



**UNDERGRADUATE and GRADUATE
Catalog and Student Handbook
2019-20**

Cleary University is a member of and accredited by the
Higher Learning Commission
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The contents of this catalog are subject to revision at any time. Cleary University reserves the right to change courses, policies, programs, services, and personnel as required.

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CLEARY UNIVERSITY

Our Mission

Our mission is to enrich students' lives through the knowledge, skills, and credentials that advance careers.

Our Vision

Cleary University will be America's foremost applied-business university.

Our 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

ORGANIZATION AND STRUCTURE

Cleary University is organized and authorized to grant degrees under the educational laws of the State of Michigan. Control is vested in the governing Board of Trustees, which establishes overall institutional policies.

NONPROFIT STATUS

Cleary University is chartered by the State of Michigan as a nonprofit educational corporation. It has been declared tax exempt by the Internal Revenue Service of the United States Treasury Department.

EDUCATIONAL PHILOSOPHY

Cleary University, an independent, not-for-profit, private, liberal arts business university, is a dynamic and challenging business school culture deliberately designed to forge The Cleary Mind™ through the unique integration of business, philosophy, and literacy curricula. Through active and engaged learning, undergraduate and graduate students are challenged to achieve a level of excellence that enables them to enter the business environment uniquely prepared to contribute as critical thinkers, problem solvers, communicators, and management leaders.

Student Achievement

Key performance indicators (KPI), based on the 2017-18 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, emails, and a review of LinkedIn.

2017-18 Placement/Employment Rate

Graduate Survey	Employment/Placement Rate	Response Rate
Annual 2017-18 Rates	94%	94%

The second KPI, based on the fall semester performance, is a rate of the percentage of courses which were successfully completed. The percentage of successfully completed courses for the 2018 fall semester is 90%.

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 49% (graduation rate) and 85% (persistence rate).

CLEARY UNIVERSITY ACADEMIC PROGRAMS

THE CLEARY MIND™

The curricular philosophy at Cleary University is to ensure every Cleary student graduates with a unique education advantage that enables him/her to enter the business environment uniquely prepared to contribute as a critical thinker, a problem solver, a communicator, and a management leader. This philosophical outcome is defined as *The Cleary Mind*.

The Cleary Business Arts™ Education is the curricular pathway to our collective outcome for all Cleary graduates: practical inculcation of *The Cleary Mind*.

The Cleary Business Arts Education is comprised of two key components:

1. The Cleary Business Arts Curriculum — a dynamic and challenging business school culture deliberately designed to forge *The Cleary Mind* through the unique integration of business, philosophy, and literacy (reading, writing, cultural, technological) curricula
2. And what makes such classroom preparation uniquely applicable to the real-business world:
The Cleary Enterprise Education™ Paradigm — university-based, student-managed, for-profit corporations integrated into the Cleary Business Arts Curriculum with a collective mission to forge *The Cleary Mind* through experiential business knowledge

We have re-thought and reinvented the typical business school curriculum from the perspective of eight key attributes that manifest themselves as *The Cleary Mind*. These are not arbitrary attributes, but rather demands from business — that the business world believes are not being satisfied by traditional business school education programs

The eight attributes of *The Cleary Mind* are:

1. Critical Thinking
2. Problem Solving
3. Creative Thinking
4. Communications
5. Persuasion
6. Entrepreneurship (mindset)
7. Leadership
8. Ethics

These attributes are tied to certain courses in the curriculum and are listed with those course descriptions.

Rationale

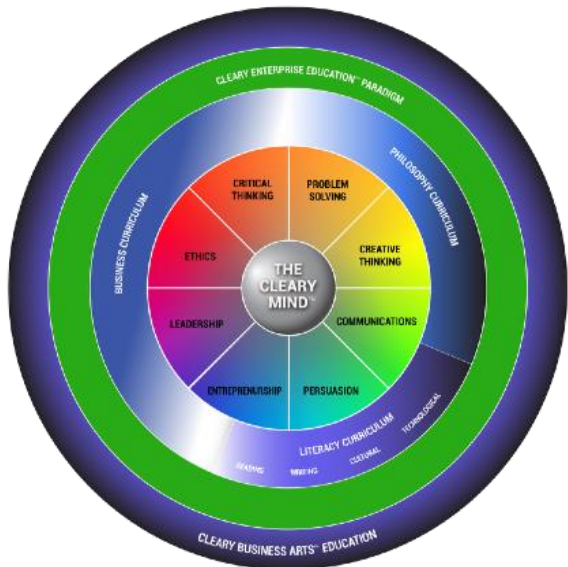
The curricular philosophy of the Cleary Business Arts Education delivers key advantages:

- Deliberate, cross-relevant integration of philosophy and literacy education with a business education
- Education prepares the Cleary graduate to think — both spontaneously and methodically
- Ensures consistent education quality control and cohesive structure
- Transcends the growing vocational and truncated approach to business education
- Provides a logical and progressive pathway from enrollment to graduation

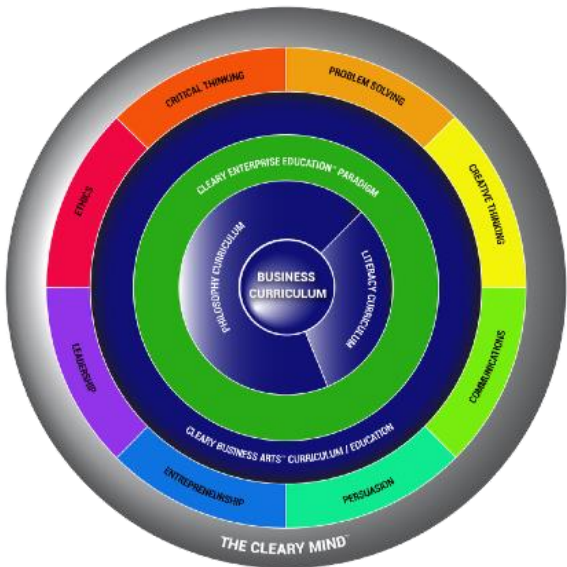
Our Institutional Cleary Mind Outcomes—Our graduates will:

- Possess a comprehensive understanding of business function and interaction across business disciplines
- Effectively communicate ideas, information, experience, and solutions in written and spoken form
- Demonstrate ethical behavior and recognize its value in business success
- Think critically using logic and experience to recognize opportunities and solve problems
- Think creatively using abstraction to recognize opportunities and solve problems
- Evaluate problems and build persuasive arguments to advance business success
- Understand the role of entrepreneurial and leadership mindsets in improving and advancing business success.
- Understand the value of diversity in people, thought, and experience

There are two ways to visualize the *philosophical pathway* of *The Cleary Mind*:



Cleary Mind-Centric



Business Education-Centric

ACADEMIC PROGRAMS

Undergraduate Studies/Traditional Program

Cleary University's traditional program is comprised of students who have completed high school within the previous two years. Program structure, scheduling, career development coursework, and technology integration are designed to meet the needs of the young-adult student. Coursework emphasizes sound critical thinking and problem-solving skills, high-quality communication, and the development of ethical leadership. Students enroll in two full-time semesters. Integration of theory with business application is a focus of the program, while still enabling traditional-age students to experience a variety of co- and extra-curricular aspects of campus life. Most classes in the program are held during the daytime.

Graduate, Adult, and Professional Studies

Non-Traditional Program

Most Non-Traditional Program students are mid-career, working adults. This program offers an innovative academic schedule comprised of evening and/or online courses. The format provides students with an opportunity to efficiently complete their undergraduate degrees while juggling the demands of career and family. Degree-completion transfer majors are designed for individuals who have completed required preparatory courses. Students in the Non-Traditional program are generally expected to enroll in three semesters on a full- or part-time schedule.

Cleary faculty use case studies, project-based learning, and other teaching methods that promote real-world decision making. Students, working individually and in teams, apply common business practices while completing coursework. Coursework emphasizes sound critical-thinking skills and the development of ethical leadership. Class discussions revolve around both classical issues and current trends the business enterprise might face.

Graduate Programs

The Cleary MBA is intended for students interested in assuming leadership roles in their current or future organizations. 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. MBA majors do not require a specific undergraduate degree major.

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 programs. 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. Guidelines specified by SEVP for CPT will be strictly followed (<http://ice.gov/sevis/practical-training>).

The Master in Business Administration is focused on how business theory informs practical application. It is important that students bring relevant employment experience into the classroom in order to increase the depth and breadth of the student learning experience. For international students, Curricular Practical Training (CPT) employment can begin after successfully completing the first semester in the program. Students are expected to share their employment experience in course assignments, case studies, and class discussions, and to tie their experiences to course materials.

The Cleary MS degree in Culture, Change, and Leadership is an online program intended for students interested in learning about organizational culture and how culture can be developed and changed. The program emphasizes a deep understanding of culture along with an applied focus on designing, implementing, and assessing change and development initiatives. The program has a required residency on the main Cleary campus in Howell. Students complete and defend a required capstone applied research project or research paper as the culmination of the program. The MS program does not require a specific undergraduate degree major.

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 approved campus locations. Undergraduate students are allowed to work only on campus in any position (not for credit) OR, after one full academic year, request off-campus Curricular Practical Training (CPT) in their field of study when enrolled in the Internship course (for credit). The MBA programs have CPT built into the program. International students enrolled in the MBA program are expected to find jobs related to their field of study. All CPT work placements require prior written approval.

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. The program is not designed to culminate in a degree.

Early College Program

The Early College Program at Cleary University is a partnership with the Livingston County Educational Services Agency (LESA). The program allows students in Livingston County high schools to earn an associate degree by taking courses in the eleventh and twelfth grades, and then completing a thirteenth year. Students must apply through their high schools.

CLEARY UNIVERSITY DEGREE PROGRAMS

Cleary University offers the following degrees:

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

Graduate Degrees and Certificates

- Analytical Efficiency MBA
- Culture, Change, and Leadership MS
- Financial Planning MBA
- Strategic Leadership MBA
- Health Care Leadership MBA
- Graduate Certificate in Financial Planning

Undergraduate Degrees and Certificates

Accounting and Finance

- Corporate Accounting BBA
- Corporate Finance BBA
- Public Accounting BBA
- Accounting ABA

Culinary and Hospitality

- Hospitality Management BS
- Nutrition and Dietary Management BS
- Culinary Management AAS
- Hospitality Business Management AAS

Marketing

- Digital Marketing BBA
- Digital Communication Certificate
- Marketing Certificate

Management

- Business Analytics BBA
- Business Analytics Certificate
- Business Leadership BBA
- Business Leadership Certificate
- Business Management BBA
- Business ABA
- Criminal Justice Management BS
- Entrepreneurship BBA
- Entrepreneurship Certificate
- Executive Management BBA
- Health Care Management BBA
- Human Resource Management BBA
- Human Resource Management Certificate
- International Business Management BBA
- Intradisciplinary Business Studies BBA
- Project Management Certificate
- Sports Promotion and Management BBA
- Supply Chain Management Certificate

ADMISSION REQUIREMENTS

Cleary University admits students of any race, color, religion, sexual orientation, gender, and national and ethnic origin to all programs and activities, and grants equal rights and privileges to all students of the University.

To begin the admissions process, students are required to submit an application to Cleary University. Dual enrollment and non-degree seeking students are not required to pay an application fee. After you have completed your application and submitted all required documentation, an admissions meeting will be scheduled to discuss your future at Cleary University.

If you would like to meet with one of our admissions representative before you apply, or before you have submitted all of your official documentation, we would be happy to meet with you. Please be advised, however, that an admissions decision cannot be made, and transcript evaluations will not be completed until after you have applied and submitted all of your official documentation.

Please refer to the chart below for Cleary University's minimum admissions requirements and necessary documentation for each student type. Please note that minimum admissions requirements do not guarantee admission to programs that have additional entry requirements.

Student Type	Minimum Admission Requirements	Documentation Needed
Traditional	GPA: 2.5 SAT: 990/1350 ACT: 19	1. Official High School Transcript 2. Official SAT or ACT Scores
Traditional Transfer	GPA of 2.0	1. Official HS Transcript (12 or fewer college credits) 2. Official College Transcript (13+ college credits)
Non-Traditional or Transfer	GPA of 2.0	1. Official College Transcript 2. Prior Learning documentation (if applicable)
Graduate	GPA of 2.5	1. Official College Transcript showing completion of a baccalaureate degree from a regionally-accredited college or university 2. Professional Résumé
Certificate	GPA of 2.0	1. Official HS Transcript (12 or fewer college credits) 2. Official College Transcript (13+ college credits)
Dual Enrollment	GPA of 2.0 SAT: 1010 ACT: 18	1. Official High School Transcript 2. Official SAT, PSAT, or ACT Scores 3. High School Counselor Approval
Early College	GPA of 2.5 PSAT: Math-510 Reading-460	1. Official High School Transcript 2. Official PSAT Scores 3. High School Counselor Approval
Non-Degree Seeking	Completion of some college level courses	1. Michigan Uniform Guest Student Application Form

Provisional Admission

Traditional students who have a GPA between 2.0 and 2.5 and an SAT score lower than 990 will be granted **provisional admission only**. In this case, students may be required to take remedial math and English classes during their first semester, to better prepare them to succeed at Cleary University.

Provisional admission may also be granted to students who do not meet all requirements at the time of application but demonstrate exceptional promise. Please contact the Office of Admissions at admissions@cleary.edu or 517-338-3330 for more information.

Students who are provisionally admitted will be required to earn a Cumulative GPA of 2.0 or higher during their first semester in order to be considered for full admission and registered the following semester.

Admissions Appeals

Applicants denied admission may request reconsideration. Requests must be submitted in writing to the Director of Enrollment Management and should include an explanation of the circumstances related to the reasons for denial. Your appeal letter should clearly express why you struggled academically, what you have learned since that experience, and what you will do to increase your chances of academic success going forward.

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. Applicants granted provisional admission will be required to meet with an Academic Advisor to develop an academic plan prior to being registered for classes.

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. Please note that while the tuition rate will be retained, returning students will be responsible for obtaining their textbooks and other required learning materials. Current fees assessed to all incoming students will also apply.

This readmission policy applies 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) is required for verification purposes and should be submitted to the University Admissions Office.

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.

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. English language proficiency by one of the options presented in the chart.

English Proficiency Requirements ^{1*}	TOEFL (iBT)	IELTS	MELAB	PTE	CERL (Common European Framework for Language)	Duolingo English Test
UNDERGRADUATE	70 or higher	6.0 overall band score or higher	75 or higher	50 or higher	B2 or higher	50 or Higher
GRADUATE	80 or higher	6.5 overall band score or higher	75 or higher	58 or higher	B2 or higher	60 or Higher

Students who do not meet the minimum scores by a small margin may request a Cleary University conducted English proficiency interview for full admission. The requirements may be waived in certain circumstances: 1) Applicants whose native language is English are not required to complete a proficiency test; 2) Applicants who have completed at least two years of post-secondary full-time study - as defined by the home institution - in a country where English is the primary language and at an institution where English is the medium of instruction, within five years of the proposed term of initial enrollment - are not required to complete a proficiency test. Documentation as to these conditions is required; 3) Students who have completed at least one semester of English Composition at a U.S. college or university (at a course level of 100 or higher) with a grade of "B" or higher (4-point GPA scale).

*All exam scores must be less than 2 years old.

2. Evidence of readily available financial resources adequate to sustain monetary obligations in the United States.
3. The ability to secure the proper visa to study in the United States.
4. Submit an official transcript (sent directly from the institution attended to Cleary University) for all secondary and post-secondary programs and/or coursework. Transcripts not in English MUST be accompanied by certified, word-for-word translation.
5. Completion of all necessary forms (steps 1-7) available on our website under International Admissions.

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

Agreements with Other Institutions

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

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

Cleary University also has an articulation agreement with

- Texas Health and Science University (graduate level)
- Washtenaw Community College

TECHNOLOGY REQUIREMENTS

All undergraduate and graduate students at Cleary University are required to have a computer that can connect to the Internet.

All students should check the class listings to determine if a class in their program of study has specific computer requirements. For example, some courses require that all students have a laptop computer. Others make strong recommendations about computers using particular operating systems.

If there are no specific computer requirements for the student's program of studies, the following requirements apply:

- Cleary University requires a laptop or desktop computer, though recommends students consider using a laptop they can take with them to classes that meet on campus.
- The computer may be any brand, running any operating system. Students will want to be sure the computer can run software they will use for homework (e.g., office applications).
- For students taking classes on campus, the computer must be able to connect to Cleary University's campus network and the Internet using Wi-Fi or a high-speed Ethernet connection. Computers should have an Ethernet cable and wireless card.
- The computer must be equipped with virus protection and firewall software, which needs to be installed and running prior to connecting the computer to the University network.
- All students that utilize Cleary University resources such as network, campus labs, etc., are expected to abide by the Cleary University Acceptable Use Policy.
- Tablets and phones: While students may rely on tablet devices (e.g., iPad) or mobile phones as their primary computer, the student assumes responsibility for making sure they are able to complete program requirements using those devices.
- Note: Some course sections may be taught with the expectation that students use laptop computers in class (this is noted in the schedule of course listings), so a laptop may provide expanded instructional opportunities for students. Many students also meet in groups to work on class projects using laptops.

Academic Calendar 2019-22 Cleary University

Non-Traditional and Graduate Calendar

	2019-20	2020-21	2021-22
FALL SEMESTER			
Fall Semester A Session	8/26 – 10/20/19	8/24 – 10/18/20	8/23 – 10/17/21
Fall Semester B Session	10/21 – 12/15/2019	10/19 – 12/13/20	10/18 – 12/12/21
Thanksgiving Break	11/27 – 12/1/19	11/25 – 11/29/20	11/24 – 11/28/21
Semester Break	12/16/19 – 1/5/20	12/14/20 – 1/10/21	12/13/20 – 1/9/22
SPRING SEMESTER			
Spring Semester A Session	1/6 – 3/1/20	1/11 - 3/7/21	1/10 – 3/6/22
Session Break	3/2 – 3/8/20	3/8 – 3/14/21	3/7 – 3/13/22
Spring Semester B Session	3/9 – 5/3/20	3/15 – 5/9/21	3/14 – 5/8/22
Semester Break	5/4 – 5/10/20	No break	5/9 – 5/15/22
SUMMER SEMESTER			
Summer Semester A Session	5/11 – 6/28/20	5/10 – 6/27/21	5/16 – 7/3/22
Summer Semester B Session	6/29 – 8/16/20	6/28 – 8/15/21	7/4 – 8/21/22
Semester Break	8/17 – 8/23/20	8/16 – 8/22/21	8/22 – 8/28/22
COMMENCEMENT	5/2/2020	5/8/2021	5/7/2022

Traditional Calendar

	2019-20	2020-21	2021-22
FALL SEMESTER			
Fall Semester	8/26 – 12/15/19	8/24 – 12/13/20	8/23 – 10/17/21
Thanksgiving Break	11/27 – 12/1/2019	11/25 – 11/29/20	11/24-11/28/21
Final Exam Week	12/9 – 12/15/19	12/7 – 12/13/20	12/6 – 12/12/21
Semester Break	12/16/19 – 1/5/20	12/14/20 – 1/10/21	12/13/20 – 1/9/22
SPRING SEMESTER			
Spring Semester	1/6 – 5/3/20	1/11 - 5/9/21	1/10 – 3/6/22
Spring Break	3/2 – 3/8/20	3/8 – 3/14/21	3/7 – 3/13/22
Final Exam Week	4/27 – 5/3/20	5/2 – 5/9/21	5/1 – 5/8/22
Semester Break	5/4 – 5/10/20	No Break	5/9 – 5/15/22
SUMMER SEMESTER			
Summer Semester A Session	5/11 – 6/28/20	5/10 – 6/27/21	5/16 – 7/3/22
Summer Semester B Session	6/29 – 8/16/20	6/28 – 8/15/21	7/4 – 8/21/22
Semester Break	8/17 – 8/23/20	8/16 – 8/22/21	8/22 – 8/28/22
COMMENCEMENT	5/2/2020	5/8/2021	5/7/2022

UNDERGRADUATE DEGREE and CERTIFICATE PROGRAMS

Associate Degrees

ABA in Accounting

The ABA in Accounting is designed to help students develop proficiency in communication and the technological skills needed to evaluate basic accounting problems, and to provide practice with commonly used accounting software. Students will also learn to identify, analyze, and appropriately handle ethical issues from a moral viewpoint and create solutions using critical thinking and problem-solving skills.

Program Learning Outcomes

Upon completion of this program, graduates will be able to:

- Prepare and interpret financial statements for for-profit companies
- Explain the core concepts of federal income tax as it applies to individuals, including the preparation of basic required forms
- Identify, classify, and explain the accounting treatment of standard business transactions
- Demonstrate the use of commonly used “off the shelf” accounting and individual tax software
- Employ effective communication skills and application of fundamental problem-solving skills in a business environment

Program Requirements (Residency requirement for an ABA is 19 credits)

Business (All courses required) 49 credits

- BDA 1000 Data Integration Toolbox No. 1
- BDA 2000 Data Integration Toolbox No. 2
- BUS 1000 The Business of Environmental Sustainability
- BUS 2100 The Business of Art
- CAR 1000 Career Fulfillment
- COM 1100 Discourse and Delivery
- COM 1400 Speak Up!
- ECO 1000 Economies and Economics
- EEP 1000 Ideation and Innovation
- EEP 1500 Creating Compelling Value
- EEP 2000 Structuring the Future
- EEP 2500 The Persuasive Pitch
- HRM 2800 How We Work Together
- MKT 2100 Transformational Marketing
- OPM 2000 How the Operation Works
- PHL 1200 Critical Thinking in an Illogical World
- PHL 1300 Know Thyself, Know Thy World
- PHL 1500 The Right Decision
- PHL 2900 The Philosophy of Technology
- TCM 1000 Business Arts Immersion

Major Courses 17 credits

- ACC 1000 Principles of Accounting and Economic Renaissance I
- ACC 1100 Principles of Accounting and Economic Renaissance II
- ACC 2700 Accounting Information Systems
- ACC 2801 Intermediate Accounting I
- ACC 2901 Intermediate Accounting II

Total Credits Required: 66 credits

ABA in Business

Program Description

The Associate in Business Administration (ABA) degree 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 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 19 credits)

Business (All courses required) 58 credits

ACC 1000 Principles of Accounting and Economic Renaissance I
ACC 2000 Financial and Managerial Accounting for Sustainability
BDA 1000 Data Integration Toolbox No. 1
BDA 2000 Data Integration Toolbox No. 2
BUS 1000 The Business of Environmental Sustainability
BUS 2000 The Business of Science and Technology
BUS 2100 The Business of Art
CAR 1000 Career Fulfillment
COM 1100 Discourse and Delivery
COM 1400 Speak Up!
ECO 1000 Economies and Economics
EEP 1000 Ideation and Innovation
EEP 1500 Creating Compelling Value
EEP 2000 Structuring the Future
EEP 2500 Persuasive Pitch
HRM 2800 How We Work Together
MKT 2100 Transformational Marketing
OPM 2000 How the Operation Works
PHL 1200 Critical Thinking in an Illogical World
PHL 1300 Know Thyself, Know Thy World
PHL 1500 The Right Decision
PHL 2900 The Philosophy of Technology
TCM 1000 Business Arts Immersion

General Education and Elective Courses 3 credits

Total Credits Required: 61 credits

AAS in Culinary Management

Program Description

The Culinary Management (AAS) degree provides the student with a grounded study in culinary arts and food service management. Graduates of the culinary management program will receive a strong foundation of fundamental cooking techniques blended with business-focused courses to work in the industry as professional kitchen staff, cooks, sous chefs, and assistant manager positions. Through a well-balanced curriculum, graduates are introduced to the fundamental concepts of food and beverage management, nutrition, and food production.

