

LINCOLN UNIVERSITY

**COLLEGE OF GRADUATE, UNDERGRADUATE,
AND PROFESSIONAL STUDIES**

2010 ACADEMIC CATALOG

**The Accrediting Council for Independent Colleges and Schools (ACICS) accredits
Lincoln University to award Doctor's, Master's, Bachelor's, and Associate
Degrees and Certificates**

Accrediting Council for Independent Colleges and Schools is listed as a nationally recognized accrediting agency by the United States Department of Education and is recognized by the Council for Higher Education Accreditation.

The State of California

in accordance with the provisions of the California Education Codes 94900 and 94915 **approves Lincoln University to offer the Doctor of Business Administration Degree, the Master of Business Administration Degree; the Bachelor of Arts in Business Administration Degree; the Bachelor of Science in Administration of Criminal Justice and in Computer Science Degrees; Associate of Science in Diagnostic Imaging Degree; Certificates in Medical Assisting, Ultrasound Technician, and Intensive English Program.**

The United States Department of Education

includes Lincoln University to its Directory of Postsecondary Institutions and approves it to participate in financial aid programs established by Title IV of the Higher Education Act of 1965, as amended in 1998.

**The United States Department of Homeland Security
authorizes Lincoln University to enroll nonimmigrant alien students.**

Lincoln University is located at
401 15th Street, Oakland, California 94612-2801
Tel. 510-628-8010, 510-628-8032, 888-810-9998 (toll free)
Fax 510-628-8012
Email: admissions@lincolnuca.edu Website: www.lincolnuca.edu

A MESSAGE FROM THE PRESIDENT

This catalog is not simply a list of programs and courses – it is your first step to a brighter, more successful future. By selecting Lincoln University, you are choosing an education that will make possible a life full of opportunities and will give you skills to gain greater control over your own destiny. I'd like to personally welcome you aboard and congratulate you on making this important decision.

Lincoln University is a unique institution of higher learning, where educational excellence, professional know-how, and up-to-date international standards are combined with individual attention and a friendly atmosphere, giving rise to a world-class education.

At Lincoln, we pride ourselves both on the quality of our education and its relevance in today's professional world. Each program within the university is designed to ensure that all of the acquired knowledge and skills will be valuable to its graduates, providing a practical and solid foundation for the student's future. We make sure that every part of our students' education serves a purpose and brings them closer to accomplishing their professional goals.

Since its founding in 1919, around the same time as many of America's top schools, the university has chosen to deliver the best, custom-fit education to the select few, rather than provide the widest range of subjects and cater to the widest possible audience. Lincoln begins with a highly competent faculty and the most useful educational programs, and mentors each student all the way to graduation. Our students' success proves that we make the right choices.

Lincoln has become a truly global university due to its diverse multicultural student body and faculty. Located in a powerful international hub – the San Francisco Bay Area – it provides a multitude of invaluable learning opportunities. Because a successful career in the 21st century requires deep understanding of international relations and the impact of globalization, Lincoln is well-positioned to give its students a competitive advantage in business and professional fields worldwide.

I invite you to discover for yourself the unique character of Lincoln University. Our excellent and rigorous curriculum, outstanding faculty and convenient facilities provide all the necessary components to ensure our students' path to a successful future.

Dr. Mikhail Brodsky, President and Rector

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Lincoln University is a private, non-profit, non-sectarian educational institution based in Oakland, California. It was founded in 1919 in San Francisco and was chartered under the laws of California in 1926. In 1950, the University became a non-profit tax-exempt institution under the United States Internal Revenue Code, Section 501 (c) (3).

ADMINISTRATION

Dr. MIKHAIL BRODSKY
President and Rector

Dr. MARSHALL J. BURAK
Director of Graduate Programs

Dr. WILLIAM HESS
Dean

PEGGY KA LING AU
Director of Admissions and Records

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JULIA HERNANDEZ
Director of Allied Health Programs

Dr. BORIS ORASOV
Information Systems Director

NOBUAKI OKUHARA
Assistant to the President

MARIYA ORSHANSKY
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Associate Professor of Business Administration
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PhD, International University of America, California

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BA, State University of New York, Harpur College,
Binghamton
MA, University of California, Berkeley

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Professor of Business Administration
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PhD, Pennsylvania State University, University
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BS, MS, **PhD**, Kyoto University (Japan)

ORAZOVA, Oguljahan

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PhD, Russian Academy of Medical Sciences
RDMS, RVT

PERSHAY, Alena

Assistant Professor of Diagnostic Imaging
MD, Belarus State University, Minsk

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MBA, University of North Texas, Denton
PhD, University of Oklahoma, Norman

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PhD, University of North Carolina, Chapel Hill

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BA, University of California, Davis
JD, University of California, Hastings College of the
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ACADEMIC CALENDAR

SPRING 2010

Testing.....	January 13
Registration and Academic Advising	January 14-15
Orientation	January 16
Martin Luther King Jr. Birthday (Holiday)	January 18
Classes begin.....	January 19
Last day classes may be added/dropped without academic penalty	February 1
Presidents' Day (Holiday).....	February 15
Spring recess	March 16-20
Classes resume	March 22
Final examinations	May 11-17
Spring semester ends	May 17
Commencement	May 29

SUMMER 2010

Testing	June 3
Registration and Academic Advising	June 3-4
Orientation	June 5
Classes begin	June 7
Independence Day (Holiday).....	July 5
Seven-week summer session ends	July 26

FALL 2010

Testing.....	August 18
Registration and Academic Advising	August 19-20
Orientation.....	August 21
Classes begin.....	August 23
Labor Day (Holiday)	September 6
Last day classes may be added/dropped without academic penalty.....	September 4
Veterans Day (Holiday)	November 11
Fall recess	November 23-27
Classes resume	November 29
Final examinations	December 6-11
Fall semester ends.....	December 11

SPRING 2011

Testing.....	January 12
Registration and Academic Advising	January 13-14
Orientation	January 15
Martin Luther King Jr. Birthday (Holiday)	January 17
Classes begin.....	January 18
Last day classes may be added/dropped without academic penalty	January 31
Presidents' Day (Holiday).....	February 21
Spring recess	March 15-19
Classes resume	March 21
Final examinations	May 10-16
Spring semester ends	May 16
Commencement	May 28

GENERAL INFORMATION

MISSION OF LINCOLN UNIVERSITY

The mission of Lincoln University is to provide a synthesis of innovative and traditional education leading to outstanding professional opportunities for American and International students. Educational programs for graduate and undergraduate studies, as well as certificate programs, are developed to provide entry to successful careers and tools for professional development. With degrees in business and diagnostic imaging and certificates in allied health fields, the students of Lincoln University are well prepared to enter the job market with skills that meet the needs of the contemporary workplace. The basic objectives of the University are: 1) to assist students in development of their analytical capacity; 2) to provide the necessary knowledge of the selected subject areas; and 3) to introduce the attitude of personal responsibility necessary to function as a citizen in an interdependent world.

