowling Congress (USBC). Student athletes at Cleary University successfully apply the leadership, teamwork, and discipline of their sport to successful business careers.

Shared Learning
Our cohort-based approach to learning places students in teams similar to those found in the business world, giving them the opportunity to learn in a supportive environment while sharing practical, job-related experiences.

Cleary Complete Advantage
Cleary University students complete their degree program in four years or less. This enables students to maximize their earning potential and effectively manage tuition expenses, thus compounding the value of a Cleary University educational experience.

Practitioner Faculty
Cleary University's industry experienced faculty actually work and lead in the fields they teach. Their professional experience helps translate the business theory and principles students learn in the classroom to the real world of business.

Network for Life
Cleary University alumni - 21,000 strong – are part of a successful family of business professionals who provide a true network for life. Cleary graduates are active leaders in business and we encourage you to keep in touch, to stay involved, and to serve as mentors for the next generation of Cleary University students.

Center for Innovation and Entrepreneurship
The Center for Innovation and Entrepreneurship is Livingston County's premier entrepreneurial community. We are home to startup founders, established small business owners and innovative intrapreneurs. Cleary University believes that you learn business by doing business, not simply studying theory. The Center provides a real world laboratory for real-world entrepreneurs to fine-tune and grow their respective business ventures. Students at Cleary University have access to these entrepreneurs to learn and study entrepreneurship in action.

Business Strong
Your Cleary University experience will arm you with the necessary business tools and techniques for success in the competitive global marketplace; moreover, a Cleary degree equips you with the hands-on learning experience and confidence to lead in your respective field. At Cleary University, leaders are nurtured through hard work, active engagement, and an application-based curriculum designed for the real world. Such an experience empowers Cleary graduates to lead in all walks of life. Therefore, Cleary graduates are BUSINESS STRONG!

Student Achievement
Key performance indicators (KPI), based on the 2014-15 academic year, provide evidence of student achievement and align with the University's mission to provide students with the knowledge skills, and credentials to advance their careers. The first KPI is from a survey of graduates to determine their employment status. Data was collected through multiple methods including phone calls, e-mails, and a review of LinkedIn.

2014 Placement/Employment Rate

Graduate Survey	Employment/Placement Rate	Response Rate
Annual 2014 Rates	95%	94%

The second KPI, also based on the 2014-15 academic year, is an annual rate of the percentage of courses which were successfully completed. The annual percentage of successfully completed course for the previous academic year is 89.3%.

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 annual rates are 52% and 71% respectively. Both rates are also reported annually on the University's Balanced Scorecard.

Institutional Learning Outcomes

The University strives to achieve the learning outcomes cited through academic programs and degrees. Cleary graduates will demonstrate professional skills, business expertise, innovative problem solving, and practical results. Topics may include, but are not limited to:

- Effectively communicate information and ideas in written and oral form.
- Use technology to research, analyze, and apply theory to practical situations.
- Demonstrate teamwork, cooperation, and leadership in diverse settings.
- Demonstrate personal responsibility, honesty, and ethical personal behavior
- Solve practical problems using creativity and innovation
- Self-evaluate and continually improve and advance professions through life-long learning

ACADEMIC PROGRAMS

College of Business Innovation and Applied Technology (CBIAT)/Traditional Program

The CBIAT Program is for students who recently completed their high school education and are preparing for entry into a professional business career. Program structure, scheduling, career development coursework, and technology integration are designed to meet the needs of the traditional student. Integration of theory with business application is a focus of the program, while enabling traditional-age students to experience a variety of co- and extra-curricular aspects of campus life.

College of Professional and Graduate Studies

Post-Traditional Program

Most Post-Traditional Program students are mid-career, working adults. This program offers an innovative 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 Post-Traditional Program offers two different undergraduate degree paths. Degree completion options are designed for immediate entry by qualified individuals. Cleary's Transfer BBA and BS majors are designed for individuals who have completed needed previous coursework, depending on the major selected.

Cleary faculty use case studies, project-based learning, and other teaching methods that promote real-world decision making. Students working individually and in group settings will apply common business practices within the required courses. Coursework 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.

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. A key feature of this program is an integrated capstone project which involves application of management theory that will be completed by the student during the last three major courses. MBA majors do not require a specific undergraduate degree major.

Qualified international and domestic students, without work experience, may enroll in the MBA Global Management or in the MBA Health Care Leadership programs. Both options have practical training built into the program. Students enrolled in either program are expected to find jobs related to their field of study with corporate partners. Graduates of the programs will be job-ready as opportunities to apply what is learned in the classroom to the challenges that business leaders face every day.

Curricular Practical Training (CPT) is work authorization that allows F-1 international students to participate in paid/unpaid off-campus academic internships during their degree program. The purpose of CPT is academic (not just for employment purposes) and the internship is an integral part of a student's degree program. Students must possess an F-1 student status prior to applying for CPT. Additionally, students must properly maintain the F-1 status each semester. The program requires that students are scheduled a minimum of 20 hours per week during the second year of their academic program. Students who have an interest in applying for the OPT (Optional Practical Training) must do so prior to graduation and should not exceed 360 days of full-time employment (from start date to end date of program) while fulfilling the CPT requirement.

International Programs

Students who are not citizens of the United States of America may be admitted to any program if they meet Cleary's admission requirements. All international students will be required to take classes on ground at one of our campus locations. Undergraduate students are allowed to work only on campus.

The MBA Global Management or in the MBA Health Care Leadership programs have curricular practical training (CPT) built into the program. International students enrolled in either program are expected to find jobs related to their field of study with corporate partners.

Curricular Practical Training (CPT) is work authorization that allows F-1 international students to participate in paid/unpaid off-campus academic internships during their degree program. The purpose of CPT is academic (not just for employment purposes) and the internship is an integral part of a student's degree program. Students must possess an F-1 student status prior to applying for CPT. Additionally, students must properly maintain the F-1 status each semester. The program requires that students are scheduled a minimum of 20 hours per week during the second year of their academic program. Students who have an interest in applying for the OPT (Optional Practical Training) must do so prior to graduation and should not exceed 360 days of full-time employment (from start date to end date of program) while fulfilling the CPT requirement.

Cleary's International Program Office is located at 2793 Plymouth Road, Ann Arbor, MI 48105. The Dean of the International Programs, Dr. Sadhana Alangar, may be contacted at either Sadhana@cleary.edu or (734) 864-4202.

Dual Enrollment Program

The dual enrollment program at Cleary University is for qualified high school juniors or seniors who wish to begin earning college credit while still enrolled in high school. Students are expected to meet the same academic standards and expectations as regularly enrolled students.

CLEARY UNIVERSITY DEGREE PROGRAMS

Cleary University offers the following degrees:
>Master of Business Administration (MBA)
>Graduate Certificate
>Bachelor in Business Administration (BBA)
>Bachelor of Science (BS)

Graduate Degrees and Certificates

Finance
>Graduate Certificate in Financial Planning

Management and Leadership
>Global Management MBA
>Health Care Leadership MBA
>Management MBA

Undergraduate Degrees and Certificates

Accounting and Finance
>Accounting and Finance BS
>Public Accounting BS

Management
>Business Analytics BS
>Business Leadership BBA
>Business Management BBA
>Business ABA
>Entrepreneurship BBA
>Event, Sport, and Promotions Management, BS
>Executive Management BBA
>Health Care Management BBA
>Human Resource Management BBA
>International Business Management BS
>Intradisciplinary Business Studies BBA

Marketing
>Corporate Communication and Public Relations BBA
>Marketing BBA
>Marketing and Digital Communications BS

ADMISSION REQUIREMENTS

Cleary University admits students of any race, color, religion, sexual orientation, and national and ethnic origin, to all programs and activities, and grants equal rights and privileges to all students of 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. Please note that admission to the University does not guarantee admission to programs that have specific entry requirements.

Traditional Students (students entering directly from high school)
1. Submit a completed on-line application with a nonrefundable $35.00 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**
   Honors Level I: Submit a final high school transcript indicating graduation with a 3.7 or higher on a 4.0 scale, and a composite ACT score of at least 25
   Honors Level II: Submit a final high school transcript indicating graduation with a 3.2 or higher on a 4.0 scale, and a composite ACT score of at least 23

Dual Enrollment Admission Criteria:
1. Must be a high school junior or senior
2. Must have a cumulative high school GPA of 3.0 or greater on a 4.0 scale
3. Must have a composite ACT score of at least 19. Students who have not yet taken the ACT must submit PLAN scores for individual consideration
4. Must have a high school counselor/school administrator recommendation and approval, as documented on a Cleary University Dual Enrollment Approval Form

Post-Traditional Students (students with 0-12 completed college credits)
1. Submit a completed on-line application form with a nonrefundable $35.00 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 (official copy must be received no later than the first semester of enrollment), if applicable, with a minimum grade point average of 2.0 on a 4.0 scale**

Transfer Students (students with more than 12 completed college credits)
1. Submit a completed on-line application with a nonrefundable $35.00 application fee
2. Submit a college transcript (official copy must be received no later than the first semester of enrollment) with a minimum grade point average of 2.0 on a 4.0 scale**

Transfer Degree Completion Students
1. Submit a completed on-line application with a nonrefundable $35.00 application fee
2. For the degree completion programs, admission requires
   a. An awarded associate's degree (official transcript must be received no later than the first semester of enrollment) from a regionally accredited institution, or a minimum of 60 semester (90 quarter credits) transfer credits that satisfy a credit distribution requirement
   b. A cumulative GPA of 2.5 or higher on a 4.0 scale** in transfer courses
   c. Interview with the Faculty Chair
   d. Submit a professional résumé indicating a minimum of two years management or professional experience

*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 Office of Admissions at admissions@cleary.edu or 517.338.3330 for details.

Appeal of Admission Denial for Undergraduate Program

Applicants denied admission may request reconsideration. Requests must be submitted in writing to the Director of Admissions and should include an explanation of the circumstances related to the reasons for 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.

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 $60.00 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

Appeal of Admission Denial for the Graduate Program

Applicants denied admission may request reconsideration. Requests must be submitted in writing to the Director of Admissions and should include an explanation of the circumstances related to the reasons for 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
- 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.

Guest Student (Non-Degree Seeking)

College 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.

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 and the return date to Cleary University does not exceed nine months after being released from active duty. A copy of the discharge form (DD214) to the University Admissions Office is required for verification.

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), an overall band score of 6.5 or higher on the IELTS (International English Language Testing System) or a minimum score of 75 on the Michigan English Language Assessment Battery (MELAB), or successful completion of a basic English composition course (course number above 100) at an accredited college or university in the United States, 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. Submit an independent evaluation of student transcripts (for example, World Education Services)
5. Completion of all necessary forms in the International Student packet

Cleary University's 100% on-line 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.

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

- Concordia University
- Henry Ford Community College
- Lansing Community College
- Montcalm Community College
- Mott Community College
- Oakland Community College
- Schoolcraft College
- Washtenaw Community College
- National Guard

TECHNOLOGY REQUIREMENTS

Cleary University students will need at least a Windows, Mac, or tablet computer with up to date operating systems to participate in on-line or blended classes. Students should have a high-speed Internet connection (for example: DSL or cable connection) to support the use of multimedia course content. Some courses or academic programs may have additional requirements not provided by the University (such as a computer headset with a microphone). Please consult the course descriptions prior to registering.

Current supported Operating Systems:
> All patches and services packs installed for the following:
> - **Windows:** Windows 10 or higher
> - **Macintosh:** OS/X 10.7 or higher
> - **IOS:** Version 7
> - **Android:** Most recent version

Recommended Web browsers:
> Up–to-date versions of the following web browsers:
> - Internet Explorer 8.x or newer
> - Firefox (latest version)
> - Safari (latest version, 5.0 or higher)
> - Chrome (latest version

Software Requirements:
> Up-to-date versions of the following software:
> - Java
> - Flash 10.3 or higher
> - QuickTime
> - PDF Reader
> - Microsoft Office or the ability to open and save Office documents (Office 2007 formats: .docx, .xlsx, etc) in another office suite (such as OpenOffice.org, iWork, Googledocs)

Academic Calendar

CLEARY UNIVERSITY ACADEMIC YEAR CALENDAR						
Fall Semester	**2015-16**		**2016-17**		**2017-18**	
BAC 1000 Begins/Ends (A-Session)	8/27-9/6/15		8/25-9/4/16		8/24-9/3/17	
Fall Semester A-Session	9/7-10/25/15		9/5-10/23/16		9/4-10/22/17	
Session Break	10/26-11/1/15		10/24-10/30/16		10/23-10/29/17	
BAC 1000 Begins/Ends (B-Session)	10/22-11/1/15		10/20-10/30/16		10/19-10/29/17	
Fall Semester B-Session	11/2-12/20/15		10/31-12/18/16		10/30-12/17/17	
Semester Break	12/21/15-1/10/16		12/19/16-1/8/17		12/18/17-1/7/18	
Spring Semester						
BAC 1000 Begins (A-Session)	12/31-1/10/16		12/29/16-1/8/17		12/28-1/7/18	
Spring Semester A-Session	1/11-2/28/16		1/9-2/26/17		1/8-2/25/18	
Session Break	2/29-3/6/16		2/27-3/5/17		2/26-3/4/18	
BAC 1000 Begins (B-Session)	2/25-3/6/16		2/23-3/5/17		2/22-3/4/18	
Spring Semester B-Session	3/7-4/24/16		3/6-4/23/17		3/5-4/22/18	
Semester Break	4/25-5/1/16		4/24-4/30/17		4/23-4/29/15	
Summer Semester						
BAC 1000 Begins (A-Session)	4/21-5/1/16		4/20-4/30/17		4/19-4/29/18	
Summer Semester A-Session	5/2-6/19/16		5/1-6/18/2017		4/30-6/17/18	
Session Break	6/20-6/26/16		6/19-6/25/17		6/18-6/24/18	
BAC 1000 Begins (B-Session)	6/16-6/26/16		6/15-6/25/17		6/14-6/224/18	
Summer Semester B-Session	6/27-8/14/16		6/26-8/13/17		6/25-8/12/18	
Semester Break	8/15-9/4/16		8/14-9/3/17		8/13-9/2/18	
Commencement	**5/21/16**		**5/20/17**		**5/19/2018**	

UNDERGRADUATE DEGREES

Associate's Degree in Business

Program Features
The Associates Degree in Business (ABA) 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. It also prepares students for Cleary BBA/BS baccalaureate degrees.

Program Learning Outcomes
Upon completion of this program, graduates will:
- Apply critical thinking skills in the integration of quantitative and qualitative information
- Demonstrate effective communication skills
- Understand the role of technology in business
- 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, and presentation software to solve simple business issues and report these solutions in a manner consistent with good business practices

Program Requirements
(Residency requirement for an ABA is 22 credits)

Core Classes: .... 32 credits
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).

        BAC 1000 Foundations in Undergraduate Studies
        ACC 2411 Principles of Accounting
        BAC 1010 Academic Communication, Technology, and Success Essentials
        CAS 1500 Microsoft Office Applications
        ECO 2500 Macroeconomics
        ENG 1600 Business Composition
        FIN 2000 Introduction to Business Finance
        MGT 1500 Introduction to Business
        MGT 1600 Introduction to Management
        MKT 1500 Enterprise Marketing
        MTH 1800 Introduction to Business Statistics

Concentrations (Select One, Optional):
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).

Accounting/Finance (All courses required): .... 13 credits
        ACC 2412 Principles of Accounting II
        ACC 2520 QuickBooks
        ACC 2550 Introduction to Taxation
        ACC 2801 Intermediate Accounting I

Marketing/Communication (Select four courses): .... 12 credits
      COM 1000 Introduction to Communication Theory
      COM 2400 Speech and Presentation Techniques
      COM 2500 Multimedia Writing
      COM 2510 Multimedia Design
      ENG 1700 Business Writing
      HUM 2180 Cross Cultural Communication.
      MKT 2150 Digital Marketing

Management (Select four courses):... 11-12 credits
      CAR 2000 Business Career Planning
      HUM 2180 Cross Cultural Communication.
      MGT 2200 Management Using Teams
      PHL 2400 Business Ethics
      PLS 1100 Geopolitical Foundations
      PLS 2200 Federal Government and Business
      PMG 2000 Project Management

General Studies (Select four courses): .... 11-12 credits
      CAR 2000 Business Career Planning
      FIN 1750 Personal Finance
      HLW 1000 Health and Wellness
      HUM 1500 Art History
      PSY 1100 Introduction to Psychology
      PSY 2100 Abnormal Psychology
      SOC 1100 Introduction to Sociology

Total Core and Concentration: .... 43-45 credits

Electives: .... 15-17 credits
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).

Total Credits Required: .... 60 credits

Bachelor's Degrees

BBA Business Leadership (Degree Completion Cohort)

Program Features

The Bachelor of Business Administration (BBA) degree in Business Leadership provides the student with a well-rounded education in general management and leadership principals. This preparation is best suited for students who want a business degree or are looking to further their management career. Students are placed in a cohort and all courses are taught on-line. Student can complete this program in 16 months.

Career Benefits

The BBA in Business Leadership is a degree that provides diverse employment opportunities. Employment in management is expected to increase rapidly as the economy grows and new companies are established and require people with leadership and management skills in order to be successful.

The program focuses on practical application of proven business management and leadership principals and is intended to improve the student's leadership effectiveness. The experiential learning component in the program would further enhance the student's career prospects by differentiating them from their peers.

Students demonstrate their competencies in each course through a combination of analytical papers, tests, analysis of cases, and capstone projects. Each capstone project is a comprehensive application of the learning outcomes of the course. Cleary University benchmarks its graduates against other business schools through a standardized test. The results of this test demonstrate that Cleary graduates can be confident that they can compete successfully in the market place.

Program Learning Outcomes

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

- Understand the importance a role of leadership in an organization including both formal and informal leadership.
- Demonstrate effective communication skills and the ability to effectively work in teams.
- Recognize ethical, legal, environmental and social concerns in complex business situations
- Understand the global, economic, ethical, and legal environment of contemporary business.
- Identify and practice the leadership and motivational traits and qualities necessary to accomplish organizational goals.

BBA in Business Leadership Course Requirements

Core Subjects... **27 credits**
Courses may be taken at Cleary University, or substitution is permitted by transfer.
    ACC 4012 Financial and Managerial Accounting
    BAC 1000 Foundations in Undergraduate Studies
    BAC 3000 Business Research and Communication
    FIN 4000 Financial Management
    LAW 3200 Business Ethics and Legal Issues
    MGT 4000 Management Skills Seminar
    MGT 4120 Leadership and Teams
    MKT 4150 Interactive Marketing
    MTH 3440 Quantitative Business Analysis
    OPM 4000 Operations Management

BBA Project Sequence... **9 credits**
No substitution. All courses must be taken at Cleary University.
    MGT 3400 Managing Projects and Processes in Organizations
    PJT 4910 Professional Project I
    PJT 4920 Professional Project II

Associate's Degree or equivalent (see Note 1)................................**60 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer.

General Education and Elective Courses (see Note 2)......................**23 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).

Business Leadership BBA Degree Total...**120 credits**

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

Note 2: Requires an interview with the faculty chair prior to entry into this program.

Note 3: Requires submission of a professional résumé.

BBA Business Management

Program Features

The Bachelor of Business Administration (BBA) degree 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 on-line or by combining synchronous, asynchronous, or blended course delivery options.

Career Benefits

A BBA in Business Management continues to be a degree that provides diverse employment opportunities. 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 a typical graduate already in a management career, improvement in managerial effectiveness means more recognition, promotions, and compensation. 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
- Operations 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 that our graduates are confident that 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 4120 Leadership and Teams
> MGT 4250 Negotiations
> MGT 4790 Management Policy
> OPM 4000 Operations Management
> STR 4500 Strategic Management

Business Core Courses .... **37 credits**
Courses may be taken at Cleary University, or substitution is permitted by transfer.
> ACC 4012 Financial and Managerial Accounting
> BAC 1000 Foundations in Undergraduate Studies
> BAC 3000 Business Research and Communication
> BCS 4400 Technology and the Organization
> ECO 3200 Managerial Economics
> ENT 4050 Creativity and Innovation
> FIN 4000 Financial Management
> LAW 3200 Business Ethics and Legal Issues
> MGT 4000 Management Skills Seminar
> MGT 4200 International Business
> MKT 4150 Interactive Marketing
> MTH 3440 Quantitative Business Analysis
> QTY 4320 Quality Management

BBA Project Sequence .... **9 credits**
> MGT 3400 Managing Projects and Processes in Organizations
> PJT 4910 Professional Project I
> PJT 4920 Professional Project II

Lower Division Requirements .... **28 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).
> ACC 2411 Principles of Accounting I
> CAS 1500 Microsoft Office Applications
> ECO 2500 Macroeconomics
> ENG 1600 Business Composition
> FIN 2000 Introduction to Business Finance
> MGT 1500 Introduction to Business
> MGT 1600 Introduction to Management
> MKT 1500 Enterprise Marketing
> MTH 1800 Introduction to Business Statistics

Electives.. **31 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).