Career Benefits

A degree in culinary management offers dynamic, exciting, and immediately impactful possibilities for study and employment. It prepares students for careers in numerous roles in a variety of organizations, including hotels, restaurants, resorts, casinos, and cruise ships, and prepares entrepreneurs for small business opportunities. The hands-on approach of the program enables students to learn by practicing and strategically applying classroom lessons to resolve the daily challenges of an industry based in customer service. Graduates of the culinary program gain the experience necessary to become executive chefs.

Learning Outcomes

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

- Apply fundamental cooking techniques to a variety of foods with a comprehension of flavor profiles and potential applications
- Interpret, effectively, the information necessary to manage food safety, cost controls, and nutritional concepts as they apply to food service operations
- Demonstrate a comprehension from general education and professional courses to critically evaluate situations for an industry based in customer service
- Analyze, interpret, and communicate information effectively to manage organizational and financial situations in a food service operation

AAS in Culinary Management Course Requirements

Major Courses (Cohort) 36 credits

- CUL 1000 Introduction to Culinary Arts
- CUL 1200 Culinary Fundamentals
- CUL 1300 Stocks, Sauces, and Starches
- CUL 1400 Baking and Pastry Concepts
- CUL 2500 Garde Manger and Charcuterie
- CUL 2600 Meat, Poultry, and Seafood
- CUL 2700 International Cuisine
- CUL 2800 Culinary Externship
- HOS 1100 Food Safety and Sanitation
- HOS 1200 Recipes and Menu Planning
- HOS 1300 Food and Beverage Controls
- HOS 1400 Nutrition for Food Service

Core Courses 21 credits

- ACC 1000 Principles of Accounting and Economic Renaissance I
- COM 1100 Discourse and Delivery
- COM 1400 Speak Up!
- HRM 2800 How We Work Together
- OPM 2000 How the Operation Works
- PHL Elective (PHL 1200, 1300, PHL 1500)
- TCM 1000 Business Arts Immersion

General Education and Elective Courses 3 credits

Total Credits 60 credits

AAS in Hospitality Business Management

Program Description

The Hospitality Business Management (AAS) degree provides the student with a well-rounded degree in the hospitality industry. Graduates of the HBM program will receive business-focused hospitality courses, and fundamental cooking techniques with options for specialized hospitality electives. This AAS degree will help graduates to work in the industry as supervisory managers, dining room managers, front-of-house operations, food service staff, and assistant managers. Through a well-balanced curriculum, graduates are introduced to the fundamental concepts of business management, entrepreneurship, nutrition, and food production.

Career Benefits

Degrees in hospitality offer dynamic, exciting, and immediately impactful possibilities for study and employment. Students are prepared for careers in numerous roles in a variety of organizations, including hotels, restaurants, resorts, casinos, and cruise ships, as well as entrepreneurs for small business opportunities. The program enables students to learn by practicing and strategically applying classroom lessons to resolve the daily challenges of an industry based in customer service. Graduates of the hospitality program can work in a variety of capacities as they gain the experience necessary to become hospitality administrators.

Learning Outcomes

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

- Apply knife skills and fundamental cooking techniques to a variety of foods with a comprehension of flavor profiles and potential applications
- Interpret, effectively, the information necessary to manage food safety, cost controls, and nutritional concepts as they apply to hospitality operations
- Demonstrate a comprehension from general education and professional courses to critically evaluate situations for an industry based in customer service
- Analyze, interpret, and communicate information effectively to manage organizational and financial situations in a food service operation

AAS in Hospitality Business Management Course Requirements

Major Courses 21 credits

- CUL 1000 Introduction to Culinary Arts
- CUL 1200 Culinary Fundamentals
- HOS 1100 Food Safety and Sanitation
- HOS 1200 Recipes and Menu Planning
- HOS 1300 Food and Beverage Controls
- HOS 1400 Nutrition for Food Service

Core Courses..... 30 credits

- ACC 1000 Principles of Accounting and Economic Renaissance I
- ACC 2000 Financial and Managerial Accounting for Sustainability
- BUS 2100 The Business of Art
- COM 1100 Discourse and Delivery
- COM 1400 Speak Up!
- HRM 2800 How We Work Together
- MKT 2100 Transformational Marketing
- OPM 2000 How the Operation Works
- PHL Elective (PHL 1200, 1300, 1500)
- TCM 1000 Business Arts Immersion

General Education and Elective Courses 9 credits

Total..... 60 credits

Baccalaureate Degrees

BBA in Business Analytics

Program Description

The Bachelor of Business Administration (BBA) 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 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 12 percent from 2016 to 2026, 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

Learning Outcomes

- Demonstrate a foundation of business skills in the areas of accounting and financial management, information technology, marketing, and organizational and project management
- Explain the role of Business Analytics within organizations
- Describe the analytics framework, develop a unique analytics roadmap, and use analytics to make business decisions
- Apply decision support techniques, including decision trees, data modeling, and data mining
- Identify and employ techniques for analyzing, modeling, documenting, communicating, and validating system design
- Communicate relevant information and effectively train all users in an organization

BBA in Business Analytics Course Requirements

Major Courses 24 credits

BDA 2900 Data Management for Business Professionals
BDA 3000 Essential SQL
BDA 3200 Advanced SQL
BDA 4100 Data Analytics Using Python
BDA 4200 Visual Data Analysis
BDA 4300 Data Analysis Using Spreadsheets
LAW 3200 Business Ethics and Legal Issues
MGT 4071 Organizational Behavior

Core Courses 27 credits

BUS 3500 Strategic Thinking from the Inside Out
BUS 4000 The Entrepreneurial Mindset
COM 3100 Communicating to a Shrinking World
MGT 4950 Discovering Leadership
OPM 3000 Supply Chain: Driving the Silk Road into Today
PHL 3500 The Logic of the Global Brain
PHL 4000 Rhetoric: The Hyde Park Soapbox
PHL 4500 Innovation and the Philosophy of Tinkering
PHL 4900 The Social Contract

Lower Division Requirements..... 61 credits

ACC 1000 Principles of Accounting and Economic Renaissance I
ACC 2000 Financial and Managerial Accounting for Sustainability
BDA 1000 Data Integration Toolbox No. 1
BDA 2000 Data Integration Toolbox No. 2
BUS 1000 The Business of Environmental Sustainability
BUS 2000 The Business of Science and Technology
BUS 2100 The Art of Business
CAR 1000 Career Fulfillment
COM 1100 Discourse and Delivery
COM 1400 Speak Up!
ECO 1000 Economies and Economics
EEP 1000 Ideation and Innovation
EEP 1500 Creating Compelling Value
EEP 2000 Structuring the Future
EEP 2500 Persuasive Pitch
HRM 2800 How We Work Together
MKT 2100 Transformational Marketing
MKT 3000 Transactional Marketing
OPM 2000 How the Operation Works
PHL 1200 Critical Thinking in an Illogical World
PHL 1300 Know Thyself, Know Thy World
PHL 1500 The Right Decision
PHL 2900 The Philosophy of Technology
TCM 1000 Business Arts Immersion

Elective Courses 9 credits

Total Credits 121 credits

BBA in Business Leadership (Degree Completion)

Program Description

The BBA in Business Leadership provides the student with a well-rounded education in general management and leadership principles. This program is best suited for students who want a business degree or are looking to further their management career.

Career Benefits

The BBA in Business Leadership is a degree that provides diverse employment opportunities. These opportunities range from front-line supervisory positions to C-suite opportunities.

The program focuses on practical application of proven business management and leadership principles. The program is also intended to improve the student's leadership effectiveness and career prospects by differentiating them from their peers through a practical, skill-based business education.

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. Students will be encouraged to participate in networking events and internships during their education in order to develop the professional relationships needed to be successful in high level management positions.

Program Learning Outcomes

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

- Apply critical thinking to research, analysis, and resolution of business problems
- Demonstrate effective communication skills and the ability to work effectively in teams
- Recognize ethical, legal, 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

Required Courses 36 credits

Required courses, which include the core subjects, major courses, and the project sequence, are completed at Cleary University at your selected pacing option. No substitutions are permitted.

Core Courses (21 credits)

- BUS 4000 The Entrepreneurial Mindset
- COM 3100 Communicating to a Shrinking World
- FIN 4000 Financial Management
- LAW 3200 Business Ethics and Legal Issues
- MGT 4071 Organizational Behavior
- MGT 4950 Discovering Leadership
- MKT 3000 Transactional Marketing

Major Courses (9 credits)

- BUS 3500 Strategic Thinking from the Inside Out
- LED 4000 Leadership and Skill Development
- LED 4010 Leadership Theories and Applications

BBA Project Sequence (6 credits)

- PJT 4910 Professional Project I
- PJT 4920 Professional Project II

Associate Degree (see Note 1)..... 60 credits

General Education and Elective Courses 24 credits

Business Leadership BBA Degree Total 120 credits

Note 1: Requires a cumulative GPA of 2.0 or higher in an associate degree, or a minimum of 60 transfer semester credits (90 quarter credits) that satisfy a credit distribution (ACC 1000, CAS 1500, or equivalent courses) requirement.

BBA in Business Management

Program Description

The Bachelor of Business Administration (BBA) degree in Business Management provides the student with a well-rounded degree in general management. The broad base of subjects covered in this degree program will allow students to head in many different directions as managers. This preparation is well suited for students who want a business degree or who are looking to further their management career.

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, but 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 and internship experiences, 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
- K-12 and Post-Secondary school corporations office managers

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
- Explain 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 21 credits

LAW 3200 Business Ethics and Legal Issues
MGT 3400 Managing Projects and Processes in Organizations
MGT 4071 Organizational Behavior
MGT 4200 International Business
MGT 4790 Management Policy
PJT 4910 Professional Project I
PJT 4920 Professional Project II

Core Courses 27 credits

BUS 3500 Strategic Thinking from the Inside Out
BUS 4000 The Entrepreneurial Mindset
COM 3100 Communicating to a Shrinking World
MGT 4950 Discovering Leadership
OPM 3000 Supply Chain: Driving the Silk Road into Today
PHL 3500 The Logic of the Global Brain
PHL 4000 Rhetoric: The Hyde Park Soapbox
PHL 4500 Innovation and the Philosophy of Tinkering
PHL 4900 The Social Contract

Lower Division Requirements 61 credits

ACC 1000 Principles of Accounting and Economic Renaissance I
ACC 2000 Financial and Managerial Accounting for Sustainability
BDA 1000 Data Integration Toolbox No. 1
BDA 2000 Data Integration Toolbox No. 2
BUS 1000 The Business of Environmental Sustainability
BUS 2000 The Business of Science and Technology
BUS 2100 The Art of Business
CAR 1000 Career Fulfillment
COM 1100 Discourse and Delivery
COM 1400 Speak Up!
ECO 1000 Economies and Economics
EEP 1000 Ideation and Innovation
EEP 1500 Creating Compelling Value
EEP 2000 Structuring the Future
EEP 2500 Persuasive Pitch
HRM 2800 How We Work Together
MKT 2100 Transformational Marketing
MKT 3000 Transactional Marketing
OPM 2000 How the Operation Works
PHL 1200 Critical Thinking in an Illogical World
PHL 1300 Know Thyself, Know Thy World
PHL 1500 The Right Decision
PHL 2900 The Philosophy of Technology
TCM 1000 Business Arts Immersion

Electives 12 credits

Total 121 credits

BBA in Corporate Accounting

Program Features

The Bachelor of Business Administration (BBA) degree in Corporate Accounting is designed to prepare students for accounting careers in a corporate environment. This program gives a strong foundation in financial and managerial accounting. The curriculum is designed to prepare students for the Certified Management Accountant (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 Accountants (IMA) Endorsement

The curriculum for the BBA in Corporate Accounting program is designed to prepare students for the CMA exam, which is administered by the Institute of Management Accountants (IMA). The CMA designation is the advanced professional certification specifically designed to measure the accounting and financial management skills that drive business performance. Achieving the CMA credential demonstrates a mastery of financial planning, analysis, control, and decision support, as well as professional ethics. 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 management
- 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

BBA in Corporate Accounting Course Requirements

Major Courses 6 credits

ACC 4500 Taxation I
ACC 4900 Advanced Financial Accounting

Core Courses..... 54 credits

ACC 2700 Accounting Information Systems
ACC 2901 Intermediate Accounting II
ACC 3800 Auditing
ACC 4400 Cost Accounting I
ACC 4410 Cost Accounting II
BUS 3500 Strategic Thinking from the Inside Out
BUS 4000 The Entrepreneurial Mindset
COM 3100 Communicating to a Shrinking World
FIN 4000 Financial Management
LAW 3200 Business Ethics and Legal Issues
MGT 4071 Organizational Behavior
MGT 4950 Discovering Leadership
OPM 3000 Supply Chain: Driving the Silk Road into Today
PHL 3500 The Logic of the Global Brain
PHL 4000 Rhetoric: The Hyde Park Soapbox
PHL 4500 Innovation and the Philosophy of Tinkering
PHL 4900 The Social Contract

Lower Division Requirements..... 62 credits

ACC 1000 Principles of Accounting and Economic Renaissance I
ACC 1100 Principles of Accounting and Economic Renaissance II
ACC 2801 Intermediate Accounting I
BDA 1000 Data Integration Toolbox No.1
BDA 2000 Data Integration Toolbox No. 2
BUS 1000 The Business of Environmental Sustainability
BUS 2000 The Business of Science and Technology
BUS 2100 The Art of Business
CAR 1000 Career Fulfillment
COM 1100 Discourse and Delivery
COM 1400 Speak Up!
ECO 1000 Economies and Economics
EEP 1000 Ideation and Innovation
EEP 1500 Creating Compelling Value
EEP 2000 Structuring the Future
EEP 2500 Persuasive Pitch
HRM 2800 How We Work Together
MKT 2100 Transformational Marketing
MKT 3000 Transactional Marketing
OPM 2000 How the Operation Works
PHIL 1200 Critical Thinking in an Illogical World
PHL 1300 Know Thyself, Know Thy World
PHL 1500 The Right Decision
PHL 2900 The Philosophy of Technology
TCM 1000 Business Arts Immersion

Total..... 122 credits

BBA in Corporate Finance

Program Features

The Bachelor of Business Administration (BBA) degree in Corporate Finance is designed to prepare students for careers in finance in a corporate environment.

Career Benefits

The role of a Corporate Finance Manager is to maximize bottom line opportunities for a business. Corporate finance managers are responsible for identifying and securing merger and acquisition deals, managing and investing large monetary funds, and buying and selling financial products. The corporate finance manager steers the financial direction of the business and undertakes all strategic financial planning and reporting to stakeholders. Corporate finance managers handle all aspects of large transactions for a business, including due diligence.

The role of the financial manager is changing in response to technological advances that have substantially reduced the amount of time it takes to produce financial reports. Financial managers' main responsibility used to be monitoring a company's finances, but they now do more data analysis and advise senior managers on ways to maximize profits. They often work in teams, acting as business advisors to top executives.

Program Learning Outcomes

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

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

BBA in Corporate Finance Course Requirements

Major Courses 12 credits

FIN 4125 Investment and Portfolio Management
FIN 4351 Financial Markets and Institutions
FIN 4750 Advanced Corporate Finance
FIN 4800 International Finance

Core Courses 46 credits

ACC 2700 Accounting Information Systems
ACC 2901 Intermediate Accounting II
ACC 4400 Cost Accounting I
BUS 3500 Strategic Thinking from the Inside Out
BUS 4000 The Entrepreneurial Mindset
COM 3100 Communicating to a Shrinking World
FIN 4000 Financial Management
LAW 3200 Business Ethics and Legal Issues
MGT 4071 Organizational Behavior
MGT 4950 Discovering Leadership
OPM 3000 Supply Chain: Driving the Silk Road into Today
PHL 3500 The Logic of the Global Brain
PHL 4000 Rhetoric: The Hyde Park Soapbox
PHL 4500 Innovation and the Philosophy of Tinkering
PHL 4900 The Social Contract

Lower Division Requirements 65 credits

ACC 1000 Principles of Accounting and Economic Renaissance I
ACC 1100 Principles of Accounting and Economic Renaissance II
ACC 2801 Intermediate Accounting I
BDA 1000 Data Integration Toolbox No. 1
BDA 2000 Data Integration Toolbox No. 2
BUS 1000 The Business of Environmental Sustainability
BUS 2000 The Business of Science and Technology
BUS 2100 The Art of Business
CAR 1000 Career Fulfillment
COM 1100 Discourse and Delivery
COM 1400 Speak Up!
ECO 1000 Economies and Economics
EEP 1000 Ideation and Innovation
EEP 1500 Creating Compelling Value
EEP 2000 Structuring the Future
EEP 2500 Persuasive Pitch
HRM 2800 How We Work Together
MKT 2100 Transformational Marketing
MKT 3000 Transactional Marketing
OPM 2000 How the Operation Works
PHL 1200 Critical Thinking in an Illogical World
PHL 1300 Know Thyself, Know Thy World
PHL 1500 The Right Decision
PHL 2900 The Philosophy of Technology
TCM 1000 Business Arts Immersion

Total 123 credits

BS in Criminal Justice Management (Degree Completion)

Program Description

The Criminal Justice Management Bachelor of Science (BS) degree is for someone with significant work experience in the area of criminal justice who desires to complete a baccalaureate degree for both professional and personal advancement. The program is designed to provide applicable skills immediately useful for law enforcement officers, parole officers, correctional officers, or individuals involved in emergency management.

Career Benefits

- Immediate career impact for advancement and promotion
- Enhanced employer appeal: demonstrated application of business concepts within criminal justice environment
- Improved career flexibility: baccalaureate degree increases job prospects
- Professional network: cohort classmates and faculty relationships benefit beyond graduation

Program Learning Outcomes

Upon completion of the Criminal Justice BBA program, students will be able to:

- Effectively apply tools and techniques used in administering and leading contemporary criminal justice organizations
- Assess and evaluate programs, people, and processes within criminal justice organizations using data management tools and techniques
- Apply contemporary human resource management practices within criminal justice organizations
- Assess and analyze current criminal justice policies and procedures using a managerial outlook
- Interpret and apply ethical behaviors within criminal justice organizations
- Demonstrate strategies for crisis management, communication and media relations

BS in Criminal Justice Management Course Requirements

Major Courses 15 credits

CJM 3000 Crisis Management
CJM 3100 Crisis Communication and Media Relations
CJM 4000 Data Management and Evaluation in Criminal Justice
CJM 4100 Ethics and Conflict Management in Criminal Justice
LED 4000 Leadership and Skill Development

Business Core Courses..... 21 credits

BUS 3500 Strategic Thinking
COM 3100 Communicating to a Shrinking World
FIN 4000 Financial Management
LAW 3200 Business Ethics and Legal Issues
LED 4010 Leadership Theories and Applications
MGT 3400 Managing Projects and Processes in Organizations
MGT 4071 Organizational Behavior

Lower Division Requirements..... 14 credits

ACC 1000 Principles of Accounting and Economic Renaissance I
CAS 1500 Microsoft Office Applications
COM 2800 Organizational and Interpersonal Communication
MTH 2800 Applied Business Statistics

Criminal Justice Lower Division Requirements..... 9 credits

CJM 1500 Introduction to Criminal Justice
CJM 1600 Administration in Criminal Justice
CJM 2500 Human Resource Management in Criminal Justice

General Education and Elective Courses 61 credits

Total..... 120 credits

BBA in Digital Marketing

Program Description

The Bachelor of Business Administration (BBA) degree in Digital Marketing is designed to prepare students who are interested in developing, executing, and promoting products/services within any industry. The program includes foundational business courses in the areas of accounting and financial management, business law, economics, information technology, international business, statistics, and management. Major coursework focuses on developing marketing strategies, researching market demands, studying consumer behavior, analyzing marketing metrics, conducting marketing research, and promoting using social media.

Career Benefits

Organizations rely on skilled professionals to manage the process of developing and promoting products and services. A Cleary BBA in Digital Marketing provides students with the knowledge to research the market demand for products/services and to develop strategies to market to consumers and organizations while also delivering analytical, communication, decision-making, interpersonal, and organizational skills. Graduates may receive positions in the areas of advertising/promotion, account coordination, communications, digital marketing, event marketing, market research, product branding, marketing management, sales management, and new business development within any industry. Students should expect to participate in internships and/or work experiences during their education in order to be competitive in the marketplace upon graduation.

Program Learning Outcomes

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

- Demonstrate a foundation of business skills in the areas of accounting and financial management, information technology, marketing, and organizational and project management
- Conduct environmental analyses by identifying industry trends, analyzing competitors, and researching the customer 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 Digital Marketing Course Requirements

Major Courses 30 credits

LAW 3200 Business Ethics and Legal Issues
MGT 4071 Organizational Behavior
MKT 3150 Marketing in a Digital World
MKT 3300 Engaging Customers with Social Media and Video
MKT 3360 Storytelling with Content Marketing
MKT 4300 Driving Traffic with Online Advertising
MKT 4360 Managing the Customer Relationship
MKT 4450 Marketing Metrics and Analytics for Decision Making
PJT 4910 Professional Project I
PJT 4920 Professional Project II

Core Courses 27 credits

BUS 3500 Strategic Thinking from the Inside Out
BUS 4000 The Entrepreneurial Mindset
COM 3100 Communicating to a Shrinking World
MGT 4950 Discovering Leadership
OPM 3000 Supply Chain: Driving the Silk Road into Today
PHL 3500 The Logic of the Global Brain
PHL 4000 Rhetoric: The Hyde Park Soapbox
PHL 4500 Innovation and the Philosophy of Thinking
PHL 4900 The Social Contract

Lower Division Requirements 61 credits

ACC 1000 Principles of Accounting and Economic Renaissance I
ACC 2000 Financial and Managerial Accounting for Sustainability
BDA 1000 Data Integration Toolbox No. 1
BDA 2000 Data Integration Toolbox No. 2
BUS 1000 The Business of Environmental Sustainability
BUS 2000 The Business of Science and Technology
BUS 2100 The Art of Business
CAR 1000 Career Fulfillment
COM 1100 Discourse and Delivery
COM 1400 Speak Up!
ECO 1000 Economies and Economics
EEP 1000 Ideation and Innovation
EEP 1500 Creating Compelling Value
EEP 2000 Structuring the Future
EEP 2500 Persuasive Pitch
HRM 2800 How We Work Together
MKT 2100 Transformational Marketing
MKT 3000 Transactional Marketing
OPM 2000 How the Operation Works
PHL 1200 Critical Thinking in an Illogical World
PHL 1300 Know Thyself, Know Thy World
PHL 1500 The Right Decision
PHL 2900 The Philosophy of Technology
TCM 1000 Business Arts Immersion

Electives 3 credits

Total 121 credits

BBA in Entrepreneurship

Program Description

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. Students can expect to gain skills and/or start careers in:

- Small business management
- Business consulting
- Management analysis
- Obtaining interest from outside investors
- Networking with current business owners

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 the 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 24 credits

ENT 4000 Entrepreneurship
ENT 4050 Creativity and Innovation
ENT 4100 Marketing the New Business
ENT 4200 Technology Entrepreneurship
ENT 4300 New Business Finance
ENT 4500 Entrepreneurship Discovery
PJT 4910 Professional Project I
PJT 4920 Professional Project II

Core Courses 27 credits

BUS 3500 Strategic Thinking from the Inside Out
BUS 4000 The Entrepreneurial Mindset
COM 3100 Communicating to a Shrinking World
MGT 4950 Discovering Leadership
OPM 3000 Supply Chain: Driving the Silk Road into Today
PHL 3500 The Logic of the Global Brain
PHL 4000 Rhetoric: The Hyde Park Soapbox
PHL 4500 Innovation and the Philosophy of Thinking
PHL 4900 The Social Contract

Lower Division Requirements..... 61 credits

ACC 1000 Principles of Accounting and Economic Renaissance
ACC 2000 Financial and Managerial Accounting for Sustainability
BDA 1000 Data Integration Toolbox No. 1
BDA 2000 Data Integration Toolbox No. 2
BUS 1000 The Business of Environmental Sustainability
BUS 2000 The Business of Science and Technology
BUS 2100 The Art of Business
CAR 1000 Career Fulfillment
COM 1100 Discourse and Delivery
COM 1400 Speak Up!
ECO 1000 Economies and Economics
EEP 1000 Ideation and Innovation
EEP 1500 Creating Compelling Value
EEP 2000 Structuring the Future
EEP 2500 Persuasive Pitch
HRM 2800 How We Work Together
MKT 2100 Transformational Marketing
MKT 3000 Transactional Marketing
OPM 2000 How the Operation Works
PHL 1200 Critical Thinking in an Illogical World
PHL 1300 Know Thyself, Know Thy World
PHL 1500 The Right Decision
PHL 2900 The Philosophy of Technology
TCM 1000 Business Arts Immersion

Electives 9 credits

Total 121 credits

BBA in Executive Management (Degree Completion)

Program Description

The Executive Management Bachelor of Business Administration (BBA) degree is a cohort program that students can complete in either one year (enrolled full time) or twenty months (enrolled three-quarter time). The degree is for someone with significant work experience in business, health care, or a 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 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 and take 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 applied 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 and advisor guidance
- Financial assistance and payment plan options

Program Learning Outcomes

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

- Apply critical thinking to the research, analysis, and resolution of business problems
- Demonstrate effective communication skills and the 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

BBA in Executive Management Course Requirements

Required Courses 37 credits

Required courses, which include the core subjects and the project sequence, are completed with a full-time schedule at Cleary University in a cohort format in 12 months (three semesters) or with a part-time schedule (six semesters). No substitutions are permitted.