PROGRAM OVERVIEW

Lincoln University provides a traditional yet innovative education in business administration, allied health fields, and computer science to qualified students at the post-secondary level. The University offers programs leading to following degrees and certificates:

The Doctor of Business Administration (DBA) Degree with concentrations in Finance and Investments and Human Resource Management;

The Master of Business Administration (MBA) Degree with concentrations in International Business, General Business, Management Information Systems, Human Resource Management, and Finance Management and Investment Banking;

The Bachelor of Arts (BA) in Business Administration Degree with concentrations in International Business, Economics, Management, Small Business Enterprise, and Management Information Systems;

The Associate of Science (AS) in Diagnostic Imaging Degree with concentrations in Diagnostic Sonography and Echocardiography;

Certificates: Medical Assisting; Ultrasound Technician; and Intensive English Program (IEP).

HISTORY

Lincoln University is a private, non-profit, non-sectarian educational institution based in Oakland, California. It was founded in 1919 in San Francisco by Dr. Benjamin Franklin Lickey, and was chartered under the laws of California in 1926. In 1950, the University became a non-profit tax-exempt institution under the United States Internal Revenue Code, Section 501 (c) (3).

From the school's founding in 1919, Lincoln has placed an emphasis on adult education and urban outreach, as well as keeping an international orientation. These characteristics became distinguishing marks of the institution. Lincoln University was among the first post-secondary educational institutions to offer programs with a focus on the needs of the working adults. The emphasis was further refined to meet the demands of international students.

Lincoln University serves the needs of the community by continuously modifying its programs, to follow the needs of the job market. Constant growth and academic development were always a characteristic of the school. In the 1960's and 1970's, the University developed a curriculum for an outstanding, well-balanced Business Administration program, which was finalized in 2009 by the approval of the Doctor of Business Administration Degree. In the 1980's, a strong Computer Science program was developed, and in 2005, it introduced programs in Diagnostic Imaging, as well as several certificates in allied health fields.

Lincoln University is always looking toward the future, making sure its curriculum is well-suited for today's and tomorrow's needs, and its strong, professional faculty team can address those needs.

EDUCATIONAL PHILOSOPHY

A university, as much as an individual, demonstrates a certain perspective and a philosophy built upon specific goals and objectives. As an individual, it can aspire to the general good of the world community. Its success can be measured in part by the contributions of the individual lives it has helped to shape. Lincoln University's educational philosophy combines a constantly evolving, up-to-date curriculum development with the recruiting of strong professional faculty. The University meets the needs of both International and American students, as well as working professionals, by offering day and evening programs.

A small educational institution such as Lincoln University can play a vital role by providing an educational setting where students are able to foster personal involvement and contribution. Lincoln University is conducive to building up student's confidence and self-worth, as it encourages active student participation and individualized faculty-student interaction. The diversity of cultural backgrounds on campus enhances students' social skills and presents a great opportunity for personal growth. Thus, the educational experience at Lincoln University is not limited to the classroom and textbooks.

The University strives to give students a background in general studies as well as specialized knowledge in a chosen field. While the University offers its students a wealth of valuable knowledge, it believes that its primary task is to teach students not only concepts but also the process of discovery, analysis, and successful application. As a result, our programs encompass a foundation of concepts and theory, blended with real-life applications.

INTERNATIONAL EMPHASIS, INDIVIDUAL ATTENTION

Lincoln University has always maintained an interracial and intercultural orientation. The geographical and historical influence of the San Francisco Bay Area has brought students from many nations, especially the Pacific Rim countries. Accordingly, the University has sought to provide an international setting for its students. The students are encouraged to be intellectually curious in pursuit of knowledge and understanding of cultural differences and similarities, and serious in efforts to find solutions to the problems of the world today. In recent years, students from more than 40 countries have been enrolled at the University. Lincoln University is a community of learning whose members, including administration, faculty, and students are international in origin and in outlook. The curriculum is grounded in a program of general studies and is designed to encourage individual exploration of advanced studies. The University conducts its programs with a conscious focus to the cross-cultural dimensions of learning.

The University provides post-secondary educational opportunities for all students, regardless of their country of origin, socio-economic level, and racial, ethnic, or religious background. The University holds a policy of open admission to all qualified students.

Each student is a separate and unique individual who is respected as such. One of the objectives for each faculty member is to respect and to enhance the dignity and worth of each student. The services provided by the University are distinguished by their specific ability to meet the needs of students in reaching their particular goals. To this end each faculty and staff member contributes to the process of guidance and counseling.

ACCREDITATION AND RECOGNITIONS

Lincoln University is accredited to award Doctor's, Master's, Bachelor's, and Associate degrees and certificates by **the Accrediting Council for Independent Colleges and Schools (ACICS)**. The Accrediting Council for Independent Colleges and Schools is listed as a nationally recognized accrediting agency by the United States Department of Education and is recognized by the Council for Higher Education Accreditation (CHEA).

The State of California in accordance with the provisions of the California Education Codes 94900 and 94915 **approves Lincoln University** to offer the Doctor of Business Administration Degree, the Master of Business Administration Degree, the Bachelor of Arts in Business Administration Degree, the Associate of Science in Diagnostic Imaging Degree, and Certificates in Medical Assisting, for Ultrasound Technicians, and Intensive English Program.

Lincoln University is authorized by the United States Department of Homeland Security to enroll nonimmigrant alien students.

Lincoln University is listed as an eligible institution in the **Directory of Postsecondary Institutions** as published by the **United States Department of Education and CHEA**.

Lincoln University is approved to participate in the **Financial Aid Programs established by Title IV of the Higher Education Act** of 1965, as amended in 1998.

AFFILIATIONS

Lincoln University is an institutional member of the American Association of Collegiate Registrars and Admissions Officers (**AACRAO**), the National Association of Foreign Student Advisers (**NAFSA**), the Institute of International Education (**IIE**), the American Association for Higher Education and Accreditation (**AAHEA**); it is affiliated with the California Association of Private Postsecondary Schools (**CAPPS**).

THE CAMPUS

The University is located in a beautiful historic building at 15th and Franklin Streets in downtown Oakland, in the heart of the San Francisco Bay Area. Bay Area Rapid Transit (BART) and many bus routes are nearby. Situated only a few blocks from the center of a vital, growing city, the University provides attractive environment for its students. It has spacious classrooms, an auditorium, and a library, as well as computer, ultrasound/ECG, and English labs. A vending machines and microwave ovens are provided in the cafeteria and the student lounge, where students may gather for conversations, TV watching, and games.

THE LIBRARY

The Library is closely coordinated with the curriculum. Acquisitions of materials and resources are adapted to the changing needs of the teaching programs of the University.

The Library's print resources are enhanced by *eBrary Academic Complete*, an academic collection of over 40,000 electronic books that can be accessed by students through the University's website. The students' research capacity is served by EBSCO databases *Regional Business News*, *Academic Search Elite* and *Business Source Premier*, available through the University website as well. *Business Source Premier* is one of the most used business research databases, providing full text for more than 2,300 journals, including over 1,100 peer-reviewed titles. Students also have access to full-text news, business, and legal publications of 6,000 sources through the University's subscription to *LexisNexis Academic*.