Total.. **120 credits**

BBA Corporate Communication and Public Relations

Program Features
The Bachelor of Business Administration (BBA) degree in Corporate Communication and Public Relations offers students an integrated education, combining studies of both business and communication in a global context. This program cultivates students to assess business situations and craft communicative responses, using a global viewpoint and perspective, for corporations, nonprofit organizations, government agencies or other companies.

This degree encourages students to explore the rapid changes in professional communication due to the global economy, advances in technology, and a diverse workforce. Modern theories in interpersonal, group/team, and organization communications are studied and compelling and persuasive messages are created. Students are taught to write, present, and interact with internal and external audiences using traditional and digital tools. Additionally, students receive a strong business background in the areas of marketing, economics finance, accounting, management, business law and ethics.

Career Benefits
As the business arena is increasingly influenced by advancement in technology and a competitive global business environment, the demand for skilled communicators continues to grow. One of the fundamentals of today's successful businesses is effective communication both internally and externally, face-to-face, and around the globe.

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. Graduates can choose from a variety of careers in corporate communications, public relations, technical writing, training, and professional sales.

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 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).. **15 credits**
No substitution. All courses must be taken at Cleary University.
    COM 3200 Foundations in Business Communications
    COM 3400 Presentations and Persuasion
    COM 4100 Global Business Communications
    COM 4500 Public Relations Writing, and Media Relations
    COM 4600Public Relations Campaigns

Business Core Courses .... **37 credits**
Courses may be taken at Cleary University, or substitution is permitted by transfer.
    ACC 4012 Financial and Managerial Accounting
    BAC 1000 Foundations in Undergraduate Studies
    BAC 3000 Business Research and Communication
    BCS 4400 Technology and the Organization
    ECO 3200 Managerial Economics
    ENT 4050 Creativity and Innovation
    FIN 4000 Financial Management
    LAW 3200 Business Ethics and Legal Issues
    MGT 4000 Management Skills Seminar
    MGT 4200 International Business
    MKT 4150 Interactive Marketing
    MTH 3440 Quantitative Business Analysis
    QTY 4320 Quality Management

BBA Project Sequence .... **9 credits**
    MGT 3400 Managing Projects and Processes in Organizations
    PJT 4910 Professional Project I
    PJT 4920 Professional Project II

Lower Division Requirements .... **28 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).
    ACC 2411 Principles of Accounting I
    CAS 1500 Microsoft Office Applications
    ECO 2500 Macroeconomics
    ENG 1600 Business Composition
    FIN 2000 Introduction to Business Finance
    MGT 1500 Introduction to Business
    MGT 1600 Introduction to Management
    MKT 1500 Enterprise Marketing
    MTH 1800 Introduction to Business Statistics

Electives... **31 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).

Total.. **120 credits**

BBA Entrepreneurship

Program Features
The Bachelor of Business Administration (BBA) degree 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.

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 navigating risk to develop start-up companies that are nimble and that are 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 (Cohort).. 15 credits
No substitution. All courses must be taken at Cleary University.
    ENT 4000 Entrepreneurship
    ENT 4100 Marketing the New Business
    ENT 4200 Technology Entrepreneurship
    ENT 4300 New Business Finance
    ENT 4500 Entrepreneurship Discovery

Business Core Courses .... 37 credits
Courses may be taken at Cleary University, or substitution is permitted by transfer.
    ACC 4012 Financial and Managerial Accounting
    BAC 1000 Foundations in Undergraduate Studies
    BAC 3000 Business Research and Communication
    BCS 4400 Technology and the Organization
    ECO 3200 Managerial Economics
    ENT 4050 Creativity and Innovation
    FIN 4000 Financial Management
    LAW 3200 Business Ethics and Legal Issues
    MGT 4000 Management Skills Seminar
    MGT 4200 International Business
    MKT 4150 Interactive Marketing
    MTH 3440 Quantitative Business Analysis
    QTY 4320 Quality Management

BBA Project Sequence .... 9 credits
    MGT 3400 Managing Projects and Processes in Organizations
    PJT 4910 Professional Project I
    PJT 4920 Professional Project II

Lower Division Requirements .... 28 credits
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).
    ACC 2411 Principles of Accounting I
    CAS 1500 Microsoft Office Applications
    ECO 2500 Macroeconomics
    ENG 1600 Business Composition
    FIN 2000 Introduction to Business Finance
    MGT 1500 Introduction to Business
    MGT 1600 Introduction to Management
    MKT 1500 Enterprise Marketing
    MTH 1800 Introduction to Business Statistics

Electives.. 31 credits
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).

Total... 120 credits

Executive Management BBA (Degree Completion Cohort)

Program Features

The Executive Management Bachelor of Business Administration (BBA) degree is a cohort program delivered by combining synchronous and asynchronous instruction so that students complete their degree in one year. This includes two mandatory on-ground meetings. 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, but 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. Students who complete this program can apply the four graduate-level courses toward an MBA degree at Cleary University taking advantage of the undergraduate tuition rate.

Career Benefits
- Immediate career impact: qualified candidates 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 Management BBA program design incorporates application through project-based learning.
- Executive Management BBA Project Sequence: The Executive Management 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 Management 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 completion of the Executive Management BBA program, students will 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

Executive Management BBA Course Requirements

Required Courses .... **37 credits**
Required courses, which include the foundation course, core subjects, and the project sequence, are completed at Cleary University in a cohort format in 12 months (3 semesters). No substitutions are permitted.

Core Subjects (28 credits)
    ACC 4012 Financial and Managerial Accounting
    BAC 1000 Foundations in Undergraduate Studies
    BAC 3000 Business and Research Communication
    FIN 4000 Financial Management
    LAW 6050 Law and Ethics*
    MGT 6360 Management and Organizational Behavior*
    MGT 6750 International Business*
    MKT 6050 Strategic Marketing Management*
    MTH 3440 Quantitative Business Analysis
    OPM 4000 Operations Management

BBA Project Sequence (9 credits)
    MGT 3400 Managing Projects and Processes in Organizations
    PJT 4910 Professional Project I
    PJT 4920 Professional Project II

Associate's Degree (see Note 1) .... **60 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer.

General Education and Elective Courses (see Note 2) .... **23 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).

Executive Management BBA Degree Total .... **120 credits**

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

Note 2: Requires an interview with the Faculty Chair prior to entry into this program.

Note 3: Requires submission of a professional résumé.

*Note 4: Students must receive a B or higher grade in graduate-level course to be applied to the MBA degree.

BBA Health Care Management (Degree Completion Cohort)

Program Features

The Bachelor of Business Administration (BBA) 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.

The Health Care Management BBA degree is a cohort program. Students are required to have a basic understanding of health care terminology before joining the Health Care Management major cohort. 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 U.S. Bureau of Labor Statistics, "Employment of medical and health services managers is expected to grow 23 percent from 2012 to 2022, much faster than the average for all occupations." 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:

- 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
- Home health care organizations

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

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 understanding of various health care delivery models, including entitlement programs, health management organizations, and private insurance
- Demonstrate achievement of business skills in the areas of health care budgeting and finance, human resources, strategic planning, marketing, health information technology, and quality management
- Demonstrate knowledge of ethical practice and legal responsibilities in the management of the health care setting
- Demonstrate understanding of the broader issues of health care economics, policy, regulation and risk management
- Demonstrate an understanding of the impact of global health care issues on both the local health care market and a global setting

BBA in Health Care Management Course Requirements

Major Courses ....15 credits
No substitution. All courses must be taken at Cleary University.
    HCM 4000 Quality Management in Health Care
    HCM 4200 Health Care Business and Policy
    HCM 4300 Marketing Health Care Services
    HCM 4400 Health Care Informatics
    LAW 4100 Legal Issues in Health Care

Major Prerequisite Courses .... 3 credits
Courses may be taken at Cleary University, or substitution is permitted by transfer.
    HCM 3000 Introduction to Health Care Management

Core Courses..13 credits
Courses may be taken at Cleary University, or substitution is permitted by transfer.
    ACC 4012 Financial and Managerial Accounting
    BAC 1000 Foundations in Undergraduate Studies
    BAC 3000 Business Research and Communication
    FIN 4000 Financial Management
    MTH 3440 Quantitative Business Analysis

BBA Project Sequence .... 9 credits
No substitution. All courses must be taken at Cleary University.
    MGT 3400 Managing Projects and Processes in Organizations
    PJT 4910 Professional Project I
    PJT 4920 Professional Project II

Associate's Degree or equivalent (see Note 1) ....60 credits
Courses may be taken at Cleary University. Substitution permitted by transfer.

General Education and Elective Courses (see Note 2) ....20 credits
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).

Total..120 credits

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

Note 2: Requires an interview with the Faculty Chair prior to entry into this program.

Note 3: Requires submission of a professional résumé.

BBA Human Resource Management (Degree Completion Cohort)

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. Cleary's Bachelor of Business Administration (BBA) degree will prepare students to be effective human resource managers.

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 coursework prepares students to take the examination for Professional Human Resource (PHR) certification. Graduates are eligible to take the PHR examination after completing a minimum of two years of Human Resource Management related work 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' contributions, their specific skills, and ethical and professional issues of concern to them

BBA in Human Resource Management Course Requirements

Major Courses ....**15 credits**
No substitution. All courses must be taken at Cleary University.
    HRM 4210 Human Resource Management
    HRM 4500 Training and Development for Human Resource Professionals
    HRM 4600 Compensation and Performance Management Systems
    HRM 4700 Organizational Staffing Principles and Practices
    LAW 4350 Human Resources Law

Core Courses...**13 credits**
Courses may be taken at Cleary University, or substitution is permitted by transfer.
    ACC 4012 Financial and Managerial Accounting
    BAC 1000 Foundations in Undergraduate Studies
    BAC 3000 Business Research and Communication
    FIN 4000 Financial Management
    MTH 3440 Quantitative Business Analysis

BBA Project Sequence ....**9 credits**
No substitution. All courses must be taken at Cleary University.
    MGT 3400 Managing Projects and Processes in Organizations
    PJT 4910 Professional Project I
    PJT 4920 Professional Project II

Associate's Degree or equivalent (see Note 1) ....**60 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer.

General Education and Elective Courses (see Note 2) ....**23 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).

Total..**120 credits**

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

Note 2: Requires an interview with the Faculty Chair prior to entry to this program.

Note 3: Note 3: Requires submission of a professional résumé.

BBA Intradisciplinary Business Studies

Program Features
The Bachelor of Business Administration (BBA) degree in Intradisciplinary Business Studies prepares students for careers in business through a broad interdisciplinary business curriculum. This is meant for a student who is seeking knowledge of a variety of business disciplines rather than concentrating in one particular area of business. The advantage of this program is that students have flexibility in choosing their curriculum while at the same time obtaining a strong foundation in the general areas of business. Students should meet their advisor and discuss the choice of subjects based on their aptitude and career interests.

Career Benefits
Students with a GPA of 2.5 or higher and significant work experience can choose courses which they think will help them to advance in their careers. Students can choose courses from a wide variety of majors offered by Cleary University. Depending on the subjects that students choose, they can advance their careers in accounting, finance, marketing, and management in non-profit and for-profit organizations and government.

Program Learning Outcomes
Upon completion of the BBA Interdisciplinary program, students will 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
- Gain a broad understanding of theory and application of general areas of business
- Specialize in any area of business of their choice and advance in their chosen careers

Intradisciplinary Business Studies BBA Course Requirements
Required Courses
Required courses, which include the foundation course, core subjects, and the project sequence, are completed at Cleary University. No substitutions are permitted.

Core Subjects .... **28 credits**
BAC 1000 Foundations in Undergraduate Studies
BAC 3000 Business Research and Communication
Eight courses from the upper division (3000 and 4000 level)

BBA Project Sequence .... **9 credits**
MGT 3400 Managing Projects and Processes in Organizations
PJT 4910 Professional Project I
PJT 4920 Professional Project II

Associate's Degree or Equivalent (see Note 1) **..** **60 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer.

General Education and Elective Courses (see Note 2) **.......................................** **23 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).

BBA Intradisciplinary Business Studies Degree Total .... **120 credits**

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

Note 2: Requires an interview with the faculty chair or advisor prior to entry into this program.

Note 3: Requires submission of a professional résumé.

BBA Marketing

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. Cleary's Bachelor of Business Administration degree (BBA) in Marketing prepares students for a successful career in marketing.

Career Benefits

Marketing is an interaction of many business activities 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," Employment of advertising, promotions, and marketing managers is projected to grow 12 percent from 2012 to 2022, about as fast as the average for all occupations. Advertising, promotions, and marketing will continue to be essential for organizations as they seek to maintain and expand their share of the market. 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 Professional Certified Marketer (PCM) certification exam, which is administered by the American Marketing Association. Coursework in the major 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:

- Conduct environmental analyses by identifying industry trends, analyzing competitors, and researching the customer in order to evaluate and guide marketing strategies
- Conduct market research to collect data related to environmental scans, demand forecasts, market segmentation, and new product testing 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
- Evaluate new technology for market development, customer retention, and customer relationship building

BBA in Marketing and New Media Course Requirements

Major Courses (Cohort)..**15 credits**
No substitution. All courses must be taken at Cleary University.
    MKT 4200 Market Intelligence
    MKT 4340 Marketing Research and Relationship Marketing
    MKT 4350 New Media Theory and Practice
    MKT 4400 Marketing Metrics
    MKT 4800 Consumer Behavior

Business Core Courses..**37 credits**
Courses may be taken at Cleary University, or substitution is permitted by transfer.
    ACC 4012 Financial and Managerial Accounting
    BAC 1000 Foundations in Undergraduate Studies
    BAC 3000 Business Research and Communication
    BCS 4400 Technology and the Organization
    ECO 3200 Managerial Economics
    ENT 4050 Creativity and Innovation
    FIN 4000 Financial Management
    LAW 3200 Business Ethics and Legal Issues
    MGT 4000 Management Skills Seminar
    MGT 4200 International Business
    MKT 4150 Interactive Marketing
    MTH 3440 Quantitative Business Analysis
    QTY 4320 Quality Management

BBA Project Sequence ....**9 credits**
    MGT 3400 Managing Projects and Processes in Organizations
    PJT 4910 Professional Project I
    PJT 4920 Professional Project II

Lower Division Requirements..**28 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).
    ACC 2411 Principles of Accounting I
    CAS 1500 Microsoft Office Applications
    ECO 2500 Macroeconomics
    ENG 1600 Business Composition
    FIN 2000 Introduction to Business Finance
    MGT 1500 Introduction to Business
    MGT 1600 Introduction to Management
    MKT 1500 Enterprise Marketing
    MTH 1800 Introduction to Business Statistics

Electives..**31 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).

Total..**120 credits**

BBA Professional Projects

Students completing their BBA degree from Cleary University are required to complete a Professional Project. The degree capstone represents a research-based paper of a business-related problem involving an in-depth analysis or evaluation. The Professional Project is expected to incorporate competencies in research, finance, and other business skills learned during the student's academic program at Cleary University. The Professional Project must demonstrate an exceptional level of scholarship.

This project can be a personally rewarding component of a student's academic experience because it provides an opportunity to apply the concepts learned to a living project of the student's choice. Students will determine the direction of the project with the guidance of the faculty mentor. This is a collaborative venture and an opportunity for individualized learning that goes beyond any classroom experience.

Each student selects a topic for the Professional Project; however, the final approval for the topic selection is granted by the Faculty Mentor. The Faculty Mentor is assigned upon registration for the first course in the project sequence and continues working with the student through the completion of the final project sequence course. The Professional Project demonstrating both theory and practice, in most cases, will be a written paper of 50 to 70 pages of text, double-spaced, and following the APA format style, developed over multiple semesters with the guidance of a faculty mentor.

The topics for the Professional Project will vary depending on the academic major and experiences of the student. Examples include the following:
- Projects related to work: Projects will involve process improvement, problem solving related to the operations of a business, innovation, or implementation or development of new products.
- Projects related to managing a small business: Projects can include business plans and feasibility analyses.
- Projects related to starting new businesses: Projects will focus on developing prototypes, testing and validating business concepts.
- Projects related to marketing a product or service: Projects will be marketing audits following a prescribed outline, which will be provided by the mentor.
- Projects can also be customized to meet the specific needs of the student's employer.

In selecting a topic, it is important to determine the depth of business competencies to be incorporated into the Professional Project.

The PJT sequence is blended (on-ground and on-line). Each PJT course meets synchronously during the first and last weeks of the session (either in person or on-line using a tool such as Zoom). The Faculty Mentor will review requirements for the particular PJT course during the first session. Students will present the results of their project findings for the PJT course during the final week of the session.

BBA Academic Minor

Undergraduate students earning a BBA degree may also elect to complete an academic minor. 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 Management
MGT 4120 Leadership
MGT 4250 Negotiations
MGT 4790 Management Policy

Minor in Corporate Communication and Public Relations
COM 3200 Foundations in Business Communications
COM 4100 Global Business Communications
COM 4600 Public Relations Campaigns

Minor in Entrepreneurship
ENT 4000 Entrepreneurship
ENT 4100 Marketing and the New Business
ENT 4300 New Business Finance

Minor in Marketing
MKT 4340 Marketing Research and Relationship Marketing
MKT 4350 New Media Theory and Practice
MKT 4400 Marketing Metrics

BS Accounting and Finance

Program Features
The Bachelor of Science (BS) degree in Accounting and Finance is designed to prepare students for careers in corporate finance and accounting. This program gives a strong foundation in financial and managerial accounting, and also areas of finance such as financial management, investments, portfolio management, financial institutions and international finance. In addition, the program includes courses in management, marketing, economics, statistics, operations management, business research and international business. The curriculum is designed to prepare students for the CMA examination. Graduates of this program will be well prepared to meet the professional challenges faced by financial managers in a corporate business environment.

Career Benefits
Graduates from this program can work as corporate accountants, financial managers, controllers, credit managers, risk managers and business consultants. Students who have an aptitude for international accounting and finance can work for multinational companies. Career opportunities in accounting and finance are projected to grow steadily in the next decade.

Professional Certification—Institute of Managerial Accountant's (IMA) Endorsement
The curriculum for the B.S. in Corporate Finance and Accounting program is designed to prepare students for the Certified Management Accountant (CMA) exam, which is administered by the Institute of Management Accountant (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.
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/. 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 mgt.
- Investment decisions
- Professional ethics

Program Learning Outcomes
Upon completion of this degree, the graduate will be able to:
- Prepare and interpret financial statements for profit and nonprofit companies
- Apply advanced financial and cost accounting concepts
- Demonstrate accounting information systems and internal controls
- Compute the value of real and financial assets.
- Analyze and manage risk as a financial manager
- Explore the functions and operations of financial markets and institutions.

BS in Accounting and Finance Course Requirements

Major Courses (Cohort) ....**21 credits**
No substitution. All courses must be taken at Cleary University.
> ACC 4150 Governmental/Nonprofit Accounting
> ACC 4700 Accounting Information Systems
> ACC 4720 Advanced Financial Accounting I
> ACC 4800 Internal Auditing
> FIN 4125 Investment and Portfolio Management
> FIN 4351 Financial Markets and Institutions
> FIN 4750 Advanced Corporate Finance

Core Courses ....**41 credits**
Courses may be taken at Cleary University or substitution permitted by transfer.
> ACC 3802 Intermediate Accounting II
> ACC 4400 Cost Accounting I
> ACC 4410 Cost Accounting II
> BAC 1000 Foundations in Undergraduate Studies
> BAC 3000 Business Research and Communication
> ECO 3200 Economics of Business
> FIN 4010 Corporate Finance
> LAW 3200 Business Ethics and Legal Issues
> MGT 4000 Management Skills Seminar
> MGT 4200 International Business
> MKT 4150 Interactive Marketing
> MTH 4400 Statistics for Financial Economics
> OPM 4000 Operations Management
> STR 4500 Strategic Management

Lower Division Requirements ....**30 credits**
Courses may be taken at Cleary University. Substitution permitted by Transfer or Prior Learning documentation.
> ACC 2411 Principles of Accounting I
> ACC 2412 Principles of Accounting II
> ACC 2801 Intermediate Accounting I
> BAC 1010 Academic Communications, Technology, and Success Essentials
> CAS 1500 Microsoft Office Applications
> ECO 2500 Macroeconomics
> ENG 1600 Business Composition
> FIN 2000 Introduction to Business Finance
> MTH 1800 Introduction to Business Statistics

Electives ....**28 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).