Core Courses (31 credits)

- BUS 4000 Entrepreneurial Mindset
- COM 3100 Communicating to a Shrinking World
- FIN 4000 Financial Management
- LAW 6500 Legal Thinking*
- MGT 3400 Managing Projects and Processes in Organizations
- MGT 6200 Organizational Adaptation*
- MKT 6100 Disruptive Marketing*
- MTH 2800 Applied Business Statistics
- LED 4000 Leadership and Skill Development
- LED 4010 Leadership Theories and Applications

BBA Project Sequence (6 credits)

- PJT 4910 Professional Project I
- PJT 4920 Professional Project II

Associate Degree (see Note 1)..... 60 credits

General Education and Elective Courses 23 credits

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

Note 1: Requires a cumulative GPA of 2.5 or higher in an associate degree, or a minimum of 60 transfer semester credits (90 quarter credits) that satisfy a credit distribution (ACC 1000, CAS 1500, or equivalent courses) requirement.

Note 2: Requires submission of a professional résumé.

*Students must receive a B or higher grade for the graduate-level courses to be applied to the MBA degree.

BBA in Health Care Management

Program Description

The Bachelor of Business Administration (BBA) in Health Care Management is a degree program designed to provide preparation for management positions in 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 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 20 percent from 2016 to 2026, 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. Students should seek out opportunities to gain experience while attending school by part-time work or internships. The Cleary Career Development Office is available to assist in recommending 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 and hospice care organizations
- Health information networks

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 practices and legal responsibilities in the management of the health care setting
- Demonstrate an 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 (Degree Completion)

Required Courses 36 credits

Required courses, which include the core subjects, major courses, and the project sequence, are completed at Cleary University at your selected pacing option. No substitutions are permitted.

Core Subjects (15 credits)

HCM 4000 Quality Management in Health Care
HCM 4100 Legal Issues in Health Care
HCM 4200 Health Care Business and Policy
HCM 4300 Marketing Health Care Services
HCM 4400 Health Care Informatics

Major Courses (15 credits)

COM 3100 Communicating to a Shrinking World
FIN 4000 Financial Management
MGT 3400 Managing Projects and Processes in Organizations
MGT 4071 Organizational Behavior
LED 4000 Leadership and Skill Development

BBA Project Sequence (6 credits)

PJT 4910 Professional Project I
PJT 4920 Professional Project II

Lower Division Requirements..... 6 credits

HCM 1100 Introduction to Health Care Management
MTH 2800 Applied Business Statistics

Associate Degree (see Note 1)..... 60 credits

General Education and Elective Courses 18 credits

Health Care Management BBA Degree Total 120 credits

Note 1: Requires a cumulative GPA of 2.0 or higher in an associate degree, or a minimum of 60 transfer semester credits (90 quarter credits) that satisfy a credit distribution (ACC 1000, CAS 1500, or equivalent courses) requirement.

BS in Hospitality Management

Program Description

The Hospitality Management Bachelor of Science degree is delivered by combining innovative on-ground coursework with significant practical experience. The program enables students to complete an associate degree in any of our hospitality programs along with their BS degree.

This hands-on instructional education experience allows a student to complete two degrees in four years. Students have the opportunity to complete an externship that will further enable them to gain valuable hours of related work experience for credit. Industry recruiters are eager to employ Cleary graduates with this level of preparation and versatility.

Career Benefits

A degree in hospitality offers dynamic, exciting, and immediately impactful possibilities for study and employment. It prepares students for careers in numerous roles in a variety of organizations, including hotels, restaurants, resorts, casinos, and cruise ships, and prepares entrepreneurs for small business opportunities.

The hands-on, practical approach of the program enables students to learn by practicing and strategically applying the classroom lessons to resolve the daily challenges of an industry based in customer service.

Program Learning Outcomes

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

- Apply respect for culturally diverse perspectives and ethical behavior, and employ the major concepts and values of the hospitality industry to address business challenges and opportunities
- Interpret, effectively, the information necessary to manage food service, cost controls, and other financial data to appropriate stakeholders
- Demonstrate a comprehension from general education and professional courses to critically evaluate situations for an industry based in customer service
- Analyze, interpret, and communicate information to effectively manage organizational and financial situations in a food service operation
- Apply major skills, concepts, and principles of hospitality management to facilitate professional processes within a variety of hospitality operations

BS in Hospitality Management Course Requirements

Major Courses 21 credits

- HOS 3000 Restaurant Operations
- HOS 3100 Private Events and Catering Management
- HOS 3200 Wine and Beverage Management
- HOS 3300 Meeting Customer Expectations for Hospitality
- HOS 4100 Human Resources for the Hospitality Industry
- HOS 4200 Resorts and Tourism
- HOS 4400 Hospitality Externship (or elective)

Core Courses..... 24 credits

- BUS 3500 Strategic Thinking from the Inside Out
- BUS 4000 The Entrepreneurial Mindset
- COM 3100 Communicating to a Shrinking World
- MGT 4071 Organizational Behavior
- MGT 4950 Discovering Leadership
- PHL 4000 Rhetoric: The Hyde Park Soapbox
- PHL 4500 Innovation and the Philosophy of Tinkering
- PHL 4900 The Social Contract

Associate Degree 60 credits

General Education and Elective Courses 15 credits

LAN 1000 Summer Language and Cultural Immersion Abroad (4 credits) is recommended as an elective option.

Total 120 credits

BBA in Human Resource Management

Program Description

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 skills 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

Human Resource Management (HRM) has become an important strategic partner with management in operations and in the achievement of goals in almost all private, government, and nonprofit organizations. All organizations have recognized the importance of building the 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
- University relations specialist

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 24 credits

HRM 4210 Human Resource Management
HRM 4350 Human Resources Law
HRM 4500 Training and Development for Human Resource Professionals
HRM 4600 Compensation and Performance Management Systems
HRM 4700 Organizational Staffing Principles and Practices
MGT 4071 Organizational Behavior
PJT 4910 Professional Project I
PJT 4920 Professional Project II

Core Courses 27 credits

BUS 3500 Strategic Thinking from the Inside Out
BUS 4000 The Entrepreneurial Mindset
COM 3100 Communicating to a Shrinking World
MGT 4950 Discovering Leadership
OPM 3000 Supply Chain: Driving the Silk Road into Today
PHL 3500 The Logic of the Global Brain
PHL 4000 Rhetoric: The Hyde Park Soapbox
PHL 4500 Innovation and the Philosophy of Tinkering
PHL 4900 The Social Contract

Lower Division Requirements 61 credits

ACC 1000 Principles of Accounting and Economic Renaissance I
ACC 2000 Financial and Managerial Accounting for Sustainability
BDA 1000 Data Integration Toolbox No. 1
BDA 2000 Data Integration Toolbox No. 2
BUS 1000 The Business of Environmental Sustainability
BUS 2000 The Business of Science and Technology
BUS 2100 The Art of Business
CAR 1000 Career Fulfillment
COM 1100 Discourse and Delivery
COM 1400 Speak Up!
ECO 1000 Economies and Economics
EEP 1000 Ideation and Innovation
EEP 1500 Creating Compelling Value
EEP 2000 Structuring the Future
EEP 2500 Persuasive Pitch
HRM 2800 How We Work Together
MKT 2100 Transformational Marketing
MKT 3000 Transactional Marketing
OPM 2000 How the Operation Works
PHL 1200 Critical Thinking in an Illogical World
PHL 1300 Know Thyself, Know Thy World
PHL 1500 The Right Decision
PHL 2900 The Philosophy of Technology
TCM 1000 Business Arts Immersion

Electives 9 credits

Total 121 credits

BBA in International Business Management

Program Description

A Bachelor of Business Administration (BBA) 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 BBA 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 BBA 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

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 ability to work effectively in cross-cultural teams
- Creatively solve problems in a multicultural environment

BBA in International Business Management Course Requirements

Major Courses 27 credits

COM 4100 Global Business Communications
ECO 4410 International Economics, Finance, and Banking
LAW 3200 Business Ethics and Legal Issues
MGT 4071 Organizational Behavior
MGT 4610 International Law and Risk Management
MGT 4710 Strategy and the Multinational Enterprise
MKT 4510 International Marketing
PJT 4910 Professional Project I
PJT 4920 Professional Project II

Core Courses 27 credits

BUS 3500 Strategic Thinking from the Inside Out
BUS 4000 The Entrepreneurial Mindset
COM 3100 Communicating to a Shrinking World
MGT 4950 Discovering Leadership
OPM 3000 Supply Chain: Driving the Silk Road into Today
PHL 3500 The Logic of the Global Brain
PHL 4000 Rhetoric: The Hyde Park Soapbox
PHL 4500 Innovation and the Philosophy of Tinkering
PHL 4900 The Social Contract

Lower Division Requirements..... 61 credits

ACC 1000 Principles of Accounting and Economic Renaissance I
ACC 2000 Financial and Managerial Accounting for Sustainability
BDA 1000 Data Integration Toolbox No. 1
BDA 2000 Data Integration Toolbox No. 2
BUS 1000 The Business of Environmental Sustainability
BUS 2000 The Business of Science and Technology
BUS 2100 The Art of Business
CAR 1000 Career Fulfillment
COM 1100 Discourse and Delivery
COM 1400 Speak Up!
ECO 1000 Economies and Economics
EEP 1000 Ideation and Innovation
EEP 1500 Creating Compelling Value
EEP 2000 Structuring the Future
EEP 2500 Persuasive Pitch
HRM 2800 How We Work Together
MKT 2100 Transformational Marketing
MKT 3000 Transactional Marketing
OPM 2000 How the Operation Works
PHL 1200 Critical Thinking in an Illogical World
PHL 1300 Know Thyself, Know Thy World
PHL 1500 The Right Decision
PHL 2900 The Philosophy of Technology
TCM 1000 Business Arts Immersion

Electives 6 credits

Total 121 credits

BBA in Intradisciplinary Business Studies

Program Description

The Bachelor of Business Administration (BBA) degree in Intradisciplinary Business Studies prepares students for careers in business through a broad, multidisciplinary 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 areas of concentration based on their aptitude and career interests.

Career Benefits

Students who select an Intradisciplinary Business Studies BBA will gain the necessary skillset for any future business leader including skills in business research, communication, critical thinking, problem solving, and qualitative analysis. Graduates will have many career opportunities in the areas of accounting, entrepreneurship, finance, human resources, health care management, marketing, and management for non- and for-profit organizations and government.

Program Learning Outcomes

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

- Apply critical thinking to the research, analysis, and resolution of business problems
- Demonstrate effective communication skills and 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 30 credits

COM 3100 Communicating to a Shrinking World

FIN 4000 Financial Management

Eight courses from the upper division (3000 and 4000 level)

BBA Project Sequence 6 credits

PJT 4910 Professional Project I

PJT 4920 Professional Project II

Associate Degree or Equivalent (see Note 1) 60 credits

General Education and Elective Courses 24 credits

BBA Intradisciplinary Business Studies Degree Total 120 credits

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

Note 2: Students interested in this program must complete a Plan of Work that includes planned courses, academic goals and career objectives. This Plan of Work must be signed off and approved by a minimum of three of the following: student's academic advisor, registrar, academic dean, and director of student success before the student earns 90 total semester credits. Students are responsible for submitting their signed Plan of Work with the registrar's office. Failure to do so could prevent the student from registering for future semesters.

Note 3: Requires submission of a professional résumé.

BS in Nutrition and Dietary Management

Program Description

The Nutrition and Dietary Management Bachelor of Science degree is delivered by combining innovative on-ground coursework with significant practical experience. The program enables students to complete an associate's degree in any of our hospitality programs along with their BS degree. Basic and advanced nutritional concepts are applied to food service operations with the business concepts necessary to be profitable.

This hands-on instructional education experience allows a student to complete two degrees in four years. Students have the opportunity to complete an externship that will further enable them to gain valuable hours of related work experience for credit. Industry recruiters are eager to employ Cleary graduates with this level of preparation and versatility.

Career Benefits

A degree in hospitality nutrition and dietary management offers dynamic, exciting, and immediately impactful possibilities for study and employment. It prepares students for careers in numerous roles in a variety of organizations, including health and wellness, spas and resorts, assisted living facilities, education and institutional food service operations, hotels, restaurants, casinos, and cruise ships, and prepares entrepreneurs for small business opportunities. The hands-on, practical approach of the program enables students to learn by practicing and strategically applying the classroom lessons to resolve the daily challenges of an industry based in customer service.

Learning Outcomes

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

- Interpret, effectively, the information necessary to manage profitable nutrition based hospitality operations
- Manage food service and customer-service oriented cost controls and nutritional concepts as they apply to different operations
- Demonstrate hospitality business comprehension from general and professional courses to critically evaluate situations for an industry based in customer service
- Analyze, interpret and communicate information effectively to manage organizational and financial situations in a hospitality operation
- Comprehend fundamental techniques basic to managing food service operations
- Apply the program skills learned to improve business within the dietary management hospitality sector as a positive source of change
- Apply respect for culturally diverse perspectives, ethical behavior, and the major concepts and values of the hospitality industry to address business challenges and opportunities

BS in Nutrition and Dietary Management Course Requirements

Major Courses (Cohort)	27 credits
CUL 3000 Nutritional Cuisine	
CUL 3200 Cooking for Special Diets	
HCM 1100 Introduction to Health Care Management	
HOS 3000 Restaurant Operations	
HOS 3300 Meeting Customer Expectations for Hospitality	
HOS 4100 Human Resources for the Hospitality Industry	
NTR 2000 Nutrition for Sports, Exercise, and Weight Management	
NTR 3000 Science of Nutrition	
NTR 4400 Nutrition and Dietary Management Externship	

Core Courses	24 credits
BUS 3500 Strategic Thinking from the Inside Out	
BUS 4000 The Entrepreneurial Mindset	
COM 3100 Communicating to a Shrinking World	
MGT 4950 Discovering Leadership	
MKT 2100 Transformational Marketing	
PHL 4000 Rhetoric: The Hyde Park Soapbox	
PHL 4500 Innovation and the Philosophy of Tinkering	
PHL 4900 The Social Contract	

Associate Degree	60 credits
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General Education and Elective Courses	9 credits
<i>LAN 1000 Summer Language and Cultural Immersion Abroad (4 credits) is recommended as an elective option.</i>	

Total	120 credits
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BBA in Public Accounting

Program Description

The Bachelor of Business Administration (BBA) 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 for this degree are eligible to sit for the Uniform CPA exam, an additional 30 semester hours (45 quarter credit hours) are needed to meet the State of Michigan's CPA licensing guidelines. A Cleary academic advisor can assist you in developing an academic plan for meeting 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 BBA 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, equity transactions, error corrections, changes in accounting principles, and 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 how to establish and review internal controls
- Prepare and interpret income tax returns
- Conduct auditing tests, and prepare audit reports

BBA in Public Accounting Course Requirements

Major Courses24 credits

ACC 2700 Accounting information Systems
ACC 3800 Auditing
ACC 4050 Legal Issues for Public Accounting
ACC 4150 Governmental/Nonprofit Accounting
ACC 4500 Taxation I
ACC 4600 Taxation II
ACC 4900 Advanced Financial Accounting
FIN 4750 Advanced Corporate Finance

Core Courses46 credits

ACC 2901 Intermediate Accounting II
ACC 4400 Cost Accounting I
ACC 4410 Cost Accounting II
COM 3100 Communicating to a Shrinking World
BUS 3500 Strategic Thinking from the Inside Out
BUS 4000 The Entrepreneurial Mindset
FIN 4000 Financial Management
LAW 3200 Business Ethics and Legal Issues
MGT 4071 Organizational Behavior
MGT 4950 Discovering Leadership
OPM 3000 Supply Chain: Driving the Silk Road into Today
PHL 3500 The Logic of the Global Brain
PHL 4000 Rhetoric: The Hyde Park Soapbox
PHL 4500 Innovation and the Philosophy of Tinkering
PHL 4900 The Social Contract

Lower Division Requirements65 credits

ACC 1000 Principles of Accounting and Economic Renaissance I
ACC 1100 Principles of Accounting and Economic Renaissance II
ACC 2801 Intermediate Accounting I
BDA 1000 Data Integration Toolbox No.1
BDA 2000 Data Integration Toolbox No. 2
BUS 1000 The Business of Environmental Sustainability
BUS 2000 The Business of Science and Technology
BUS 2100 The Art of Business
CAR 1000 Career Fulfillment
COM 1100 Discourse and Delivery
COM 1400 Speak Up!
ECO 1000 Economies and Economics
EEP 1000 Ideation and Innovation
EEP 1500 Creating Compelling Value
EEP 2000 Structuring the Future
EEP 2500 Persuasive Pitch
HRM 2800 How We Work Together
MKT 2100 Transformational Marketing
MKT 3000 Transactional Marketing
OPM 2000 How the Operation Works
PHL 1200 Critical Thinking in an Illogical World
PHL 1300 Know Thyself, Know Thy World
PHL 1500 The Right Decision
PHL 2900 The Philosophy of Technology
TCM 1000 Business Arts Immersion

Electives15 credits

Note 150 credits are required for the CPA credential. (Complete requirements: <http://www.michigan.gov/lara>)

Total150 credits

BBA in Sports Promotion and Management

Program Description

The Bachelor of Business Administration (BBA) degree in Sports Promotion and Management is designed for students interested in becoming business leaders within the sports industry. The program provides students with a well-rounded business education in the areas of accounting and finance, business law, international business, management, and marketing. It also includes specific coursework that is focused on the management of sport/event facilities, food and beverage, marketing and promotion, sports law, sports analytics, and contract negotiations. In addition, students will participate in an internship or experiential learning experience to gain valuable, real-world experience.

Career Benefits

Sports Promotion and Management students gain knowledge and skills to apply business management and promotion concepts in the sports industry. Graduates may receive positions in management, marketing, sales, promotion, and accounting or finance within a variety of business settings including professional and amateur sports organizations, private and commercial sports fitness and recreation, sports event management, sports finance, front office management, and sports marketing or promotion. Students should expect to participate in internships and/or formal work experiences during their education in order to increase their marketability upon graduation.

Program Learning Outcomes

- Develop business competencies in the areas of accounting and finance, management, marketing, business law, and technology
- Analyze managerial problems that utilize quantitative reasoning and critical thinking within the global and diverse sector of sports
- Demonstrate knowledge of interpersonal, written, and oral communication competencies needed to function in amateur and professional sports arenas
- Evaluate leadership and ethical decision-making competencies based on standards set by the industry
- Gather data and assess results, employ problem-solving techniques, and use information literacy concepts related to sports
- Apply academic knowledge, and develop professional competencies in a professional setting

BBA in Sports Promotion and Management Course Requirements

Major Courses 27 credits

INT 3000 Internship
MGT 4071 Organizational Behavior
SEM 2000 Foundations in Sports Promotion and Management
SEM 3170 Sports Facility Management
SEM 3190 Sports Food and Beverage Management
SEM 4100 Sports/Event Marketing, Promoting, and Public Relations
SEM 4200 Sports Financial Analytics
SEM 4400 Sports and Event Law
SEM 4500 Sports/Event Negotiations, Contracting, and Risk Management

Core Courses 27 credits

BUS 3500 Strategic Thinking from the Inside Out
BUS 4000 The Entrepreneurial Mindset
COM 3100 Communicating to a Shrinking World
MGT 4950 Discovering Leadership
OPM 3000 Supply Chain: Driving the Silk Road into Today
PHL 3500 The Logic of the Global Brain
PHL 4000 Rhetoric: The Hyde Park Soapbox
PHL 4500 Innovation and the Philosophy of Tinkering
PHL 4900 The Social Contract

Lower Division Requirements..... 61 credits

ACC 1000 Principles of Accounting and Economic Renaissance I
ACC 2000 Financial and Managerial Accounting for Sustainability
BDA 1000 Data Integration Toolbox No. 1
BDA 2000 Data Integration Toolbox No. 2
BUS 1000 The Business of Environmental Sustainability
BUS 2000 The Business of Science and Technology
BUS 2100 The Business of Art
CAR 1000 Career Fulfillment
COM 1100 Discourse and Delivery
COM 1400 Speak Up!
ECO 1000 Economies and Economics
EEP 1000 Ideation and Innovation
EEP 1500 Creating Compelling Value
EEP 2000 Structuring the Future
EEP 2500 Persuasive Pitch
HRM 2800 How We Work Together
MKT 2100 Transformational Marketing
MKT 3000 Transactional Marketing
OPM 2000 How the Operation Works
PHL 1200 Critical Thinking in an Illogical World
PHL 1300 Know Thyself, Know Thy World
PHL 1500 The Right Decision
PHL 2900 The Philosophy of Technology
TCM 1000 Business Arts Immersion

Electives 6 credits

Total Credits 121 credits

Professional Projects

The Professional Project is conducted over a two-course sequence (PJT 4910 Professional Project I and PJT 4920 Professional Project II) and is required for most BBA degrees at Cleary University. Students work collaboratively with an instructor to complete an individualized project on a topic that focuses on the student's background experiences, academic major, and career interests.

In the PJT 4910 course, the student and the instructor engage in discussions regarding possible project topics. Upon selection of the topic, discussions shift to the mechanics of constructing the series of drafts that lead to the final paper. PJT 4920 builds upon the work completed in PJT 4910 and involves primary and secondary research, data analysis, development of recommendations, and writing the final project report.

The project can be a personally rewarding component of a student's academic experiences providing an opportunity to apply business competencies to a living project of the student's choice. The Professional Project is typically taken during the last two semesters of the student's academic program and with the same instructor. A grade of C or higher is required in the first course to continue with the second course.