Students pursuing advanced research benefit from the proximity to world-class research collections at the University of California, Berkeley and Stanford University, as well as those of the San Francisco and Oakland Public Libraries. Informal interlibrary loan agreements exist between Lincoln University and the University of California libraries and other California libraries.

Library orientations are conducted at the beginning of each semester and are an essential introduction to the range of materials and services available through the Library. The librarian is available to visit classes and to assist individual students during office hours and by appointment.

COMPUTER, ENGLISH, AND ULTRASOUND/ECG LABORATORIES

The Computer Laboratory is equipped with modern computers with DSL access to the Internet on all workstations. There is a network system designed to aid the student in developing computer skills. The system offers students experience in computer programming on an industrial operating system, access to a highly sophisticated database system, and increased processing power for acquisition of popular application programs. The existing laboratory has been constantly upgraded to contain more of the popular application programs available. Computer laboratory assistants are available to help students with programming issues and Internet assignments. All students are provided with Lincoln University personal email addresses.

The English Lab is integrated with the University's computer lab and additionally offers video, audio, and general media projection systems. Materials are offered for lab room use or checkout.

The Ultrasound/ECG Lab at Lincoln University is equipped with modern, sophisticated ultrasound instruments, which are used for various medical imaging applications, the following models are currently present: Accuson Sequoia 512, Mindray MC-6, and Sonosite SonoHeart Elite. The equipment has features such as 2D, M-Mode, Color Flow Imaging, Spectral Doppler, and mixed Modes. Different types of transducers (Linear, Curved, Convex, Phased, and Vector) at a wide range of frequencies (from 2.25 MHz to 7.5 MHz) provide adequate supports for Abdominal, OB&GYN, Cardiac, Vascular and Breast Imaging. A 12 leads Hewlett Packard machine and a Schiller ECG machine are used to perform the echocardiogram study. Students' lab practice is guided and supervised by qualified technicians. The equipment is periodically checked and maintained for accuracy, quality and reliability.

MULTIDISCIPLINARY RESEARCH CENTER

The goal of the Multidisciplinary Research Center (MRC) at Lincoln University is to introduce students to the applications of the multidisciplinary approach to complex problem solving. The MRC focuses on both fundamental and applied research. In addition, multidisciplinary collaboration creates an environment ideal for cross-fertilization of knowledge and for effective technology transfer across differing fields of study and economic activities. The MRC brings together academic researchers and talented students with representatives from the business world searching for a broader analysis of their problems. Both sides benefit from the interaction: participants from the business world acquire useful analysis which raises their problem-solving capabilities, while academic researchers and students acquire an ever-growing knowledge of the real world problems with which companies are faced in our quickly changing economy.

The MRC welcomes all individuals interested in multidisciplinary collaboration, and all businesses that wish to bring their problems for multidisciplinary analysis and creative solutions. ***The MRC does not just solve problems for you; it solves your problems together with you.***

COMPLIANCE AND GRIEVANCES

Because this catalog is prepared in advance for the period of time it covers, changes in some programs inevitably will occur. Courses as described in this publication are subject to change without notice, and some listed courses are not offered each year. In addition, some courses or programs that are offered may have to be canceled because of insufficient enrollment or because of elimination or reduction in programs or for any reason considered sufficient by the President or Dean.

All statements in this publication are announcements of present policies and are subject to change at any time without prior notice. They are not to be regarded as offers to contract.

Pursuant to ninety-year Lincoln University tradition and in compliance with Titles VI, VII, and IX of the Civil Rights Legislation, Lincoln University does not discriminate on the basis of sex, race, creed, color, religion, age, national and ethnic origin, or handicap in reference to its educational programs and activities, employment therein, and admission thereto.

It is the policy of Lincoln University to keep the University community as a place of work and study free from sexual harassment. Sexual harassment is prohibited on campus and in all university programs. The University does not tolerate sexual harassment and will take immediate action against any university employees, officers, and students who violate this policy. The University is committed to protecting victims of sexual harassment and will not retaliate against individuals because they report sexual harassment or take part in the investigation of sexual harassment complaints. If the University learns that any employee or student has engaged in retaliation, that individual will be disciplined. The University, however, may take action against individuals who make intentionally false sexual harassment complaints. Sexual harassment is not only a violation of University policy but is also a violation of Title VII of the Federal Civil Rights Act and of California's Fair Employment and Housing Act.

All grievances with regard to discrimination on the basis of sex, race, creed, color, religion, age, national or ethnic origin, or handicap should be submitted in writing to the Office of the University President, 401 15th Street, Oakland, CA 94612, telephone (510) 208-2803, fax (510) 208-2826, or to the Director of the Office for Civil Rights, Department of Education, Washington DC 20202.

All grievances with regard to academic issues should be submitted in writing to the Office of the University President (details are on p.21). Students, who believe that the University has acted unlawfully, have the right to file a complaint with the California Bureau for Private Postsecondary and Vocational Education, at 1625 North Market Blvd, #S-202, Sacramento, CA 95384-6200, telephone (916) 574-7720; or may address grievances to the Accrediting Council for Independent Colleges and Schools, at 750 First Street, NE, Suite 980, Washington D.C. 20002-4241, telephone (202) 336-6780.

ADMISSION

Lincoln University welcomes applications for admission from students of serious purpose who are qualified to study in their major fields of interest. Admission is based on a review of all credentials presented by an applicant, but in no case admission can be denied due to race, color, national origin, sex, age, or handicap. Scholastic background is considered by the Admissions Committee, along with personal qualifications and aptitude of each applicant.

Individual applications are accepted for Fall and Spring Semesters and Summer Sessions, and for cohort groups at any time. Prospective students are welcome to visit the campus before applying, and to communicate with the Dean or professors in their field of interest. An applicant may be admitted to the University as one of the following students' status: **regular, conditional, temporary, or unclassified.**

GENERAL ADMISSION REQUIREMENTS

High school graduation or its equivalent is a prerequisite to entering all programs at Lincoln University. The high school level GED or similar tests may be accepted in lieu of high school graduation.

To apply for admission to the University, the prospective student should submit the following items:

1. The application for admission form;
2. A non-refundable application fee of \$ 75.00;
3. One official transcript, or an equivalency certificate, or an attestation of all secondary education, or other documentation to prove high school graduation or its equivalent;
4. Official transcripts from each postsecondary program from which applicants wish to transfer credits (for applicants who attended other postsecondary educational programs);
5. One passport-size photograph;
6. A photocopy of an identification document.

Some additional documents are required from certain groups of applicants or for admission to degree programs (see below). **The application will be evaluated when all documents are received. At that time, the applicant is notified of his/her admission status.** A **temporary** acceptance may be granted to applicants who have provided the University with evidence of qualification for admission, but have yet to submit official records, test scores, or additional materials required.