Total ....**120 credits**

BS Business Analytics

Program Features
The Bachelor of Science (BS) in Business Analytics is a degree program designed to provide preparation in business strategies, information technology systems, and statistical and quantitative techniques. Coursework in the major includes the study business analysis, strategic data analytics, data analysis tools, and system design and development techniques which will prepare the student to be the go-to person to support organizations in making data-driven decisions and discoveries in the always-evolving field of data management. Core courses provide a comprehensive exposure to the foundation principles of business that are needed to manage functions common to any business enterprise.

Career Benefits
According to the U.S. Bureau of Labor Statistics, "Employment of management analysts – including business analysts –is projected to grow 19 percent from 2012 to 2022, faster than the average for all occupations. Demand for the services of these workers will grow as organizations continue to seek ways to improve efficiency and control costs"
Business analysts bring highly sought-after expertise to companies in almost every field. Evaluating and solving business challenges is the strong suit of these professionals; to accomplish this, they collect, review and analyze information so they can make sound recommendations.
In choosing a career in business and data analytics, your first job might be an entry- to mid-level position in a specialized area such as:
- Business Analyst
- Data Analyst
- Business Analytics Project Manager
- Database Administrator / Manager

Learning Outcomes
- Demonstrate a foundation of business skills in the areas of accounting and financial management, information technology, marketing, organizational and project management
- Use data analytics skills and tools to identify opportunities and provide solutions to business processes
- Communicate relevant information and effectively train all users in an organization
- Manage organizational databases for maximum effectiveness and usability
- Understand all elements of workflow process and project management; identify improvement opportunities

BS in Business Analytics Course Requirements

Major Courses (Cohort) ....30 credits
No substitution. All courses must be taken at Cleary University.
    ACC 4700 Accounting Information Systems
    ACC 4800 Internal Auditing
    BDA 3500 Business Analysis I
    BDA 3501 Business Analysis II
    BDA 4000 Strategic Data Analytics
    BDA 4010 Data Analytics Tools
    BDA 4050 System Design Techniques
    BDA 4060 System Development Techniques
    HCM 4400 Health Care Informatics
    MKT 4400 Marketing Metrics

Core Courses ....32 credits
Courses may be taken at Cleary University or substitution permitted by transfer.
    ACC 3802 Intermediate Accounting II
    ACC 4400 Cost Accounting I
    BAC 1000 Foundations in Undergraduate Studies
    BAC 3000 Business Research and Communication
    FIN 4010 Corporate Finance
    LAW 3200 Business Ethics and Legal Issues
    MGT 3400 Managing Projects and Processes in Organizations
    MGT 4200 International Business
    MKT 4150 Interactive Marketing
    MTH 4400 Statistics for Financial Economics
    QTY 4320 Quality Management

Lower Division Requirements ....45 credits
Courses may be taken at Cleary University. Substitution permitted by Transfer or Prior Learning documentation.
    ACC 2411 Principles of Accounting I
    ACC 2412 Principles of Accounting II
    ACC 2801 Intermediate Accounting I
    BAC 1010 Academic Communication, Technology, and Success Essentials
    CAS 1500 Microsoft Office Applications
    COM 2400 Speech and Presentation Techniques
    ENG 1600 Business Composition
    ECO 2500 Macroeconomics
    FIN 2000 Introduction to Business Finance
    MGT 1500 Introduction to Business
    MGT 1600 Introduction to Management
    MKT 1500 Introduction to Marketing
    MTH 1800 Introduction to Business Statistics
    PMG 2000 Project Management

Elective Credit ....13 credits
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).

Total Credits ....120 credits

BS in Event, Sport, and Promotions Management

Program Features
The Bachelor of Science (BS) degree in Event, Sport and Hospitality Management (ESPM) is designed to provide a formal education for students interested in pursuing careers event planning management, sports management, and marketing. The purpose of the degree is to provide students with an opportunity to obtain a general business background and to specialize in sport, event and tourism management by taking specific courses that focus on sports and events, or hospitality. The goal of the program is to create an integrated academic learning environment for analyzing and resolving the challenges in the deliverance and business of the related industries. To create a well-rounded program students take basic business courses in accounting, economics, marketing, business ethics and strategy.

Career Benefits
ESPM students are prepared for a variety of careers and graduate studies. Students may go directly into employment in professional and amateur sports organizations; private and commercial sport fitness and recreation, event and membership related sports organizations including public and private golf club. Students are also prepared for employment opportunities in the resort or hotel management industry as well as other hospitality related organizations.

Program Learning Outcomes

- Demonstrate knowledge and application of technology, as well as oral and written communication competencies needed to function in amateur and professional sports and other event related arenas.
- Assess, develop, and apply requisite business competencies of hospitality, tourism and sports management, to include accounting and finance, human resource, leadership and strategic planning concepts.
- Analyze, evaluate, and solve managerial problems that utilize quantitative reasoning concepts, critical thinking in all sectors of the sports and hospitality industry in a global, cultural and diverse society.
- Evaluate leadership and ethical decision-making competencies based on standards set by the industries
- Gather data and assess results, employ problem-solving techniques, and use information literacy concepts related to ESPM.

BS in Event, Sports Promotion Course Requirements

Major Courses ....**30 credits**
    (No substitution. All courses must be taken at Cleary University)
    SEM 3150 Sports and Event Planning
    SEM 3170 Sports/Event Site Selection and Management
    SEM 3190 Sports/Event Food and Beverage Management
    SEM 4100 Sports/Event Marketing, Promoting, and Public Relations
    SEM 4300 Sports/Event Financial Management
    SEM 4500 Sports/Event Negotiations, Contracting, and Risk Management
    INT 4000 Experiential Learning I
    INT 4001 Experiential Learning II
    LAW 4500 Sports and Event Law
    MKT 4350 Social Media Theory and Practice

Core Courses ....**37 credits**
Courses may be taken at Cleary University, or substitution is permitted by transfer.
    ACC 4012 Financial and Managerial Accounting
    BAC 1000 Foundations in Undergraduate Studies
    BAC 3000 Business Research and Communication
    BCS 4400 Technology and the Organization
    ECO 3200 Economics of Business
    ENT 4050 Creativity and Innovation
    FIN 4000 Financial Management
    LAW 3200 Business Ethics and Legal Issues
    MGT 3400 Managing Projects and Processes in Organizations
    MGT 4000 Management Skills Seminar
    MGT 4200 International Business
    MKT 4150 Interactive Marketing
    MTH 3440 Quantitative Business Analysis

Lower Division Requirements ....**37 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).
    ACC 2411 Principles of Accounting
    BAC 1010 Academic Communication, Technology, and Success Essentials
    CAS 1500 Microsoft Office Applications
    ECO 2500 Macroeconomics
    ENG 1600 Business Composition
    FIN 2000 Introduction to Business Finance
    MGT 1500 Introduction to Business
    MGT 1600 Introduction to Management
    MGT 2200 Management Using Teams
    MKT 1500 Introduction to Marketing
    MKT 2000 Digital Marketing
    MTH 1800 Introduction to Business Statistics

General Education and Elective Courses ....**16 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or prior learning Documentation.

Total Credits ....**120 credits**

BS International Business Management

Program Features

A Bachelor of Science (BS) in International Business Management provides students with a foundation of knowledge relevant to acquiring a managerial position in a multinational organization or starting a business in the international arena. With an emphasis on technical skills, contemporary business theory, and study of multi-cultural and diverse business environments, the International Business Management BS is designed with a practical and hands-on orientation.

This program concentrates on how to solve complex, real-life international business management problems. Program faculty set the learning environment so that students can apply common business practices through courses, working individually and in group projects. Coursework emphasizes good critical thinking skills and ethical leadership. Students will learn how to cooperate and how to work in multicultural teams. Class discussions revolve around both classical issues and current trends in international business management.

Career Benefits

A BS in International Business Management provides diverse employment opportunities. Global economic integration continues to flourish as a result of the continuation of free trade and free markets. Government policies worldwide are making it seamless to do business internationally. Employment of general managers and top executives is expected to grow as international companies seek managers who can help them maintain a competitive edge in world markets.

The emphasis on the practical application of proven international 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. Coupled with the right work experience, graduates from this program may qualify in the following areas:

- International Joint Ventures
- International Banking / Finance
- Foreign Services / NGO (nonprofit government organizations)
- Import / Export
- Global Logistics
- International Small Business

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 that our graduates are confident that they can successfully compete.

Program Learning Outcomes

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

- Recognize global, economic, ethical, legal, and social considerations in complex international business situations
- Identify and practice the leadership and motivational traits and qualities necessary to accomplish the international organization's goals
- Apply critical thinking to the research, analysis, and resolution of business problems
- Demonstrate effective communication skills and an ability to work effectively in cross-cultural teams
- Creatively solve problems in a multicultural environment

BS in International Business Management Course Requirements

Major Courses (Cohort)...**27 credits**
No substitution. All courses must be taken at Cleary University.
    COM 4500 Cross Cultural Behavior and Communications
    ECO 4410 International Economics, Finance, and Banking
    HRM 4450 International Human Resources Management
    LAW 4500 International Business Law
    MGT 4250 Negotiations
    MGT 4610 International Risk Management
    MGT 4710 Strategy and the Multinational Enterprise
    MKT 4510 International Marketing
    MKT 4700 Global Supply Chain Management

Core Courses...**37 credits**
Courses may be taken at Cleary University, or substitution is permitted by transfer.
    ACC 4012 Financial and Managerial Accounting
    BAC 1000 Foundations in Undergraduate Studies
    BAC 3000 Business Research and Communication
    BCS 4400 Technology and the Organization
    ECO 3200 Managerial Economics
    ENT 4050 Creativity and Innovation
    FIN 4000 Financial Management
    LAW 3200 Business Ethics and Legal Issues
    MGT 3400 Managing Projects and Processes in Organizations
    MGT 4000 Management Skills Seminar
    MGT 4200 International Business
    MKT 4150 Interactive Marketing
    MTH 3440 Quantitative Business Analysis

Lower Division Requirements...**34 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).
    ACC 2411 Principles of Accounting I
    BAC 1010 Academic Communications, Technology, and Success Essentials
    CAS 1500 Microsoft Office Applications
    ECO 2500 Macroeconomics
    ENG 1600 Business Composition
    FIN 2000 Introduction to Business Finance
    MGT 1500 Introduction to Business
    MGT 1600 Introduction to Management
    MKT 1500 Enterprise Marketing
    MKT 2000 Digital Marketing
    MTH 1800 Introduction to Business Statistics

Electives...**22 credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning

Total...**120 credits**

BS Marketing and Digital Business Communications

Program Features
The BS in Marketing and Digital Business Communications provides students a solid business foundation while placing emphasis on writing, designing, and producing digital business communications. Students will produce (including writing and designing), for internal and external customers, digital communications including blogs, email, social media, mobile, and video. Coursework will cover topics in the areas of search advertising, online communities, email and content marketing, social media platforms, SEO, and analytics.

The program provides students opportunities to produce work samples and to build a personalized portfolio in preparation for internship or professional opportunities. Every student will develop and implement a digital communication project that demonstrates practical application of coursework.

Career Benefits
The growth of social media and mobile technology has increased the demand for specialized communication professionals. Highly skilled professionals educated in the areas of digital or multi media will continue to see an increase in demand. Graduates from this program will develop the highly desired skills in email, mobile, social media, content marketing, and analytics. Students who pursue a digital business communication degree may work in the fields of advertising, corporate communications, marketing, public relations, and sales in a corporate, agency, or consultant environment.

Program Learning Outcomes
- Demonstrate a foundation of business skills in the areas of accounting and financial management, information technology, marketing, organizational and project management
- Explore the theory and trends in business communications focusing in digital and social media
- Develop digital business communication strategies and perform Web metric analysis
- Exhibit the ability to write, design, and produce forms of digital communications
- Display skills in the areas of social media; email, mobile, and content marketing
- Build a personalized portfolio including implementation of a customized digital communication project

Graduates from this program may qualify for the following career opportunities:
- Digital/Online Advertising
- Digital/Communication Specialist
- Digital Marketing Specialist/Coordinator
- Email Marketing Specialist
- Marketing Assistant/Coordinator
- SEO Specialist

BS in Marketing and Digital Communications Course Requirements

Major Courses ....**21 credits**
No substitution. All courses must be taken at Cleary University.
    COM 3010   Communication in the Digital Age
    COM 3020   Advertising, Promotions and Public Relations
    COM 4010   SEO Strategies and Metrics
    COM 4020   Digital Media Campaigns
    COM 4030   Digital Communication Portfolio Project I
    COM 4031   Digital Communication Portfolio Project I
    MKT 4350   New Media Theory and Practice

Core Courses..**37 credits**
Courses may be taken at Cleary University, or substitution is permitted by transfer.
    ACC 4012 Financial and Managerial Accounting
    BAC 1000 Foundations in Undergraduate Studies
    BAC 3000 Business Research and Communication
    BCS 4400 Technology and the Organization
    ECO 3200 Managerial Economics
    ENT 4050 Creativity and Innovation
    FIN 4000 Financial Management
    LAW 3200 Business Ethics and Legal Issues
    MGT 3400 Managing Projects and Processes in Organizations
    MGT 4000 Management Skills Seminar
    MGT 4200 International Business
    MKT 4150 Interactive Marketing
    MTH 3440 Quantitative Business Analysis

Lower Division Requirements...**34 credits**
*Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning
documentation (pages 81-82).*
    ACC 2411 Principles of Accounting I
    BAC 1010 Academic Communications, Technology, and Success Essentials
    CAS 1500 Microsoft Office Applications
    ECO 2500 Macroeconomics
    ENG 1600 Business Composition
    FIN 2000 Introduction to Business Finance
    MGT 1500 Introduction to Business
    MGT 1600 Introduction to Management
    MKT 1500 Enterprise Marketing
    MKT 2000 Digital Marketing
    MTH 1800 Introduction to Business Statistics

Electives...**28credits**
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning

Total...**120 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 30 semester hours (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. 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 150 semester hours (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/lara/0,4601,7-154-35299_61343_35414_60647_35451-238412--,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, analyze, and interpret financial statements of profit companies and non-profit entities
- Apply generally accepted accounting principles to assets and liability transactions, to equity transactions, error corrections, changes in accounting principles, and to business combinations and consolidations
- Apply advanced financial accounting concepts
- Compute the value of real and financial assets
- Apply cost accounting concepts to managerial decision making and understand how the managerial accountant adds value to an organization
- Understand the accounting information system and how it plays a role in internal controls
- Understand how to detect and deter fraud and to establish and review internal controls
- Prepare and interpret income tax returns
- Conduct auditing tests and prepare audit reports

BS in Public Accounting Course Requirements

Major Courses (Cohort) ....36 credits
No substitution. All courses must be taken at Cleary University.
    ACC 4050 Legal Issues for Public Accounting
    ACC 4150 Governmental/Nonprofit Accounting
    ACC 4550 Individual Taxation
    ACC 4650 Corporate Taxation
    ACC 4700 Accounting Information Systems
    ACC 4720 Advanced Financial Accounting I
    ACC 4750 Advanced Financial Accounting II
    ACC 4800 Internal Auditing
    ACC 4810 Advanced Auditing
    FIN 4125 Investment and Portfolio Management
    FIN 4351 Financial Markets and Institutions
    FIN 4750 Advanced Corporate Finance

Core Courses...41 credits
Courses may be taken at Cleary University or substitution permitted by transfer.
    ACC 3802 Intermediate Accounting II
    ACC 4400 Cost Accounting I
    ACC 4410 Cost Accounting II
    BAC 1000 Foundations in Undergraduate Studies
    BAC 3000 Business Research and Communication
    ECO 3200 Economics of Business
    FIN 4010 Corporate Finance
    LAW 3200 Business Ethics and Legal Issues
    MGT 4000 Management Skills Seminar
    MGT 4200 International Business
    MKT 4150 Interactive Marketing
    MTH 4400 Statistics for Financial Economics
    OPM 4000 Operations Management
    STR 4500 Strategic Management

Lower Division Requirements...30 credits
Courses may be taken at Cleary University. Substitution permitted by Transfer or Prior Learning documentation.
    ACC 2411 Principles of Accounting I
    ACC 2412 Principles of Accounting II
    ACC 2801 Intermediate Accounting I
    BAC 1010 Academic Communications, Technology, and Success Essentials
    CAS 1500 Microsoft Office Applications
    ECO 2500 Macroeconomics
    ENG 1600 Business Composition
    FIN 2000 Introduction to Business Finance
    MTH 1800 Introduction to Business Statistics

Electives...13 credits
Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation (pages 81-82).

Total...120 credits

College of Business Innovation and Applied Technology

Program Structure and Delivery
This program is specifically designed for traditional-aged students who enter the University directly after completing high school. Course delivery at the lower-division level consists of on-campus courses held during the daytime that are supplemented with carefully selected on-line components.

Students may select from the following baccalaureate degree programs:
- BS-Accounting and Finance
- BS-Business Analytics
- BS-Event, Sport, and Promotions Management
- BS-International Business Management
- BS-Marketing and Digital Communications
- BS-Public Accounting

Core and major course requirements are provided on the corresponding program pages by major. Students work with their academic advisor to select elective courses that address any gaps in knowledge and further expand their skill set.

Shortly after the start of the program, each traditional student creates a Career Development Plan. This plan, established in consultation with the University's career services and academic advising staff, incorporates professional networking, specialized coursework, and internship opportunities. This approach equips traditional students with a well-rounded base of knowledge and practical experience prior to entering the professional workforce.

Highly qualified applicants may enroll in the Honors track, an innovative program that yields significant savings of both time and tuition. (See Honors Track Eligibility Requirements on the next page.)

Student Life
A wide variety of cultural, social, and recreational activities exists in Livingston County and the surrounding region. On-campus housing is readily available, and affordable dining options are available. Faculty and peer mentors assist new students in acclimating to life as a university student, and encourage them to explore the many co-curricular and extra-curricular Cleary student activities. The Cleary University Community Recreation and Wellness Center offers a range of health and lifestyle enrichment activities.

Dual Enrolled High School Students*
1. Dual enrolled students are required to meet with a Cleary University academic advisor prior to registration.
2. This program applies only to Cleary University day classes (1000- and 2000-level courses held between the hours of 9:00 a.m. and 5:00 p.m.). Unless otherwise authorized, high school students are not permitted to enroll in the University's evening or fully on-line courses.
3. Only one Cleary University course may be taken per semester. Exceptions will be considered on a case-by-case basis.
4. Course grades will be calculated in accordance with the University's grading system. All academic policies apply. A student must earn at least a 2.0 in each Cleary University course to remain eligible for dual enrollment.

Tuition Waiver for Livingston County Students: Eligible high school students who reside in Livingston County and/or who attend a Livingston County school may enroll in designated Cleary University courses at **no tuition charge to the school district or student. Students will be responsible for cost of textbooks and any other required course materials.*

COLLEGE OF BUSINESS INNOVATION AND APPLIED TECHNOLOGY

Honors Track Eligibility Requirements
(Effective for Students Entering Fall Semester 2015)

Honors Level I (3-Year B.B.A.)
Pricing: 18 credits for price of 12 credits

Entry Requirements (minimum)	Continued Eligibility
• High School GPA of **3.7** • ACT Composite of **25** • Interview with CBIAT Dean	• Credit Load: **18** credits each fall and spring semester, plus at least **6** credits in summer of first, second and/or third year. • Cumulative GPA of **3.7** • Completion of all courses each semester.

Honors Level II (4-Year B.B.A.)
Pricing: 15 credits for price of 12 credits

Entry Requirements (minimum)	Continued Eligibility
• High School GPA of **3.2** • ACT Composite of **23**	• Credit Load: **15** credits every fall and spring semester. • Maintain cumulative GPA of **3.2** • Completion of all courses each semester.

Honors Track student-athletes whose first semester at Cleary University overlaps with the start of their competitive season will be permitted, per request, to take 12 credits during their first semester only. Escalation to the corresponding Honors level credit load must take place during the second semester and be maintained for the duration of the academic program.