The topics for the Professional Project will vary, but preference is given to topics that solve problems or make contributions to the student's employer. Projects may include:

- 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, and 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 instructor.
- Projects can also be customized to meet the specific needs of the student's employer.

BBA Academic Minors

Undergraduate students earning a BBA or BS 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 that share requirements, course substitutions will be selected.

Minor in Entrepreneurship

ENT 4000 Entrepreneurship

ENT 4100 Marketing and the New Business

ENT 4300 New Business Finance

Minor in Sports Promotion and Management (Select three courses)

SEM 4100 Sports/Event Marketing, Promotion, and Public Relations

SEM 4200 Sports Financial Analytics

SEM 4400 Sports and Event Law

SEM 4500 Sports/Event Negotiations, Contracts, and Risk Management

Undergraduate Studies (Traditional Program)

Program Structure and Delivery

This method of course delivery is designed primarily for traditional-aged students who enter the University directly after completing high school. It is also beneficial for transfer students whose personal or professional schedules will not accommodate accelerated courses. Course delivery at the lower-division level consists of on-campus classes held during the daytime that are supplemented with carefully selected online components.

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 an Academic Plan in consultation with his/her academic advisor. The plan includes interdisciplinary core courses, specialized major course work, career development, and opportunities for practical experience through the Enterprise Education Paradigm and internships. This approach equips the traditional students with a well-rounded base of knowledge and practical experience prior to entering the professional workforce.

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 located both on campus and within easy walking distance of the university. Staff, faculty, and peer mentors assist new students in acclimating to life as a university student, and encourage them to explore co-curricular and extra-curricular Cleary student activities.

Dual Enrolled High School Students

1. Dual enrolled students are required to consult 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 online 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.

GRADUATE DEGREE PROGRAMS

MBA Analytical Efficiency

Program Description

Upon completion of the MBA with a concentration in Analytical Efficiency, students will be able to judge the quality of a corporate data system. Based on exploration of the data and an understanding of desired company outcomes, students will be able to recommend a course of action needed to wrangle the data into shape and extract key trends and information. Further, they will be able to assemble an effective team of professionals that can prioritize the tasks and projects needed to improve upon the data driven decision making that will take the organization to the next level of success.

Career Opportunities

The Bureau of Labor Statistics projects job growth in business intelligence fields to be nearly three times the overall national average for job growth. Potential career opportunities include:

- Market research analyst
- Health care analytics manager
- Data analytics business consultant
- Management analysts

Source: Bureau of Labor Statistics

<http://www.bls.gov/ooh/business-and-financial/management-analysts.htm>

Program Learning Outcomes

Upon completion of this degree, the graduate will:

- Identify, analyze, and solve real-world business problems
- Effectively communicate in a competitive business environment
- Appreciate the challenges facing businesses as well as recognize the importance of ethical principles
- Develop the analytical and managerial skills required to analyze data, address business problems, and manage risk, and also identify and create new business opportunities
- Demonstrate basic skills in creative problem-solving innovation and human-centered “design thinking”

MBA in Analytical Efficiency

MBA Core Courses 24 credits

- ECO 6450 Managerial Economics
- FIN 6300 Financial Viability
- LAW 6500 Legal Thinking
- MGT 6200 Organizational Adaptation
- MGT 6400 Collective Impact
- MKT 6100 Disruptive Marketing
- MKT 6800 Strategic Customer Creation
- STR 6200 Strategic Operations

Major Courses 9 credits

- BDA 6000 Modern Data Management
- BDA 6100 Foundations of Business Analytics
- BDA 6200 Effective Management of Projects

Concentration Prerequisite 3 credits

- BDA 5900 Statistics Immersion

Total 33-36 credits

MBA in Financial Planning

The MBA with a concentration in financial planning is designed for students to obtain the breadth of education necessary to prepare for the Certified Financial Planner examination. In this program, you will acquire the knowledge necessary for components of financial planning such as insurance, investments, employee benefits, retirement planning, estate planning, and tax strategies. In addition, students will have the opportunity to practice preparing and presenting financial plans using real-world cases.

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

The remaining five courses are taken in other business areas and are offered online. Education in these areas enables financial planning students to understand the concepts, processes, and institutions involved in the production and marketing of goods and services, as well as in the financing of a business and other forms of organizations. The Certificate in Financial Planning and the core courses comprise the MBA Financial Planning degree.

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

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

MBA in Financial Planning Course Requirements

MBA Core Courses 15 credits

ECO 6450 Managerial Economics
LAW 6500 Legal Thinking
MGT 6200 Organizational Adaptation
MKT 6100 Disruptive Marketing
MKT 6800 Strategic Customer Creation

Major Courses 18 credits*

FNP 6100 Investment Planning
FNP 6200 Insurance and Risk Management
FNP 6300 Retirement and Employee Benefits Planning
FNP 6400 Income Tax Planning
FNP 6500 Estate Planning
FNP 6600 Capstone Financial Plan Development Course

Total..... 33 credits

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

MBA in Strategic Leadership

Program Description

One of the biggest challenges facing today's leaders is the need to position and enable organizations and people for adaptability in the face of increasingly dynamic and demanding environments. Leading your organization for adaptability focuses on how leaders can drive change through vision and inspiration and addresses how leaders may position organizations and the people within them to be adaptive in the face of complex challenges. The purpose of the MBA in Strategic Leadership is to prepare leaders for an unpredictable future that depends on disruption and strategy to order to pivot, shift, propel competition, and ultimately thrive in the global market.

Career Opportunities

- Import/export agent
- Foreign currency investment advisor
- Foreign sales representative
- International management consultant

Source: Bureau of Labor Statistics
<http://www.bls.gov/careeroutlook/2008/fall/art01.pdf>

Program Learning Outcomes

- Demonstrate a broad-based knowledge of critical appreciation of the economic, cultural, ethical, and global business operations
- Conduct effective decision making by utilizing quantitative techniques and research methods relevant to the global management environment
- Demonstrate a global mindset by understanding the global business community and by adopting conceptual tools to manage across cultures
- Communicate in a global environment with various constituencies across different business functions and cultures

MBA in Strategic Leadership Course Requirements

MBA Core Courses	24 credits
ECO 6450 Managerial Economics	
FIN 6300 Financial Viability	
LAW 6500 Legal Thinking	
MGT 6200 Organizational Adaptation	
MGT 6400 Collective Impact	
MKT 6100 Disruptive Marketing	
MKT 6800 Strategic Customer Creation	
STR 6200 Strategic Operations	
Major Courses	9 credits
BUS 6000 Business Strategy and Game Theory	
BUS 6100 Leading for Adaptability	
SDT 6000 Managing Disruptive Change	
Total.....	33 credits

MBA in Health Care Leadership

The MBA with a concentration in Health Care Leadership explores topics in privacy, data security, and HIPPA, the critical topics needed to thrive in the health care industry. Building upon the core MBA competencies, students learn ethics, quality management, informatics, and health care technologies. These complex topics within health care policy will elp students gain the opportunity to analyze these areas in the realms of cyber security, systems technology, and information security.

Career Opportunities

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

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
- 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, technical, 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	24 credits
ECO 6450 Managerial Economics	
FIN 6300 Financial Viability	
LAW 6500 Legal Thinking	
MGT 6200 Organizational Adaptation	
MGT 6400 Collective Impact	
MKT 6100 Disruptive Marketing	
MKT 6800 Strategic Customer Creation	
STR 6200 Strategic Operations	
Major Courses	9 credits
HCM 6040 Health Policy, Law, and Ethics	
HCM 6150 Quality Management in Health Care	
HCM 6200 Health Care Technology and Analytics	
Total	33 credits

MS in Culture, Change, and Leadership

Program Description

The Master of Science in Culture, Change, and Leadership is a program designed for those interested in learning about organizational culture and how cultural change can be developed, implemented, and evaluated. Students will learn how to develop and implement cultural change initiatives and the roles of leadership and group dynamics in facilitating cultural change. Throughout the program, students will use critical thinking and problem-solving skills and will apply research methods. Students will complete and defend a capstone applied research project or research paper as part of the program.

Career Opportunities

Opportunities abound in all types of industries for this degree, including health care, education, information technology, manufacturing, and sales. Every industry is subject to change in order to meet the needs of market trends and customer interaction; a well-rounded individual versed in company culture and implementing change across an organization who has strong leadership qualities will be most successful.

Some positions to think about include:

- Staff development
- Training and education
- Organizational management
- Human resource management
- Quality management
- Change management

Program Learning Outcomes

- Assess organizational culture, and identify needed changes
- Analyze and critique case studies on organizational culture change initiatives
- Develop, design, and implement cultural change initiatives
- Measure the effectiveness of cultural change initiatives
- Analyze the effect of leadership and group dynamics on organizational culture and cultural change
- Apply research methodology appropriate for analyzing organizational culture

MS in Culture, Change, and Leadership Course Requirements

- CCL 6001 Fundamentals of Culture and Change I
- CCL 6002 Fundamentals of Culture and Change II
- CCL 6003 Change and Development Methods
- CCL 6004 Change and Development Leadership
- CCL 6005 Professional Development Residential Conference
- CCL 6006 Applied Research Methods
- CCL 6007 Designing and Implementing Change and Development Initiatives I
- CCL 6008 Designing and Implementing Change and Development Initiatives II
- CCL 6009 Professional Applied Research Project/Publication I
- CCL 6010 Professional Applied Research Project/Publication II

Total30 credits

Graduate Certificates

The Graduate Certificate program is intended for the person who has completed a bachelor degree and wishes to enhance his or her professional credentials. Certificate courses are taken online.

Graduate Certificate in Financial Planning

Program Features

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

Career Benefits

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

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

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

Graduate Certificate in Financial Planning Course Requirements

Required Courses

FNP 6100 Investment Planning	3 cr.
FNP 6200 Insurance and Risk Management.....	3 cr.
FNP 6300 Retirement and Employee Benefits Planning	3 cr.
FNP 6400 Income Tax Planning	3 cr.
FNP 6500 Estate Planning.....	3 cr.
FNP 6600 Capstone Financial Plan Development Course	3 cr.

PROFESSIONAL DEVELOPMENT

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

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. Please refer to the Section Web site at www.asq1010.org/Education.htm for the most recent schedule of exam preparation classes.

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 accounting and 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.

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 exams Part 1 and Part 2 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 measurement
- 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
ANT	Data Analytics
BBA	Bachelor of Business Administration
BDA	Business Data Analysis
BUS	Business
CAR	Career Management
CAS	Computer Application Software
CCL	Culture, Change and Leadership
CJM	Criminal Justice Management
COM	Communications
CUL	Culinary Management
ECO	Economics
EEP	Enterprise Education™ Paradigm
ENG	English
ENT	Entrepreneurship
FIN	Finance
FPN	Financial Planning
HCM	Health Care Management
HOS	Hospitality Management
HRM	Human Resource Management
INT	Internship
LAN	Language
LAW	Law
LED	Leadership
MBA	Master of Business Administration
MGT	Management
MKT	Marketing
MTH	Mathematics
NTR	Nutrition
OPM	Operations Management
PHL	Philosophy
PJT	Directed Project
SDT	Strategic Leadership
SEM	Sports Promotion and Management
STR	Strategy
TCM	The Cleary Mind

UNDERGRADUATE COURSE DESCRIPTIONS

(Course pre-requisites are shown in parentheses.)

ACC 1000 Principles of Accounting and Economic Renaissance I3 cr.

Explore and learn the basic principles of accounting by working through the entire accounting cycle. This includes accounting systems, controls, analyzing and posting business transactions, recording journal entries, and preparing basic financial statements. You will discover accounting history and Luca Pacioli—including the role of double-entry bookkeeping, the preparation of financial statements, and the evaluation of financial ratios and costs—in the thirteenth century economic renaissance of western civilization. Learn how accounting tools with wide applications add value beyond reporting what has already happened.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Ethics

ACC 1100 Principles of Accounting and Economic Renaissance II (ACC 1000)3 cr.

The second semester of accounting principles expands on material presented in ACC 1000 from the perspective of an accounting major. You will learn alternative methods of handling adjustments, discounts, and inventory issues as well as more complex situations related to long-term assets. You will be introduced to new financial accounting concepts related to partnerships, long term liabilities, accounting for investments, and the preparation of the statement of cash flows.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Ethics

ACC 2000 Financial and Managerial Accounting for Sustainability (ACC 1000)3 cr.

Building on ACC1000, you will learn to perform more complex management accounting and financial analysis, including the definition of cost objects, the evaluation of cost behavior, and the measurement of financial performance in a dynamic operations environment. Such skills are in high demand in business today. In cases and simulations during this course, you observe how the choices you make about what to measure and how to measure it have significant economic and ethical consequences for an organization, even to the point of determining business viability.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Persuasion • Ethics

ACC 2700 Accounting Information Systems (ACC 1100).....3 cr.

This course examines the design, operation, and control of accounting information systems. Emphasis is placed on transaction cycles and business processes, with a focus on the flow of financial transactions through the accounting information system. Internal control concepts and their application to the information systems are also considered.

Microsoft Excel software is required for this class.

ACC 2801 Intermediate Accounting I (ACC 1100)4 cr.

Advanced financial reporting concepts are the focus of this course. Students perform an in-depth examination of financial statements, 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 2901 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 3800 Auditing3 cr.

This course provides an overview of both internal and external auditing theory. The course will cover internal controls, the various purposes of internal auditing, and how to establish and review internal controls. This course will prepare students to analyze contemporary auditing and assurance issues as well as examine the responsibilities of and independence issues faced by individuals and companies involved in internal and external audit and assurance roles.

ACC 4050 Legal Issues for Public Accounting.....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 1100).....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.

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 4500 Taxation I3 cr.

The focus of this course provides an overview of the study of personal federal income tax laws, forms, and reporting mechanisms, and their application to individual taxes as well as to business entities. 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 as well as the tax consequences of accounting decisions as they relate to basic business entities.

ACC 4600 Taxation II3 cr.

The second course in the taxation series, designed for students who will be engaged in tax preparation activities and public accounting, this course revisits some of the more complex individual and business tax issues, including the introduction of estate and trusts returns as well as corporate and partnership taxation issues such as property and dividend distributions, stock redemptions, liquidations, and re-organizations. Emphasis is placed on developing the student's ability to identify and explain the tax consequences of various individual and business entity transactions.

ACC 4900 Advanced Financial Accounting3 cr.

This course provides an in-depth examination of accounting for business combinations, international accounting issues, and partnerships. Business combination places focuses on direct acquisitions and preparation of consolidated financial statements. 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.

ANT 1000 Analytics Seminar 1-3 cr.

This course introduces basic concepts and applications of analytic software. Students will prepare for basic certification(s) using SAS® Software. Upon completion of the course, students should be able to demonstrate a basic understanding of analytics for decision making in business.

ANT 1500 Introduction to Analytics.....3 cr.

This course introduces the basic concepts and applications of analytics. Topics include an overview of the historical development of analytics, an overview of the analytical process and the role of the analyst, applied descriptive statistics, and exploratory data analysis. Upon completion, students should be able to demonstrate a basic understanding of analytics for decision making in business.

ANT 2500 SAS Certification I3 cr.

This course is an introduction to SAS® analytic software, with emphasis on skills and tools needed for the *Base Programming* certification. The course is designed to help students develop skills in basic programming, data management, and report generation using SAS. The course helps prepare students to sit for the *Base Programming* certification exam.

ANT 2510 SAS Certification II (ANT 2500).....3 cr.

This course is a continuation of the introduction to SAS® analytic software, with emphasis on skills and tools needed for the *Base Programming* certification. The course is designed to help students develop skills in basic programming, data management, and report generation using SAS. Students may sit for the *Base Programming* certification exam at the end of the course.

ANT 2600 Statistical Techniques3 cr.

This course introduces the use of a wide variety of statistical tools and techniques used in data analytics. Topics include descriptive and predictive analytics. It provides students with the fundamental concepts and tools needed to understand the application of analytics within organizations and how analytics can be used in decision making.

BBA 9999 Undergraduate Curricular Assessment0 cr.

This course is used to administer the end-of-program assessment for undergraduate students to measure learning outcomes in the core business topics. Scores on this test are used to assist the University with curriculum assessment and improvements, and are also used to award the Academic Excellence medallion to recipients. The course will also provide an opportunity for students to take a post-test related to critical thinking skills. This classroom also provides information on career services, including a Graduate Career Survey, and commencement. This is a required course and is graded on a pass/fail basis.

BDA 1000 Data Integration Toolbox No. 13 cr.

Explore the role of data in the evolution of civilization and economies. Get your head around technology and the data pandemic. Through a series of case studies and investigative projects, discover the differences among data as information, knowledge, understanding, and currency. Learn how to leverage data to make decisions with a critical understanding of patterns—in events, populations, and processes—in the presence of uncertainty. Acquire the data integration techniques and tools, statistical methods, and modeling skills you need to analyze data, identify problems, create solutions, and communicate and sell your solutions to others.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Persuasion

BDA 2000 Data Integration Toolbox No. 2 (BDA 1000).....3 cr.

Building on BDA1000, further explore the application of data-integration tools in key business decision-making challenges: who are my customers and what do they want; where is there fraud; which companies are at risk for bankruptcy; which products are likely to fail; and what risks do you need to manage? Learn to apply algebraic, spreadsheet, graphical, and statistical models to help answer such questions in a variety of investigative settings. Discover the powerful and exciting principles of computer science, database management, and big data analytics that have supercharged the Data Integration Toolbox in recent years.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Persuasion • Ethics

BDA 2900 Data Management for Business Professionals3 cr.

Data is defined as facts and statistics collected together for reference or analysis. What is not provided in this definition is how critical information can be hidden, even trapped, within a poorly constructed collection. You will learn how to create properly normalized and standardized data tables and how to relate them to each other to ensure the digital gold within these “databases” can be properly mined and produce quality information.

BDA 3000 Essential SQL.....3 cr.

We are quickly approaching a time when the amount of data points that can be queried on the internet will be 70 times more than counting every grain of sand on all the beaches on earth. With terms like data lakes and data warehouses, businesses will be in great need of individuals that can speak the language of data – SQL, or Standard Query Language. You will learn the essential aspects of the SQL language. Further, you will become proficient in asking questions of large data systems in the language that was designed specifically for data.

BDA 3200 Advanced SQL3 cr.

Knowing the essentials of SQL is a great skill and a necessary one to work efficiently in the digital age. Taking your SQL skills to the next level will advance your demand within any industry and within most organizations. You will learn how to use SQL to build fast and powerful data systems as well as create meaningful reports and perform reports within reports that will be used in critical decision making.

BDA 4100 Data Analysis Using Python3 cr.

Python is a scripting language and has been known as a web development platform. You will learn another incredible strength of Python as a tool of choice for many data science professionals. You will work with existing code and learn to add your own scripting segments and troubleshoot common problems with inherited code.

BDA 4200 Visual Data Analysis3 cr.

Databases are great for collecting and storing data but lack in how a picture is worth a thousand words. You will learn how to tell engaging stories through data visualization with Tableau. Most statistical tools tend to be much more interesting when displayed in an image and not just numbers in a table. You will further learn which visuals are best for different statistical models.

BDA 4300 Data Analysis Using Spreadsheets3 cr.

With so many tools today that attempt to take the place of spreadsheets, spreadsheets are still the most widely used data analysis tools, by far. With this understanding, you will learn how to use a spreadsheet like a true database and extract complex information that will be used in key decision making. For some organizations, the use of spreadsheets is simply the de facto standard, and your skills in performing complex analysis will be essential to the success of the organization. Further, you will learn how to install critical add-ons that can extend and enhance the natural resources of most spreadsheets.

BUS 1000 The Business of Environmental Sustainability3 cr.

Threats to our environment and the business opportunities to mitigate such threats are driving forces shaping your future. You will investigate the science, technology, and economics behind the greatest challenge of our times: environmental sustainability. This course prepares you for next semester's environmental filter-focus, and includes working on an EcoVillage business project. Gain an important knowledge advantage with employers—all of whom have to deal with environmental factors to secure a sustainable business future.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Leadership • Ethics

BUS 2000 The Business of Science and Technology.....3 cr.

You will acquire succinct knowledge of key technology innovations relevant to business plus the science and engineering that make them possible. Learn how exciting new products work and where they came from—like self-driving electric vehicles, smart digital assistants, gene therapy, personalized medicine, AI-guided diagnostics and treatments, organ replacement, automated factories, personalized manufacturing, cell phones, alternative energies, drones, and more.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Entrepreneurship • Leadership • Ethics

BUS 3500 Strategic Thinking from the Inside Out3 cr.

Discover how strategy is all about effectively answering three questions: Where are we? Where do we want to go? How do we get there? Develop a multi-dimensional understanding of business strategy from the perspective of the executive manager or chief executive officer (CEO)—including how to develop an organization's internal capabilities to understand and meet its external opportunities and challenges. You will learn how to argue and persuade others of your strategic vision and execution approach. Opportunities will be provided to engage in projects with companies and strategic management practitioners.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Persuasion • Entrepreneurship • Leadership • Ethics

BUS 4000 The Entrepreneurial Mindset3 cr.

Half of new business start-ups fail in five years. After ten years, only about a third of new business start-ups are still standing. Entrepreneurship is at a forty-year low in America. Yet, developing a sound entrepreneurial mindset is still good business and good for your career. Discover the palette of knowledge and skills required to think like a successful entrepreneur. Learn how to manage and live with risk. Understand the critical role sufficient funding and profit play in business success. Explore ways to go it alone and how to use those skills to create and manage better teams. You might start a business, you might not—but an entrepreneurial mindset is highly valued anywhere business can be made better.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Entrepreneurship • Leadership • Ethics

CAR 1000 Career Fulfillment (required during first three semesters)0 cr.

The reality of the contemporary economy and job market is that you are likely to change jobs 10-12 times over the course of your career, so staying on a gratifying career track requires awareness and preparation. This course combines online study with one-on-one advising to examine market trends, careers and employment positions, and networking skills relevant to business degree options. Course activities are designed to enhance your awareness and understanding of self—your interests, personality, and values—enabling you to make more thoughtful, informed decisions about your major, career path, and ways to manage a satisfying professional life. Experience networking opportunities with industry leaders and join discussions on career expectations.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Entrepreneurship

CAS 1100 Google Applications for Business2 cr.

There is a growing demand for business professionals to incorporate Google Applications in their daily lives and this course will prepare students to hit the ground running. Students will practice a variety of collaborative applications available through Google. Emphasis will be placed on how the Google applications are being used in virtual business team settings.

CAS 1500 Microsoft Office Applications3 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 Office 365 is required.

CJM 1500 Introduction to Criminal Justice3 cr.

This course provides an introduction to the criminal justice system in the United States. The primary goal of this course is to develop a general understanding of crime and the criminal justice system in American society. The course introduces students to the elements of the criminal justice system: police, courts, and corrections.

CJM 1600 Administration in Criminal Justice3 cr.

This course is an overview of administration within criminal justice agencies, including organizational units: their functions and their relatedness within criminal justice organizational structures. It also examines the administrative, legal, and managerial principles that guide criminal justice agencies and the employees who work within them.

CJM 2500 Human Resource Management in Criminal Justice3 cr.

This course will emphasize the importance of human resource management in criminal justice. The role of personnel management in a criminal justice organization is stressed throughout the course, including hiring, evaluation, employee development, and compensation. Legal and administrative aspects of human resource management are also part of the course.

CJM 3000 Crisis Management3 cr.

The course provides an overview of how to identify, respond to, manage, and mitigate critical events that occur in the criminal justice arena. Course topics include: types and characteristics of crises, crisis planning, interagency collaboration and coordination on a local, regional, state, and federal level, resource allocation, and threat and risk identification, prevention, and management.

CJM 3100 Crisis Communication and Media Relations3 cr.