INTERNATIONAL STUDENTS ADMISSION

All international applicants are required to provide the following additional documents:

1. An applicant's declaration of finances and sponsor's affidavit of support with a bank statement or a verification letter from an officer of the bank or other financial institution giving the present balance, which must equal or exceed the amount required for one year of study (\$17,390);
2. English proficiency with a minimum level of TOEFL scores of 61(internet-based)/173 (computer-based)/500(paper-based) for undergraduate and certificate programs and 71/195/525 and 79/213/550 correspondingly for the MBA and DBA programs is required for all regular students. Applicants from countries or schools where English is not an official educational language should provide a proof of a TOEFL score **or equivalent results** in other recognized English proficiency tests, approved by the University's English Department. If test results are not available, English proficiency will be evaluated on campus. The University uses the following tests and procedures in English placement: 1) Michigan Test of English Language Proficiency (MTELP), 2) Comprehensive English Language Test Structure (CELT-SA), 3) Comprehensive English Language Test Listening (CELT-LA), 4) a writing sample, and 5) a personal interview. These tests will be scheduled at the University prior to registration. Applicants whose test scores do not meet the requirements may be admitted as unclassified auditors or to the non-credit Intensive English Program (IEP) for at least one semester, and considered for admission to the regular program after a new round of testing;
3. A photocopy of the passport or equivalent document;
4. All documents must be accompanied by notarized English translation.

Foreign applicants applying from within the United States also submit the following items:

1. A photocopy of the I-94 Arrival-Departure record and the U.S. visa;
2. A photocopy of all relevant documents from schools previously attended in the United States, including official transcripts of all academic work taken there.

UNDERGRADUATE DEGREE ADMISSION REQUIREMENTS

A grade point average (GPA) of 2.0 (C) or better (on a 4.0 scale) on the high school graduation transcripts or on the GED test or an equivalent test is required for admission to the undergraduate degree programs. Applicants whose academic backgrounds do not appear to meet the GPA requirement for admission will be reviewed by the Admissions Committee for **conditional** acceptance and will be considered for admission to a regular undergraduate status after completing a minimum of twelve semester units of coursework with an overall grade point average of 2.0 or better. If the student falls below 2.0 the end of the first semester, he/she may continue on conditional status for one additional semester, after that the student missing the standard should be suspended for one semester, or expelled.

GRADUATE ADMISSION REQUIREMENTS

A bachelor's degree or its equivalent is required for admission to the both graduate programs. Specifics for the acceptance to Master of Business Administration and Doctor of Business Administration programs are given in the programs' descriptions on page 36 and page 41 respectively.

TRANSFER OF CREDITS

Applications are welcome from students who have attended other colleges or universities. In addition to the other required documents, official transcripts of all university courses he/she has taken must be submitted, and the student must be in good standing at the school previously attended. Credit is granted for work with a satisfactory grade taken at recognized colleges and universities, including extension and professional education courses, provided the courses are applicable to the curriculum the student wishes to pursue at Lincoln University, as determined by the Admissions Office. Credit units transferred to Lincoln University are recorded, but quality points and grades from other institutions are omitted. The maximum time for transferred students to complete a degree or a certificate program at the University is evaluated and reflected in the University policy of satisfactory academic progress (SAP, page 19).

A maximum of 31 and 93 semester units of transfer credit with passing grades "C" or better (or equivalents) may be applied to the Associate degree and the Bachelor's degree, respectively. A maximum of 9 and 18 units of graduate work with a grade of "B" or better from recognized schools may normally be accepted as transfer credits for the Master's degree and Doctor's degree respectively. In some cases, additional graduate units may be transferred at the discretion of the Chief Academic Officer. Maximum of 50% of required credit units are transferable for Certificate programs. Working experience or professional education can be evaluated by the Dean for the Bachelor of Arts program and by the programs' Directors for the graduate, Associate of Science, and certificate programs and may receive credit units as a part of the transfer. The awarding of credit for coursework completed at any other institution is at the sole discretion of Lincoln University. Additionally, Lincoln University does not imply, promise, or guarantee that any credits earned at the University will be transferable or accepted by any other institution. Students are advised that a decision on transfer of credit is at the discretion of the receiving institution.

Students who seek to earn an additional degree or concentration and wish to use part of credits units received earlier are treated in the same way as students transferring credits from other schools.

SPECIAL UNCLASSIFIED (AUDITOR) ADMISSION

Students not pursuing a university degree or certificate who desire to enroll in certain courses for special reasons may be permitted to do so without specific requirements. A special student is neither an undergraduate nor graduate nor certificate student. A written statement and approval of a program Director or the Dean is necessary in order that courses taken as a special student may be applied to a degree or a certificate program.

REGISTRATION

ACADEMIC CALENDAR

The regular academic year consists of a Fall Semester, a Spring Semester and a Summer Session. The University operates under a 16-16-7 week calendar which allows a full-time student to complete programs for Associate and Master's degrees in two years, for Bachelor's degree in four years, and for Doctor's degree in five or three (after MBA) years.

Evening classes may be offered on campus to meet the needs of individuals who seek university-credit courses but are unable to pursue class work during the day session. These courses are of the same caliber as those offered in the day session.

The Summer Session is an integral part of the regular university organization, with the same academic standards. This session may vary in length and in amount of credit that may be earned. Six semester units of credit during seven weeks of classes in a Summer Session are considered full-time. The courses are planned to enable students to accelerate and enrich their university program, as well as enable certain students to make up deficiencies.

REGISTRATION PROCEDURE

Upon acceptance, each student will be informed by the Admissions Office that they are permitted to register. New and returning students may register on specifically announced days at the beginning of each semester and summer session or before. The Dean or programs' Directors must approve the appropriate courses for each student's program. A student may not attend classes unless registered. **A student's registration is finalized by the payment of tuition.**

ORIENTATION

All students anticipating registration at Lincoln University for the first time are required to participate in an orientation program conducted at the beginning of each semester. This program is designed to assist students in adjusting to life at the University. The program acquaints students with the policies and services of Lincoln University, containing question and answer sessions, and a campus tour.

CHANGE IN REGISTRATION

The student's choice of studies, once made and filed, is expected to be permanent for the semester. However, schedule changes may be made through the specified date indicated in the calendar. Courses may be dropped from and/or added to the student's program before the indicated date. The approval of the added course instructor and the Dean is required before program changes can be made. A fee of \$20.00 is assessed for each program change.

WITHDRAWAL FROM THE UNIVERSITY

Students who wish to withdraw after registration may submit a written petition for approved withdrawal to the Dean. Students, who withdraw without permission, or after the final withdrawal date as indicated in the calendar, will receive a permanent "NC" (No Credit) in each course dropped. All foreign students who withdraw without written permission from the Dean will be reported to the United States Department of Homeland Security. Refunds to students withdrawing from courses can be made only in accordance with the refund policy stated in this catalog (see p. 14).

UNIT OF CREDIT

The credit value of each course is given in semester units and is shown after the description of the course (see course descriptions). One semester credit hour equals at least 15 classroom hours of lecture, or 30 hours of laboratory, or 45 hours of self-study, practicum, or internship/externship. The formula for calculating the number of semester credit hours for each course is:

(Total credit units of a course) = (hours of lecture/15) + (hours of lab/30) + (hours of practicum/45).