GRADUATE DEGREE PROGRAMS

MBA Global Management

In a world increasingly without borders conducting business with people of different cultures bring both enormous challenges and rewards. For companies wishing to do business on a global basis understanding cultural differences and how they impact decision-making is critical. Whether it is employee selection, marketing finance or operations management, having insight into local customs, professional etiquette, government policy and practices can go a long way towards providing a company competitive advantage.

With an MBA in Global Management students will develop the cross-cultural communications skills required to do business on the world stage. Students will learn to manage conflict, recognize political international and political events and how they impact business, understand different monetary systems and currency as well as understand the movements of goods and services between multi-national organizations.

Students will take the required courses for the MBA Management program. After completion of the MBA Management program, students may specialize in global management by taking additional courses. A key feature of this program is an integrated capstone project which involves application of global management theory, which will be completed by the student, during the major courses.

Career Benefits
- Increase students' career opportunities, confidence and financial security by developing a keen global perspective of business.
- Prepare students for potential domestic and international assignments
- Leverage students' new expertise to start opening doors to the most desirable senior management and executive positions.

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 international codes and regulations
- Correspond effectively, ideas and arguments, related to business issues in a culturally appropriate manner
- Illustrate and present practical problem analysis and decision making
- Summarize opportunities and challenges presented by globalization of business

MBA in Global Management Course Requirements

MBA Core Courses .... **33 credits**
    ECO 6450 Managerial Economics
    FIN 6050 Financial Management
    LAW 6050 Law and Ethics
    MAC 6050 Financial Accounting
    MAC 6150 Managerial Accounting
    MBA 5000 Foundations in Graduate Studies
    MGT 6250 Quantitative Managerial Analysis
    MGT 6360 Management and Organizational Behavior
    MKT 6050 Strategic Marketing Management
    MGT 6550 Operations Management
    MGT 6750 International Business
    STR 6060 Strategic Management

Major Courses .... **9 credits**
    LED 6500 Survey of Global Leadership
    ECO 6500 International Economics and Risk Management
    ENT 6500 International Strategy and Innovation

CPT Courses .... **6 credits**
    CPT 5000 Curricular Practical Training
    Note: *CPT courses will be taken during the second year of the program.*

Total.. **48 credits**
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MBA Health Care Leadership

The MBA in Health Care Leadership emphasizes development and application of a broad set of skills needed to succeed in the rapidly changing health care business environment. Topics prepare students in all facets of health care leadership: human, financial, marketing, and operations. Graduates of this program are prepared to pursue careers in the health care field.

Students will take the required courses for the MBA Management program. After completing this program, students may specialize in Health Care Leadership by taking additional courses. For students with no prior health care experience, a pre-requisite course, HCM 300—Introduction to Health Care Management is required prior to completion of the core courses. This program is available in a blended format. A key feature of this program is an integrated capstone project which involves application of health care leadership theory, which will be completed by the student, during the major courses.

Career Opportunities

Today's health care leaders need to shift the care delivery paradigm. They will be required to manage populations, rather than diagnostic groups. There will be a shift from episodic care to a broader model of care delivery, which will require systems thinking and an understanding of complicated risk and finance issues. Leaders must possess an understanding of health information technology, as they attempt to make effective decisions in real time. The focus will be on business operations, as well as patient care operations in order to ensure that quality patient care is delivered with the optimum return on investment.

Health care leaders will be required for many disciplines, both clinical and non-clinical, and in many areas, including health information technology, finance, marketing, insurance, biotech, post-acute care, hospital systems, and ancillary services.

Program Learning Outcomes
- Demonstrate a strategic understanding of accounting, management, marketing, economics, statistics, quality control, and information technology as they apply to health care
- Integrate important relationships across business disciplines in the health care field
- Motivate ethical behavior and comply with codes and regulations in the health care industry
- Relate, in a coherent manner, health care business and policy issues
- Illustrate and present practical problem analysis and decision making for health care organizations
- Understand the powerful economic, technological, social, and political forces shaping the future of health care
- Summarize the opportunities and challenges presented in the health care industry

MBA in Health Care Leadership Course Requirements

MBA Core Courses .... **33 credits**
    ECO 6450 Managerial Economics
    FIN 6050 Financial Management
    LAW 6050 Law and Ethics
    MAC 6050 Financial Accounting
    MAC 6150 Managerial Accounting
    MBA 5000 Foundations in Graduate Studies
    MGT 6250 Quantitative Managerial Analysis
    MGT 6360 Management and Organizational Behavior
    MKT 6050 Strategic Marketing Management
    MGT 6550 Operations Management
    MGT 6750 International Business
    STR 6060 Strategic Management

Major Courses .... **9 credits**
    HCM 6150 Quality Management in Health Care
    HCM 6450 Health Information Management
    LED 6500 Survey of Global Leadership

CPT Courses .... **6 credits**
    CPT 5000 Curricular Practical Training
    Note: CPT courses will be taken during the second year of the program.

Total.. **48 credits**

Note—HCM 3000, Introduction to Health Care Management is required for students with no prior health care experience and must be completed prior to the completion of the major courses.

MBA 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 eleven required courses addressing business core and major topics and their application. This program is available in a fully on-line or blended format.

All MBA students will participate in an on-line orientation course prior to the start of the program. 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 nine semester credit hours (three classes) of transfer credit from a regionally-accredited institution.

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 opportunities and challenges presented by globalization of business

MBA in Management Course Requirements

Core and Major Courses... 33 credits
ECO 6450 Managerial Economics
FIN 6050 Financial Management
LAW 6050 Law and Ethics
MAC 6050 Financial Accounting
MAC 6150 Managerial Accounting
MBA 5000 Foundations in Graduate Studies I
MGT 6250 Quantitative Managerial Analysis
MGT 6360 Management and Organizational Behavior
MGT 6550 Operations Management
MGT 6750 International Business
MKT 6050 Strategic Marketing Management
STR 6060 Strategic Management

Total... 33 credits

Graduate Certificate

The Graduate Certificate program is intended for the person who has completed an undergraduate bachelor degree and wishes to enhance his or her professional credentials. Certificate courses are taken on-line. Students may elect to take the major courses for credit (graduate tuition rates apply) or to take the courses on a non-credit basis (certificate tuition applies).

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 on-line. 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
- CER 5000 Graduate Certificate Orientation...0 or 3 cr.
- FNP 6100 Investment Planning...0 or 3 cr.
- FNP 6200 Insurance and Risk Management ....0 or 3 cr.
- FNP 6300 Retirement and Employee Benefits Planning ....0 or 3 cr.
- FNP 6400 Income Tax Planning ....0 or 3 cr.
- FNP 6500 Estate Planning ....0 or 3 cr.
- FNP 6600 Capstone Financial Plan Development Course ....0 or 3 cr.

Cleary University
2015-16 Academic Year BBA/BS/MBA Degrees

Degree Type	Entry				Delivery				
	Min Entry GPA	Entry Credits	Transfer Credit Allowed	Apply Prior Learning Credit	Delivery Format	Cohort	Student Credit Load	Program Completion In-Class Time*	Location
Executive Management BBA (Degree Completion)	2.5	Associate Degree or Equivalent	Up to 83 Semester Credits	Yes	On-line	Yes	12 Credits/ Semester	3 Semesters/ 11.5 Months	On-line
BBA HCM (Degree Completion)	2.5	Associate Degree or Equivalent	Up to 83 Semester Credits	Yes	On-line	Yes	9 Credits/ Semester	4 Semesters/ 15 Months	On-line
BBA HRM (Degree Completion)	2.5	Associate Degree or Equivalent	Up to 83 Semester Credits	Yes	On-line	Yes	9 Credits/ Semester	4 Semesters/ 15 Months	On-line
Business Leadership BBA (Degree Completion)	2.5	Associate Degree or Equivalent	Up to 83 Semester Credits	Yes	On-line	Yes	9 Credits/ Semester	4 Semesters/ 15 Months	On-line
BBA (5 Majors)	2.0	Multiple Entry Options	Varies by Major (up to 95 credits)	Yes	Selected On-line or Blended	Major Only	Student Paced	Student Paced	Selected On-line Howell
BS (6 Majors)	2.0	Multiple Entry Options	Varies by Major (up to 95 credits)	Yes	Blended	Major Only	Student Paced	Student Paced	Howell
MBA MGT 1-YR	2.5	Any Bachelor's Degree	Up to 9 Credits	NA	Blended	Yes	12 Credits/ Semester	3 Semesters/ 11.25 Months	Ann Arbor
MBA 2-YR Health Care Leadership Global Leadership	2.5	Any Bachelor's Degree	Up to 9 Credits	NA	Blended	Yes	1st Yr-12 Credits/ Semester 2nd Yr-5 Credits/ Semester	3 Semesters/ 11.25 Months	Ann Arbor
MBA Management	2.5	Any Bachelor's Degree	Up to 9 Credits	NA	On-line	Yes	Student Paced	5.5 Semesters/ 21 months	On-line

Semester, session, and holiday breaks extend the actual time between start and end dates.

PROFESSIONAL DEVELOPMENT

The following options are available (Mi PEx and CMA are held 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 which demonstrate that the successful candidate has mastered a body of knowledge in one of the following: 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). These exams are administered by the Ann Arbor Section of the American Society for Quality. In partnership with the Ann Arbor Section, Cleary hosts exam preparation courses. Please refer to the Section Web site at www.asq1010.org/Education.htm for the most recent schedule of exam preparation classes.

Michigan Performance Excellence Examiner Preparation

Michigan Performance Excellence (MI PEx) is Michigan's version of the Malcolm Baldrige National Quality program. MI PEx 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.miperformanceexcellence.org/ for more information on training requirements and schedules. Cleary University is a sponsor of Michigan Performance Excellence.

Certified Management Accountant (CMA®)

CMA is the advanced professional certification specifically designed to measure the advanced accounting and financial management skills that drive business performance in today's complex and challenging business environment. The CMA is tailor-made for finance professionals at all levels, whether you want to enhance your value to your current organization, or expand your career potential. Earning the CMA will make you part of the network of more than 45,000 credentialed peers worldwide.

Cleary University offers an instructor-led CMA preparation course. The Wiley CMAexcel Learning System is used to teach the course which includes textbooks and on-line practice tests available 24/7. This approach combines printed materials and on-line components with the expertise of an instructor and the discipline of a classroom setting—either on-site or via WebEx. These instructor-led review courses will be delivered in two convenient courses, mirroring the two parts of the CMA exam.

 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 http://www.cleary.edu/cma/ .
Part 1 – Financial Reporting, Planning, Performance, and Control
- Planning, budgeting, and forecasting
- Performance management
- Cost management
- External financial reporting decisions
- Internal Controls
Part 2 – Financial Decision Making
- Financial statement analysis
- Corporate finance
- Decision analysis
- Risk management
- Investment decisions
- Professional ethics

COURSE ABBREVIATIONS

ACC	Accounting
BAC	Baccalaureate Studies
BCS	Business Computer Systems
BDA	Business Data Analysis
CAR	Career Management
CAS	Computer Application Software
CER	Certificate Class
COM	Communications
CPT	Curricular Practical Training
ECO	Economics
ENG	English
ENT	Entrepreneurship
FIN	Finance
FNP	Financial Planning
HCM	Health Care Management
HLW	Health and Wellness
HRM	Human Resource Management
HUM	Humanities
INT	Internship
LAN	Language
LAW	Law
LED	Leadership
MAC	Accounting (Graduate)
MBA	Master of Business Administration
MGT	Management
MKT	Marketing
MTH	Mathematics
OPM	Operations Management
PHL	Philosophy
PJT	Directed Project
PLS	Political Science
PMG	Project Management
PSY	Psychology
QTY	Quality Management
SEM	Sports/Event Management
SOC	Sociology
STR	Strategy

UNDERGRADUATE COURSE DESCRIPTIONS

(Course pre-requisites are shown in parentheses.)

ACC 2411 Principles of Accounting I .... 4 cr.
This course examines the basic principle of accounting. Students work through the entire accounting cycle by analyzing and posting business transactions, recording journal entries, and preparing basic financial statements. Other topics include accounting systems and controls, internal control of cash receipts and payments, accounting for receivables, inventory cost flow, and current liabilities.

ACC 2412 Principles of Accounting II (ACC 2411) .... 4 cr.
The second semester of accounting principle examines accounting for long-term assets, long-term liabilities, stockholder's equity, accounting for dividends, earnings per share and business transactions, statement of cash flows and financial statement analysis. Special emphasis will be placed on practical application of the accounting concepts.

ACC 2413 Accounting Principles (ACC 2411)... 1 cr.
Students explore the balance sheet, focusing on accounting systems and controls, internal control of cash receipts and payments, accounts for receivables, inventory cost flow, and current liabilities.

ACC 2500 Accounting Practicum (ACC 2411) .... 3 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 2520 QuickBooks……………………………………………………………………… 2 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. Intuit QuickBooks Pro software is required.

ACC 2550 Introduction to Taxation (ACC 2411).. 3 cr.
This course provides a broad overview of Internal Revenue tax codes as applied to individuals and business entities, including payroll taxes. Students will study the fundamental skills related to individual and business taxation. The goal of this course is to provide students with a basic understanding of tax concepts.

ACC 2801 Intermediate Accounting I (ACC 2412) .... 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. Topics include: Income Measurement and profitability analysis, time value of money concepts, accounting for cash, receivables, inventory, property, plant, equipment and intangible assets.

ACC 3802 Intermediate Accounting II (ACC 2801) .... 4 cr.
Advanced financial reporting concepts are the focus of this course. Major topics include accounting for investments, current liabilities and contingencies, bonds and long-term notes, leases, income taxes, pensions, and shareholder's equity. This course also includes an in-depth study of the statement of cash flows.

ACC 4012 Financial and Managerial Accounting (ACC 2411)....................................... 3 cr.
This course is an introduction to the preparation of financial statements for investors and managers and explores managerial accounting concepts used to support business decisions. Topics include income statement, balance sheet, cash flow statement, product costing methods, activity-based costing, cost-volume profit analysis, standard costing, budget preparation and relevant costs analysis.

ACC 4050 Legal Issues for Public Accountants (completion of core courses) .... 3 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 legal topics, including business organizations, contracts, debtor-creditor relationships, securities law and regulation, and the Uniform Commercial Code.

ACC 4150 Governmental/Nonprofit Accounting (ACC 2801).. 3 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. Microsoft Excel software is required for this class.

ACC 4400 Cost Accounting I (ACC 2801) .... 3 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. Microsoft Excel software is required for this class.

ACC 4410 Cost Accounting II (ACC 4400) .... 3 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. Microsoft Excel software is required for this class.

ACC 4550 Individual Taxation (ACC 2411) .... 3 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 4650 Corporate Taxation (ACC 2411) .... 3 cr.
Anticipating and understanding the tax consequences and implications of corporate entities is an essential part of accounting practice. 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. Focus is on the tax aspects of "S" corporations, including formation, operating activities, distributions, and termination of an "S" corporation. Emphasis is placed on developing the student's ability to identify and explain the tax consequences of various corporate transactions.

ACC 4700 Accounting Information Systems (completion of core courses) .... 3 cr.
This course examines the design, operation, and control of accounting information systems. Microsoft Excel software is required for this class. 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 4720 Advanced Financial Accounting I (ACC 2801) .... 3 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. Microsoft Excel software is required for this class.

ACC 4750 Advanced Financial Accounting II (ACC 2801) .... 3 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. Microsoft Excel software is required for this class.

ACC 4800 Internal Auditing (completion of core courses).. **3 cr.**
This course provides a broad overview of internal auditing theory and internal controls. This
encompasses the various purposes of internal auditing. Topics to be covered also include how to
establish and review internal controls.

ACC 4810 Advanced Auditing (ACC 4800).. **3 cr.**
This course is designed to deepen and broaden a student's conceptual understanding of internal and
external auditing. Auditing expertise will be developed by building upon the knowledge gained in the
first internal auditing course. This course will prepare students to analyze contemporary auditing and
assurance issues. The course will also include an overview of fraud examination and forensic auditing.

BAC 1000 Foundations in Undergraduate Studies .... **1 cr.**
This course prepares students to be successful in Cleary University's undergraduate academic
programs. Students learn how to use Cleary's course management software, acquire a working
knowledge of Cleary's electronic research tools, are introduced to the university's library services, and
become familiar with Cleary's academic policies and protocols. Students are introduced to APA style,
document formatting, and tools used to enhance the on-line and blended learning experience. This on-
line course is supplemented by an on-campus workshop to ensure mastery of the learning objectives.
Successful completion of this course is an undergraduate degree requirement.

BAC 1010 Academic Communication, Technology, and Success Essentials .... **3 cr.**
This course is designed for first-time and transfer students with fewer than 40 semester credits.
Cleary's course technologies, electronic library, and research tools including the course management
system (Moodle) are introduced. The academic skills required for college-level success are
discussed, assessed, and practiced by setting personal, academic, and career goals. After course
completion, students should gain the skills needed to become a successful learner.

BAC 3000 Business Research and Communication (upper division status) .... **3 cr.**
This course introduces the transfer student to academic resources: distance technology, project-
based learning, working in teams, processes and expectations, and the innovative learning
environment. Cleary's on-line 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 4400 Technology and the Organization (upper division status) .... **3 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.

BDA 3500 Business Analysis I (MTH 4400).. **3 cr.**
Students in this course will build a foundation for becoming a business analyst. Students will begin to
define and understand information systems. Additionally, students will begin to learn techniques for
gathering information and producing business solutions. Software tools commonly used by business
analysts are introduced and used throughout the course.

BDA 3501 Business Analysis II (BDA 3500) .... **3 cr.**
This course further develops students to assume the role of a business analyst. Students will continue
using software tools to gather information and produce solutions for business stakeholders. In
addition, students will learn techniques to communicate and assess the solutions.

BDA 4000 Strategic Data Analytics (completion of core courses) .... 3 cr.
This course gives students an introduction to data analytics. Students will be introduced to using analytics to make business decisions and plan for change. An emphasis is placed on ensuring students have the knowledge to help companies compete effectively. Students will examine all aspects of data analytics including infrastructure.

BDA 4010 Data Analytics Tools (BDA 4000).. 3 cr.
This course is the second course in data analytics. Students will continue to examine the role analytics play in the business environment. In addition, students will get more advanced practice using the various tools within the data analytics industry. Students will also learn to create and use various decision support techniques including decision trees, data modeling, and data mining.

BDA 4050 System Design Techniques (completion of core courses)......................... 3 cr.
In this course, students will begin to examine the design and development process of collaborative business systems. Students will get practice designing business solutions by analyzing ideal designs and constraints to determine the best possible solution. A variety of techniques for modeling, documenting, communicating and validating the system design will be examined. Industry-standard tools will be used in this course.

BDA 4060 System Development Techniques (BDA 4050) .... 3 cr.
This course builds on the systems design work completed in the previous course. Students will develop complete business workflow systems. Students will continue to use software development tools and techniques. In addition, system verification and validation techniques will be examined.

CAR 2000 Business Career Planning... 2 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 to select a business major, set career goals, create a corresponding career path, and write targeted résumés. The use of the Internet and other technologies for career development will be emphasized.

CAR 2010 Career Exploration Independent Study ....0.5-2 cr.
Students in this course develop an independent learning plan with their instructor to achieve outcomes in the area of career exploration. Topics may include: resume writing, online job search strategies, interview techniques, or career advancement negotiations. Students may only register for this course with the permission of their advisor and department chair.

CAS 1500 Microsoft Office Applications .... 3 cr.
This course offers an overview of the primary Microsoft Office Applications: Word, Excel and PowerPoint. Students will focus on features that will be beneficial for future academic and professional endeavors. Access to Microsoft Word, Excel, and PowerPoint required (2013 recommended).

COM 1000 Introduction to Communication Theory... 3 cr.
Course introduces students to communication theories and principles including the communication process, perception, verbal and nonverbal communication and listening. Students will examine the role of communication in interpersonal, small groups, public and organizations settings. The impact of new technologies and trends relating to the communication process will be explored.

COM 1001 Producing Multimedia Presentations .... 2 cr.
Multimedia presentations differ from the traditional PowerPoint format in that it contains some form of video or sound. In this course, students will enhance the quality and effectiveness of their presentations for the workplace or within the classroom using a variety of multimedia technologies such as Prezi, Jing, Animoto and SlideShare. This technical course covers how to use digital tools to incorporate graphics, animation, video, audio, and linking. On-line presentation sharing and storing sites will also be covered.