Communication during a crisis is a critical element in managing information and public perception, including the reputation of criminal justice agencies. This course introduces the importance of crisis management from the perspectives of communication and public relations. Course topics include: developing communication plans and strategies, creating crisis communication teams, managing key information, addressing privacy concerns, creating and maintaining effective and positive media relations, and shaping public perception.

CJM 4000 Data Management and Evaluation in Criminal Justice3 cr.

This course focuses on simple data management strategies and basic analytical methods that can be used in criminal justice agencies. Emphasis is on using Excel for data management and analysis, including displaying data for use in reports and evaluation. This course will also cover basic components of program assessment and evaluation in criminal justice organizations.

CJM 4100 Ethics and Conflict Management in Criminal Justice3 cr.

This course examines ethical issues encountered in the criminal justice system with a focus on comparing and contrasting the principles of moral philosophy and ethical theory to the practices within criminal justice agencies. The course also examines challenges and conflicts between professional standards and individual and group behavior and strategies to address these conflicts.

COM 1100 Discourse and Delivery3 cr.

Explore the digital divide and discover how it is no longer defined only in terms of one's access to hardware and software. Assess a digital divide created by limited literacy skills (reading and writing) and a lack of cognitive skills needed to make effective use of communications-based technologies. Immerse yourself in the reading, writing, and critical-thinking practices necessary to communicate effectively through digital technologies. Embark on a comprehensive study of two key applications of knowledge: 1) cognitive proficiency—you'll refine foundational communication skills of everyday life at school, at home, and at work, and 2) technical proficiency—you'll explore and apply components of digital literacy, including a foundational knowledge of digital technology.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Persuasion

COM 1400 Speak Up!3 cr.

Understand how it is increasingly important to foster productive dialog across disparate lines of business, education, religion, politics, and cultural diversity. Get comfortable and fluent in the art of speaking publically, conversing, and

listening as it relates to critical conversations held in business, government, social networks, and other social establishments. You will be challenged to identify flaws in assertions and unproductive approaches to communication. You will develop techniques to utilize communication styles that elicit meaning, abstract thinking, citizenship, clarity, organization, persuasion, research, teamwork, and cooperation.
Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Persuasion • Ethics

COM 2800 Organizational and Interpersonal Communication3 cr.

This course is an overview of speech communication and interaction in a person-to-person and organizational context. Interpersonal communication topics include: concepts of perception, attraction, self-disclosure, listening, and conflict management through communication. Organizational communication topics include communication systems, networks, and barriers within organizational settings and cultures.

COM 3100 Communicating to a Shrinking World.....3 cr.

Discover the way in which technology continues to change perceptions of distance as multimodes of media and communication emerge in everyday business practices. You will be challenged to dive into topics of business, communications, society, and cultures as they appear to merge into a single global, Internet-accessible marketplace. But is that what's really happening? Explore and examine how media and communication technology continue to impact these areas and shape how we perceive, consume, and participate in national and global business.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Persuasion • Entrepreneurship • Leadership • Ethics

COM 4100 Global Business Communications.....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. Students should use a global perspective to choose a communication strategy, create a message, coordinate with a group, and deliver the message.

CUL 1000 Introduction to Culinary Arts3 cr.

This course introduces students to basic culinary terminology, equipment identification, knife skills, and food and meal preparation through lectures and hands-on practice. Emphasis is given to safety, fundamental techniques, and presentation. Students become acquainted with identifying common quality fruits, vegetables, and herbs, learning industry standards for vegetable cuts and size as well as vegetable cooking techniques.

CUL 1200 Culinary Fundamentals3 cr.

Students complete a comprehensive program of breakfast and mid-day meal preparation. The course includes preparation of breakfast products and numerous egg dishes as well as salad and sandwich preparation. Students are introduced to a variety of salad greens, basic dressings, and a variety of hot and cold sandwiches. Emphasis is also placed on retention of basic sandwich ingredients, taste, and preparation of luncheon service and plate presentation.

CUL 1300 Stocks, Sauces, and Starches3 cr.

This course introduces the foundation for all cuisine which begins with the preparation of stocks such as beef, chicken, veal, and fish. From there, students will learn the "mother" sauces and the derivative "small" sauces. Preparation of consommés, soups, and thickening agents is emphasized. Additional sauce proficiency is acquired while including cooking techniques for pasta, rice, grains, and legumes. Students will begin to learn plating presentations and the timing for finished dishes.

CUL 1400 Baking and Pastry Concepts3 cr.

Students will be introduced to basic information, procedures, and techniques necessary for understanding the application of the function of gluten; types of flours and other baking ingredients are discussed. Breads, rolls, and a variety of other bakery products will be prepared. Each student participates in producing a variety of pastry and bread products that include, but are not limited to, yeast doughs, pate a choux, pies, cakes, custards, and dessert sauces.

CUL 2500 Garde Manger and Charcuterie3 cr.

Students are introduced to the organization and responsibilities of the "Garde Manger" department by applying techniques for cold food presentation. Attention is given to the proper care and use of tools for grinding and smoking as well as the handling of forcemeats to create a variety of charcuterie products. Attention to detail in the production of pates en crouts, terrines, hors d'oeuvres, and classical garnishes is given.

CUL 2600 Meat, Poultry, and Seafood3 cr.

This course introduces students to the fabrication of meat and poultry for various industry operations. Emphasis is given to identification, portion control, and utilization of by-products. Attention is given to fundamental cooking techniques and finished presentations. Attention is also given to techniques and cooking concepts for fabricating fresh fish and seafood. Students progress through economical and attractive plate presentations to refined, high-quality dishes.

CUL 2700 International Cuisine.....3 cr.

This course will reiterate the methods and cooking techniques from other courses as well as the cooking styles and traditional ingredients of international and ethnic cuisines. Students are introduced to classical world cuisines, diverse food cultures, and a variety of food presentations.

CUL 2800 Culinary Externship3 cr.

Students will apply skills learned through theory and hands-on application in the classroom to a practical and professional environment in which to gain applied experience in the food service industry.

CUL 3000 Nutritional Cuisine (CUL 1000 and CUL 1200 or equivalent).....3 cr.

Students will learn how healthy habits can be paired with nutritional concepts to develop healthy recipes and menus. Menu items will cover appetizers, side dishes, entrees, desserts, and baked goods. Students will prepare menus in a lab setting to learn how to use more whole ingredients, sustainable foods, and substitution options for a healthier diet. The importance of seasonality, sourcing local products, and considering organics while preserving flavor is emphasized.

CUL 3200 Cooking for Special Diets (CUL 1000 and 1200 or equivalent)3 cr.

This course will provide students with the skills needed to create wholesome, safe, and culinary inspired meals for customers. Dietary challenges of consumers such as diabetes, celiac disease, high cholesterol and the impact of allergens on modern cuisine are explored. Vegetarian and vegan diets, low-fat meals, and preparing meals for sugar-free, lactose-free, and gluten-free diets will be prepared in the lab.

ECO 1000 Economies and Economics3 cr.

Explore the key ways the world has made and continues to make money through the flow of goods and services. Discover the history of purging, pursuing, and partitioning the non-existent, free-market economy. From bartering and bondage to traditional, command, market, and mixed economic systems, you will assess the different ways business activities have been—and could be—organized and managed. You will address questions of how resources in the world are accessed, transformed, distributed, and used—and an ethical response to who benefits and who should benefit. Attributes: Critical Thinking • Problem Solving • Creative Thinking • Ethics

ECO 2800 Economics (Macro and Micro)4 cr.

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

ECO 4410 International Economics, Finance, and Banking (ECO 2800)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 and 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.

EEO 1000 Ideation and Innovation1 cr.

Discover the ideas that changed the world and the ones that didn't (but maybe should have). Learn how to put your mind in motion up at 50,000 ft. to harvest ideas, then how to bring those ideas down to 50 ft. to find the keepers. Identify and confront any fear or hesitation you may have about your own ability to be creative. Through a series of half-day workshops, you will discover how to see a problem as the opportunity to think of something that has never been thought of before.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Entrepreneurship

EEO 1500 Creating Compelling Value1 cr.

Explore how and why the value of anything exists only between the ears of the person you're selling to. Discover how to create a value proposition, how to deliver it, how to enable someone to believe it, what it takes to maintain it, and all the ways you can lose it. In this series of half-day workshops, you will actually create something of value and sell it to someone you don't know—and who doesn't know you.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Persuasion • Entrepreneurship • Leadership • Ethics

EEP 2000 Structuring the Future1 cr.

Business planning and creating a business plan are essential skills for anyone starting a new business and anyone creating or revitalizing business for a product, a division, a market, or a brand inside an existing corporation. Through a series of half-day workshops, you will come to understand and work the tension between articulating a complex vision and making it real by making it simple. You will also learn to show financial rigor and believable confidence (without arrogance) in your business planning narrative.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Persuasion • Entrepreneurship • Leadership • Ethics

EEP 2500 The Persuasive Pitch1 cr.

Discover how the pitch is a key secular ritual for business culture. Understand how and why nothing happens in the world until something gets sold. Explore how the power of persuasion can transcend the person, the proposition, the product, and the price. Through this series of four-day workshops, you will also gain a keen awareness of the multitude of cultural contexts for delivering persuasive pitches.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Persuasion • Entrepreneurship • Leadership • Ethics

ENG 0950 English Skills Development.....3 cr.

This course is designed to prepare students for college-level coursework. Topics covered include reading comprehension, vocabulary development, essential writing skills, and other basic literacy proficiencies. Grammar skills are emphasized throughout the course.

ENT 4000 Entrepreneurship3 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 Innovation3 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 Entrepreneurship3 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 3200, 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 finance and fiscally manage a business organization effectively. Emphasis will be placed on establishing realistic start-up costs, financial planning and control, and cash flow analysis.

ENT 4500 Entrepreneurship Discovery3 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 Finance3 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 4000 Financial Management (ACC 1000, ACC 3200).....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 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 4125 Investment and Portfolio Management3 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.....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, and government regulations of banking and non-banking industry.

FIN 4750 Advanced Corporate Finance (FIN 4000)3 cr.

This course studies the major decision-making areas of managerial finance and selected topics in financial theory. Topics introduced in Financial Management (FIN 4000), 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.

FIN 4800 International Finance (FIN 4000)3 cr.

Financial management of any firm involves acquisition of funds, investing of these funds in economically productive assets either domestic or foreign, currency risk management, and eventual reconversion of some of the productive assets into funds. This course concentrates on how decisions are made about international financial management in modern multinational enterprises. Students will discover and outline the management of these functions for firms operating in several countries.

HCM 1100 Introduction to Health Care Management.....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 Health Care (HCM 1100 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 Malcolm Baldrige quality initiatives.

HCM 4100 Legal Issues in Health Care (HCM 1100).....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.

HCM 4200 Health Care Business and Policy (HCM 1100 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 1100 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 1100 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.

HOS 1100 Food Safety and Sanitation3 cr.

Students study the principles of bacteriology, sanitation, safety, personal hygiene, and health inspections to minimize the risk of foodborne illness. The principles of HACCP, cleaning and maintaining of food service equipment, and the flow of food through food preparation areas are discussed.

HOS 1200 Recipes and Menu Planning3 cr.

This course develops skills frequently used in the food service industry. Areas of emphasis include recipe conversions, percentages and the concepts in developing a restaurant, and creating a menu. Building on this foundation, the menu layout and design are developed, including menu pricing.

HOS 1300 Food and Beverage Controls3 cr.

This course provides an introduction to the operation of the purchasing, inventory, maintenance, storage, and disbursement of food and kitchen supplies. Students learn to control food, beverage, labor, and fixed costs. Students learn to create and interpret accurate records. Common percentages and formulas in food and beverage accounting are introduced.

HOS 1400 Nutrition for Food Service3 cr.

Basic food service nutritional concepts for healthy living and the eating trends of hospitality customers and clients are discussed and studied. Other nutritional requirements for demographics and various age, social groups, and at-risk health groups are evaluated and those needs related to recipe and menu development. Discussion of current topics in the food service industry related to allergens, gluten, and special diets are covered.

HOS 3000 Restaurant Operations3 cr.

The course encompasses the operations of all departments within a full-service restaurant. Major topics include organizational structure, methods of operations, guest service philosophy, and evaluation of human resources within the hospitality industry. Menu, kitchen, and design for different restaurant concepts are discussed.

HOS 3100 Private Events and Catering Management.....3 cr.

The course presents a broad overview of the meeting, conference, convention, and exposition Industry. Using case studies, the planning process for each type of event is analyzed and discussed in depth covering topics such as sponsorship, venues, staffing, outside contractors, and legal issues.

HOS 3200 Wine and Beverage Management3 cr.

Students receive an overview of the sale and service of alcoholic beverages. Major wine regions of the world are discussed in detail. The basics of beer, spirits, and wine making, fermentation, and wine label reading are focus areas for the course. Time is also spent on purchasing, health concerns, and the laws pertaining to alcoholic beverages.

HOS 3300 Meeting Customer Expectations for Hospitality3 cr.

Students study the concept of treating customers as guests. Guest services concepts with internal and external customers in the hospitality industry are covered. Students develop problem-solving skills by addressing hypothetical situations. Students learn the difference in proven hospitality principles and business ethics.

HOS 4100 Human Resources for the Hospitality Industry3 cr.

This course provides an overview of the field of human resources as applied to the hospitality and food service industry. Recruiting, selecting, orienting, training, and retaining outstanding staff members as hospitality managers is covered. Increased competition, legal issues, rising labor costs, and customer expectations are discussed.

HOS 4200 Resorts and Tourism.....3 cr.

An expanded view of the major types of hospitality resorts is highlighted and discussed. Mountain-based, beaches, sports, and spas as well as the specialty operations of cruise ships and casinos are covered. This course introduces ecotourism and sustainable development concepts in the resort industry.

HOS 4400 Hospitality Externship.....3 cr.

Hospitality students apply skills learned through theory and application in the classroom to a practical and professional environment in which to gain applicable experience in the hospitality industry. Course requirements include the development of an externship project with weekly assignments and participation in weekly discussions.

HRM 2800 How We Work Together3 cr.

Understand how the success of an organization is heavily dependent on the performance of its people and how we work together in business. You will explore the role of human resource management in an organization. Argue and discover how ethics and social responsibility impact businesses and social environments in which people work toward both common and disparate goals.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Ethics

HRM 4210 Human Resource Management.....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 4350 Human Resources Law.....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.

HRM 4500 Training and Development for Human Resource Professionals.....3 cr.

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

HRM 4600 Compensation and Performance Management Systems.....3 cr.

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

HRM 4700 Organizational Staffing Principles and Practices3 cr.

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

INT 3000 Internship3 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 Career Development Office, the host organization's supervisor, and the student.

LAN 1000 Summer Language and Cultural Immersion Abroad.....4 cr.

Spend an intrepid summer abroad immersed in the language and culture of another country. No prior second language experience is required to come back home conversant in a foreign language—and changed in ways you can't imagine. Learning another language is a key component of expanding your thinking and your worldview; it is also essential to securing greater career and employment options in the global economy.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications

LAW 3200 Business Ethics and Legal Issues3 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.

LED 4000 Leadership and Skill Development.....3 cr.

Extraordinary business results are produced in organizations that have extraordinary leaders. This course guides participants in building their own foundation of leadership through the exploration of personal vision, values, and style. With this personal foundation, participants will learn skills and behaviors that will enhance their ability to lead others effectively.

LED 4010 Leadership Theories and Applications3 cr.

The objective of this course is to focus on the basic principles of personal and interpersonal leadership that can be used in any life arena. Participants will explore variables that affect productivity, effectiveness, and efficiency and a variety of interpersonal skill sets. Emphasis will be placed on vision, goals and objectives, motivation, decision making, time management, power, team building, and conflict resolution. Participants will explore a variety of other topics, including developing your personal leadership style and organizational politics.

MGT 3400 Managing Projects and Processes in Organizations.....3 cr.

This course is designed to provide basic project management skills with a strong emphasis on issues and problems associated with delivering successful application projects. The course will address the particular issues encountered in handling projects and will offer students methods, techniques, and hands-on experience in dealing with successful project completion.

MGT 4071 Organizational Behavior3 cr.

This course provides an overview of organizational theory and behavior by studying individual and group behaviors and how these behaviors interrelate with the organization's culture, structure, systems, and goals. Course topics include motivation and reward, conflict, power, leadership, decision making, organizational structure and culture, and organizational change and development.

MGT 4200 International Business3 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 Negotiations3 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 Law and Risk Management.....3 cr.

This course will provide students 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 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 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 multinational business enterprise will be explored.

MGT 4790 Management Policy.....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.

MGT 4950 Discovering Leadership.....3 cr.

A leader is far more than a title or big salary. Leadership is the act of cultivating and activating lasting transformation within an organization. The first step for any emerging leader is to examine the characteristics of great and effective leaders that came before you—and their approach to nurturing an environment of curiosity and creation. Follow up by exploring your own critical values; discover what drives your visions of sustainable transformation of self; then apply your realization to a senior project involving the organization and leadership of multicultural and cross-disciplinary teams scalable to global proportions.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Persuasion • Entrepreneurship • Leadership • Ethics

MKT 2100 Transformational Marketing3 cr.

Nothing happens in business until something gets sold. And transforming someone into a customer starts long before the ultimate exchange of money for goods or services. Start your marketing adventure by learning the ins and outs of creating and managing customer intimacy. Explore the multi-dimensional world of creating and managing external perception while gaining an understanding of the influence external perception has on your internal business morale and self-identity. Finally, immerse yourself in creating the opportunity for the sale: the endless cycle of customer mindshare, loyalty, and brand preference.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communication • Persuasion • Leadership • Ethics

MKT 3000 Transactional Marketing3 cr.

Out of sight, out of mind, out of mind, out of business. Today's successful marketer understands the critical mission of getting the product to customers and getting customers to the product. Explore and discover all the ways in which marketing is a continuous cycle of personal selling: of closing the sale, sealing the deal, of making something happen. Because at today's speed of wants and needs, if it's not happening, it's dead ... and that includes after the sale. You'll learn techniques to build the value of existing customers, every bit as much as you'll learn ways to build customer value.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communication • Persuasion • Leadership • Ethics

MKT 3150 Marketing in a Digital World3 cr.

As technology has shifted, so has the customer decision buying process to a more customer-centered model. You'll examine a broad array of digital marketing strategies such as search engine marketing, email marketing, social media, etc. while exploring the modern customer's journey buying process. Learn how inbound and outbound marketing attracts, engages, and delights people while building customer value and initiating engagement. Practice connecting digital methodologies and frameworks with planning and implementation.

MKT 3300 Engaging Customers with Social Media and Video (MKT 3150)..... 3 cr.

Any organization knows that effectively engaging with customers is a vital factor when it comes to overall business success. Discover how marketers engage and build communities using social media and video. You'll develop cohesive strategies that integrate social media and video into business practices and methodologies, implement strategies using best practices and techniques on relevant platforms and channels, and explore key analytics and measurements to understand performance.

MKT 3600 Driving Traffic with Online Advertising (MKT 3150)..... 3 cr.

Online advertising can help organizations reach new customers and increase brand awareness. Learn how to guide the strategic direction of the creation, planning, and buying of effective online advertising formats: display, social media, and mobile. You'll examine the different channels and formats and be exposed to industry leading tools.

MKT 4250 Storytelling with Content Marketing and SEO (MKT 3150)3 cr.

In the world of digital marketing, storytelling is used to build strong relationships with customers and develop a thriving loyalist community over time. Search engine optimization (SEO) is the process of getting your company and content found and shared online. Learn how to develop content creation and storytelling strategies as well as search engine optimization strategies to rank your content. Gain hands-on experience through creating a blog using content marketing and SEO best practices.

MKT 4360 Managing the Customer Relationship (MKT 3150).....3 cr.

Sustaining a customer relationship will lead to customer satisfaction and loyalty resulting in increased profitability and a competitive advantage. Customer relationship management is the strategic practice of shifting from short-term customer transactions to a long-term relationship and satisfactory customer experience. Learn how to make strategic decisions and establish best practices that drive revenue and return on investment through user experiences. You'll explore how companies use email marketing, live chats, industry leading tools, and software to create and satisfy loyal customers.

MKT 4450 Marketing Metrics and Analytics for Decision Making (MKT 3150)3 cr.

Data is increasingly becoming critical to how companies compete in the marketplace. Therefore, there is a growing demand for marketers to collect, analyze, and report on digital data. You'll employ the skills to successfully measure marketing performances, customer engagement and user experiences, and campaign profitability. Explore key performance indicators and online metric principles to evaluate the performance of websites, social media campaigns, email marketing, and online advertising.

MKT 4510 International Marketing3 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.

MTH 0950 Business Math Skills Development3 cr.

This course is designed to prepare students to be successful in college-level quantitative coursework. Topics covered include operations with whole numbers, fractions, decimals, percentages, ratios, proportions, graphs, variable expressions, and solving equations. Students are also introduced to basic geometry and statistical concepts, including mean, median, mode, tables, pie charts, and bar graphs. Real-world and business math applications will be emphasized throughout the course.

MTH 2800 Applied Business Statistics (CAS 1500).....4 cr.

This course focuses on an overview of statistical skills and applications necessary for business and management success. Problem solving and critical thinking skills are emphasized. Topics include data collection methods, organizing and displaying data, descriptive statistics, probability, and decision-making techniques. Microsoft Excel is required, including Excel Add-Ins.

NTR 2000 Nutrition for Sports, Exercise, and Weight Management.....3 cr.

This advanced nutrition course teaches individuals how to combine nutrition and exercise choices for health and sports performance. High Intensity Interval Training and possible application to health and wellness are explored. Students discuss technology and trends in various applications and personal digital fitness measurement equipment. Current research and practical activities to explore personal health care and nutrition are incorporated.

NTR 3000 Science of Nutrition3 cr.

Nutritional concepts are explored in depth to examine the process of nutrition in the human body. Physical activity, food

safety, and nutrition in the life cycle as well as how nutrients, vitamins, and phytochemicals work in the human body are discussed.

NTR 4400 Nutrition and Dietary Management Externship3 cr.

Dietary management students apply skills learned through theory and application in the classroom to a practical and professional environment in which to gain applicable experience in the food service industry. Course requirements include the development of an externship project with weekly assignments and participation in weekly discussions.

OPM 2000 How the Operation Works.....3 cr.

Explore the variety of ways businesses and other organizations are set up to transform physical and human resources into products and services. Assess and prioritize operational challenges and best practices for moving from A to B and beyond. You will learn about the very creative and profitable ways companies have managed product and service production in the past, and how they are doing it today. You will use game simulations to acquire operations experience setting up and running companies to manufacture computers, electric cars, bicycles, and films.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Entrepreneurship

OPM 3000 Supply Chain: Driving the Silk Road into Today3 cr.

Building on OPM 2000, you will delve into supply chain problem and analysis related to the design, planning, control, and improvement of scalable manufacturing and service operations. Through case studies and argumentation—especially of the current China-led Silk Road (an international supply chain arena for several thousand years already)—you will examine the essential cooperative and risk/reward sharing activities orchestrated by effective supply chain management. Explore and understand the strategic management of traditional business functions across the inbound and outbound system flows of companies around the world. A key focus will be the power and competitive value of logistics for such companies as Apple, Amazon, GE, and Boeing.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Leadership • Ethics

PHL 1200 Critical Thinking in an Illogical World3 cr.

This course will focus on the business world and society as a whole through the lens of logic and critical thinking. You will explore methods of logical, analytical, and critical thinking as they apply to day-to-day life. The course will also teach how to symbolize arguments into a formal language to analyze their validity. You will learn the skills necessary to identify and evaluate different kinds of arguments, distinguish good arguments from bad ones, and understand exactly what makes those arguments either good or bad.