FEE SCHEDULE*

APPLICATION FEE (non-refundable) \$ 75.00

TUITION

Undergraduate Programs	\$ 345.00	per unit*
Graduate Programs (300 and 400 level).....	\$ 375.00	per unit*
Graduate Programs (500 level).....	\$ 450.00	per unit*

Certificate programs prices are given in descriptions of the particular programs.

REFUNDABLE FEES

Publication Fee	\$ 10.00	per semester
Library Fee.....	\$ 50.00	per semester
Computer Lab Fee	\$ 30.00	per semester
Instructional Materials Fee.....	\$ 25.00	per semester
Ultrasound/ECG Lab Use Fee	\$ 100.00	per semester

NON-REFUNDABLE FEES

Registration Fee	\$ 50.00	per semester
Student Body Activities Fee	\$ 10.00	per semester
Student Identification Card.....	\$ 15.00	first and for each replacement
Late Registration Fee (charged on the first day of classes and after)		
a) Returning Students	\$ 60.00	per semester
b) New Students	\$ 20.00	per semester
Returned Check Fee.....	\$ 40.00	per check
Change of Program Fee	\$ 20.00	per transaction**
Change of Program Penalty (after official date).....	\$ 50.00	per transaction
Installment Plan Arrangement Fee	\$ 50.00	per plan
Installment Plan Rearrangement Fee	\$ 25.00	per transaction
Late Installment Fee	\$ 35.00	per transaction
Externship Insurance Fee	\$ 10.00	per unit
Health Insurance Plan (estimate).....	\$ 500.00	per year***
Graduation Fee.....	\$ 100.00	per application
Change of Graduation Date or Diploma Replacement.....	\$ 50.00	per transaction
Verification Letters (optional)	\$ 20.00	per letter
Testing Fee.....	\$ 20.00	per semester
MBA Comprehensive Exam Retake Fee	\$ 375.00	per retake
DBA Qualifying Exam Fee	\$ 450.00	per attempt
DBA Dissertation Retake Fee.....	\$ 450.00	per retake
NCCT Testing Fee (optional).....	\$ 100.00	per test
Pre-application Transcripts Evaluation Fee (optional).....	\$ 75.00	per evaluation****
Airport Pickup Fee (optional)	\$ 60.00	per trip
Housing Placement Fee (optional).....	\$ 80.00	per placement
Past Due Balance Interest	0.05%	of the balance per day
Withdrawal Processing Fee	\$ 95.00	

Students are responsible for all bank charges and fees related to their payments.

* *Fee Schedule, including tuition rates, is effective Spring Semester 2010, and the University reserves the right to change it without notice.*

** *Non-refundable after the first day of classes of a semester or an educational term of enrollment.*

*** *Mandatory for international students unless proof of insurance is submitted, can be paid per semester.*

**** *Application fee will be waived if the student later applies to Lincoln University.*

PERSONAL EXPENSES (conservative estimates)

Room and board	\$ 900.00	per month
Transportation.....	\$ 60.00	per month
Textbooks	\$ 200.00	per semester

Note: Estimated expenses do not include miscellaneous personal expenses.

REFUND POLICY

Students who withdraw before 60% of the semester is completed may be eligible to receive refunds for a part of the tuition and some fees. Students have the right to cancel their enrollment agreement and obtain a refund by submitting a Notice of Cancellation Form to the Dean's Office at 401 15th Street, Oakland, California 94612. If already enrolled in classes, students must also obtain a Withdrawal Form, secure the signatures specified on the form, and submit it to the Dean's Office along with the Notice of Cancellation Form. Only when the completed withdrawal form has been returned to the Dean's Office does the withdrawal become official. Students, who simply absent themselves from classes or tell the instructors that they are withdrawing from the University without filing the withdrawal form, may receive the failing grade (F) or other appropriate non-credit grades. The effective date to determine a refund of fees will be based and computed from the last day of attending classes. This determination is based on the instructor's attendance form. A student granted a leave of absence is considered to have withdrawn from the University. If the student drops out without officially withdrawing, the institution will designate the student's withdrawal date at the end of the enrollment period for which the student has been charged, at the end of the current academic year, or at the end of the educational program, whichever is earliest. The institution may accept medical or legal records in lieu of timely withdrawal paperwork in determining an earlier withdrawal date, as established on a case-by-case basis. Refunds to LU scholarships or discount recipients are first applied to repayment of aid disbursed.

Refunds will be made within 30 days of official withdrawal, or 30 days of the date of the last day of attendance as reflected in the instructor's attendance records, or the end of the semester in which the withdrawal occurred, whichever is sooner. The refund distribution will be handled as prescribed by federal and state laws and accrediting body regulations. The refund procedure is uniformly applied to all students regardless of the form of tuition payment. In case of conflicting laws and/or regulations, Federal and/or State regulations will take precedence in that order. A student may receive a refund check only when the refund amount exceeds the balance that he/she owes to the University. The basis for refunds is as follows:

Students who cancel the registration and withdraw from the University on or before the first day of a semester are eligible for the full refund of the semester charges less withdrawal processing fee of \$95.00.

All semester charges – \$95 = Refund Amount

Students who withdraw from the University after the first day of the semester but before completion of 60% of the semester are entitled to a refund on a prorated basis less the withdrawal fee of \$95.

$(\text{Refundable Fees \& Tuition}) \times (\text{Hours Left to be Completed} / \text{Total Semester Hours}) - \$95 = \text{Refund Amount}$

In case of program changes, students' dropped or withdrawn class credits must be compared to added classes' credits to determine if a refund is due. If due, the refund amount would then be determined on a prorated basis.

$(\text{Net Change of Program}) \times (\text{Hours Left to be Completed} / \text{Total Semester Hours}) = \text{Refund Amount}$

If the University cancels or discontinues a course, students will receive a full refund of all tuition and applicable fees for that course. If the University cancels or discontinues a degree or certificate program, students will receive the full refund of all tuition and fees. Refunds will be paid within 30 days from the determination of last day of class attendance or date of cancellation or withdrawal.

UNPAID BALANCE

Students who have an unpaid balance with the University may not register for subsequent semesters, and receive grades, transcripts, or their diplomas. Students whose checks are returned due to insufficient funds or stopped are subject to cancellation of their registration and to the returned check fee per check.

SCHOLARSHIPS AND FINANCIAL AID

The Board of Trustees Scholarship

Entering and continuing students with superior academic records are eligible to apply for a Board of Trustees Scholarship. This scholarship is awarded from funds provided by the University. The Board of Trustees Scholarship is credited to the student's account covering up to two semesters' full-time tuition. Miscellaneous fees for these semesters will be borne by the student. The application procedure involves submission of transcripts, a Board of Trustees Scholarship Application Form, which can be obtained from the Admissions Office, two letters of recommendation, and a brief essay. The awards will be given on the basis of academic excellence and potential to become an outstanding student at Lincoln University. Students must submit a completed application form and all required documentation at least one month before the beginning of a semester. The Lincoln University Scholarship Committee will interview applicants, select winners and announce them before the semester begins.