COM 1500   Adobe Creative Suite Lab.. **2 cr.**
Students and professionals will learn to design effective print, Web and digital communications in a computer lab setting. Students will be introduced to Adobe's Creative Suite including Adobe's InDesign, Illustrator, Dreamweaver, Photoshop and an overview of Flash. Course covers basic design layout; drawing and altering vector images; using color, gradient mesh, patterns, transparency, font types; enhancing and correcting digital photos, layer basics, masking, compositing and preparing files for the web or mobile.

COM 2400 Speech and Presentation Techniques .... **3 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 2500 Multimedia Writing .... **3 cr.**
Course covers writing for digital, multimedia communications including blogs, e-mails, Web sites, social media, press releases, podcasts, video, etc. Writing for content marketing and AP (Associated Press) style writing will be introduced. Students will add writing samples to their student portfolio.

COM 2510 Multimedia Design (CAS 1500 and COM 2500).. **3 cr.**
Course develops the skills needed to design and produce visual communications using software applications, design principles, web content, and sound and video production. Students gain hands-on experience producing content for print, social media, web and mobile platforms using software and technical equipment (both Windows and MAC platforms) commonly found in business environments. Students will begin adding samples to their student portfolio

COM 3010 Communication in the Digital Age (COM 1000 and MKT 2150) .... **3 cr.**
Students will use case studies and personal observations to evaluate different digital media forms and practice. On-line consumer behavior and trends as well as a communication using a global perspective will be examined.   Students will perform a digital media audit and debate the ethical, legal and social ramifications of digital media and business communications.

COM 3020 Advertising, Promotions and Public Relations (completion of core courses).3 cr.
Course covers the applications of display and search advertising; and creating, influencing and managing on-line communities. Special focus will be on public relations and influencing the external and internal publics including the news media, internal and external customers and crisis management. Google Adwords, mobile and video advertised will be covered giving students the framework necessary to pass Google Adwords certification exams.

COM 3200 Foundations in Business Communications (completion of core courses). **3 cr.**
Technology and globalization has dramatically changed how business professionals communicate. This course examines effective business communications and modern theories of interpersonal, group and organizational communications. Students will craft positive, negative and persuasive messages using electronic, social and visual media. Planning and writing reports and proposals will also be covered.

COM 3400 Presentations and Persuasion (completion of core courses) .... **3 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 4010 SEO Strategies and Metrics (completion of core courses)..........................3 cr.
Students will gain an understanding of how search engines work and the strategies behind search engine optimization. In addition, students will learn the importance of Web metrics and gain exposure to hyperlink, web traffic and web server log analysis. Special focus will be given to Google Analytics and common metrics used in SEO, social media, mobile and on-line advertising.

COM 4020 Digital Media Campaigns (completion of core courses) ....3 cr.
Students will review the strategies and techniques to integrate digital marketing concepts in preparation of the Google On-line Marketing Challenge. Students will then develop an on-line marketing campaign for a business or nonprofit using Google AdWords and Google+ while competing with students across the world while enrolled in this course.

COM 4030 Digital Communication Portfolio Project I (completion of major courses) ..3 cr.
Students will select an individualized project working directly with a faculty mentor. Projects will involve strategy development and actual implementation incorporating some form of digital communication(s) for a nonprofit agency or university department. Working closely with a faculty mentor, students will develop a strategic plan and be responsible for presenting their ideas to stakeholders for approval. Students are required to document experience using some form of digital communication. In preparation for internships or professional opportunities, students will begin determining the materials they have created for their portfolios and evaluate what additional items are needed. Finally, they will develop strategies for applying and interviewing for professional positions.

COM 4031 Digital Communication Portfolio Project II (COM 4030) ....3 cr.
Students will begin implementation of project including producing items presented in the first project course. Working closely with faculty mentor, students will complete implementation of strategic plan and analyze results. Students will be responsible for presenting results to a committee or stakeholders as well as documenting experience using some form of digital communication. In addition, students will have a completed portfolio and will submit it for evaluation to faculty members, community members and content experts. This provides students constructive feedback as they begin their professional career.

COM 4100 Global Business Communications (completion of core courses) ....3 cr.
The course is designed to strengthen interpersonal, team building, and presentation skills within a global workplace. Students will learn to think globally and consider communication and/or cultural situations from different viewpoints and perspectives. Using case studies and ethical scenarios, students will discuss how communication models, processes, and techniques are being used in today's global companies. At the end of the course, students should use a global perspective to choose a communication strategy, create a message, coordinate with a group and deliver the message.

COM 4500 Public Relations Writing and Media Relations (completion of core courses).3 cr.
In this course, students develop essential skills for writing and distributing public relations materials through traditional and social media. Students create a wide range writing samples including basic news releases, pitch letters, backgrounders to more complex samples such as media kits, annual reports, and crisis responses. The course further explores mastering the techniques needed to reach a variety of audiences in today's digital age.

COM 4600 Public Relations Campaigns (completion of core courses) ....3 cr.
This course explores the process of planning and implementing public relations campaigns. Students will be introduced to the techniques and tools used to influence special publics including the news media, trade publications, advertising, local events and on-line communities.   The course further examines events and situations that may threaten an organization's viability and the various methodologies to develop an effective crisis communication plan.

ECO 2500 Macroeconomics.. **3 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 2600 Microeconomics (ECO 2500) .... **3 cr.**
Focusing on the firm as the basic unit of the economy, this course explores supply and demand, market forces, cost and profit, and the different industry types within which firms operate.

ECO 3200 Managerial Economics (ECO 2500 and upper division status)................... **3 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.

ECO 4410 International Economics, Finance, and Banking (completion of core courses).3 cr.
This course examines the international aspects of corporate finance and investing. Topics include balance of payments, international indebtedness, foreign exchange rates, risk, hedging, and interest arbitrage, international money and capital markets, policy coordination, and international banking & financing. The basic concepts and theories of comparative political and economic theory, political culture, ideology, globalization, government policy, the role of NGOs (nonprofit government organizations) and international economic development will be explored.

ENG 1010 Literacy Skills Development .... **3 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 1600 Business Composition (ENG 1010 or equivalent) .... **3 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 1700 Business Writing I.. **3 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. Proper use of APA style formatting and documentation is emphasized and reviewed.

ENG 1750 Technical Writing .... **3 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.

ENT 1850 Entrepreneurship and the Small Business (MGT 1500) .... **3 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 4000 Entrepreneurship (completion of core courses) .... 3 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 4050 Creativity and Innovation (upper division status) .... 3 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 4100 Marketing the New Business (ENT 4000) .... 3 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 4200 Technology Entrepreneurship (completion of core courses) .... 3 cr.
This course introduces the basics of high growth entrepreneurship in which technology is used to scale business ideas to capture large audiences. Students will explore important concepts such as resource gathering, minimum viable products and A/B testing through practice. Students will work in teams to create, launch and validate tech-based business models with real potential customers

ENT 4300 New Business Finance (ACC 4012, FIN 4000) .... 3 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.

ENT 4500 Entrepreneurship Discovery (completion of core courses) .... 3 cr.
The learning model for Entrepreneurship Discovery involves learning by doing. The experiential learning outcomes result from shadowing a successful entrepreneur within the student's community. The interactive case studies and exercises, visits to the local business incubators, and attendance at local business development seminars enhance student learning. The student and the faculty mentor will custom design this course to meet the specific student needs.

FIN 1750 Personal Finance .... 3 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 2000 Introduction to Business Finance (CAS 1500) .... 3 cr.
Students will understand financial terms, financial statements, and 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 4000 Financial Management (FIN 2000 and MTH 3440) .... 3 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 4010 Corporate Finance (FIN 2000 and MTH 4400).. 3 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 4125 Investment and Portfolio Management (completion of core courses)......... 3 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. Modern portfolio theories, investment performance under different risk scenarios, and derivative securities such as options and futures will also be discussed.

FIN 4351 Financial Markets and Institutions (completion of core courses) .... 3 cr.
This course explores the role of financial institutions and markets in the business environment. Topics covered include: term structure of interest rates, interest rate theories, the role of the Federal Reserve systems in the economy, commercial banks, investment banks, insurance companies, government regulations of banking and non-banking industry.

FIN 4750 Advanced Corporate Finance (FIN 4010)... 3 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.

HCM 3000 Introduction to Health Care Management (upper division status) .... 3 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, including human resource practice and health policy. 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 or MBA in Health Care Leadership. It also serves as an introduction to this field for students who may have an interest in Health Care Management.

HCM 4000 Quality Management in Heath Care (HCM 3000 or equivalent)................... 3 cr.
This course surveys institutions, attitudes, and behaviors related to the quality of health care in the United States. Topics include quality planning, safety, benchmarking, clinical research, and data collection methodologies, with emphasis on Lean Six Sigma and Malcom Baldrige quality initiatives.

HCM 4200 Health Care Business and Policy (HCM 3000 or equivalent) .... 3 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 health care reform. The impact of these topics on the business of health care will be studied.

HCM 4300 Marketing Health Care Services (HCM 3000 or equivalent) .... 3 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 4400 Health Care Informatics (HCM 3000 or equivalent)...................................... 3 cr.
This course provides the student with an understanding of health information technology and how it is designed to support clinical and managerial decision making in health care. Emphasis will be placed on the collection, storage, retrieval, and communication of data, as well as information safeguards, ethical and legal issues, and patient safety and quality of care issues that relate to data storage and transmission. Electronic medical records and basic hardware and software concepts are addressed, including the impact this technology will have on patient care.

HLW 1000 Personal Health and Wellness...3 cr.
Achieving optimal mental and physical health is the focus of this survey course. Special emphasis is placed upon the relationships among proper nutrition, fitness, and stress management. The highly interactive class sessions give students hands-on practice in acquiring the knowledge and skills that will promote a lifetime of wellness.

HLW 1001 Nutrition Today ....1 cr.
This course introduces students to basic nutritional concepts to achieve a healthier lifestyle or to incorporate into a fitness program. Students will begin the class setting personal fitness or nutritional goals and apply concepts throughout the course in efforts to reach his or her goal. Course topics include the basics of fueling your body, caloric expenditures versus intake, and Basal Metabolic Rate (BMR). Current nutritional and fitness on-line tools and apps will also be examined.

HRM 4210 Human Resource Management (completion of core courses) ....3 cr.
This course analyzes the systems and processes for providing and maintaining productive human resources in an organization. The strategic role of human resource management in enhancing organizational capabilities will be examined along with other human resource management functions including recruiting, selecting, and training employees. Additional topics include performance management, compensation, labor relations, and health and safety issues.

HRM 4450 International Human Resources Management...3 cr.
(completion of core courses)
Students will discover human resources practices in the international business arena. The course addresses human resources strategies and practices to increase multinational organizational effectiveness and efficiency, and compliance challenges faced by human resources professionals in global companies.

HRM 4500 Training and Development for Human Resource Professionals ....3 cr.
(completion of core courses)
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 4600 Compensation and Performance Management Systems ....3 cr.
(completion of core courses)
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.

HRM 4700 Organizational Staffing Principles and Practices.......................................3 cr.
(completion of core courses)
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 1000 Arthur Secunda Art Appreciation .... **1 cr.**
Students taking this course will gain an appreciation and knowledge of the artwork in the Arthur
Secunda Museum at Cleary University. Upon completion, students will understand constructivist
interpretation of art, the creativity and innovation connection between art and business, and the design
techniques that made Secunda an internationally renowned artist. Students enrolled in this course will
be required to spend some class time in the Museum galleries.

HUM 1500 Art History and Culture .... **3 cr.**
This survey course traces and examines intellectual development as expressed through the arts.
Cultural and artistic traditions from the 1400s through present day will be explored, with emphasis on
the effect that the arts, culture, and history have on each other.

HUM 2180 Cross-Cultural Communication .... **3 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 2400 Survey of American History .... **3 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 0001-0003 Internship 1-3 .... **1-3 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 are based on a combination of the student's degree program and
professional goals, and are individualized cooperatively through the Director of Career Services and
Placement, the host organization's supervisor, and the student.

LAN 1990 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 on-line in the Moodle classroom.
Students learn using a fully-interactive immersion process that asks the learner to indicate
comprehension of the new language and provides immediate feedback. Students may select from the
following languages: Arabic, Chinese (Mandarin), Dari, Dutch, Filipino (Tagalog), French, German,
Greek, Hebrew, Hindi, Indonesian, Irish, Italian, Japanese, Korean, Latin, Pashto, Persian (Farsi),
Polish, Portuguese (Brazil), Russian, Spanish (Latin America), Spanish (Spain), Swahili, Swedish,
Turkish, Urdu, and Vietnamese. Additional requirements include a Windows 2.33 GHz or faster x86-
compatible processor, Intel Atom 1.6 GHz or faster processer for NetBooks, or Mac Inter Core Duo 1.5
GHz or faster processor, 1 GB RAM or more, 1024 x 768 display resolution, high-speed Internet
connection (at least 768 Kbps), Adobe Flash Player version 10.3 or greater, 50 MB available hard
drive space, and a USB headset with microphone. This course can be repeated to earn credit for an
additional language or an additional level in the same language.

LAW 3200 Business Ethics and Legal Issues (upper division status) .... **3 cr.**
This course provides an understanding of the body of legal principles that governs 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 4100 Legal Issues in Health Care (HCM 4000 and completion of core courses).3 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 that a health care
professional will confront.

LAW 4350 Human Resources Law (completion of core courses)................................. 3 cr.
This course focuses on the ever-changing legal landscape of Human Resources and covers statutory and case law with emphasis on the Title VII Civil Rights Act, Equal Pay Act, Age Discrimination in Employment Act, Rehabilitation Act of 1973, National Labor Relations Act as amended, FLSA, minimum wage, overtime provisions, case law addressing harassment in the workplace, employment at will, conflict of interest, verbal contracts, and employee handbooks.

LAW 4500 International Business Law (completion of core courses) .... 3 cr.
This course focuses on the major Western and non-Western legal environment associated with international commercial transactions. Topics include an analysis of the various legal traditions, court systems, commercial law standards, negotiation, formation, enforcement, finance of international contracts, international trade regulation, and regulation of global competition. International property rights such as patents, trademarks, copyrights, etc., are defined and standard rules of engagement studied. Several mitigating factors are investigated, including reciprocity challenges, cultural norms, and economic development motives.

MGT 1500 Introduction to Business.. 3 cr.
This course gives students an introduction to business, and discusses the main areas of businesses of any size, the ways they interrelate to create the total organization.

MGT 1600 Introduction to Management... 3 cr.
The essential management functions and their application to business are surveyed, including planning, organizing, staffing, directing, and controlling.

MGT 2200 Management Using Teams (MGT 1600) .... 3 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 3400 Managing Projects and Processes in Organizations .... 3 cr.
(upper division status)
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 4000 Management Skills Seminar (upper division status).................................... 3 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 4120 Leadership and Teams (completion of core courses) .... 3 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 4200 International Business (upper division status)... 3 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 especially the various social, political, technical, and economic complexities of doing business in foreign countries are explored

MGT 4250 Negotiations (completion of core courses) .... 3 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 4610 International Risk Management (completion of core courses).................... 3 cr.
The focus of this course is to provide the manager with the necessary skills to formulate and execute the best possible response to a wide range of emergencies and disasters. Students will apply proactive planning and strategy as well as the reactive steps for crisis management in order to secure the enterprise and maintain organizational continuity. All elements of country risk will be presented. Application of strategies will include development of a preparedness plan, assessment and mitigation, identification of factors that will ensure an organized crisis recovery, and development of an international continuity plan.

MGT 4710 Strategy and the Multinational Enterprise (completion of core courses).. 3 cr.
This final integrative course focuses on the basic international business functions through strategic management principles and processes. Comprehensive case studies analyze global competition in a complex changing environment. Sustainability, competitive advantage, and strategy formulation and implementation are addressed. The role of government and its relationships with the multi-national business enterprise will be explored.

MGT 4790 Management Policy (completion of core courses)....................................... 3 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 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.

MKT 1500 Enterprise Marketing .... 3 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 2000 Digital Marketing (MKT 1500)... 3 cr.
This course examines the impact of the digital age has had on traditional marketing principles. Students will develop strategies to market to on-line customers using social media, content marketing, interactive marketing, search engine optimization, e-mail campaigns, and customer relationship management. Students will be exposed to website design, social media, e-mail software packages, and other digital tools.

MKT 2500 Personal Selling (MKT 1500)... 3 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 following-up processes that ensure customer satisfaction and loyalty. Communicating with customers in organizational markets, strategic understanding of customer needs, and time management will also be addressed.

MKT 4150 Interactive Marketing (upper division status) .... **3 cr.**
This course explores how interactive marketing theories and activities attract, convert, and engage customers. Students will learn how technology and data collection has changed traditional marketing practices to a more interactive, personalized approach. How marketers generate and convert customers using websites, on-line advertising, social media, interactive direct marketing, and content marketing are discussed as well as retaining customers by strengthening relationships and providing superior customer service.

MKT 4200 Market Intelligence (completion of core courses) .... **3 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 4340 Marketing Research and Relationship Marketing (MTH 3440) .... **3 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.

MKT 4350 New Media Theory and Practice (completion of core courses) .... **3 cr.**
Course examines popular social networking channels including social media platforms, mobile and video. Students will use case studies to evaluate social media theories. Additionally, students will actively participate in developing content for media channels such as Facebook, Twitter, Instagram and YouTube. Metrics associated with social media will also be introduced.

MKT 4400 Marketing Metrics (MTH 3440) .... **3 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 4510 International Marketing (completion of core courses) .... **3 cr.**
In this course, students will examine cultural, economic, and political factors affecting marketing practices worldwide. The focus will include adapting marketing strategies of domestic marketers and making these unique to international markets. Marketing strategies of international firms and government policy will also be examined.

MKT 4700 Global Supply Chain Management (completion of core courses) .... **3 cr.**
Marketing channels are systems of interrelated organizations that are engaged in making goods and services available for consumption by end users. Topics covered include government policy as it relates to logistics, the global logistics environment, ocean and air transportation, intermediaries, documentation, insurance, exporting, and importing. Current trends in globalization, the role of logistics, and transportation organizations in the global supply chain process will be evaluated.

MKT 4800 Consumer Behavior (completion of core courses) .... **3 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 1010 Math Skills Development.. 2 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 1700 Elementary Algebra (MTH 1010).. 3 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 1800 Introduction to Business Statistics (MTH 1700 and CAS 1500).................. 3 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. Microsoft Excel is required, including Excel Add-Ins.

MTH 3440 Quantitative Business Analysis (MTH 1800 and CAS 1500)........................ 3 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 intervals, correlation, and regression. Microsoft Excel is required, including Excel Add-Ins.

MTH 4400 Statistics for Financial Economics (MTH 1800 and CAS 1500)................... 3 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. Microsoft Excel is required, including Excel Add-Ins.

OPM 4000 Operations Management (upper division status).. 3 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.

PHL 2400 Business Ethics... 3 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 4910 Professional Project I .... 3 cr.
This course 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 4910 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 4910. PJT 4910 is a required class. Students must earn a final grade of C or better to move to PJT 4920.

PJT 4920 Professional Project II (PJT 4910 with a grade of C or higher)..................... 3 cr.
PJT 4920 builds upon the work completed in PJT 4910 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.   PJT 4920 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 4920 requires a C grade or higher.

PLS 1100 Geopolitical Foundations... 3 cr.
This course introduces students to the geographical, political, and social forces that can affect economic activity. The focus is on issues that have not only global ramifications, but that also affect the average American family on a daily basis. Students leave this class with a heightened understanding of our increasingly interconnected world.

PLS 2200 Federal Government and Business... 3 cr.
This course concentrates on the principles and operations of the federal government with an emphasis on the U.S. 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.

PMG 2000 Project Management... 3 cr.
This course introduces project management and draws from *A Guide to Project Management Body of Knowledge.* Topics include an overview of the phases of the project, the roles and responsibilities of the project management, the project plan, tools and techniques for managing projects, and the project closure process. Microsoft Project will be introduced and is required for this course.

PSY 1100 Fundamentals of Psychology... 3 cr.
This course provides an overview of psychological development, learning, motivation, perception, personality, and other foundational elements key to understanding human behavior. Classic and modern theories of psychology are studied. Students are able to immediately apply what they learn to their personal and professional lives.

PSY 2100 Abnormal Psychology (PSY 1100) .... 3 cr.
This course covers the fundamentals of psychology and abnormal behavior. The focus will be on personality disorders and their symptomatology, as well as exploration of the theories that underlie their development.

QTY 4320 Quality Management (upper division status)... 3 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 based on materials for individuals preparing to take the ASQ Manager of Quality/Organizational Excellence Certification Examination.