PHL 1300 Know Thyself, Know Thy World.....3 cr.

Cognitive science argues that your sense of personal self develops through continuous encounter and mirroring with the cultural world you live in. Explore that assertion from the ancient Egyptians, Socrates, and Plato, to Hobbes and other essential writers on self. You'll come to better understand how self-knowledge influences your experience in business and in life. Discover the best understandings about what you are, how you were formed, what you can become, and what constitutes a healthy, well-lived life. Embark on a critical exploration of how the world is arranged, the antecedents of those arrangements, and how they have influenced you, business management, people as resources of productivity, and marketing in the modern world.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Ethics

PHL 1500 The Right Decision3 cr.

Explore the concept of ethics by exploring your own personal values, choices, and behaviors—as well as those of different individuals and cultures—to understand the importance these ethical perspectives and actions are to the self and to business sustainability. Journey through a variety of ethical theories and their development, relative and situational ethics, value systems, and what is involved in securing a happy, good, and meaningful life and career.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Ethics

PHL 2900 The Philosophy of Technology3 cr.

Explore the use and development of technology from a developmental, practical, and ethical perspective. You will consider technological preoccupation and how technology has become increasingly vital to our daily and business lives as it's become ever present. Debate whether technology is inherently good or exists for its own sake. You will delve into the development and use of technology within the business world, from the assembly line and electronic communication to machines and automated systems to robots and AI. You will also explore the ethical impacts of technology, including privacy, security, and intellectual property rights.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Persuasion • Ethics

PHL 3500 The Logic of the Global Brain3 cr.

Observe how the world is becoming globally distilled by technology, communications, and the ever-evolving transportation and business networks. When did the distillation start? How might it end? Explore how personal and business mores, identities, and communications merge and change as a result. You will consider and argue the idea that the Global Brain is in the process of being formed - and how its constituent parts are actually the neurons from your own brain. You will take a journey through the impact global brainization has on you, its many ramifications for business, and the kind of world potentially emerging.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Persuasion • Ethics

PHL 4000 Rhetoric: The Hyde Park Soapbox.....3 cr.

You will learn about the art of persuasive speaking and writing and the use of compositional techniques. Explore common fallacies found in arguments and other communications. Experience one-on-one interactions to simulate personal communication in various business settings. You'll participate as both giver and receiver of these interactions and will spend time analyzing each interaction to ensure you communicate logically, non-fallaciously, and ethically in all situations. Your final project will be multiple, public soapbox orations (just like in London's Hyde Park) on both assigned topics and topics of your own choosing.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Communications • Persuasion • Leadership • Ethics

PHL 4500 Innovation and the Philosophy of Tinkering.....3 cr.

Experience a playful approach to innovation through hands-on experimentation using disparate materials and ideas. Discover how tinkering has been a powerful source of invention and the creation of great businesses. You learn about the great tinkerers by studying the development and commercialization of products like blue jeans, canned and frozen food, the camera, the zipper, the bra, the airplane, mass-produced automobiles, the movies, the search engine, cell phones, and more. You will practice tinkering yourself and get to know the maker-space movement and its philosophy of tinkering.

Attributes: Critical Thinking • Problem Solving • Creative Thinking • Entrepreneurship • Leadership • Ethics

PHL 4900 The Social Contract3 cr.

Through the philosophical minds of Hobbes, Marx, Rousseau, Plato, and Locke, understand how laws and policies that govern a business make for more effective business leaders. Examine the formation of societies, relationships between societies and its members, the creation of social contracts, political theories, and questions about rights, justice, property, and liberty. You will conduct in-depth analysis of the laws and policies and argue their relationship to businesses, employees, consumers, advertisements, production, and distribution. You'll reverse-engineer the laws themselves, their creation, legitimacy and validity, and the relationship between laws and ethics. Evaluate laws, both domestic and international, to assess global regulations and the differences among nations and cultures.

Attributes: Critical Thinking • Communications • Persuasion • Leadership • Ethics

PJT 4910 Professional Project I.....3 cr.

This course allows a student to complete an individualized project on a topic selected and planned with an instructor. 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. 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. 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.

SEM 2000 Foundations in Sports Promotion and Management3 cr.

The purpose of this course is to introduce students to key concepts and terminology in sports management and promotion. Students will examine core management and promotion principles, explore career opportunities, and discuss the unique challenges of the sports industry. The course offers hands-on experience in planning an event to introduce students to a potential business career in the sports industry.

SEM 3170 Sports Facility Management.....3 cr.

This course addresses the major elements of sporting event facility and event management, including planning, financing, operating, marketing, implementation, and evaluation. Key components of an event management plan for a broad range of facilities and events, including recreation, leisure, health and fitness, and sports facilities and events will be addressed.

SEM 3190 Sports Food and Beverage Management3 cr.

This course covers all aspects of food and beverage management, including terminology and standard practices. Students learn how food and beverage activities are critical aspects of successful sporting and other event planning.

SEM 4100 Sports/Event Marketing, Promotion, and Public Relations3 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 components, is developed. This course applies contemporary principles of strategic marketing to event management.

SEM 4200 Sports Financial Analytics (MTH 2800)3 cr.

Students will explore how data analytics can be used to improve financial performance and a competitive advantage in the sports industry. The course covers how revenue is generated using ticketing strategies, sponsorships, and merchandising along with using analytics to build customer relationships and fan engagement.

SEM 4400 Sports and Event Law3 cr.

Students will examine the legal issues surrounding and governing international sports and events. This course will dive into legal topics such as contracts, torts, labor/employment law, health and safety, intellectual property rights, social media concerns, and Title IX and gender issues.

SEM 4500 Sports/Event Negotiations, Contracts, and Risk Management3 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.

TCM 1000 Business Arts Immersion3 cr.

This course helps 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 strategies.

TCM 1010 The College Experience Retooled3 cr.

In TCM 1010, students will learn how to engage with college resources, learn expectations of college-level coursework, and gain confidence in their abilities to be successful. The class will cover time management, study skills, and campus resources through weekly seminars and hands-on exercises that foster mastery through practice and growth.

GRADUATE COURSE DESCRIPTIONS

(Course pre-requisites are shown in parentheses.)

BDA 5900 Statistics Immersion3 cr.

Decision makers of all types of organizations look to their data to improve upon the quality of their decisions. You will learn how to explore existing data sets and prepare the data for statistical analysis. You will also learn the basics of business statistics and how to find the hidden information within.

BDA 6000 Modern Data Management3 cr.

Extracting information from data is a vital and fundamental function of any successful organization. This course will provide you with an overview of historical and modern data systems with an emphasis on using one of the most dynamic and widely used database management systems in the world: MySQL. You will work with and wrangle data, create a database, and extract information using the Standard Query Language (SQL).

BDA 6100 Foundations of Business Analytics.....3 cr.

Many organizations today are totally unaware of the hidden treasures that lie within their own data systems. This course will focus on the latest technologies used in mining the digital divide and extracting key pieces of information used in modern decision making. Using statistical methodologies of A/B and multivariate testing, diagnostic analysis, prediction calculations, and forecasting, you will learn how and when to use these various techniques to make the most informed and data-driven decisions.

BDA 6200 Effective Management of Projects3 cr.

Managing a project is a key skill for any business professional. Controlling the overall scope of a project to ensure you remain within a specified budget and deliver the project on time will heavily influence your upward growth. Individuals who understand how to build a successful project team will most likely be called upon in the future to take on the most dynamic and critical projects within any corporate structure.

BUS 6000 Business Strategy and Game Theory3 cr.

Business is a high-stakes game where the difference between the right and the wrong strategy could be millions of dollars. In business, a “game” is a situation in which the best course of action depends on what others choose to do. Game theory is a form of strategic analysis that can be applied to a myriad of business settings. From this learning experience, you'll take away proven methods and strategies to pivot, shift, and propel competitive business decisions.

BUS 6100 Leading for Adaptability3 cr.

Today's leaders face an ever-changing and unpredictable future that depends on disruption. It is much harder for leaders to predict or anticipate the next step or initiative when they are experiencing rapid acceleration of change in markets, customers, and services. Leading for adaptability addresses the problems of business because it explores the deeply held beliefs and values that limit the ability to provoke new solutions to significant challenges. Leading for adaptability is not void of risk or weaknesses. Adaptability implies a change in how institutions operate, how decisions are made, how resources are spent, and how the business thrives in the global market. By default, this strategy is disruptive because it is bold, fast-moving, courageous, and customer-centric.

CCL 6001 Fundamentals of Culture and Change I3 cr.

This course is the first of two courses designed to provide leaders with an understanding of culture and how it is an essential area of knowledge for working in the global community. Culture and change dynamics are applied to analyze organizations and change initiatives within an organization. A working understanding of culture and a framework to explain cultural values is discussed and illustrated with cases.

CCL 6002 Fundamentals of Culture and Change II3 cr.

This course is the second of two courses designed to provide leaders with an understanding of organizational culture and its influence in groups, communities, corporations, and nations. Leadership and change dynamics are applied to analyze organizations and change initiatives. Cultural dilemmas and the resolution of cultural dilemmas are discussed and evaluated.

CCL 6003 Change and Development Methods3 cr.

This course develops change and development competence and leadership methods in contemporary global communities, corporations, and governments. Methods appropriate for diverse, changing contexts are learned and practiced in cases and a simulation. You will learn to assess the values and needs of change recipients and develop a change method appropriate for the socio-cultural context involved.

CCL 6004 Change and Development Leadership3 cr.

This course continues to develop change and development competence in contemporary global communities, corporations, and governments. Change and development leadership approaches will be analyzed and discussed in a culturally relative perspective. Cultural fit of the leadership approach with the socio-cultural context will be discussed. You will learn self-assessment methods in leadership.

CCL 6005 Professional Development Residential Conference.....3 cr.

This course includes presentations, professional development workshops, and a Residential Conference. The residential experience will focus on group dynamics and team-building exercises and applications. The workshop will feature speakers and presentations with perspectives and ideas relevant to CCL in our contemporary global community.

CCL 6006 Applied Research Methods.....3 cr.

Making sense of measurement and assessment in the CCL field is the focus. This course is a graduate-level, applied research methods course with a focus on culture, change, and leadership. Applications of research methods using practical cases and situations are the focus. You will learn how to identify relevant information from the “noise” in your environments, then develop appropriate methods to collect information and data. Relevant analytical methods will be discussed and evaluated.

CCL 6007 Designing and Implementing Change and Development Initiatives I.....3 cr.

This courses focuses on creating synergy from diversity in change and development. Methods for reconciling cultural differences in change and development initiatives are applied. Plans for change design and implementation are developed. Approaches for evaluating success of change initiatives are discussed.

CCL 6008 Designing and Implementing Change and Development Initiatives II.....3 cr.

This is the second course in which the dynamics of cultural change are discussed. Competence in designing and implementing change is a goal. Methods for facilitating change and designing and implementing development initiatives are applied.

CCL 6009 Professional Applied Research Project/Publication I3 cr.

You will design and conduct an applied research project in an area of your choice and/or create a research paper ready to be published in either an academic or practitioner publication. The applied research committee will include the supervising faculty member and, if appropriate, a field supervisor from the organization involved with the applied research project. The project and paper should reflect a holistic perspective and approach reflective of the program.

CCL 6010 Professional Applied Research Project/Publication II3 cr.

You will continue to complete an applied research project in an area of your choice and/or create a research paper ready to be published in either an academic or practitioner publication. The project must be presented and defended to the faculty supervisor(s) and, as appropriate, the field supervisor during the last part of the class.

ECO 6450 Managerial Economics.....3 cr.

Micro- and macroeconomic theories will help you to understand their impact on an organization's goals. Your ability to analyze the economic constraints within which an organization operates and the implication of government monetary and fiscal policies will be discussed in this course. You will focus on practical application of economic theory to business cases.

FIN 6300 Financial Viability3 cr.

This course will prepare you to understand business viability (the long-term survival of a business and its ability to sustain profits over a period of time) through corporate policy and the tactics that increase the value of the corporation. Supporting topics to better understand and to successfully execute viability include understanding the external economic environment, identifying multiple and varied sources of incoming resources (cash) and outgoing liabilities (payment schedules). Cash flow rules. You will gain an understanding of what items are cash related on how they affect the balance sheet, income statement, and the profit/loss statements. Organizational viability is important not only for the business itself but also for the employees who work for the business and community it serves. The content of this course will be equally relevant to you if you plan to specialize in a career in accounting or if you choose a more general, management/operations career path.

FNP 6100 Investment Planning3 cr.

Most people planning for their future, both near and distant, see the benefit of investments. However, there is often a large gap between the knowledge a layperson has and the results they want out of their investments. You will learn

about these topics, which will be covered in the investment planning section of the Certified Financial Planner examination. These topics include investment theory, risk, return, quantitative analysis, portfolio management, asset pricing models, stock variation, bond valuation, and trading strategies.

FNP 6200 Insurance and Risk Management3 cr.

Risk is unavoidable, but it leads to unexpected or unknown opportunities. As a financial planner, you will need to practice preparing for and managing the risks of your clients. You will explore topics in the insurance planning and risk management section of the Certified Financial Planner examination. These 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.

FNP 6300 Retirement and Employee Benefits Planning3 cr.

Retirement and other benefits are an important part of employee satisfaction and can be found in most careers. You will investigate topics that comprise the retirement and employee benefits planning section of the Certified Financial Planner examination. These topics include social security, qualified retirement plans, group life insurance, group disability insurance, deferred compensation, and employee stock plans.

FNP 6400 Income Tax Planning3 cr.

Taxpayers are always looking for a way to decrease their owed taxes or increase their returns, and as a financial planner, you'll help them attain these goals with your knowledge of the law and tax planning. You will explore topics that will be found in the income tax planning section of 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.

FNP 6500 Estate Planning3 cr.

You will discover the rules that govern estate planning in a course that fulfills the guidelines for the estate planning section of the Certified Financial Planner examination. Topics include wills, trusts, gifting strategies, tax implications in estate planning, and business and inter-family transfers. You will also investigate incapacity planning, postmortem techniques, charitable giving, use of life insurance in estate planning, and the role of fiduciaries.

FNP 6600 Capstone Financial Plan Development Course (FNP 6100-6500 or equivalent).....3 cr.

This is a capstone course for the concentration in Financial Planning. You must complete the other FNP courses prior to taking this course. You will demonstrate the ability to integrate and apply the whole of your knowledge of financial planning topics. You'll review your technical financial planning knowledge along with the skills needed to integrate, apply, and communicate this knowledge to your clients. This will culminate in a project that demonstrates your ability to apply your knowledge to a real-world case study.

HCM 6040 Health Policy, Law, and Ethics3 cr.

The laws and regulations that govern health care change with every administration. As a result, it is often up to the health care manager to stay aware of the legal, financial, and ethical implications of their practice's policies. You will explore current dilemmas and future innovations in the health care field through legal and ethical lenses.

HCM 6150 Quality Management in Health Care.....3 cr.

Quality management is the framework for both order and excellence in the health care management field. This learning experience will provide you with a multitude of quality frameworks to reference as you attack organizational detriments such as performance improvement, staffing, reporting, and medical errors.

HCM 6200 Health Care Technology and Analytics3 cr.

The growth of technology in health care organizations widens the scope of efficiency and accuracy, but it also increases the opportunity for data security breaches. You will explore the rise of informatics in the health care field as well as the privacy and security concerns that come in their wake.

LAW 6500 Legal Thinking3 cr.

Legal thinking is key to protecting yourself and your company from liability. This course sensitizes you to the importance of separating your personal values and interests from the safety and well being of your company. As we investigate methods to evaluate risk and identify liability associated with your organization, you'll explore concepts of logic, critical analysis, and legal reasoning used to evaluate potential costs associated with the actions of employees, contractors, and the public. Most legal courses focus on the rules, but the rules change every day.

MBA 9999 Graduate Curricular Assessment..... 0 cr.

This course is used to administer the end-of-program assessment for graduate students to measure learning outcomes in the core business topics. Scores on this test are used to assist the University with curriculum assessment and improvements and are also used to award the Academic Excellence medallion to recipients. This classroom also provides information on career services, including a Graduate Career Survey, and commencement. This is a required course and is graded on a pass/fail basis.

MGT 6200 Organizational Adaptation.....3 cr.

Leaders struggle to keep their organizations alive in rapidly changing environments. This struggle to adapt and survive—the old notion of the survival of the fittest—is the essence of resilience and organizational health. Organizations adapt and survive over the long term by building capacities for resilience and delivery. Organizational health is determined by an organization's ability to align around a clear vision, strategy, and culture; to execute and to renew focus in response to market trends. Discover how leaders learn from relationships and informal knowledge-sharing. By applying these same learning techniques, leaders in any industry can recognize and seize opportunities to improve and sustain superior performance for their organization.

MGT 6400 Collective Impact.....3 cr.

Organizations exist with and within their communities and society. The reach and influence of any organization are expansive and always evolving. You will learn to identify the stakeholders of an organization and understand the incredible impact business has in community and society. Through the perspective of community involvement, service learning, and relationship building, you will learn the opportunities that exist to create and promote success within your organization and community.

MKT 6100 Disruptive Marketing3 cr.

Disruptive marketing strategies can do the unexpected and reach uncharted business opportunities in a consumer driven marketplace. As consumers become more demanding and resilient to marketing messages, organizations must seek innovative products and service offerings that match the demands of emerging markets or fulfill the demands of customers that are unsatisfied by the current offering. In this course, you will explore how disruptive marketing is used by organizations to ultimately shift their business model and cause a market disruption.

MKT 6800 Strategic Customer Creation.....3 cr.

Identifying, growing, and developing potential customer relationships is a critical aspect of organizational strategy. You will focus first on creating opportunities for mutually beneficial relationships and partnerships. You will learn how to develop rapport in a business setting and the value of listening to ensure you understand others' values, needs, priorities, and interests.

SDT 6000 Managing Disruptive Change..... 3 cr.

Disruptive strategy shifts focus from seeking consistencies to leading an organization in order to cope with frequent change and uncertainty: a critical need in fluctuating markets and business environments. For most businesses, disruption is simultaneously the greatest threat and opportunity and while some leaders may attempt to embrace this risk as a tool to grow the business, others fall behind. This learning experience is designed to teach you a variety of methods to embrace and respond to disruptive change through innovation, balance, and strategic renewal.

STR 6200 Strategic Operations 3 cr.

Do you believe you will be responsible for implementing a new strategy at some point in your career? This learning experience sensitizes you to the importance of aligning the company's model with the company's strategy as external forces evolve strategy and execution readjusts or the organization hits a wall. The course covers strategic decisions in sustainable business, technology, facilities, human resources, and other areas.

ACADEMIC SERVICES

Academic Advising

Each student is assigned an academic advisor, who is a member of the advising team, following his/her initial registration. The academic advisor will assist with the following: developing a degree completion plan, monitoring academic progress, responding to questions regarding course selection or curricula. Academic advisors provide guidance to assist a student's understanding of 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 provide assistance and skill building in select subject areas. Tutors are available to undergraduate students for one-on-one tutoring sessions. Tutoring sessions must be requested via email from the Student Success Center Staff: studentsuccesscenter@cleary.edu. Students are allotted one hour per week per class throughout the semester at no cost. Individualized computer-aided or multimedia campus-based and web-based tutorials are also available. On-campus drop-in tutoring is available for select subject areas, and is open to **all** Cleary University students. Drop-in tutoring hours are posted in the Library in Chrysler Hall Room 209. The Writing Center is available to **all** students for support with writing abilities at any level of experience and at any stage of the writing process. Students can request a face-to-face or online session via the Canvas Writing Center. For additional information, visit: <https://cleary.instructure.com/courses/544>.

Career Development

Career assistance is available to current students and alumni of the University. The mission of the Career Development department is to prepare students and alumni for professional career success by integrating career preparation and planning into the university experience. Students and alumni are guided and mentored through career-related exploration activities, events, courses and work experiences by Career Development staff, advisors, faculty, and deans. For more information, contact careerservices@cleary.edu, or visit the Career Development page on the Cleary website.

Computer Labs

Computer labs and copy machines are available during most weekdays and evening hours and on selected weekends.

Disability Resources

The Disability Resource Center works to ensure that all aspects of campus life—learning, working, and living—are universally accessible. The office facilitates access to resources, education, collaboration, and discourse in order to design positive and inclusive environments so people with disabilities gain a greater opportunity to achieve equity. Students can contact disabilityservices@cleary.edu to set up an appointment for documentation and accommodations.

Student Athletics

Cleary University reintroduced intercollegiate athletics in the fall of 2012 with cross-country and golf for men and women. Since then, the athletic offering has grown to include: baseball, softball, soccer, lacrosse, tennis, wrestling, hockey, and team dance. Cleary University is currently a member of the National Association of Intercollegiate Athletics (NAIA). You can find more information about Cleary University Athletics at www.clearycougars.com.

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 email at studentconcerns@cleary.edu. A form to submit complaints is also available on the Cleary website. Substantive concerns related to the institution's ability to meet the Criteria of Accreditation can be submitted to:

<http://www.hlcommission.org/Student-Resources/complaints.html?highlight=WyJib21wbGFpbnRzIl0=> or the State of Michigan at http://www.michigan.gov/lara/0,4601,7-154-61343_35395_35396---,00.html

Student Organizations

We encourage students to join student organizations. These organizations provide career development, networking, and leadership opportunities. Co-curricular organization members 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 student-directed with staff/faculty mentors. Contact studentlife@cleary.edu to learn more about how to join or start your own club.

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 website and email.

Technical Support

Technical assistance is provided via email. 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 Academic Dean serves as the Title IX Coordinator for the University. Questions or concerns may be directed to lbane@cleary.edu or moliver@cleary.edu

University Library

To meet the needs of our students, all essential resources are available online, 24 hours a day via the Cleary Online Library and other web-based resources. The library website 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 Canvas (Cleary's learning management system) landing page.

Online Databases and Research Resources

Subscription-based databases are essential components of the online 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.

Another excellent source of information is the Michigan Electronic Library (MeL). MeL (mel.org) 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.

Research Assistance

Students and faculty seeking research assistance may contact the University's librarian for help. Assistance is primarily available via email or by phone. To request assistance via email, send a message to the Cleary University Librarian at librarian@cleary.edu.

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 Canvas class format used in all classes provides a complete set of instructional elements to address learning effectively. Standard formatting within Canvas assists in setting a consistent expectation for students. The academic staff and the faculty 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. Classes are held in on-ground (100% classroom instruction), online (100% online instruction), blended (50% classroom instruction and 50% online instruction), or multi-format (100% on-ground with all teaching also held online) formats. Traditional students are required to attend on-ground classes for their first two years (until 60 credits are reached) and must attend at least half of classes (50%) on-ground (even if multi-format) as upperclassmen.

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 and MBA students are required to complete an end-of-program assessment (administered in a 9999 course) 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 divided into three academic semesters: Fall, Spring, and Summer. The calendar can be accessed from the Cleary Web site. Traditional students follow an academic year, late August through early May, divided into two sixteen-week semesters, Fall and Spring. The sixteenth week in the Fall and Spring are final exam weeks.

Non-traditional and graduate students follow a calendar which includes all three semesters. Each semester (Fall and Spring) is divided into two eight-week sessions (seven weeks in the Summer). Specific semester dates, including breaks, are also available on the Cleary website as well as in this catalog.

Calendars and Schedules

The registrar 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 on a variety of schedules and utilize a combination of on-campus and online deliveries. Students and faculty are expected to meet and make effective use of the entire class period as scheduled.

Class Attendance

Students are expected to attend all regularly scheduled class meetings. This includes participation (completing a quiz within the Canvas 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 syllabi. Students enrolled in the on-ground MBA program will be required to sign in and if attendance is less than 67% of scheduled meetings, may fail the course.