The Leadbetter Scholarship

Through a generous contribution of Judge Phillip and Mrs. Ruth Leadbetter, a scholarship fund in their name has been established. Judge Leadbetter is a former Professor of Lincoln University. A scholarship of \$500 is awarded to a selected student who is entering the senior year of the Lincoln University undergraduate program. The application procedure is the same as above but must be completed April 1 for the following academic year. The Scholarship Committee will select and announce the winner of the award by the end of the Spring Semester.

Other Scholarships

Lincoln University administration may establish special scholarships from the University funds to selected students based on need. Private scholarships from organizations or individuals given to selected students are accepted and welcome. They are kept on the University account as restricted funds.

STUDENT FEDERAL FINANCIAL AID

Title IV of the Higher Education Act of 1965, as amended in 1998, (Title IV, HEA program) has established general rules that apply to student financial aid recipients and educational institutions administering the financial assistance program (it is not available for international and DBA students).

Lincoln University has approval to participate in the student financial aid programs that include:

Federal Pell Grant; Federal Supplemental Educational Opportunity Grant (FSEOG); Federal Family Education Loan; Federal Direct Student Loan; Federal Perkins Loan; Federal Plus Loan; and Federal Work Study.

Lincoln University financial aid program is geared to assist parents and students who cannot otherwise meet their educational expenses. In determining the eligibility for available financial aid, a financial need is determined by a formula that takes into consideration several factors including:

Student's Family Income; Family Size; Family Assets; and Number of family members enrolled in institutions of higher education, not including parents.

In addition to the key need factors, the availability of funds will also determine the amount of aid that a student can receive in each academic year.

To meet the requirements of Federal Title IV programs and state grants, students must now comply with a set of: (1) Quantitative, (2) Qualitative, and (3) Time Frame academic measurement standards. These are defined by satisfactory academic progress policy (SAP, p.19) for student financial aid recipients.

The Quantitative Measurement requires that all students complete successfully (earn credit hours) at least two-thirds (2/3) of attempted credit hours and meet the standards of satisfactory academic progress described in details in the chart on page 20. The ratio of earned credit hours is calculated by dividing the number of earned semester credit hours by the attempted number of credit hours in the semester.

The Qualitative Measurement requires students to maintain the minimum acceptable level of academic achievement outlined in this catalog on pages 19 - 21.

The Time Frame Measurement (Maximum Credit Hours) limits a student to be eligible to receive

student financial aid for any attempted credit units in his/her program of study so long as it does not exceed 150% of the published length of the academic educational program of study. For example, a student enrolled in a 124-unit degree program may receive financial aid for a maximum of 186 attempted units, and a student enrolled in a 56-units certificate program may receive the aid for a maximum of 86 attempted units.

Financial Aid Probation Period

If a student fails to meet the standards of satisfactory academic progress, he/she may be placed on Financial Aid Probation for a period of no longer than one year while still participating in the federal financial aid program. The probationary period begins the next semester of enrollment. A letter informing the student of the probationary status and the need to meet the standards to maintain financial aid eligibility will be issued.

Financial Aid Termination

If a student fails to meet the standards of satisfactory academic progress at the end of the one-year probationary period or at the beginning of the second academic year, a dismissal letter from the financial aid program will be issued to the student. The termination status will include a letter informing the student of the Reinstatement and Appeal Process.

Academic Reinstatement Policy and Academic Appeal

At the time when the student meets the minimum satisfactory academic progress requirements, the student financial aid eligibility will be automatically reinstated. Each student may appeal in writing the probation or termination status based on mitigating circumstances to the appropriate academic officers in the Dean's and President's Offices, respectively. A review of the circumstances will be conducted by the Chief Academic Officer and a hearing committee will be convened to hear, advise, counsel, and resolve the discrepancies in accordance with the grievance procedure described on page 21.

Application for Federal Student Aid (FAFSA)

All students requesting and qualifying for the financial aid must **file the FAFSA application** by paper or preferably online at the FAFSA website (www.fafsa.ed.gov) and make sure to list Lincoln University (institution number **00697500**) as the appropriate institution. A paper copy of the FAFSA application can be obtained in the Student Financial Aid Office. Eligible students must reapply for the Financial Aid each year. This will entail completing a new FAFSA and a new Lincoln University aid application at a minimum.

Return of Title IV Funds

When a student withdraws from Lincoln University, the Financial Aid Office must calculate the amount of financial aid that is earned by the student prior to withdrawing. If there is any excess aid received it is considered unearned. The unearned financial aid must be returned to the appropriate programs. The calculation of the earned financial aid is done on a daily basis beginning with the first day of class. The earned aid is determined by calculating the number of days attended before withdrawing, divided by the total number of days in the semester, excluding breaks. In accordance with Federal Regulations, a student who does not come (no-show case) in all enrolled classes will be treated as an Unofficial Withdrawal and 50% of their aid will be returned as required by law. Students who received grades of Failure (F), No Credit (NC), No Basis for Grade (Y), Audit (AU), or Incomplete (I) and have completed their coursework therefore have "earned" those grades. Unless they have unofficially withdrawn, the University will not make adjustments to their financial aid.

School Return Portion

Lincoln University is required to return a portion of the unearned aid based upon a percentage of the institutional charges for the term. After the return portion is determined, it is compared to the total amount of all unearned aid. If the school portion is less than the total unearned aid, then the University must return the amount of the school portion. If the calculated school portion exceeds the total unearned aid, then the University must return the amount of the total unearned aid.

ACADEMIC POLICIES AND INFORMATION

DEGREES AND CERTIFICATES OFFERED

Lincoln University offers the following undergraduate degrees:

Associate of Science in Diagnostic Imaging (AS in DI)
Bachelor of Arts in Business Administration (BA in BA)

Students in Bachelor's degree program may choose following optional **18-unit minor** programs:

1) Psychology; 2) Computer Science; 3) English; 4) Humanities; 5) Mathematics

Lincoln University offers the following graduate degrees:

Master of Business Administration (MBA)
Doctor of Business Administration (DBA)

Lincoln University offers certificates in the following fields:

Medical Assisting (MA)
Ultrasound Technician (UT)
Intensive English Program (IEP)

GRADUATION REQUIREMENTS FOR DEGREES AND CERTIFICATES

Undergraduate Degrees:

Completion of a minimum of 71 units for AS in DI or a minimum of 124 units for BA in BA.

Cumulative GPA of 2.0 or higher.

Completion of the required units designated by the major area with a GPA of 2.0 or higher.

Completion of the general education and an Internship (for AS) requirements.

Graduate Degrees:

Completion of a minimum of 36 units of graduate course work for the MBA and 93 units for DBA, including core requirements, specific area of concentration requirements, and MBA thesis or DBA dissertation defense.

Cumulative GPA of 3.0 or higher for MBA and 3.2 or higher for DBA.

Certificates:

Completion of the academic program and completion of a required externship.

In addition to the above, all degree or certificate candidates must be approved for degree or certificate completion by the Dean, and must settle all financial and document obligations. Students may meet the graduation requirements as stated in the catalog under which they enrolled, provided they maintain continuous enrollment and make normal progress toward a degree. The maximum time permitted for a degree completion (**MTDC**) is:

Associate Degree program: four (4) years for the academic part of the program for the full-time (12 units per semester minimum) students.