SEM 3150 Sports and Event Planning .... 3 cr.
This course provides the student an overview of the sports and event management field and to the best practices in modern sports and event management. It identifies the steps necessary to planning any event and introduces the student to industry terminology. The course focuses on event design and objectives.

SEM 3170 Sports/Event Site Selection and Management.. 3 cr.
This course addresses the elements of successfully matching the site with function and purpose, and teaches the student how to manage the logistics of a successful event. Site selection and site management, both critical elements of a successful gathering, will be addressed in this course. Planning for and managing the unexpected including weather, strikes, and medical emergencies is also an essential element of successful event management and will be covered in this course.

SEM 3190 Sports/Event Food and Beverage Management .... 3 cr.
This course covers all aspects of food and beverage management including terminology and standard practices. Students learn how food and beverage activities are a critical aspect of successful sporting and other event planning.

SEM 4100 Sports/Event Marketing, Promotion, and Public Relations .... 3 cr.
This course explores the concepts and tools used to promote and market a successful event. An effective event marketing strategy, including timing and evaluation component, is developed. This course applies contemporary principals of strategic marketing to event management.

SEM 4300 Sports/Event Financial Management .... 3 cr.
The budget is a major criterion for planning any event. The course covers the topics including factors that influence budget, including, the budgeting process, variance analysis, cost containment, financial controls, taxes and tips.

SEM 4500 Sport/Event Negotiations, Contracts, and Risk Management .... 3 cr.
Effective planning can and does reduce risk. Students learn how to prepare an RFP for an event to help select the best site for specific events. The most negotiable items during the contracting process as well as the expectation of the site hosting the event are identified.

SOC 1100 Fundamentals of Sociology .... 3 cr.
This course explores factors that shape a society and influence group behavior. The effects of social systems and societal change upon the individual are examined. Understanding these dynamics furnishes students with valuable perspective as they advance in their degree program and enter the workforce.

STR 4500 Strategic Management .... 3 cr.
This course provides the student understand how businesses develop and execute strategy. The course covers issues such as the differentiation of strategy versus operational efficiency, strategic positioning, the role of disruptive innovation, the importance of rapid decision cycles and the concept of red-ocean and blue-ocean strategy.

GRADUATE COURSE DESCRIPTIONS

(course pre-requisites shown in parentheses)

CER 5000 Foundations in Graduate Certificate Studies .... 0 cr.
The Cleary University graduate program places unique demands and expectations on the student. Students will become familiar with Cleary University's learning management system and on-line library. Successful completion of this course is required for continuation in the certificate program.

CPT 5000 Curricular Practical Training .... 2 cr.
Students enrolled in the Curricular Practical Training (CPT) MBA program are required to experience an actual workplace and to relate concepts learned in the classroom to the real world of work. Through the use of experiential learning methods students acquire the skills they need to become better managers. Class learning activities reinforce management concepts through individual schema development, relational culture affinity exercises, group and individual dynamics analysis, team functioning examination, organization power and influence mapping exercises, and others – all in relation to the student's actual workplace. Group processing in the class turns the experiences of each individual student into mini-case studies for the other students. Guest speakers and video resources augment classroom discussions. CPT 5000 is intended to be repeated while students are engaged in regular, continuous employment during the second year of the program in a position on-campus or off-campus. Failure to maintain employment may result in dismissal from the program.

ECO 6450 Managerial Economics .... 3 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 will be discussed in this course. Practical application of economic theory to business cases are integrated into the course.

ECO 6500 International Economics and Risk Management .... 3 cr.
Students will gain skills in international investment and financing techniques as well as in exchange risk management, including accounting and taxation topics. Students will discover how companies use banks, markets such as the Eurobond and currency option markets, and techniques such as currency swaps and hybrid bond structures. The goal is to apply state-of-the art techniques to the international firm's investment, financing and risk management decisions.

ENT 6500 International Strategy and Innovation .... 3 cr.
This course introduces contemporary innovation models and frameworks that will assist students articulate and develop fresh ideas that can be successfully implemented. Students will design innovation strategies for small startups attempting to scale globally, for multinational organizations, and for business that fall between those extremes.

FIN 6050 Financial Management (MAC 6050) .... 3 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.

FNP 6100 Investment Planning .... 3 cr.
This course covers 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 6200 Insurance and Risk Management .... 3 cr.
This course covers 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, and long-term care insurance; and life insurance. Case studies will be used extensively in this course.

FNP 6300 Retirement and Employee Benefits Planning.................................... 3 cr.
This course covers 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 6400 Income Tax Planning.. 3 cr.
This course covers 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 6500 Estate Planning.. 3 cr.
This course covers 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 6600 Capstone Financial Plan Development Course................................. 3 cr.
(FNP 6100-6500 or equivalent)
This is a capstone course and is to be taken by the student only after completion of FNP 6000, FNP 6100, FNP 6200, FNP 6300, FNP 6400, and FNP 6500 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 with the skills to integrate, apply, and communicate this knowledge to their clients. Through this course students will demonstrate 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.

HCM 6150 Quality Management in Health Care .... 3 cr.
This course will explore quality theories in health care, with particular emphasis on the Lean Six Sigma and the Malcolm Baldrige Quality Initiative, and the impact of quality improvement applications on health care systems. Different approaches to performance improvement, including models and standards, will be explored. Students will demonstrate an ability to apply these theories to improve health care organizational performance.

HCM 6450 Health Information Management.. 3 cr.
This course provides an overview of health information management, and the transition to electronic medical record systems that has been mandated by the federal government. It will survey how the production, storage, and retrieval of electronic health care data directly impacts patient care, the delivery of health care services, and the operation and management of various health care departments within a health care organization. The legal, technical, clinical, compliance, and quality issues of electronic medical information will also be reviewed.

LAW 6050 Law and Ethics.. 3 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 6500 Survey of Global Leadership .... **3 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, as well as emerging approaches, such as transformational and values-based leadership, will be highlighted. Leadership will be considered in a global context, including how effective leadership practices can differ across cultures.

MAC 6050 Financial Accounting (MGT 6250) .... **3 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 6050) .... **3 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 5000 Foundations in Graduate Studies I .... **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 on-line course, students are also invited to an on-campus component of this course. 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 learning management systems, graduate academic policies, on-line library, and other resources. Successful completion of this course is required for continuation in the MBA program.

MGT 6250 Quantitative Managerial Analysis .... **3 cr.**
This course uses case studies as a method to analyze data using descriptive statistics and basic inferential techniques such as hypothesis testing. Students will also learn to analyze relationships between variables through predictive modeling and time series analysis, design of experiments, and methods for quality improvement. Microsoft Excel access is required, including Excel Add-Ins.

MGT 6360 Management and Organizational Behavior .... **3 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 behavioral, structural, planning and human resource components. In addition to behavioral topics such as leadership and motivation, this course will also focus on key issues associated with organizational structure and planning, including systems thinking, change management, planning, control and service management. Human resource management topics such as recruitment, selection, employee training and development are also included.

MGT 6550 Operations Management (MGT 6250). .... **3 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, as well as how computer technology can provide powerful decision models that can assist in solving managerial problems in operations management, will be introduced. 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 6750 International Business .... **3 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 6050 Strategic Marketing Management .... **3 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.

PJT 5890 MBA Directed Study .... **1-3 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 5890 may meet graduate degree academic requirements with permission of the student's academic advisor.

STR 6060 Strategic Management .... **3 cr.**
This course synthesizes and integrates the concepts and techniques developed in prior courses for developing business objectives and strategic plans. This course incorporates the external and internal events that influence strategic direction of the firm through the use of cases and computer simulation. An important element of this course is a course-long project in which students examine a specific industry from a strategic success perspective.

ACADEMIC SERVICES

Academic Advising

Each student is assigned to an academic advisor, who is a member of the advising team, following his/her initial registration. The advising team will assist with 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. If circumstances arise that may affect a student's ability to progress in the program, the student should contact his/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 Moodle in the Student Success Center classroom. Individualized computer-aided or multimedia campus-based and Web-based tutorials are also available.

Computer Labs

Computer labs are available during most weekdays and evening hours and on selected weekends. Copying machines are also available for student use.

Student Athletics

Cleary University reengaged in collegiate athletics in the fall of 2012 offering cross country and golf for men and women at the varsity level. Soccer for both men and women was added in the fall of 2013, baseball and softball were added in the fall of 2014 and bowling was launched in the winter 2015. Plans to add lacrosse and tennis are also underway for 2015-16. Additional information is available on Cleary's Web site or by e-mailing athletics@cleary.edu.

Student Clubs

We encourage students to join student clubs. These clubs provide career development and leadership opportunities. Co-curricular club members will meet and learn from industry leaders, build professional networks, explore career possibilities within an industry, and will learn industry-specific hot topics like new legislation, trends in employment, etiquette, tools, and technology. Clubs are fun and informative, student-directed, staff/faculty mentored, and meet on campus monthly. For more information about Student Clubs, please contact Career Services and Placement at careerservices@cleary.edu or visit the Clubs page on the Cleary Web site at www.cleary.edu/students/clubs.

Student Ombudsman

The Office of the Ombudsman assists students with complaints after routine resolution has failed. The Ombudsman's Office is a neutral third party, advocating neither for the student nor for the university. Its objective is to bring resolution to any complaint as quickly as possible. Following an initial consultation with the student, the Ombudsman evaluates a complaint, refers it to the appropriate University department for action, and follows up to ensure timely resolution. Students can contact the ombudsman via e-mail at studentconcerns@cleary.edu A form to submit complaints is also available on the Cleary Web site at http://www.cleary.edu/students/student-complaint-process/index.aspx

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.

Technical Support

Technical assistance is provided via e-mail. To request assistance send a message to support@cleary.edu. Please refer to the student portal (https://students.cleary.edu) for up-to-date support policies and practices.

Title IX Coordinator

The Dean of the College of Business Innovation and Applied Technology serves as the Title IX Coordinator for the University. Questions or concerns may be directed to dmarkell@cleary.edu or 517.338.3048

University Library

To meet the needs of our students, all essential resources are available on-line, 24 hours a day via the Cleary On-line Library and other Web-based resources. The library Web site is an information portal, and a source for learning more about library resources and services, and for initiating project research. Links to additional library-related information are also located on the Moodle (Cleary's learning management system) landing page. To receive services without coming to campus, students may take advantage of the e-mail services provided by the Director of University Libraries.

On-line Databases and Research Resources

Subscription-based databases are essential components of the on-line libraries. After logging in to the library, students have access to business articles, reports, company information, legal information, market research reports, and full-text books. A partial list of the resources available to all Cleary students includes Proquest, Lexis/Nexis, Hoovers On-line, eBrary, and Marketresearch.com.

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.

Additional research resources include the Cleary Research Wiki and the Librarian's blog. The Research Wiki is a collaborative project where designated faculty members 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, and research log 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 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.

Library Checkout Policy

The Cleary University Library is primarily a collection of relevant on-line databases, supplemented with some reserve materials. Materials on reserve for specific courses (usually DVDs) are subject to a 24-48 hour lending limit unless special arrangements are made with the librarian.

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 librarian regarding due dates. Materials will only be on reserve during the semester in which the course is being offered.

ACADEMIC POLICIES

Curriculum Design

The Moodle class format used in all classes provides a complete set of instructional elements to effectively address learning. Standard formatting within Moodle assists in setting a consistent expectation for students. The academic dean and the faculty chairs 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.

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. Individual responses from these surveys are anonymous and strictly confidential. Information gained is reviewed and analyzed to make systematic improvements.

Academic Calendar

The University follows an academic year, September through August, divided into three academic semesters. Fall, Spring, and Summer are each 15 weeks in length. Each 15-week semester has two seven-week sessions, separated by a one week break. Classes are seven or fifteen weeks in length scheduled in one or both of the two sessions of a semester. Sessions begin six times each year: Fall (September and November), Spring (January and March), Summer (May and June). The calendar can be accessed from the Cleary Web site. The post-traditional and graduate students follow this calendar pattern. Traditional students follow an academic year, September through April, divided into two semesters, Fall and Spring. Specific semester dates, including breaks, are also available on 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 semester, and utilize a combination of on-campus and on-line 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 Moodle classroom, posting to the discussion forum, or uploading an assignment) for all courses. To maximize learning, students should arrive on time and participate during the entire class meeting. 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. Students enrolled in the MBA CPT program will be required to sign in and if attendance is less than 33% of scheduled meetings, may fail the course.

Class Time

Effective use of class time is valuable. 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. Syllabi are available to students one week prior to each session/semester to provide students with adequate time to prepare and plan for course requirements effectively.

Official Academic Records

A permanent transcript contains identifying information, a complete record of all coursework, 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 semester, 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.

Registration

Open registration for all students takes place during the published registration periods via the Student Portal. Class registration changes are accepted only during the registration period for a given semester, but not after the start date of that semester. Students may direct registration questions to their academic advisor. The University may prevent a student from registering for the subsequent semester if he/she is not in good standing in the areas of GPA, official transcripts received within first semester, and satisfactory progress of the academic plan, including prior learning credit.

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 semester in advance to coordinate class registration and delivery of textbooks. A change of curriculum may require additional academic coursework. 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 one academic year to complete that curriculum. If he/she is unable to complete it in the time allowed, he/she must change to a current curriculum.

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: review of the student's academic record, personal interview, and placement examination, if indicated, in the areas of computing, communications, and mathematics.
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 coursework is necessary before enrolling in upper division courses. If it is determined that placement screening would be appropriate for students entering Cleary's upper division, then those exams will be recommended.

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 semester credits in this category that may be applied toward the MBA is 9 credits; the maximum number that may applied toward the BBA or BS ranges up to 90 (depending on the program selected) credits. The maximum number of credits applied to an ABA is 38 credits. 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 ('B" or better for graduate-level courses and earned within seven years) 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.

Credit Hour Definition

A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than— (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester or trimester hour of credit, or ten to twelve weeks for one quarter hour of credit, or the equivalent amount of work over a different amount of time; or (2) At least an equivalent amount of work as required in item (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

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 30 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
- •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 options do so during the first two semesters. Students will work with their academic advisor to understand the prior learning process and how to construct and submit documentation for evaluation. Please note that students may not earn credit in a lower level course when credit has been earned in a superior course. Assessment fees for prior learning are included in tuition through the two semesters 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. 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.

<u>Proficiency Examinations</u>
Cleary University Proficiency 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 Student Success Center staff at each campus administers exams by appointment. Again, upper division courses are excluded from this option.

<u>CLEP and DANTES</u>
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 military installations and exams are also available through selected institutions in subjects such as: 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 three to six semester hours of credit at Cleary University. DANTES funds DSST testing (first attempts only) for eligible service members and personnel at DANTES military test centers.

<u>Military Training or Experience</u>
Cleary University recognizes college credit for military training and experience. Three semester credits are awarded for each year of active military service (Reserve and National Guard service is excluded) up to a maximum of 12-15 semester 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.

<u>Advanced Placement Program</u>
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 more than 30 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.

<u>High School Articulation</u>
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.   Refer to the Admissions Requirements section for a complete list of high schools with which Cleary University has articulation agreements.

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 works with his or her advisor to ensure successful completion of degree requirements.

Residency Requirement

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 24 course credits. The Cleary University BBA and BS residency requirement is 30 course credits (37 course credits for BBA degree completion programs). All BBA and BS students, without substitution or exception, must complete the required major courses for their selected major at Cleary University. ABA students must complete a minimum of 19 course credits to fulfill the residency requirements. Certificate requirements as listed in this catalog constitute the residency requirement for certificate options.

Second Degree Requirements

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 21 hours is required to earn a second degree. Additionally, for Cleary alumni, the Cleary Alumni Grant may be used for courses taken and applied to a second degree. The second degree policy is not applicable to graduate degrees.

Second Major Requirements

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.

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 Polices provided below for instructions and timeline information.

Grade Point Average

The grade point average (GPA) is determined by multiplying the number of 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 credit hours attempted during that semester 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 semester GPA outlined above. In the case of repeated courses, the higher grade earned will be used in computing the cumulative GPA.

Grading Scale

<u>Earned Grades</u>

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 (Academic Failure)   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.

F   A failed grade is assigned by the faculty in a course indicating a failed grade when the courses are evaluated on a pass/fail basis. The course must be repeated 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 when courses are evaluated on a pass/fail basis, or by the Academic Program Committee as a result of a grade appeal. The student receives credit for the course.

<u>Unearned Grades</u>

AU   Audit. Indicates a registration to audit a course which is not for academic credit.

FW   Faculty Withdrawal. This grade is assigned by the faculty for a course in which the student has never attended, nor participated in 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.

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.

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 from the course before the end of the seventh week.

Honor Point Scale (effective Fall 2002 to present)

GradePercentHonor Points (unearned grades do not receive honor points)

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
P	Pass	N/A
F	Fail	N/A

Academic Honors and Dean's List

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'. Academic honors are not offered as part of the graduate program.

The Dean's List for academic scholarship includes undergraduate students who are enrolled in 12 or more semester credit hours and have maintained a grade point average for the semester of 3.75 or higher.

Academic Probation/Dismissal/Re-admission Policy

Probation. Grade point averages and academic standing designations are computed for every student one week after the completion of each semester based on the cumulative GPA (cumulative credit hours attempted and grades received at Cleary University). Enrolled undergraduate students are required to maintain a cumulative GPA of 2.0 or higher. Enrolled graduate students are required to maintain a cumulative GPA of 3.0 or higher.

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 semesters to raise his or her cumulative GPA to the acceptable level. The probation status will be noted on the student's academic transcript. Additionally, students will be placed on academic probation if their completion rate (hours completed/hours attempted) falls below 67% (for a more detailed explanation, refer to the Satisfactory Academic Progress Policy within the Financial Aid section of the catalog). The following definition of probation status will be followed:

- Academic Probation-1 denotes the first semester of academic probation
- Academic Probation-2 denotes the second semester of academic probation
- Academic Probation-3 denotes the third and final semester 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 semesters of attendance, the student will be dismissed from the University. A notation of dismissal will appear on the student's 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. 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, and 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 semester in which he or she is enrolled, and will be required to meet with an academic advisor to review the current degree requirements compared to those recorded on the student transcript and to develop an academic plan (including the number of courses to be taken per session).

Audit Policy

Students may elect to audit a class for a variety of reasons, including academic content review or as preparation for additional study. Undergraduate and graduate students may audit a Cleary University course with approval from the student's academic advisor. Academic credit is not awarded nor a grade assigned for audited classes. Additionally, audited courses may not be used to fulfill degree or program requirements. Regular tuition rates apply.

Newly admitted MBA students: A maximum of three undergraduate courses may be audited by newly admitted graduate students as preparation for MBA coursework. Under such circumstances and with the authorization of the assigned academic advisor, a tuition waiver may be approved for up to three of the following classes: ACC 4012; BAC 3000; ENG 1600; ENG 1700; ECO 3200; FIN 4000; MTH 1800; MTH 3440. Such a waiver, if approved, applies to tuition only, not to books or supplies.

Cohort Policies

This educational model provides a unique academic experience for Cleary University students. Students complete coursework in sequence; each student in the cohort progresses at the same pace. The benefits of the cohort model are numerous. In a collective environment students learn from one another; collaboration is emphasized. Bonding occurs within the cohort group and with the faculty mentor. Over time, trust is established and friendships evolve providing a framework for both the professional network and support systems which can remain strong beyond graduation.

To ensure that the cohort model can be deployed effectively, some basic guidelines have been established in addition to the standard University requirements:
1. A faculty mentor is assigned to each cohort to serve as the student advocate, liaison among students, faculty, and University offices.
2. Only qualified, admitted students enrolled in cohort programs will follow the standard cohort sequence of courses. No transfer or substitutions are allowed.
   a. Executive Management BBA—two courses per session, for six sessions (12 classes)
   b. Business Leadership
   c. Health Care Management (12 classes)
   d. Human Resource Management (12 classes)
   e. BBA major—eight courses in five sessions (five major and three project courses)

3. Students who experience personal or academic difficulty (failed course, etc.) while they are a member of the cohort will notify his or her advisor and mentor. A revised academic plan and timeline to complete degree requirements will be collaboratively developed with the student, academic advisor, and faculty mentor.
4. To enter a cohort program, students must meet entrance requirements, and have completed prerequisite courses, as well as elective credit requirements. If the elective credits are not completed prior to entering a cohort, an academic plan will establish how the student may consecutively fulfill this requirement through one of the prior learning options prior to the final semester of enrollment. Registration to the semester may be delayed pending completion of all elective credit requirements.
5. Cohort capacity is guided by the following minimum and maximums:
    a. BBA degree completion programs (minimum of 12 students and maximum of 20-25 students)
    b. BBA major (maximum of 15 students)

Directed Study Policy

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 semester 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.