Class Time

Every effort should be made by the faculty and students to make use of class time effectively. Students should expect faculty to use the entire time planned for each class period. Syllabi are available to students 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 Registrar's Office. Fees and restrictions may apply.

Registration

Open registration for students takes place during the published registration periods via the Student Portal. Class registration changes are accepted during the registration period and through the drop/add period of a given 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 academically, he/she has an outstanding tuition balance, official transcripts have not been received, and satisfactory progress has not been made toward 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. 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 through review of the student's academic record and personal interview.

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 or MS is nine credits. The maximum number that may be applied toward the BBA or BS degree ranges up to 90 (depending on the program selected) credits. The maximum number of credits applied to an ABA or AAS degree is 41 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 sixteen weeks for one semester 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 professional organizations, leadership positions, 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 90 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

Students will work with their admissions representative and 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. Early submission is highly recommended. The acquisition of prior learning credit during a student's final semester is permitted; however, fees 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.

Proficiency Examinations

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 exam for a course. Cleary Exam Preview Guides, which provide topics covered, study resources, credit value, number and type of test questions, and other relevant test information, are available for many of the Cleary exams via the Canvas classroom, *studentinfo* (Resources/Prior Learning Credit module). The Student Success Center staff administers exams by appointment. Upper division courses are excluded from this option.

CLEP and DANTES

CLEP (College-Level Examination Program) is a widely accepted credit-by-examination program that allows students to demonstrate mastery of a subject matter by earning the appropriate score on a CLEP examination. Students may choose from many subject tests on common, introductory college topics. Students who have previously completed a CLEP exam should request that an official copy of the score report be sent to the Cleary University Records Office.

Defense Activity for Non-Traditional Education Support (DANTES) sponsors a wide range of examination programs to assist armed services 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 at military installations, and exams are also available through selected institutions in subjects such as business, humanities, science, social science, and 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 DSST testing (first attempts only) for eligible service members and personnel at DANTES military test centers.

Military Training or Experience

Cleary University recognizes college credit for military training and experience. Three semester credits are awarded for each year of active military service up to a maximum of 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.

Advanced Placement Program

Advanced Placement Program allows individuals, usually high school students, to demonstrate academic ability by taking an Advanced Placement Exam. Credit may be granted based on satisfactory scores (three or higher on a five-point scale) for 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.

High School Articulation

High School Articulation credit will be granted to students for competencies achieved as part of a formal articulation agreement with a secondary, proprietary, or charter school.

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.

Graduate-Level Courses

Undergraduate students are not permitted to take graduate-level courses unless the graduate-level courses are required for the undergraduate degree or certificate.

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; for students enrolled in the MS program the residency requirement consists of a minimum of 21 course credits. The Cleary University BBA and BS residency requirement is 30 course credits (37 course credits for BBA degree completion programs). All BBA students, without substitution or exception, must complete the required major courses for their selected major at Cleary University. ABA and AAS students must complete a minimum of 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. Students must declare their intent to earn a second major prior to completing degree requirements. Completion of the major courses for the first and second majors 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 will only be required once. Additional classes will be required to fulfil the credit requirements. A second major is also available to graduate students.

Graduate students may select one additional major by declaring their intent to their academic advisor prior to completing degree requirements for the first major. Completion of the major courses for the first and second majors for degrees sharing the same core courses and any required pre-requisite courses must be completed within two years. 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.

Academic Minors

Refer to the BBA/BS Minor section of this catalog 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 Policies 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

Earned Grades	Description
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.
F	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. Also, 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.
P	A pass grade is 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.
Unearned Grades	Description
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 (not to exceed seven weeks) 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 during the withdrawal period.

Honor Point Scale (effective Fall 2018 to present)

Grade	Percent	Honor Points (unearned grades do not receive 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
F	<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 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, she or he will be placed on academic probation and assigned to work with his or her academic advisor on improvement efforts. The student must then achieve a term GPA of 2.1 (Undergraduate) or 3.1 (Graduate) for every term until they are no longer on probation. 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 denotes 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.

Dismissal. If the required academic standing is not achieved, the student will be dismissed from the University. A notation of dismissal will appear on the student's transcript.

Appeal of Dismissal. If a student is dismissed she or he can appeal the dismissal to the Academic Appeal Committee. The student must show and provide evidence of extraordinary circumstances that lead to their not being able to achieve the required term GPA. The appeal must be filed within two weeks of dismissal. The committee's decision will be final.

Re-admission following Academic Dismissal. If a student has been dismissed and wishes to return 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 Registrar. 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 is a grade assigned for audited classes. Additionally, audited courses may not be used to fulfill degree or program requirements. Regular tuition rates apply.

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 or during the first two weeks of the semester (Friday of the second week is defined as the last date to drop a course)**. Classes dropped during the drop/add period are removed from the student's transcript.

After the drop/add period (begins on Saturday of the second week of the semester), a student may withdraw from classes through the final withdrawal date of each session (week six of the "A" or "B" sessions) or semester (week thirteen of the full semester) by contacting his or her academic advisor. A withdrawal form can be processed **after the second week of the semester**. Financial penalties apply (refer to the table below for percentage refunds by date). If a student withdraws from a class after the drop/add period has ended, the course remains on the transcript, and 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 failed grade (F) from the instructor of the course(s) in question. "W" grades may affect the student's future eligibility for financial aid.

Students may add courses during the first week of a semester/session; however, instructor approval is required to add a course during the second week of the drop/add period.

See the Financial Aid section of the catalog for information about the return of Title IV funds.

Percentage Refunds by Date

Week of the Session (not class start date)	Tuition Refund Percentage (14/16-week and 7/8-week A-Session)	Tuition Refund Percent (7/8-week B-Session)
Week One	100%	75%
Week Two	100%	50%
Week Three	50%	0% (no refund)
Weeks Four through Sixteen	0% (no refund)	0% (no refund)

Fresh Start Policy

An undergraduate student who has not registered at Cleary for at least four years and who had a GPA below 2.0 will be allowed to petition to have a "Fresh Start." If the petition is granted, prior course work with a "C" or better will be changed to "P" and those with a "C-" or below will change to "NC." A student can only have one fresh start in their academic career at Cleary University.

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.

Grade Appeal Procedure

1. The student must first contact the instructor and discuss his or her concerns, making every effort to resolve the matter.
2. If a satisfactory resolution is not achieved, the student must appeal in writing to the Registrar stating the circumstances of the class and the reason for the 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 Registrar within 30 days from the date on which final grades were submitted for the class(es) involved 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 a fail grade (F) 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 F grade indicates that the student did not meet the minimum competencies required, and the course does not count toward a degree until it is retaken.

Graduation Requirements

- A minimum of 60 credits is required for an ABA and AAS* with a minimum cumulative GPA of 2.0.
 - 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.
 - A minimum of 30 credits is required for an MS with a minimum cumulative GPA of 3.0.
- *BBA and MBA require completion of the BBA/MBA 9999 course (ABA/AAS and MS may require completion of a selected 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. (Work-related scheduling issues are not considered under this policy.) This policy recognizes that all Cleary students are required to balance a busy personal and professional life, but that occasionally a student is faced with a severe and unusual event that causes a temporary interruption in his or her academic progress. In such temporary cases, appropriate additional time to complete assignments that is equitable for both the student and others in the class should be an option for faculty.

Should such circumstances occur, it is the responsibility of the student to notify the instructor. The incomplete grade (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 day of the class. The timeline for completion will, however, be no later than eight weeks after the end date of the course. All incomplete grades will be converted to an "F" 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 the 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.

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 (available via the Student Portal) must be submitted to the Records Office by February 1st for the 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 also distributed by mail. 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 (MBA, MS, BBA, BS, AAS, and ABA) 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 or be in good academic standing and enrolled in final required courses during the Summer semester. International students may participate in the ceremony closest to their degree completion date. Program requirements include taking the end-of-program assessment (administered in a 9999 course) as well as completing all coursework and all other credits required (transfer credits and prior learning credit) for the program. The Registrar 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, respectively.

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. If a student fails a course on a second attempt, a review committee comprised of the student's academic advisor and the Registrar will review the relevant circumstances and determine if

the student will be permitted to enroll in the course for the 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.

Cleary faculty and staff must also gain formal approval from their supervisors and from the Provost/Chief Academic Officer for any research project which uses Cleary employees or students or processes as part of any data collection. The faculty or staff member must present evidence that the research project follows the Institutional Review Board (IRB) policies and has received IRB approval at the degree-granting institution for a graduate degree project such as a thesis or dissertation. All other research projects must present evidence that provides for the protection of human subjects and addresses issues of voluntary participation and anonymity/confidentiality.

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 1) an F grade or 2) two I grades (please see the Grading Scale section) in one semester may be removed from his or her full-time schedule. This rescheduling is necessary to ensure 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 Registrar 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 complete a standardized test and end-of-program survey. 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 percentile scores from their graduating class at Cleary. This percentile may be different than the national percentile shown on the certificate of completion students receive upon completing the online test. The honors medallions 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 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.

MBA Leadership Award is presented to a graduate student who has demonstrated superior leadership in teamwork, scholarship, communication, and presentation skills in graduate-level coursework.

Study Abroad Policy

Students who wish to participate in Cleary University study abroad courses and programs enroll in these for regular university credit associated with that course/program, which is covered by existing academic regulations. Students should meet with their academic advisor to enroll in these programs. A student must be in good academic standing to participate in study abroad.

Students who wish to participate in external study abroad programs (those hosted by another institution or an external consortium or third party provider) must meet with an academic advisor to document any transferability of credits back to Cleary University and must abide by all policies and procedures established by Cleary and by the external program provider. A student must be in good academic standing to participate in external programs.

Students enrolling in Study Abroad must abide by the university's student Code of Conduct and abide by any additional behavioral policies instituted for that location or venue.

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 online) as a professional environment, and treat students and faculty with respect.
- Adhere to 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.
- Abide by the instructor policies regarding use of technology (cell phones, laptops, etc.) in the classroom.
- Notify the instructor in the event of an absence or other class related concerns.

Student Expectations of Faculty

The faculty of Cleary University strive to 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 prior to the class start. Include his/her name and contact information, specific requirements, and expectations for providing responses and assignment feedback.
- Answer email/forum posts within 48 hours.
- Participate actively in discussion forums (minimum of four posts per week).
- Grade all student work within five business 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 at least 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, they 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 and give due consideration to student feedback (available after the due date for submission of grades).
- Treat students with respect.

Faculty-Student Dispute Resolution Procedures

If 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. If a student or faculty member disagrees with 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 email. 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 provost or dean. The statement should present a brief description of the specific problem and the desired outcome. The provost/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 behavior and academic work. The fundamental assumption under which the University operates is that students respect the integrity and privacy of student accounts and records and 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: unauthorized access to or disclosure of university or student accounts and/or records, cheating, plagiarism, the aid of academic dishonesty, fabrication, lying, bribery, and threatening behavior. In incidents of behavioral or academic misconduct, those students who are found to be in violation of the academic integrity policy or other university policies may be subject to both academic sanctions (assignment grades, course grades, additional assignments, etc.) from the faculty member involved and non-academic sanctions given by the designated provost/dean (including but not limited to loss of student employment, institutional aid, University probation, suspension, or expulsion). By logging in to the University's learning management systems, students are agreeing to abide by the Student Honor Code.

Types of Honor Code Violations

Unauthorized Access: Unauthorized electronic access to a:

- university account, including disclosure of protected university records
- student account, including disclosure of protected student records

Note: This violation may also be a violation of the University's Acceptable Use Policy.

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 and 2) appropriately cite 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 coursework 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 him or her to speak with the instructor, or if he or she does not feel comfortable doing so, then he or she may contact the provost/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 provost/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 provost/designated dean.

The provost/designated dean may elect to proceed with a review of the questionable material by the University Librarian. The provost/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 Undergraduate Studies) 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 email address, semesters of attendance, full/part-time status, degree(s) awarded, honors and awards, 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

Accessibility Policy and Guidelines

The purpose of these guidelines is to provide guidance to campus business units and individuals employed by Cleary University for fulfilling Cleary University's commitment to equal access to information. Following the guidelines helps to ensure that people with disabilities have access to the same services and content that are available to people without disabilities, including services and content made available through the use of information technology. Information technology procured, developed, maintained, and used by Cleary University should provide substantially similar functionality, experience, and information access to individuals with disabilities as it provides to others.

Cleary University has adopted the definition of "accessible" used by the U.S. Department of Education in resolutions with postsecondary institutions regarding civil rights complaints about the inaccessibility of their IT. "Accessible" means a person with a disability is "afforded the opportunity to acquire the same information, engage in the same interactions, and enjoy the same services as a person without a disability in an equally effective and equally integrated manner, with substantially equivalent ease of use. The person with a disability must be able to obtain the information as fully, equally, and independently as a person without a disability.

Information and media covered by the guidelines supports administrative, research, and academic applications, including the following examples: websites, video and audio content, electronic documents, desktop, mobile, and cloud-based applications, content and learning management systems, email and calendars, library resources, computers and peripherals, information kiosks, telephones, digital signs and other electronic equipment, and classroom technologies.

Technologies and standards evolve at a rapid pace. Cleary University looks to the Web Content Accessibility Guidelines (WCAG) for guidance in meeting its accessibility commitments. WCAG 2.0 provides success criteria for measuring web accessibility, as well as provides useful metrics for products and services that are not specifically web-based. Where an IT product cannot be brought into compliance, campus units are responsible for providing an individual with a disability equivalent access.

Resources and Support: Web Content Accessibility Guidelines

Cleary University strives to provide people with disabilities equal access to the services and content that are available to people without disabilities, including services and content made available through the use of information technology (IT).

IT procured, developed, maintained, and used by Cleary University should provide similar functionality, experience, and information access to individuals with disabilities as it provides to others. The policy aligns with:

- Cleary University's obligations under Section 504 of the Rehabilitation Act of 1973
- The Americans with Disability Act of 1990 together with its 2008 Amendments
- Michigan State Policy – Accessibility

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 online 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 reputations, and 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 another member of the school community (current or former). Particular concerns can be shared with the Senior Vice President, Institutional Advancement.
- 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 online 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 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 Institutional Advancement is required prior to creating a social media account or website 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 Email Policy

All students will be assigned a University email address and will be expected to read their email 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 email accounts will be managed in the following manner:

- The format of the Cleary University student email 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 email 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 email to external email addresses is allowed; however, the University does not guarantee delivery to personal email addresses.
- In the event the student fails to register for classes or otherwise ceases to be a registered student of the University, the email account will be kept active for six months following the end of his/her last class.
- Upon graduation, student email accounts will convert to alumni accounts. Alumni accounts can be removed at the request of the student/alumni.

The University will not release the email addresses of any students for marketing purposes. Any use of the email system for non-academic purposes by faculty, staff, or students is prohibited. Use of the student email 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, websites, classroom audio-visual media, and related equipment. Use of University technology facilities constitutes an 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 website 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 Executive Director of Technology Services. 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.
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 email 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 email 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 email 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 an unsolicited email that would be considered unwanted by a recipient.
 - All email is considered private, but email messages may be used as evidence in the event of litigation arising out of possible illegal activities.

Telephone Usage

The use of University 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 Facilities Director 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, volunteers, 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. Additional information can be found on the Cleary University website.

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/dispense, sell, or manufacture any illicit or illegal drug, marijuana in any form or alcohol. 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 other illicit or illegal drug. Any incident of suspected possession, sale, use, or distribution of illegal drugs on the campus 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.

Smoking. Smoking in general is recognized as hazardous to your health. We have, therefore, designated the campuses as non-smoking, including the use of electronic nicotine delivery systems (i.e. vaping) known as e-cigarettes, e-cigars, e-hookahs, and e-pipes. **Please remember it is mandatory that you observe the no smoking policy and smoke only in personal vehicles while on campus.**

Sanctions

Members of the University community with questions or concerns about alcohol or illegal drugs may get confidential information or referrals from the designated provost/dean or Human Resources. Members of the University community using or addicted to illegal drugs, marijuana in any form, or alcohol shall be subject to appropriate sanctions in accordance with established University policies and in conformity with local, state, and federal law, up to and including expulsion or termination. The University does not provide these counseling or treatment services. Members of the University using or addicted to illegal drugs, marijuana in any form, or alcohol will be encouraged to seek treatment. Continued drug or alcohol abuse, or violation of local, state, and federal laws or University policy, will result in disciplinary actions up to and including expulsion or dismissal. Members of the University that are found to have violated this policy may be required to participate in a drug or alcohol treatment program as a condition of further employment or enrollment. In the case of illegal drugs, the University will comply with any applicable local, state, and federal laws.

Additional Assistance

Information about the health risks of alcohol consumption and illegal drug use may be obtained from your physician, local clinics, crisis centers, and the Michigan Office of Substance Abuse. Additionally, students may contact the University's licensed counselor for a referral.

Fire Equipment and Fireworks

The possession or use of fireworks or firecrackers is prohibited. Use of fire equipment (extinguisher, alarms, hoses), except in the 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

The possession or use of firearms on campus (to include look-alikes) or other weapons, explosives, or fireworks is forbidden. Violations may result in criminal prosecution and disciplinary action by the University, including immediate suspension pending disciplinary action.

Housing

All Cleary University traditional students are required to live in Cleary University housing for four semesters (excluding summers) unless the student meets one of the following exceptions (effective Fall 2019):

1. Is residing with parents or legal guardians at their primary residence within a 25-mile radius of Cleary University
2. Has earned 60 or more credit hours toward their degree
3. Is 23 years of age or older by the first day of classes in the fall semester of the academic year for which an exception is requested
4. Is legally married
5. Is a parent of a dependent child(ren)
6. Has time served as a member of the United States armed services

All students under the age of 23 must complete a housing application to live on campus, or submit a request for a waiver. Students residing in University housing are required to retain their residence for the entire academic year, or remaining portion thereof, unless they withdraw from the University. Freshmen living more than 25 miles from campus will be given first preference for housing assignments.

Students requesting to live on campus will receive accommodations based on the following criteria:

1. First priority - Students currently living in on-campus housing
2. Second priority - First-year students meeting the criteria above
3. Third priority - All remaining students meeting the criteria above
4. Fourth priority - All remaining students.

Housing Application and Policy—Students must apply (obtain a waiver) annually.

All students required by the Housing Policy to live on campus must submit a Housing Application and pay the \$100 non-refundable application fee at the time of registration, but no later than April 1st. Applications will not be processed without payment. Housing waivers can be submitted for any student required to live on campus but who believes they have cause for an exception. Waivers are not guaranteed and must be approved by the Housing Council. Waiver requests for current students are due by April 1st and will be reviewed by April 13th. Waiver requests for new students are due by July 1st or five days after receiving acceptance to the University (whichever is later). Any current student required to live on campus that has not submitted a housing application or waiver form by April 2nd will be automatically charged room and board plus the application fee of \$100 and a \$100 late fee. Any new student required to live on campus that has not submitted a housing application or waiver form by July 1st or five days after acceptance to the University (whichever is later) will be automatically charged room and board plus the application fee (\$100) and a \$100 late fee. Rates are based on double occupancy.

What Parents Should Know

Cleary University provides a safe environment that allows students to focus on the reason they go to college – to learn. A full-time, live-in residence director and student floor advisors will help students get adjusted after they move in and make the most of their campus experience. Cleary has a growing student life, which includes athletics, clubs, a welcome week business fair, homecoming festivities, and other special events. These social activities lead to new friendships and balance out the demands of a full academic schedule. Campus security is a high priority, and the housing complex has ample well lit, secure parking. Outside campus, there are restaurants and major supermarkets within walking distance. The University requires any student under the age of 23 with less than 60 credits and a home address that is 25 miles or more away from the Livingston Campus to live on campus, to the extent that space is available, unless granted an exemption to this policy by the University administration.

All students residing in University housing are required to retain their residence for the entire academic year, or remaining portion thereof, unless they withdraw from the University. Freshmen living more than 25 miles from campus will be given first preference for housing assignments. All others interested in residing in University housing should apply as early as possible.

Summer Housing Rates

Cleary University student apartments are available May through August to students for short-term access (ending Spring sports or beginning Fall sports) or for Summer semester students. Rates are based upon double occupancy. For more information, including the guest policy, please email housing@cleary.edu or contact a housing coordinator.

Inclement Weather and Emergencies

In the event of severe weather, the Cleary University Emergency Notification Systems, the Cleary University website (www.cleary.edu), local radio stations, and University staff will provide information about closings. Faculty members will contact students in the event of specific class cancellations.

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 the 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.

Security on Campus

Security Services on Campus - Cleary University's personnel maintain a close working relationship with the local law enforcement agencies. The University will provide information on suspected criminal activity to the law enforcement agencies serving the campus on which the act occurs. Additionally, the University employs a security service to ensure the safety of students.

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. You may review the most recent Annual Security Report and Crime Statistics on the University's Consumer Right-to-Know page (<http://www.cleary.edu/consumer>).

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 of 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. Staff and faculty should discuss any concerns regarding harassment with Human Resources. 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 80% 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**.

Important: *Cleary institutional grants and scholarships are subject to students earning a term GPA of 2.0 or higher applicable to undergraduate students; 3.0 or higher for graduate students, to be evaluated each semester by the financial aid staff. All institutional aid is subject to reversal if academic performance falls below the stated GPA minimum standard.*

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. In addition to admittance to Cleary University, a student must also submit official transcripts before merit-based aid will be processed. Since scholarships are based on academic achievement, the transcript provides evidence of previous academic achievement, as well as a cumulative grade point average. It is important to submit this document as soon as available to meet any deadlines and remain eligible.

Important: *Cleary University Office of Financial Aid may limit the total scholarship dollars awarded to a student that are granted by the institution. This allows the University to optimize the number of students receiving grants and scholarships as well as to maintain cost benefits to all students.*

New, Traditional Students (attendance starting Fall semester following high school graduation)

Cleary University Undergraduate Admissions Honors Scholarship

New, traditional students with a high school GPA of 3.0 or higher who meet the criteria listed below are eligible for an Admissions Honors Scholarship. Qualified students must be enrolled full-time. Award can be applied to no more than eight semesters and will be automatically renewed provided the appropriate GPA is maintained by level. Scholarships will not be applied to summer semesters. Students may qualify for lower-tiered awards should they fall below the initial award threshold; however, they cannot increase the level of the initial award or return to a previously awarded higher level.

	Amount	GPA	SAT (1600)	ACT
Presidential Scholarship	\$10,000	3.7	1160	25
Enterprise Scholarship	\$7,500	3.2	1050-1159	23
Entrepreneurship Scholarship (must meet one criteria listed)	\$4,000	3.0	1000	19

College Transfer Undergraduate Students

Admissions Transfer Scholarships

Competitive scholarships are awarded to transfer students in their first year of attendance who transfer with six or more semester hours and who are first-time registrants in an undergraduate degree program. Qualified applicants must also apply and register for first semester classes no later than three weeks before the start of the semester or session. Students attending less than full-time may have their scholarship allocated based on credit hours enrolled at Cleary University.

Transfer Scholarship Level	Traditional (Awards are divided among two semesters)	Non-Traditional (Awards are divided by three semesters)	GPA
Distinguished Transfer	\$7,000	\$6,000	3.5 & above
Honors Transfer	\$4,000	\$3,000	3.0 – 3.49

New Graduate Students

MBA Merit Scholarships

The Cleary University MBA Merit Scholarship is available to first-time Cleary students enrolled in a Cleary MBA or the MS in Culture, Change, and Leadership program. Eligibility will be determined by admissions staff based on:

- Official academic transcripts (GPA 3.0 or higher required)
- Essay and résumé
- Letter of recommendation

Students may qualify for Academic (GPA) and Leadership levels in addition to an Early Merit Decision Scholarship if all application materials are received and approved by the early decision deadline to qualify for up to three scholarship amounts.