Bachelor's Degree program: Six (6) years for full-time (12 units per semester minimum) students.

Master's Degree program: three (3) years for full-time (9 units per semester minimum) students.

Doctor's Degree program: seven and a half (7.5) for full-time (9 units per semester minimum) students.

Each certificate program has its specific length of study given in the program's descriptions.

If a student re-enrolls to the University after withdrawal, he/she follows graduation requirements stated in the catalog current for the re-enrollment. Students who change their program according to a subsequent catalog edition must meet all requirements for graduation as stated in that catalog.

To qualify for a student visa, foreign students are required by the United States Department of Homeland Security to maintain full-time student status and to meet their financial obligations during their stay in the United States.

GRADING, EVALUATION, GRADES POINTS, AND GPA

A letter grade is used in evaluating the work for a course. Grade requirements are announced in the syllabus of each course, and grades are earned on the basis of participation, written work, and examinations. In all degrees and certificate programs, the minimum passing grade to receive credit is a D (1.0). For determining students' academic standing and awarding honors, grade points are granted according to the grade points corresponding to a letter grade multiplied by the number semester units of a course. The **grade point average (GPA)** is the total number of points earned for a period of study divided by the total number of units attempted during the period. The grading system is as follows:

Grade	Definition	Number of grade points per course unit
A	Superior	4.0
A-		3.7
B+		3.3
B	Above Average	3.0
B-		2.7
C+		2.3
C	Average	2.0
C-		1.7
D+		1.3
D	Passing	1.0
F	Failure	0

Credit is given for a grade (CR), but these credit units are not included into the GPA calculations. No credit is given for the following grades: no credit (NC), withdrawal (W), incomplete (I), audit (AU), repeated course (R), or no basis for grade (Y) grades.

Grade	Definition
CR	Credit
NC	No Credit
W	Withdrawn
I	Incomplete
AU	Audit
R	Repeated
Y	No Basis for Grade

INCOMPLETE GRADE

The grade "I" (incomplete) is a provisional grade which **denotes that a student's work was of passing quality but incomplete for a valid, documented reason.** Any grade "I", which has not been removed after one semester will become an "NC", unless an alternative non-punitive grade is warranted.

REPEATED COURSES

A student may repeat a course in which a grade was previously earned. When a course is repeated, the last grade and credit units earned replace the previous grade and units in computing the student's GPA. A designation of "Repeat" will be entered for the previous course on the student's permanent academic record.

CHANGE OF GRADE

Final grades are considered permanent and not to be changed, except in a case of clerical error, making up missing student work, or other circumstances as determined by the instructor, subject to the approval of the Dean. A change of grade must be completed no later than one year following the course, and in some cases, extra work and credit units may be required. Change of Grade forms can be obtained from the Admissions and Records Office. Students wishing to appeal a specific grade assigned by an instructor may do so under the student grievance procedure. This procedure is described on page 21.

POLICY OF SATISFACTORY ACADEMIC PROGRESS (SAP)

All students, enrolled for a degree or certificate programs, undergraduate or graduate, part-time or full-time, regular or conditional, must meet minimum standards of academic achievement and successful course completion while enrolled at Lincoln University. The University requires that all courses be successfully completed in a specified time period in order to allow student's graduation from its programs.

Students are assessed at the end of each academic year, in order to determine if adequate progress has been made to complete the desired degree or certificate in the time frame allowed by the University. **Adequate progress (AP)** is defined as the total number of credit units required for graduation in the designated program divided by maximum number of years for the student classification. If cumulative AP indicates that sufficient progress has not occurred (number of total earned credit units is less than AP multiplied by the number of years of study), the student may continue enrollment under academic probation for one semester. If the deficiency is not corrected by the end of the semester, the student will be suspended, dismissed, or placed in an extended enrollment status.

A student's academic performance is evaluated at certain predetermined points in time, based on the percentage of semester credit hours attempted. These evaluation points occur at least once in each academic year, and at the one-quarter point and midpoint of the maximum time periods of education. The periods for completion of parts of programs are expressed in terms of 1.5 times the number of semester credit units required for their completion. For the Associate degree, the maximum number of attempted units permitted is 107; for the Bachelor's degree it is 186 units, for the Master's degree it is 54 units, and for the Doctor's degree it is 140 units. These figures represent the maximum number of credit hours that can be attempted before being disqualified as a degree-seeking student.

If a student fails, at the one-quarter evaluation point, to meet the minimum academic achievement or successful credit completion standards, he/she may continue at Lincoln University as a probationary student. If a student fails to meet the minimum academic achievement or successful credit completion standards at the mid-point evaluation, he/she is not eligible for the university scholarship funds or financial aid, may not be placed on probation, and must be dismissed unless is placed in an extended enrollment status. If approved by the Dean, the student may continue as a conditional student in an extended enrollment status **in order to retake courses in which he/she was previously unsuccessful**. If a student demonstrates, after retaking the courses, that he/she is academically and motivationally prepared to continue in the program, so that the recalculated GPA and successful semester-credit completion rate meets or exceed the minimum requirements, the student may be reinstated as a probationary student until the following evaluation. The Dean must approve the reinstatement. Grades earned as a probationary student previously or during the extended enrollment period as a conditional student may substitute for the previous failures in the calculation of the student's GPA and successful credit completion rate. Prior to the mid-point evaluation, an undergraduate student who falls below the required minimum cumulative GPA for the first time may be allowed to continue his/her enrollment under academic probation for up to two semesters. If the grade point average does not improve during the probationary period, the student will be suspended for one semester, after which he/she may apply for readmission following the normal re-enrollment procedures, or the student may be dismissed. Even if an undergraduate student exceeds the minimum overall standards for academic achievement and successful credit completion described below, he/she must also complete the required units designated by the major area, with a minimum GPA of 2.0 or higher.

Continuing graduate enrollment requires the progressive maintenance of a minimum cumulative GPA starting with 2.7 (MBA) or 3.0 (DBA) and following the chart below. Prior to the mid-point evaluation, should the grade point average fall below 2.9 (MBA) or 3.1 (DBA), the student will be placed on academic probation for one semester. Failure to attain a grade point average of 3.0 (MBA) or 3.2 (DBA) at the end of that semester will result in suspension for one semester, after which the student may apply for readmission according to the normal re-enrollment procedures, or the student may be dismissed.

Probationary students are remaining eligible for federal financial aid.

Credits accepted on transfers are recorded, but quality points from other institutions are not included in the GPA and SAP calculations. **The maximum time for a degree completion (MTDC)** is influenced by the transferred credit units, calculated during registration, and is determined by the formulas:

for AS degree: MTDC (in years, excluding externship) = 4 – (the number of transferred credit units)/24,

for BA degree: MTDC (in years) = 6 – (the number of transferred credit units)/24,

for MBA degree: MTDC (in years) = 3 – (the number of transferred credit units)/18,

for DBA degree: MTDC (in years) = 7.5 – (the number of transferred credit units)/18.