Dropping/Adding/Withdrawing Policy

Any changes in registration must be approved by an academic advisor who submits a drop/add form **before the semester start date**. Classes dropped during the registration period are removed from the student's transcript.

Once the semester begins, a student may withdraw from classes through the final withdrawal date of each session (week six of the first session) or semester (week fourteen of the second session or 15-week semester) by contacting his or her academic advisor. A withdrawal form can be processed **after the first day of the semester**. Financial penalties apply (refer to the Financial Aid section of the catalog for percentage refunds by date). If a student withdraws from class after the beginning of the semester, a grade of "W" (Withdrawal) will be recorded. A student who leaves the University during a semester 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.

Fresh Start Policy

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 coursework and grades.

Grade Appeal Policy

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.

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 Assistant Vice President, Academic Services 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 by the Assistant Vice President, Academic Services within seven weeks of the beginning of the semester following the semester 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.

Graduation Requirements

- A minimum of 120 credits is required for a BBA*/BS*, with a minimum cumulative GPA of 2.0.
- A minimum of 33 credits is required for an MBA*, with a minimum cumulative GPA of 3.0.
  *BBA, BS, and MBA require completion of a standardized examination.

Incomplete Grade Policy

Incomplete grades, "I," will be assigned only when the student in good academic standing (passing the course) 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. 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 (a temporary grade) will be issued at the discretion of the instructor. The student and the instructor will formulate a written plan intended to provide a clear statement of the remaining assignments and respective due dates. This plan will be submitted to the Records Office by the faculty member on or before the last date of the class. The timeline for completion will, however, be no later than seven 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.

Institutional Withdrawal Policy

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.

No Credit (NC) Grades

The No Credit, "NC", grade will only be assigned in circumstances where the student did not attend enough classes (attended the course, but less than 50%) 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.

Participation in Commencement and Graduation

Degrees are granted at the conclusion of each session. 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 March 1st for May commencement ceremony. 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 two weeks following the final session in which the student completes final degree requirements. This includes posting the degree to the student transcript and mailing a copy to the student. Diplomas are distributed at the commencement ceremony. (Students who enrolled in the current session in which the ceremony takes place will receive the diploma by mail following final degree clearance.) 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 ceremony held annually in May conducted to celebrate students' completion of degree programs. Degree recipients are eligible to participate in commencement. To participate in the ceremony the student must complete degree requirements in a session prior to the scheduled ceremony. Program requirements include taking the ETS exam, as well as completing all coursework 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 to date. The final GPA based on all academic work and the appropriate honors will be printed on the transcript and the diploma.

Pre-requisite Policy

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.

Repeated Courses

In an attempt to improve a grade previously earned or to enhance or refresh learning, 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.

Research Approval Policy

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 coursework. In the event the student chooses a process at the University, it will be the student's responsibility to contact the Provost/Chief Academic Officer and obtain a written approval statement. Written approval shall be attached to the final copy of the student's project report.

Right to Dismiss Policy

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.

Satisfactory Progress Policy

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 semester may be removed from his or her full-time 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 semester'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 the required 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.

Student Awards and Recognition

Academic Excellence Medallion

As a measure of student academic achievement, all graduates at the baccalaureate and master's levels are required to a standardized test. The University uses this test to measure and improve curricula as well as to measure how well we are doing compared to other institutions. Although there is no minimum score required, the outcomes are important to the University as a comparison against the national average. The results will be used to determine which students qualify for special honors. Students will receive medallions before our graduation ceremonies based on their scores. The honors are determined as follows:

*Students who score in the top 10% (90th percentile and above) in the graduating class will be awarded a **gold** medallion;*
*Students who score in the top 11% - 20% (80th to 89th percentile) range will receive a **silver** medallion;*
*Students who score in the top 21% - 30% (70th to 79th percentile) range will receive a **bronze** medallion.*

Student Awards

At the commencement ceremony, up to three awards are presented to the students who are nominated by their faculty and are selected by the Student Award Committee to receive the following awards:

***President's Award** is based on excellence in teamwork, scholarship, communication and presentation skills, and an integration and application of the coursework into the business world.*

***Business Innovation Award** is presented to a student who has created or initiated an improvement to a business process or product within an existing company, organization, or conglomerate, either public or private, and may include nonprofit institutions.*

***Entrepreneurial Award** is based on a new product or business venture created or planned to be created as an independent business, or is a new product or business venture within an existing company, organization, or conglomerate.*

Faculty Expectations of Students

Faculty members have the expectation that students will take responsible action to fulfill their duties and responsibilities in the academic program and in each class. Therefore, we believe it is reasonable for faculty to assume that students will:

- Treat the classroom (both on ground and on-line) as a professional environment and treat students and faculty with respect.
- Adhere the University Honor Code
- Participate in class and submit all work on time.
- Adhere to class start times and end times (including breaks).
- Be accountable for their actions toward class members
- Take ownership of one's performance, both academic and behavioral.
- Notify the instructor in the event of an absence or other class related concerns.

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 class start. Include his/her name and contact information, specific requirements, and expectations for providing responses and assignment feedback.
- Answer e-mail/forum posts within 24-48 hours.
- Participate actively in discussion forums (minimum of four posts per week).
- Grade all student work within five days of the due date and provide informative feedback, using rubrics and track-changes in MS Word.
- Use class time for meaningful, course-related activities.
- Arrive to class (scheduled on ground) 15 minutes prior to the start of class
- Provide reasonable assistance to students on an individual basis as may be necessary and appropriate.
- Notify students in the event of an absence or emergency and communicate the plan with the class to make up the missed class session.
- Dress in business or business casual attire (no jeans or sweatpants). Note that students may follow a more relaxed dress code, however, can be required to adhere to a higher expectation on days they are doing presentations.
- Submit grades through the Faculty Portal on time.
- Maintain class records for a minimum of sixteen weeks following the completion of the class.
- Review class evaluations (available after the due date for submission of grades).
- Treat students with respect.

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 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 via the Student Portal. The contact person for grade appeals is the student's academic advisor. Refer to the Grade Appeal Policy for additional details on the process.

For further information on student concerns or complaints, please refer to the Student Ombudsman description provided in the catalog.

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 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 one's 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 one's 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 verbal form as it applies to an academic submission.

Cleary University's Policy on Reusing Work

Self-plagiarism is defined as reusing a significant, identical, or nearly identical portion of a student's own work without acknowledging that s/he has done so, or without citing the original work. One example of self-plagiarism is turning in the same paper (or substantial parts of the paper) for two courses without getting permission from the instructor.

During his/her studies at Cleary, a student may be asked to write on the same topic in multiple classes. In this case, his/her writing is expected to reflect new insights and conclusions to demonstrate critical thinking and intellectual growth. Cleary University recognizes that there may be times when there may be some overlap in assignments in different classes.

In cases where a student would like to use previous work from another class, he/she must (1) receive permission to use previous work from the instructor of the current course (2) appropriately cites the recycled work. If the student fails to follow this protocol, then the submitted work, recycled from another course, will be considered plagiarized.

To cite or quote previous work, the previous course work should be cited as an unpublished paper with the student as the author. Please refer to the APA publication manual or NoodleTools for the specific format.

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 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 semester 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.

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 members are encouraged to consult with the designated 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 designated dean.

The designated dean may elect to proceed with a review of the questionable material by the University Librarian. The designated dean will report flagrant violations to the review committee with any recommendations for suspension or expulsion. Alternatively, the appropriate dean may have the student work with a designated University representative who will assist the student as s/he completes an acceptable assignment.

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 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.

UNIVERSITY POLICIES

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 its education programs or activities or in its employment. Inquiries concerning the application of Title IX and implementation of its regulations may be referred to the Title IX Coordinator, (Dean, College of Business Innovation and Applied Technology), or to the Office for Civil Rights, Cleveland Office, U.S. Department of Education, 600 Superior Avenue East, Suite 750, Cleveland, OH 44114-2611.

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, Cleary e-mail address, semesters of attendance, full/part-time status, degree(s) awarded, dates of graduation, program of study, and participation in officially recognized activities and sports. A copy of the complete policy can be obtained from the Records Office. 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.

Technology Policies

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 as 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.

Social Media Guidelines
Social network sites such as Facebook, Twitter, and YouTube are exciting channels to share knowledge and accomplishments, express creativity, and connect with others. Cleary University supports participation in these on-line communities to further our branding messages. This policy addresses best practice guidelines to help employees and students use these forums effectively, protect personal and professional reputation, and to adhere to University policies.

When posting as an individual, faculty, staff, students, and alumni of Cleary University should:

- Protect confidential and proprietary information by not posting this type of information related to Cleary University, students, employees, or alumni. Students and employees are required to adhere to all applicable University privacy and confidentiality policies.
- Refrain from posting anything disparaging related to the University, any faculty or staff member, student, or other member of the school community (current or former). Particular concerns can be shared with the Vice President, Communications and Enrollment Services.
- Refrain from using the Cleary University logo or any other University images or iconography on personal social media sites. The use of Cleary University's name to promote a product, cause, or political party or candidate is prohibited.
- Maintain transparency. The line between professional and personal business is sometimes blurred. Be thoughtful about the content of postings and potential audiences. Honesty is important with regard to identity. Posts should be clear that they are from an individual and not a representative of the University.
- Exercise appropriate discretion when using social networks for personal communications (friends, colleagues, parents, former students, current students, etc.) and wall posts with the knowledge that what you publish on-line will be public for a long time.
- Refrain from reporting, speculating, discussing, or giving any opinions on University topics or personalities that could be considered sensitive, confidential, or disparaging.

When posting on behalf of Cleary University, faculty staff, and students of Cleary University should:
- Be accurate. Ensure that all facts are collected prior to a post. Verify information with a reputable source. Cite and link your sources whenever possible; it is a great way to build community.
- Seek permission. Written permission from the Office of Communications and Enrollment Services is required prior to creating a social media account or Web site on behalf of the University. Only the use of the official version of the Cleary University logo is permitted.
- Be timely. Assign an administrator who can regularly monitor postings and content.
- Monitor comments. While comments are welcomed and they are helpful in building credibility and community, it is advised that the site is set up to review and approve comments before they appear on the site. This allows timely response to comments as well as the ability to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.
- Verify appropriateness. This can be accomplished by applying the publicity test. That is, is the content of the message acceptable for a face-to-face conversation, a telephone conversation, or another medium, or would it be appropriate for the message to be published in a newspaper or on a billboard (tomorrow or ten years from now)? If not, then the message would not be acceptable for a social networking site.

Students found to be in violation of these guidelines may be subject to disciplinary action, including, suspension or expulsion.

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 Technology Acceptable Use policy and all applicable laws regarding copyrights and file sharing.

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. Faculty, staff, and students are prohibited from encouraging or requiring others to violate this policy.

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 Deans, Academic Services Department, and the Human Resources Department. The provisions of the Technology Acceptable Use Policy follow:

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, whose usage is protected by law, ordinance, regulations, or administrative ruling either on the University campus or elsewhere.
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

5. 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.

6. 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.

7. 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.

8. 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.

9. Users may not change, add to, or in any way alter the operating system or software configuration on a University-owned computer.

10. Passwords are the property of the User and are not to be used by anyone else.

11. Users must use and are not allowed to circumvent University virus-scanning software.

12. 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.

13. 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.

14. All students, faculty, and staff agree to comply with the acceptable use policies of Cleary University's vendors, partners, and affiliates.

15. 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.

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. Additionally, the use of cell phones during class is prohibited.

Housing, Safety, and Security Policies

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 Assistant Vice President, Auxiliary Services and/or the appropriate law enforcement agency.

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. Internally, students may contact the University's licensed counselor.

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.

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.

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.

Housing

The university requires all students within two years of their high school graduation to reside on campus to the extent that space is available, unless granted an exemption to this policy by the university administration.

The University may grant exemptions to the on-campus housing policy for certain categories of students based upon guidelines related to marital status, proximity of home to campus, and other pertinent factors. Requests for exemptions based on other reasons are not routinely granted. Any exemption to the University On-Campus Housing Policy must be approved in writing prior to the beginning of the contract period for which the exemption is requested. The exemption request process is intended to provide an avenue for those students who have graduated high school less than two years prior but who fall under one or more of the categories listed below:

- Are married or in a documented domestic partnership.
- Have dependent children.
- Plan to live with their parent/s or legal guardian within 50 miles of campus. (A legal guardian is a person appointed by the appropriate legal jurisdiction to act on behalf of the student in place of parents. Legal documentation may be requested for verification.)

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 University 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 staff on duty at the time.

Maintenance of Physical Plant Facilities with Security Considerations

The University is 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.

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,

Peddling and Soliciting

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.

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 which 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 all 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 below lists the types of crimes required to be reported. The University has experienced no reportable crimes.

Classification	2009	2010	2011	2012	2013
Murder/Non-negligent Manslaughter	0	0	0	0	0
Negligent Manslaughter					0
Criminal Sexual Conduct	0	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	0	0	0	0
Hate Crimes	-	-	-	-	-
Simple Assault			0	0	0
Larceny - Theft			0	0	0
Intimidation			0	0	0
Destruction/Damage/Vandalism of Property			0	0	0
Arrests on Campus	-	-	-	-	-
Weapons Violations			0	0	0
Drug Violations			0	0	0
Liquor Violations			0	0	0

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 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.

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

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

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 and work performance.

Note: There is a limit of one academic grant and one athletic grant or scholarship per eligible student offered by Cleary University. This allows the University to optimize the number of students receiving grants and scholarships as well as to maintain cost benefits to all students, such as including learning resources and fees in the tuition cost and offering a tuition guarantee (no incremental tuition increases) for students who maintain continued enrollment and good academic standing.

High School Juniors and Seniors

**Indicates that scholarships are partially funded by endowments.

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, proving 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 Admission Honors Scholarship**

Current high school students with a 3.2 GPA or higher, an ACT score of at least 23, and who have affirmed leadership and service to Cleary University are eligible. The scholarship will be applied upon registration, which must be completed on or before May 15th. Annual renewals may be awarded up to three years, provided the appropriate GPA is maintained by level. The following are types of admission scholarships:

	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 (defined as being claimed on a parent's tax return) 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 semester. Grants may be removed in cases where a student withdraws from or fails a class.

Cleary University Professional Organization Scholarship
This $3,100 competitive and renewable scholarship is available to new undergraduate students participating in a career or academic club while transitioning from high school to college. A recipient is expected to:

- Participate regularly in a career or academic club
- Enroll in 12 or more credit hours per semester (two or more semesters in an academic year) in a degree seeking program
- Document a high school cumulative GPA of 3.0 or higher
- Submit an essay authored by the student
- Submit a referral letter from the leadership of the club in which you participated
- Maintain satisfactory academic (cumulative GPA of 3.0 or higher) and club performance to renew scholarship

Cleary Cougar Excellence in Leadership Award
This $1,500 competitive scholarship is award given annually to a continuing Cleary student attending Cleary's College of Business Innovation and Applied Technology. A recipient is expected to:

- Maintain a cumulative GPA of 3.0 or higher
- Participate in a student club—a leadership, chair, or team captain role is preferred
- Participate as a volunteer in at least two Cleary events annually
- Submit a scholarship application and essay on or before April 15th

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 to the Financial Aid Department, and have a 3.0 GPA or higher.

College Transfer Students

Admissions Transfer Scholarships
Competitive scholarships are awarded to transfer students who transfer a minimum of 30 semester hours (45 quarter hours) who are first-time registrants enrolled full-time in an undergraduate degree program. Applicants with a GPA of 3.0 or higher are requested to submit a scholarship application and essay. Qualified applicants must also apply and register for first semester classes no later than three weeks prior to the start of the semester or session. Annual renewals may be awarded up to two years provided the appropriate GPA is maintained by level.

Admissions Transfer Scholarship Level	Amount	GPA
Level I	$6,300	3.5
Level II	$3,000	3.0

Phi Theta Kappa Transfer Scholarship
Up to a $4,000 matching scholarship is awarded to members of Phi Theta Kappa graduating from a college or university within the preceding 12 months. Qualified applicants will submit a recommendation letter and a transcript to verify a GPA of 3.0 or higher.

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 the appropriate minimum GPA (2.0 for undergraduate students and 3.0 for graduate students) and successfully complete the semester. Alumni grants will be removed in cases where the student withdraws from or fails a class.

Cleary University Next Step Grant
Cleary University offers a 15% tuition grant to Cleary baccalaureate graduates who enroll in the Cleary MBA program within nine months of degree completion. To be eligible, students must:
- Complete their registration within nine months of completing the undergraduate degree
- Pay the remaining tuition and fees at the point of registration, or they may elect to utilize the Cleary University installment plan
- Maintain continuous enrollment to retain this grant. Students who withdraw, or 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. Qualified applicants must have a cumulative GPA of 3.5 or higher, and submit a Scholarship Application that includes an essay.

Military and Veterans
100% Military Service Grant for Undergraduate Students
This grant is available to current active military or honorably discharged veterans for the equivalent of out-of-pocket tuition costs for up to 12 credits per semester after all other grants, scholarships, employer reimbursement, or VA benefits have been applied.
- Students are required to annually complete the Free Application for Federal Student Aid and accept any grants and/or scholarships for which they may be eligible.
- Honorably discharged veterans are required to provide a copy of their DD214
- Students can use the current generic scholarship application to apply and submit to the Financial Aid Office. The essay requirement is waived.
- Students are required to maintain a GPA of 2.0 or higher and successfully complete all classes to maintain eligibility.

50% Military Service Grant for Graduate Students
This grant is available to current active military or honorably discharged veterans for out-of-pocket tuition costs up to 50% of six credits per semester after all other grants, scholarships, employer reimbursement, or VA benefits have been applied.
- Students are required to annually complete the Free Application for Federal Student Aid and accept any grants and/or scholarships for which they may be eligible.
- Honorably discharged veterans are required to provide a copy of their DD214.
- Students may use the current scholarship application to apply (essay requirement waived).
- Students are required to maintain a GPA of 3.0 or higher and successfully complete classes to maintain eligibility.

Yellow Ribbon Enhancement Program
Cleary University will match 50% up to $1,000 per semester for current active military or honorably discharged veterans to offset tuition after the maximum tuition cap has been reached under the Post-9/11 GI Bill.

Military Guaranteed Tuition Rate
If you are called into active duty while you are taking classes at Cleary University and you are not able to complete your degree requirements, we will hold your tuition rate for up to nine months after you have been released from active duty, provided the absence does not exceed five years.

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. To be eligible, students must apply for admission and provide documentation of AmeriCorps Segal Award eligibility. Once selected for the award, students are encouraged to enroll full-time to maximize award amounts. Awards will be divided equally over the number of semesters 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 and 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

To apply, the employee or eligible family member must complete an application form. Once the form is received, the College Human Resource Department will verify employee status. 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 have to submit a copy of their scholarship letter.

Morse B. Barker Scholarship
Ten $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 on-line at http://www.aaacf.org/scholarships/how-apply by **April 1st**.

Strategic Business Partnership Tuition Grant**
A 20% net tuition grant (after other scholarships and grants are applied) is offered to all eligible employees of our Strategic Business partners and their immediate family members. This grant is applicable to all newly admitted Cleary University students for undergraduate, graduate, for-credit certificate, and review programs taken for academic credit. Grants for subsequent enrollment by these students are contingent upon the student's continued eligibility with the partnering organization.

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 Partner should contact the Admissions Office at admissions@cleary.edu or sbp@cleary.edu.

Endowed Scholarships for New and Continuing Students

Application deadline for Cleary University Scholarships is __May 30th__ 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 semester 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*
 Livingston Campus Scholarship
 One $500 scholarship is offered annually as funds are available to a student attending the Livingston 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.

 Joyce Mutch Memorial Scholarship
 One $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 with at least a 2.5 cumulative GPA.

 Extension Site Scholarship
 One $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.

LOREN BEUTLER ENDOWED SCHOLARSHIP*
One $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 a senior-level student, enrolled in a bachelor's degree program, with a 3.0 cumulative GPA. The student must be enrolled in nine or more credit hours per semester.

MARIE AND OWEN J. CLEARY ENDOWED SCHOLARSHIP*
Two $500 scholarships are awarded annually as funds are available to new and/or continuing full-time students with a minimum GPA of 2.5 and 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 $1,000 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, maintain a minimum 2.5 GPA, and demonstrate financial need.

FRIEDT SCHOLARSHIP*
One $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, maintain a 3.0 GPA, and demonstrate financial need.