Early Admissions Award Scholarship (\$1,200 applied \$200 each semester)

Merit Scholarship candidates with a GPA of 3.0 or higher who have submitted all required application materials and earned admission to the College of Graduate, Adult, and Professional Studies in advance of the Early Admissions Award deadline of at least 60 days prior to the semester start (Fall semester-June deadline, Spring semester-October deadline, Summer semester-February deadline) may qualify.

Award Levels and Requirements - Part 1 and Part 2 (GPA 3.0 or higher is required)

Academic (GPA) and Leadership scholarships can be combined

Part 1: Cumulative Undergraduate GPA		
Level	Amount	Cumulative Undergraduate GPA
Level 1	\$1,200 (\$200/semester)	3.00-3.30
Level 2	\$2,100 (\$350/semester)	3.31-3.60
Level 3	\$3,000 (\$500/semester)	3.61-4.00
Part 2: Leadership		
Level	Amount	Leadership
Level 1	\$1,200 (\$200/semester)	Minimum of two years professional experience and defined career aspirations
Level 2	\$2,100 (\$350/semester)	Minimum of three years profession experience; two years campus or athletic leadership/captain, and budgetary/fiscal responsibilities
Level 3	\$3,000 (\$500/semester)	Minimum of five years management experience (people or processes), two years campus or athletic leadership/captain, incremental professional progression, entrepreneurial (business owner) experience, held a position at the director level or higher.

Other Institutional Scholarships

Dean's List Scholarship

Continuing students with impressive GPAs have the opportunity to be awarded the Cleary University Dean's List Scholarship. Eligible students must have completed 60 semester credit hours and have a minimum cumulative GPA of 3.5. This scholarship cannot be combined with any other merit-based scholarship. Traditional students may receive no more than \$750 per semester, Fall and Spring semester only, and no more than \$1,500 per year. Non-traditional students may receive no more than \$300 per semester, and no more than \$900 per year.

Cleary University Alumni Legacy Scholarship

Dependents (defined as being claimed on a parent's tax return) of Cleary University BBA, BS, MS, 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 payment 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. Scholarships cannot be stacked.

Cleary University Opportunity/Fostering Futures Matching Grant

Cleary University offers a 50% matching grant up to \$2,000 annually for students eligible for the Michigan Educational Training Voucher (ETV) or the Fostering Futures program. A Michigan ETV scholarship may be \$4,000 per year plus a Cleary Opportunity Matching grant of \$2,000 would total \$6,000 annually toward educational expenses at Cleary University. This scholarship is renewable annually provided the student satisfies the Satisfactory Academic Progress (SAP) requirements. Eligible students must:

- Be admitted to Cleary University
- Be registered full-time in a degree-seeking program
- File the Free Application for Federal Student Aid (FAFSA)
- Satisfy the requirements of the Michigan ETV (may be eligible if they were placed in foster care)
- Provide a copy of the ETV or Fostering Futures award letter

An application and additional information for the ETV grant may be found at <https://mietv.lssm.org>

Military and Veterans

75% Military Service Grant for Undergraduate Students

This grant is available to veterans whom have exhausted their VA Benefits. The grant applies to tuition after all other state and/or federal grants, scholarships, or employer reimbursements have been awarded.

- Students are required to annually complete the FAFSA.
- Students must 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 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 veterans who have exhausted their VA Benefits. This grant applies to tuition after all other state and/or federal grants, scholarships, or employer reimbursements have been awarded.

- Students are required to annually complete the FAFSA.
- Students must 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 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 University Alumni

Cleary University Alumni Grant

Any Cleary University MBA, MS, BBA, or BS graduate in good standing (both financially and academically) who has completed all requirements for his or her degree is eligible to receive a fifty percent tuition grant (50%) for additional classes of equal or lower degree level upon approval from the Grant Committee. 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 payment 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. To be in good standing financially, eligible students must not have an outstanding undergraduate balance. 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 or MS program. To be eligible, students must:

- Complete the registration process
- Pay the remaining tuition and fees at the point of registration, or they may elect to utilize the Cleary University payment installment plan
- Maintain continuous enrollment to retain this grant
- Students who withdraw or receive a failed grade will lose grant eligibility

Cleary Partners

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 must submit a copy of their scholarship letter.

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 applies 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.

All Cleary University institutional aid is grade dependent. A student must be in good academic standing to continue to receive Cleary scholarships.

State and Federal Grants

Federal Pell Grant

This grant is a federal award with an annual range from \$650 to \$6,195. 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 six 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 average SEOG award is \$300 per semester.

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 \$2,400 with a state application deadline of March 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. Continuing students must re-apply before the state deadline. Failure to do so may result in an adjustment or loss of scholarship funds.

Michigan Competitive Scholarship

This award, based on both financial need and merit (qualifying American College Test score) and all eligibility requirements (half-time enrollment, Michigan resident, etc.), 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 1st. Continuing students must re-apply before the state deadline. Failure to do so may result in an adjustment or loss of scholarship funds.

Tuition Incentive Program (TIP)

The Tuition Incentive Program (TIP) encourages students to complete high school by providing college tuition assistance after graduation to eligible students. Students must be enrolled in an associate degree program to receive Phase I.

At Cleary University:

Phase I – Can be used towards associate level classes for a total of \$110 per credit hour, up to 24 credits per academic year.

Phase II – Must have certificate, associate degree, or 56 transferable semester credits. Assistance of up to \$500 per semester; maximum \$2,000 the over program.

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 or for graduate students in need of additional funding to help pay for the student's educational expenses. Interest is charged on the Direct PLUS Loan during all periods.

The following charts provide the maximum annual and lifetime loan amounts that can be borrowed through the William D. Ford Federal Direct Loan program.

MAXIMUM ANNUAL LOAN LIMITS

Dependent Student:

Grade Level	Annual Total	Annual Subsidized Loan Limit
Freshman 0-29 Credits	\$5,500	\$3,500
Sophomore 30-59 Credits	\$6,500	\$4,500
Junior 60-89 Credits	\$7,500	\$5,500
Senior 90+ Credits	\$7,500	\$5,500

Independent Student:

Grade Level	Annual Total	Annual Subsidized Loan Limit
Freshman 0-29 Credits	\$9,500	\$3,500
Sophomore 30-59 Credits	\$10,500	\$4,500
Junior 60-89 Credits	\$12,500	\$5,500
Senior 90+ Credits	\$12,500	\$5,500
Graduate or Professional	\$20,500	n/a

MAXIMUM LIFETIME LOAN LIMITS

Dependent Undergraduate - \$31,000

Independent Undergraduate - \$57,500

Graduate/Professional - \$138,500

Parent of a Dependent Student:

The parent of a dependent student may apply for a parent PLUS Loan for up to the cost of attendance minus other financial aid.

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 and investigate other options to compare rates and benefits best suited to their individual needs. Additional information may be found at <https://www.cleary.edu/finaid/references/> listed under Alternative Loan Sources.

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 determines students' eligibility for federal student aid.

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

2019-2020 Federal Methodology Cost of Attendance

Category	Traditional On-campus	Traditional Off-campus	Non-Traditional	Graduate
Tuition	\$19,620	\$19,620	\$19,125	\$16,650
Loan Fees	\$100	\$100	\$115	\$220
Institutional Fees	\$600	\$600	\$450	\$450
Books/Personal	\$2,815	\$2,815	\$6,048	\$6,048
Room/Board	\$11,250	\$8,290	\$11,053	\$11,053
Travel	\$4,535	\$4,535	\$3,754	\$3,754
Total	\$38,920	\$35,960	\$40,545	\$38,175

Living expenses are based on Consumer Reports for 2019-20

Direct costs are averaged among all cost levels per student type

All students enrolled in a graduate program are considered independent

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 at a minimum of half-time 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. Federal Aid funds are posted for an eligible student when the aid file is complete, but not more than 10 days prior to the applicable semester for continuing students and not before 30 days after the start of class for new/reactivating/probationary students. State grants for each semester are posted to the student account after the aid file is complete, the student is registered for classes, and the institution receives funds from the State. Loan proceeds are not posted to the student account until they are 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

All Cleary University institutional aid is grade dependent. A student must be in good academic standing to continue to receive Cleary scholarships. Each award may have its own criteria. Please check for specific eligibility requirements for renewing your scholarship. We will use your cumulative GPA to determine eligibility.

- For new, traditional students – Your GPA will be checked after your first year to determine future scholarship eligibility.
- For new, non-traditional and graduate students – Your GPA will be checked after each semester to determine future scholarship eligibility.
- All continuing students – Your GPA will be checked after each semester to determine future eligibility. For Fall 19 eligibility, we will check after your most recent semester – e.g. Spring 19, Summer 19.

All Cleary University institutional aid will be added onto a student's account after determining federal and state grant eligibility. Because of this policy, any student receiving a Cleary scholarship must submit a FAFSA each year. Continuing students must re-apply before the state deadline – traditionally, March 1. Failure to do so may result in an adjustment or loss of scholarship funds. The FAFSA opens each year on October 1, for the subsequent academic year. Please visit <https://www.fafsa.gov> to renew your FAFSA.

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, and 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 period. All periods of enrollment count toward SAP (Fall, Spring, and Summer). 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 semester credits (120 x 1.5). ***The maximum timeframe will be adjusted on an exception basis for students who transfer in credits, change their majors, or enroll in a subsequent degree.***

Enrollment/Program Type	Maximum Aid
Full-time bachelor's degree students (120 credits)	12 semesters (6 years) at full time
Half-time students	24 semesters(12 years) at ½-time
Full-time associate degree students (60 credits)	6 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.

Hours Attempted and Hours Completed

Effective September 1999, each new, continuing, or reactivating student must successfully complete 67% of the hours attempted during each evaluation period. **Evaluation is conducted at the end of each payment period (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:

- If you registered for 12 credits each semester, you would need to complete at least eight credits.
- If you registered for six credits each semester, you would need to complete at least four credits.

For financial aid purposes, the following grades will be counted as unsatisfactory completion: I, F, W, FW, 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 passing letter grades. The student's transcript will be evaluated again after an "I" grade is converted to a letter grade. ***Transfer credits will be counted toward the maximum timeframe but will not be included in the calculation of a student's Cumulative GPA. All transfer hours will be treated as hours attempted and completed.***

Grade Point Average

A student's cumulative grade point average (GPA) is calculated from all classes taken and all grades received while attending Cleary University and should be above the minimum threshold (2.0 undergraduate or 3.0 graduate students). Although transfer credits are applied to the degree and are used in the calculation of completion rates, transfer GPAs are not included in this calculation. Students must have good academic standing consistent with the requirements to graduate by the end of their second academic year.

Remedial, Retaken, and Withdrawn Courses

- Students admitted into an eligible program and taking remedial coursework within that program may receive financial aid for one academic year. These classes and GPA will be counted in the maximum timeframe and GPA.
- When a student withdraws officially, they are assigned a "W" with no GPA assigned to calculate in the cumulative GPA, but the W is counted as an unsuccessfully completed class.
- If a student withdraws unofficially, the instructor assigns a failing grade, "F", that is counted both in completion and GPA. This is part of our academic withdrawal policy. If a student retakes the class and gets a passing grade, the retake is listed on the transcript and the "F" is assigned an R and no longer calculated in the cumulative GPA, but the taking of the class twice is counted in the attempted credits.

Loss of Financial Aid Eligibility

A student who has not achieved the required GPA and/or is not successfully completing his or her educational program at the required pace is no longer eligible to receive assistance under the Title IV HEA programs. All students in this category will be notified. As such, Cleary University has opted to take the following steps:

Financial Aid Warning

Cleary University checks satisfactory progress at the end of each payment period. Students who did not meet satisfactory academic progress (SAP) requirements will be placed on financial aid warning. This status will allow the student to receive FSA funds for one payment period. If, at the end of the warning period, Cleary University determines that the student is again meeting academic progress standards, the student may continue his or her eligibility. If it is determined that the student is not meeting academic progress requirements, she or he loses aid eligibility unless they successfully appeal and are placed on probation.

SAP Appeal and Academic Plan

SAP Appeal - After a student has been granted a probation period and still has not fulfilled the SAP requirements, the student may petition in writing for reconsideration of eligibility for Title IV aid based on unusual circumstances. 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 death certificate, physician's note, employer notice of increased work hours, etc.) is required along with the written petition.

Written petitions must include:

- Reasons why the student failed to meet SAP requirements
- How the student's circumstances have changed
- How he or she will now be successful in meeting the SAP requirements

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 timeline, with an identified completion date, to ensure that the student is able to satisfy the SAP requirements. Once the academic plan is completed, it will need to be submitted along with a written petition to appeal aid termination.

Academic Plan – In cases where it is not possible for a student to bring his or her GPA and completion rate up to acceptable levels over one additional payment period, the use of an academic plan may be used over multiple terms for students who have been granted an appeal. Reinstatement of financial aid by the financial aid office is dependent on receipt of a completed and signed (by both the student and the academic advisor) academic plan from the academic advisor by the Financial Aid Office.

Final Termination Status

Students who fail to maintain academic progress requirements after the warning and appeal process will be required to complete coursework at **their own expense** to bring their GPA and/or completion rate to acceptable levels before being considered for future aid. Aid granted after reinstatement will be based on available funds.

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 online classroom
- Completing a Canvas quiz
- Uploading an assignment in a Canvas 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.

Federal Financial Aid Refunds – Return of Title IV Calculation

Financial Aid Recipients: Students receiving Federal Title IV Funds (i.e., Federal Pell, SEOG, Direct, or PLUS loans) may receive a reduction or cancellation of financial aid if a drop or withdrawal (official or unofficial) from all classes occurs before completing 60% of the semester. The Return of Title IV calculation is a federally mandated formula to determine how much Title IV funding is required to be returned to the federal government and how much was “earned” by the student at the time of withdrawal. Financial aid adjustments will be based on a student's **last date of attendance or class participation** regardless of when a completed drop/add form is received by the Records Office.

Official Withdraw – A student may withdraw after the drop/add period (usually Saturday of the second week of the semester) through the final withdrawal date of each session (week 6 of classes being offered in an “A” or “B” session, or week 13 of a full semester) by contacting his or her academic advisor and starting the official withdraw process.

Unofficial Withdraw - A student who leaves the University during a semester or stops attending classes without officially withdrawing will receive a failed grade from the instructor of the course(s) in question. Effective October 29, 2010, for all programs offered in modules (sessions), a student is considered to have withdrawn for Title IV purposes if the student ceases attendance at any point prior to completing the payment period and period of enrollment. **If students plan to attend a session at a later time during the same semester, they must submit written confirmation at the time of withdraw with their advisor that they plan to attend other sessions later in the semester.** If the student fails to attend at a later date in the semester, the Title IV Fund calculation will be made based on the last date the student attended or participated in the semester.

Effective Fall of 2017, students are allowed to drop classes through the first two weeks of the semester. When this occurs, all financial aid will be removed from the student's account and returned to financial aid sources.

Return of Title IV funds will be computed using the Department of Education R2T4 approved software, which calculates the number of days that the student has participated in class during the semester over the total number of days in the semester. The total number of days in the semester excludes 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 second week of the semester.)

Refund Distribution as Prescribed by Federal Regulation for Title IV Funds

In most cases, withdrawing from a class(s) does not guarantee a cash refund of the monies paid on the student's account. The student may owe the government some of the money that was disbursed at the beginning of the semester. Funds returned to the federal government are used to reduce the outstanding balances in individual federal programs.

Funds must be returned to you and/or your parent or the school allocated in the following order of priority within 45 days:

1. Unsubsidized Federal Direct Loans
2. Subsidized Federal Direct Loans
3. Federal PLUS Loans
4. Federal Direct Grad PLUS
5. Federal Pell Grants
6. Federal Supplemental Educational Opportunity Grants (SEOG)
7. Other federal sources
8. Michigan Tuition Grant/Michigan Competitive Scholarships (MTG/MCS)
9. Other state, private, or institutional aid
10. The student

If the student is receiving a Pell Grant and does not begin attendance in class(s), Pell Grant funds will be adjusted for each non-attended class even if the semester has been completed. Students are not entitled to Pell Grant funding for a class that they never attended.

Post-withdrawal disbursement – A student may be eligible for a post-withdrawal disbursement if, prior to withdrawing, the student earned more federal financial aid than was disbursed. If a student is eligible for a post-withdrawal disbursement of Title IV funds, it will be processed for the student, and a refund will be issued within 14 days of a credit balance on the student's account.

If the post-withdrawal disbursement includes loan funds, Cleary University must get student permission before it can disburse loan funding. Students may choose to decline some or all of the loan funds so that additional loan debt is not incurred. Notice will be sent to the student, and the student must respond within 14 days, otherwise, all loan funds will be cancelled and the student will be responsible for any charges that remain on their school billing account.

Cleary University may automatically use all or a portion of the post-withdrawal disbursement of grant funds for tuition and fees. However, if there are other expenses over and above tuition and fees, the student will need to give permission to use the post-withdrawal disbursement for other charges.

If the student does not attend any classes, all aid will be cancelled and returned to aid sources within 45 days. 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 “Last Date of Attendance or Class Participation” 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 also be sent directly to the Department of Education Collections department.

Cleary University Early Book Refund Procedure

In order to academically succeed in a program, a student must be able to purchase books at the beginning of the academic period. To assist in this process, Cleary University can provide eligible students an early book refund. The amount available will differ for each student and will be the lesser of either the presumed credit balance or the actual cost of books for classes starting immediately after registration.

To receive an early book credit, visit the website you wish to purchase your book(s) from and add it/them to your cart. On the checkout screen, take a screenshot of your cost, and email it to businessoffice@cleary.edu. Your request will be processed no sooner than seven days before the start of the academic period.

Eligibility requirements:

- The student must have FSA Funds that result in a credit balance.
- The student must have their financial aid paperwork completed no later than ten days before the beginning of the payment period.
- Only books for classes starting immediately in the academic period will qualify for an early book refund. For example: If your classes are split into two sessions and you start in the A session, only A session books will qualify for an early refund.

Please note: Students eligible for a refund with FSA funds (loans and Pell grants) and who have a credit balance due to Title IV disbursement will receive a refund within 14 days of the first day of the session.

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 (16 weeks) is:

Week of the Session (not class start date)	Tuition Refund Percentage (14/16-week and 7/8-week A-Session)	Tuition Refund Percent (7/8-week B-Session)
Week One	100%	75%
Week Two	100%	50%
Week Three	50%	0% (no refund)
Weeks Four through Sixteen	0% (no refund)	0% (no refund)

Dropping/Adding Policy

(Effective Fall 2018) Any changes in registration must be approved by an academic advisor who submits a drop/add form. Classes dropped during the drop/add period are removed from the student's transcript. Drop/Add policy applies as follows to "A" and "B" session courses, and the full semester courses:

Type of class:	Drop/Add period	Deadline
Full semester courses and Session "A" classes	ADD: prior to the first two weeks of the semester (NOTE: instructor permission is required to add a course after the first week). DROP: before or during the first two weeks of the semester	By 5:00 pm on Friday of the second week
Session "B" classes	ADD/DROP: prior to the first week of class ONLY for students who started as a new student in the "B" session or for a continuing student with no "A" classes. Note: Withdrawals for this group of students will be processed starting with the first week of the B-session.	By 5:00 pm on Friday prior to the start of the session

Withdrawing

After the drop/add period (begins with Saturday of the second week of the semester), a student may withdraw from classes through the final withdrawal date of each session (week six of the "A" or "B" sessions) or semester, or week thirteen of the semester) by contacting his or her academic advisor.

Type of class:	Withdrawal period	Deadline
Full semester courses	From the first day of the semester (includes requests for withdrawal submitted on the previous Saturday and Sunday) of Week 3 through Friday of Week 13 of the semester. NOTE: A "W" is recorded on the transcript. After Week 13, the grade earned in the course is recorded on the transcript.	By 5:00 p.m. on Friday of Week 13
Session "A" classes Enrolled in A and B sessions Session "B" classes Started as a new student in the "B" session Continuing student with no "A" classes	From the first day of Week 3 session/semester (includes requests for withdrawals submitted on the previous Saturday and Sunday) through Friday of Week 6 of the session. NOTE: A "W" is recorded on the transcript. After Week 6, the grade earned in the course is recorded on the transcript.	By 5:00 p.m. on Friday of Week 6

A withdrawal form can be processed **after the second week of the semester**. If a student withdraws from a class after the drop/add period has ended, the course remains on the transcript and 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 failed grade (F) from the instructor of the course(s) in question. "W" grades may affect the student's future eligibility for financial aid. Additional information on financial aid adjustments can be found here: <https://www.cleary.edu/loans/>.

Tuition Refund Policy and Refund Schedule for 2019-2020

The 2019-2020 Refund Policy is applicable to the following students:

- All students who request a **full** drop or withdrawal from their semester courses
- All students who are paying block pricing tuition are **not eligible for a refund unless they drop below the minimum required credits for block pricing**
- Students who are paying per credit hour tuition and request a **partial** drop or withdrawal from their semester courses
- Tuition refunds are only applicable to those who qualify*

Tuition Refund Policy for 2019-2020 – Full semester courses (effective Fall 2018)

Week One	100% Refund (Drop/Add Period)
Week Two	100% Refund (Drop/Add Period)
Week Three	50% Refund
Week Four through semester end	0% Refund (no refund)

Tuition Refund Policy for 2019-2020 – “A” session (effective Fall 2018)

Week One	100% Refund (Drop/Add Period)
Week Two	100% Refund (Drop/Add Period)
Week Three	50% Refund
Week Four through semester end	0% Refund (no refund)

Tuition Refund Policy for 2019-2020 – “B” sessions (effective Fall 2018)

***Tuition refunds for session B are only issued for:**

- A student who started as a new student in the “B” session
- A continuing student with no “A” classes

Prior to start of session	100% Refund (Drop/Add Period)
Week One	75% Refund
Week Two	50% Refund
Week Three through semester end	0% Refund (no refund)

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 website.

Students have the ability to earn a portion of their scholarship by working part time at the minimum hourly wage rate. 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. 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 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 website.

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. Wages are paid at the current minimum hourly wage rate 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 part-time
- 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 as determined by filing the Free Application for Federal Student Aid at <http://www.fafsa.gov/>.
- May refer to the Cleary website or contact the Career Services Office

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 website.

The Graduate Assistant, while enrolled in the Cleary University MBA or MS 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 or MS program provided the above standards and requirements have been met. Scholarships will not be applied to additional courses needed due to poor academic progress.

Please note that Cleary institutional grants and scholarships are subject to students earning a term GPA of 2.0 or higher applicable to undergraduate students, 3.0 or higher for graduate students, to be evaluated each semester by the Financial Aid staff. All institutional aid is subject to reversal if academic performance falls below the stated GPA minimum standard.

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 *VA Request for Certification Form*. The *VA Request for Certification Form* must be submitted to the Records Office at Cleary University 30 days prior to the start of each semester. 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 will complete the enrollment certification and submit it to the Department of Veterans Affairs.

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>

CAMPUS LOCATIONS

Livingston Campus

3750 Cleary Drive, Howell, MI 48843

Established in 1979, the Livingston Campus is in Howell adjacent to Livingston County's professional and commercial corridor.

Detroit Education Site

Considine Little Rock Family Center

8904 Woodward Avenue

Detroit, MI 48202

For driving directions to the above locations, consult the Cleary website.

TEACHING FACULTY

For a full list of teaching faculty, please see our website: www.cleary.edu/faculty-directory

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