RITA AND CHARLES GELMAN UNDERGRADUATE SCHOLARSHIP*

One $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, maintain a 3.0 GPA, and demonstrate financial need.

RITA AND CHARLES GELMAN GRADUATE SCHOLARSHIP*

One $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, maintain a 3.0 GPA, and demonstrate financial need.

LLOYD AND MABEL JOHNSON ENDOWED SCHOLARSHIP*

One $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, maintain a 2.5 GPA, and demonstrate financial need.

BETSY KANITZ ENDOWED SCHOLARSHIP*

One $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, maintain a 2.5 GPA, and demonstrate financial need.

KEY BANK ENDOWED SCHOLARSHIP*

One $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 $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, maintain a 2.5 GPA, and demonstrate financial need.

MARJORY CLEARY MCKENNY AND ARTHUR MCKENNY ENDOWED SCHOLARSHIP*

Two $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, maintain a 2.5 GPA, and demonstrate financial need.

PERRONE CHARITABLE FOUNDATION, INC. SCHOLARSHIP*

One $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, 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 $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 yea, maintain a 2.5 GPA, and demonstrate financial need.

SULLIVAN ENDOWED SCHOLARSHIP*
One $2,000 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 3.0. The scholarship is renewable for up to four academic years; however, the student must reapply each year, maintain a 3.0 GPA, and demonstrate financial need.

JACK G. WILSON SCHOLARSHIP
One $500 scholarship is 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. The student must have a minimum 3.0 GPA. The 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 $626 to $5,775. The Pell Grant is paid in proportion to the number of credit hours in which an eligible student is 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. Awards are granted on a need basis. The award ranges from $375 to $4,000 (depending upon fund availability) with a stated application deadline of September 1. Priority of funding is given to those who apply early using the Free Application for Federal Student Aid (FASFA).

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 $1,626 with a stated application deadline of July 1st, 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 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 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 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 four-year program at a Michigan, degree-granting college or university. Coursework must be completed within 30 months of completion of Phase I requirements.

For more detailed information or to check your eligibility contact: www.michigan.gov/mistudentaid/.

Direct and Alternative Loans

William D. Ford Federal Direct Loans.
Low-interest loans for students and parents are available 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. Interested students must complete the Free Application for Federal Student Aid (FAFSA) and 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, hence 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 that can be borrowed through the William D. Ford Federal Direct Loan program.

Dependent Student - Annual Amount	Subsidized + Unsubsidized	Total
Freshman (0-29 credits)	$3,500 + $2,000*	$5,500*
Sophomore (30-59 credits)	$4,500 + $2,000*	$6,500*
Junior/Senior (60+ credits)	$5,500 + $2,000*	$7,500*
Independent Student - Annual Amount	**Subsidized + Unsubsidized**	**Total**
Freshman (0-29 credits)	$ 3,500 + $6,000*	$ 9,500*
Sophomore (30-59 credits)	$ 4,500 + $6,000*	$10,500*
Junior/ Senior (60+ credits)	$ 5,500 + $7,000*	$12,500*
Graduate Student	$ 20,500 Unsubsidized only*	$20,500*

*Loan limits may be subject to proration.

Student Status	Subsidized + Unsubsidized Maximum Aggregate Loan Limits (Lifetime Loan Limits)
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.

Due to federal regulations and a changing credit market, the University is unable to provide loan vendor recommendations. Students may wish to consult with their own banking institution as well as to investigate other options to compare rates and benefits best suited to their individual needs.

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 for all schools.

The Financial Aid Department develops 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, the following formula is used:

Cost of Attendance (-) EFC = *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 semester, 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
2015-2016 Federal Methodology Cost of Attendance.

Category	Commuter/On-line Undergraduate (2 semesters)	On Campus Undergraduate (2 semesters)	Commuter/On-line Undergraduate (3 semesters)	Commuter Graduate (3 semesters)
Tuition & Fees	$14,760	$14,760	$22,140	$16,470
Personal	$ 1,722	$ 1,722	$ 1,722	$ 1,722
Transportation	$ 1,494	$ 834	$ 1,494	$ 1,494
Room & Board	$ 4,194*	$ 9,600*	$ 6,291*	$ 6,291*
Loan Fees	$ 85	$ 85	$ 85	$ 100
Total	**$22,225**	**$27,001**	**$31,732**	**$26,077**

*Living expenses are based on State recommendations for 2015-16 (room/board without dorms)
**All students enrolled in a graduate program are considered independent

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 a 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 credit hours per semester in a program leading to a degree. See enrollment classifications:

Classification	Credits Per Semester	
	Undergraduate	**Graduate**
Full-Time	12+ credit hours	6+ credit hours
¾ Time	9-11 credit hours	Not applicable
½ Time	6-8 credit hours	3-5 credit hours

After 60% of the semester has passed, no credit is available.

Disbursements. Aid funds are posted for an eligible student once per semester when the aid file is complete, but not more than 10 days prior to the applicable semester. Grants and scholarships for each semester 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 two equal parts to correspond to the two semesters of the regular academic year: Fall and Spring. When applicable, aid for students will be divided evenly among three semesters to include the Summer semester. 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 semester. Accountability begins with the student's start date (semester 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 sixth year (4 x 150% = 6). Total credits allowed for undergraduate studies would be no more than 180 credits (120 x 1.5).

Enrollment/Program Type	Maximum Aid
Full-time bachelor's degree students (180 credits)	12 semesters (6 years) at full time
Half-time students	24 semesters(12 years) at ½-time
Full-time associate's degree students (90 credits)	9 semesters (3 years) at full-time
Half-time students	12 semesters (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.

<u>Hours Attempted and Hours Completed</u>
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 (semester). 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 semester may be cancelled. Examples of a 67% completion rate during a one-semester period would be:

- A student registered for 9 credits each semester must successfully complete at least 6 credits each semester.

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 reevaluated after an "I" grade is converted to a letter grade.

<u>Grade Point Average</u>
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 semesters.

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:

<u>Financial Aid Warning</u>
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 semester.

<u>SAP Appeal and Academic Plan</u>
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 semesters 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.

<u>Final Termination Status</u>
Students who fail to maintain academic progress requirements will be required to complete coursework 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 fulfilling at least one of the following:
- Discussion or participation in an on-ground or on-line classroom
- Completing a Moodle quiz
- Uploading an assignment in a Moodle classroom

Attendance is required for all classes in order to qualify for financial aid. 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 semester. 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 submit 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.**

For classes not on the standard schedule, the return of Title IV funds will be computed using the Department of Education R2T4 approved software which calculates the number of days that have passed in the semester over the total number of days in the semester. The total number of days in the semester includes break time and weekends. A grade of "W" will be given for any class from which the student withdraws (note a withdrawal applies on or after the first day of the semester).

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 semester. 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.

Semester Type	Total Number of Calendar Days in a Semester	At 60% of Semester
15 Week Semester	105 days	Day 63 (no refund)
After 60% of the semester 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 semester start date to the withdrawal date will be calculated. That number will be the numerator and the total number of days in the semester 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. The current Refund Policy for withdrawing during a semester (15 weeks):

Week of the Semester (not class start date)	Tuition Refund Percentage
Week One	90%
Week Two	50%
Week Three	50%
Week Four	25%
Week Five	25%
Weeks Six through Fifteen	0% (no refund)

It is important to note that the second session (second seven weeks of the fifteen week semester) classes are part of the fifteen week semester. No refund can be granted for second session classes after week five of the semester even if the withdrawal takes place prior to the class start date of the class.

Cleary Work-to-Learn Program

Cleary University's Work-to-Learn (WTL) program's intent is to assist with tuition costs by enabling students to work on campus. Available positions may be found on the Cleary Web site.

Students have the ability to earn a portion of their scholarship by working up to 20 hours per week at $8.15 per hour. 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; however, not all students will be selected to participate. Interviews will be required. Students must maintain a 2.0 or higher undergraduate or a 3.0 or higher graduate grade point average. Program eligibility could be in jeopardy when the total number of credits in which a student is enrolled per semester falls below the required per semester minimum. Please contact the Financial Aid Office for an application and additional information.

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. Available positions may be found on the Cleary Web site.

Work-Study Programs

Cleary University participates in the federal college work-study program and provides jobs for undergraduate and graduate students who have financial need as determined by filing the FAFSA form. This federal program allows students to gain much needed experience, while at the same time earning wages to help pay for their education. 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 2015-16 academic year are $8.15 per hour for both on-campus and 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 (refer to Web site for positions)

Graduate Assistants (GA)

New students in this category must have earned an undergraduate degree and must be currently working toward their graduate degree. Students in this position are expected to bring experience and expertise to their role. Available Graduate Assistant positions are posted on the Cleary Web site.

The Graduate Assistant, while enrolled in the Cleary University MBA program, is required to take at least one graduate class per session (three credits) and remain in good academic standing (3.0 or higher GPA). If the student withdraws from classes, eligibility for the assistantship and scholarship ends immediately.

Graduate Assistants will be paid a stipend of $500/month, $250 per payroll period, pro-rated if the GA is not employed for the entire month. The GA will work an average of 24 hours per week for the University, either on or off campus. GA supervisors are responsible for ensuring performance expectations are met and for terminating the assistantship if they are not met.

Graduate Assistants will also receive a 75% graduate tuition scholarship for their Cleary University MBA program, provided the above standards and requirements have been met. Scholarships will not be applied to additional courses needed due to poor academic progress.

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

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.

The VA students with Chapter 30, 1066 or 1067 benefits must self-verify to the VA (via WAVE or by phone) at the end of each month. It is required that students receiving this VA benefit must inform the VA if there is any change to their enrollment. To reach a VA representative by phone, call 888-442-4551 or to use the automated telephone service, call 877-823-2378.

Chapter 31, 33, and 35 students do not have to self-verify and are awarded benefits from the VA based on the information in the enrollment certification submitted by Cleary's VA Certifying Official.

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

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 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 through Cleary's Alumni LinkedIn page. Questions about getting connected can be sent to alumni@cleary.edu.

The Cleary University Connection is the University's biannual magazine for Cleary alumni and friends, and features Alumni events as well as University news and events.

Inquiries concerning the Alumni Association and its activities can be directed to 517-586-3009.

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.

Ann Arbor Extension Site
2793 Plymouth Road, Ann Arbor, MI 48105
Cleary University's Washtenaw Campus is located in Ann Arbor's rapidly growing northeast section.

For driving directions to the above locations, consult the Cleary Web site.

TEACHING FACULTY

Richard Acho
BS Wayne State University
MBA Walsh College of Business
MSF Walsh College of Business

Anna Ankenbrand
BA University of Southern Indiana
MBA University of Phoenix

Martin O. Anumba
BS University of Liberia
MBA University of Dallas

David Baldwin
BA University of Michigan
MBA University of Michigan

Kimberly Barker
BA Hawaii Pacific University
MBA Hawaii Pacific University

Sara Barnwell
BA Michigan State University
MBA Cleary University

Robert Bellenir
BA Michigan State University
MBA University of Detroit Mercy
JD University of Detroit Mercy

Emil Berendt
BS University of the State of New York
BBA Pace University
MA Hunter College
PhD City University of New York

John Black
BS Wayne State University
MBA Wayne State University
Certified Public Accountant (CPA)
Certified Management Accountant (CMA)
Certified Internal Auditor (CIA)
Certified Six Sigma Black Belt (SSBB)

Michael Bohanon
BS University of Michigan
MS Walsh College

Stewart Brannen
BA Algoma University
MBA Lake Superior State University

Sandra Budnick
BA University of Michigan, Dearborn
JD Detroit College of Law

Alla Bush
BBA Walsh College
MA Walsh College
MBA Walsh College
MSF Walsh College

Rhonda Callanan
BA Spring Arbor University
MA Spring Arbor University

James Carlson
BA Augsburg College
MA Carnegie Mellon University

Robert Carr
BA Michigan State University
MBA Carnegie Mellon University

Christine Cassidy
BS Michigan State University
MA Eastern Michigan University
Licensed Professional Counselor (LPC)

Frank Casteel
BBA University of Connecticut
MBA University of Connecticut

David Castlegrant
BA William Patterson College
MSA Central Michigan University
Certified Quality Manager (CQM)
Certified Quality Auditor (CQA)
Professional Certified Marketer (PCM)

Wendy Chaperon-DeWolf
BBA Cleary University
MS Eastern Michigan University

Joseph J. Chiapetta
BS Oakland University
MBA Wayne State University
Certified Six Sigma Black Belt (SSBB)

James Cleary
BBA University of Notre Dame
MBA Central Michigan University

Christopher Colston
BBA Cleary University
MBA Cleary University

Mark Cryderman
BA Michigan State University
MBA University of Michigan

Jerry Cunningham
BA Eastern Michigan University
MA Eastern Michigan University

Michael Davis
BA Baker College
MBA Baker College
PhD Eastern Michigan University

Melissa Dodge
BA University of Michigan
MBA Cleary University

Rani Dronamraju
BA Osmania University
MA University of Windsor
MSW University of Michigan

Thomas Dryer
BA Aurora College
MS Northern Illinois University
MBA University of Michigan
DBA Baker College for Graduate Studies

Anthony Duran
BBA Cleary University
MBA North Central University

James Ebejer
BA Oakland University
MBA Oakland University

Brent Ewald
BS Michigan State University
MBA Eastern Michigan University

Cheryl Fairbrother
ADN Kellogg Community College
BSN Oakland University
MHA Columbia University

Grace Farley
BA Michigan State University
MBA Cleary University
JD Thomas Cooley Law School

Amanda Fegan
BS Michigan State University
MBA Baler Center for Graduate Studies

Dawn Fiser
BS Eastern Michigan University
MA Eastern Michigan University

Robert Flynn
BS St. John Fisher College
MS University of Windsor

Dimitri Frentzos
BS Madonna University
MBA Madonna University

Deborah Gantos
BS Marietta College
MA Ohio State University

Christian Gheen
BA University of Michigan
MS Central Michigan University

Grace Gheen
BA University of Michigan-Dearborn
MEd Ohio State University
MBA Cleary University

Stephen Glaab
BS Central Michigan University
Certified Financial Planner (CFP)

Deborah Hahn
BA Kalamazoo College
MBA University of Michigan
Certified Public Accountant (CPA)

Thomas Hardy, PhD
BS San Jose State University
MBA Sacred Heart University
PhD Oregon State University

William Hathaway
BA University of Michigan
MA Public Policy Tufts
EdD Eastern Michigan University

David Hayes
BA Michigan state University
BS Grand Canyon University
MS Walden University
MFA National University

Tami Heinonen
BS Eastern Michigan University
MA Michigan State University
EdD University of Nebraska Lincoln

Geoffrey Henry
BA University of California-Berkeley
MBA City University Business School

Daniel Hellebuyck
BS Wayne State University
MS Central Michigan University

Sandra Henson
BA Eastern Michigan University
MA Eastern Michigan University

Charles Himelhoch
BA Wesleyan University
MBA University of Detroit

Ron Hostine
BS Lawrence Technological University
MBA University of Detroit
MS University of Detroit Mercy

Jane Ellen Innes
BSBA Regis University
MILS University of Michigan

Cheryl Israel
BBA Eastern Michigan University
MA DePaul University

Kathleen Jacob
BBA Walsh College
JD University of Michigan

Kalpana Joshi
BS Shivaji University
MS Shivaji University
MS A & M University

Justin Kendricks
BBA Davenport University
MBA Davenport University

Jeannine Kessler
BA Concordia University
MBA University of Saint Thomas

Ghada Khoury
BS American University of Beirut
MA American University of Beirut
MS University of Michigan
PHD University of Michigan

Kerry Kinzinger
AA Washtenaw Community College
BS Cleary University

Joseph Koss
BA Baker College
MBA Hawaii Pacific University

James Krolik, PhD
BS Eastern Michigan University
MA Eastern Michigan University
PhD University of Michigan

Robert Kozal
BS Aquinas College
MS Grand Valley State University

Ricky Kwan
BS Benedictine College, Kansas
MBA St. Mary's University, Texas

Kathy LaCasse
BBA Cleary University
MS Davenport University

Stefanie Lassitter
BA Grand Valley State University
MA Eastern Michigan University
EdD Argosy University

Michelle Lay
BBA Cleary University
MBA Cleary University

Roland Leonard
BBA Cleary University
MBA Baker College

Nicole Literacki
BEd University of Toledo
MEd University of Toledo

Ryan Litwiller
BA Central Michigan University
MBA Saginaw Valley State University

Margaret Lourdes
BA Madonna University
JD Detroit College of Law at MSU

Jacklyn Lundin
BS Central Michigan University
MBA Cleary University

Kathleen Mackie
BA Wittenberg University
MS Georgia Southern University

Dawn Markell
BS Ferris State University
MSA Central Michigan Universtiy

Geraldine A. Markley
BBA Eastern Michigan University
MBA University of Michigan
Project Management Professional (PMP)
Certified Six Sigma Black Belt (SSBB)
Certified Quality Manager (CQM)
Certified Quality Auditor (CQA)

Robert Marschall
BBA University of Michigan, Dearborn
MBA Wayne State University

Daniel McIntyre
BA University of West Florida
MA University of West Florida

Jason McKinley
BS Michigan State University
MBA Cleary University

Michael McPhillips
BS Eastern Michigan University
MLS Eastern Michigan University

Inna Molitoris
BA Voronezh State University
MA Eastern Michigan University
PhD Eastern Michigan University

Vanessa Mouton
BA Marygrove College
MSA Central Michigan University

William Nicholls
BS Eastern Michigan University
MBA Eastern Michigan University

Sylvestre Novak
BA University of Toulouse, France
MA University of Michigan

Margaret O'Brien
BA University of Michigan
MA Eastern Michigan University

Maria Ortega
BS Central Michigan University
MA Michigan State University

Joseph Pakkala
BME General Institute
MSMM Kettering University

Karen Perez
MA Wayne State University
PhD Kennedy Western University
PsyD California Southern University

Fredric Pierce
BS Dyke College
MBA Baldwin Wallace College

Laura Pogue
BBA University of Michigan
MBA University of Michigan
DM University of Phoenix

Maria Prasad
BBA Eastern 0Michigan University
MSA Eastern Michigan University

Michael Rasak
BS Central Michigan University
MA University of Detroit

Marlo Rencher
BA Michigan State University
MBA University of Michigan
PhD Wayne State University

Sherri Richards
BS Portland State University
MBA University of Portland

Dennis Ritter
BFA Eastern Michigan University
MFA Eastern Michigan University

Mario Romero
BS Illinois Institute of Technology
MBA University of Chicago

Philippe Rowland
BA Indiana University
MS University of Phoenix

Elizabeth Rozmarniewicz
BA Spring Arbor College
MLS Eastern Michigan University

Amy Sauvie
BBA Baker College of Flint
MA Spring Arbor University
Certified Global Career Development
Facilitator

Margaret K. Schroder
BA Oakland University
MA Oakland University

Robert Schroder
BA Oakland University
MS Wayne State University
JD Wayne State University

Kimberly Sequin
BBA Baker College Online
MBA Baker College Center for Graduate
Studies
MS University of Michigan

Norma Simons
BS University of the West Indies
MS Wayne State University
Certified Six Sigma Black Belt (SSBB)

Peggy Simpson
BA Oakland University
MA Central Michigan University

Vesta Smith-Campbell
BBA Cleary College
MBA Baker College

David Speicher
BS Wilkes College
MS State University of New York
Certified Public Accountant (CPA)
Certified Management Accountant (CMA)

Eric Stempien
BA University of Michigan
JD Wayne State University

Joyce Suber
BSA Sienna Heights College
MS Central Michigan University
DM Walsh College

James Sundberg
BA Oakland University
MSPA Walsh College

Julie Sverid
AA Delta College
BA Western Michigan University
MS Eastern Michigan University

Lee Tonda
AA Schoolcraft College
BS Eastern Michigan University
MA Center for Humanistic Studies

Tim Veenstra
BA Calvin College
BAS Davenport College
MBA Cleary University

Ashley Walicki
BA Walsh College
MS Eastern Michigan University

Kristen Walker
BBM Central Michigan University
MS University of Maryland College

Wendy Welser
BS Eastern Michigan University
MA Eastern Michigan University

Gerald Weyand
BS United States Air Force Academy
MS North Carolina State University
MBA University of Texas

Marge M. Wisniewski
BS Madonna University
MBA Walsh University

CLEARY UNIVERSITY ADMINISTRATION

Thomas P. Sullivan
President and Chief Executive Officer

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Vice President, Communications and Enrollment Services

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Dave Bowers
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