Transferred credit units also influence SAP by redefining the required minimum credit units earned (course completion percentage) at each point of evaluation: transfer credit units should be added to the second from right colon (minimum credit units must be earned) in the chart below.

Students who seek to earn an additional degree and wish to use part of credit units received earlier are treated in the same way as students transferring credit units from other schools.

The following chart specifies the criteria for achieving satisfactory academic progress for full-time students (no transfers) in the University degree programs based on the allowable maximum number of semester credit hours attempted (part-time students are evaluated proportionally to the taken part of a program; students who changed their program will be evaluated on all courses taken):

Program	Maximum Units Attempted*	Evaluation Point	Minimum Credit Units Earned	Minimum Cumulative GPA
Bachelor's Degree	48	End of 1st Academic Year	21	2.0
	72	25% of MTDC	30	2.0
	96	End of 2nd Academic Year	42	2.0
	144	50% of MTDC**	63	2.0
	186	End of 4th Academic Year	84	2.0
	186	End of 5th Academic Year	105	2.0
	186	100% of MTDC (6 years)	124	2.0
Master's Degree	18	25% of MTDC**	6	2.7
	36	End of 1st Academic Year	12	2.8
	54	50% of MTDC**	18	2.9
	54	End of 2nd Academic Year	24	3.0
	54	100% of MTDC (3 years)	36	3.0
Doctor's Degree	36	End of 1st Academic Year	12	3.0
	72	25% of MTDC	24	3.0
	108	End of 3d Academic Year	36	3.1
	140	50% of MTDC	48	3.1
	140	End of 5th Academic Year	60	3.2
	140	End of 6th Academic Year	74, qualifying exam passed	3.2
	140	End of 7th Academic Year	86	3.2
	140	100% of MTDC (7.5 years)	93	3.2
Associate Degree	48	25% of MTDC	18	2.0
	96	50% of MTDC	36	2.0
	107	End of 3d Academic Year	54	2.0
	107	100% of MTDC (4 years)	71	2.0

* Semester units attempted means courses' units for which the students have incurred a financial obligation or for which any university scholarship funds have been disbursed.

The impact of non-punitive grades on satisfactory progress is as follows: credits are given for the non-punitive Credit (CR) grade and is included in the calculation of a student's maximum program length and credit limits, but excluded from the grade point average. No credit is given for the following grades: no

credit (NC), withdrawal (W), incomplete (I), or no basis for grade (Y) , which are included in the calculation of a student's maximum program length and credit limits, but excluded from calculations of the grade point average. No credit is also given for the audit grade (AU), which is excluded from the calculations of a student's maximum program length and grade point average. When a course is repeated (R), the last grade and credit units earned replace the previous grade and credit units. Duplicate credit units are not given for two or more passing efforts. Only the last grade and credit are included in the calculation of a student's GPA, but all courses are included in maximum program length and credit limits. The "F" grade (failure) is included in the calculation of the student's GPA, maximum program length, and credit limits.

Satisfactory attendance history is required for continued enrollment. Unsatisfactory attendance may result in dismissal from classes during the currently enrolled semester.

The Dean of the University may grant a leave of absence or temporarily waive the standards of satisfactory academic progress for circumstances of poor health, family crisis, or other significant occurrences outside the control of the student. These circumstances must be documented, and it must be demonstrated by the student that these circumstances had an adverse impact on the student's satisfactory progress in the academic program. Time for an approved leave of absence will not be included in the calculation of a student's maximum program length.

PROCEDURES TO APPEAL A DETERMINATION OF NOT MAKING SATISFACTORY PROGRESS / GRIEVANCE PROCEDURE

Should a student disagree with the application of the University policy of Satisfactory Academic Progress, he/she must first discuss the problem with the appropriate instructor/advisor. If still unsatisfied, the student may then appeal to the Department Chair. If the problem is not resolved to the student's satisfaction at the departmental level, the student may file a complaint with the Chief Academic Officer or Dean of the University. The complaint should be filed immediately after a determination has been rendered by the Departmental Chair, and no later than ten days following the date of the Department Chair's decision. If the student is not satisfied with the Dean's decision, further appeal to the President is available, but must be done in a timely manner so as to avoid delays in properly registering for coursework to maintain satisfactory progress. All appeals must be in writing, and must contain a detailed description of any mitigating or special circumstances, and should be accompanied by documented proof.

The President will appoint a Committee consisting of three members from the faculty/staff. The President may, at his/her discretion, also elect to appoint a student member of the Committee. The President shall make every effort to ensure that a fair, impartial and representative Committee hears the matter. The President shall give the respondent notification in writing that a grievance has been filed, as well as a copy of the grievance. The President shall provide a copy of the response to the complainant.

The following standards for the investigation will be observed:

1. In conducting the investigation, the Committee shall receive and review the grievance, the response, and other pertinent statements or documents in confidence.
2. The complainant and respondent shall be given the opportunity to respond to one another's statements, and to present witnesses or concerned parties in conformity to the evidence presented.
3. When, in the judgment of the Committee, the positions of the complainant and respondent have been equitably heard, the Committee shall submit a written report to the President. The President will make the decision regarding any action taken. An appeal can be filed with the Board of Trustees through the office of the President.

Current or former students of Lincoln University and who believe that the University, or anyone representing the University, has acted unlawfully, have the right to file a complaint with the California Bureau for Private Postsecondary and Vocational Education, at 1625 North Market Blvd, #S-202, Sacramento, CA 95834-6200, tel. (916) 574-7720; or may address grievances to the Accrediting Council for Independent Colleges and Schools, at 750 First Street NE, Suite 980, Washington, D.C. 20002-4241, tel. (202) 336-6780.

ATTENDANCE

Because Lincoln University's program is based upon the active participation of all class members, regular attendance in classes is essential. Each student is expected to be present for scheduled class periods, to be punctual, and to remain in class for the entire scheduled period. Excessive absence or tardiness may result in loss of credit, lowering of grade, or dismissal from the university. Absences covering such emergencies as serious illness or similar may be excused by the Dean without loss of credit for a period of up to three weeks, provided the absence is properly documented. If no excuse is

received by the Records Office, the student will be considered as having no excuse, and appropriate action will be taken. The University is required by the United States Department of Homeland Security to report all foreign students who are dropped for excessive absences.

Administrative policies on ABSENCES FROM CLASSES are as follows:

A student receives a **WARNING NOTICE** after missing **12%** of all classes registered in a semester.

A student is placed on **PROBATION** after missing **18%** of all classes registered in a semester.

A student may be **DISMISSED** after missing **30%** of all classes registered in a semester.

CREDIT BY EXAMINATION

Lincoln University accepts credit by examination through the College Level Examination Program (CLEP). Both the Subject Examinations and the General Examinations of CLEP are acceptable. Information concerning these tests is available through the Dean's Office. With the permission of the Dean or a program Director, a student can challenge a course requesting examination by a faculty member teaching the course. The student must register for the course and pay for the credits received by such examination.

AUDITOR STATUS (NON-DEGREE, NON-CERTIFICATE STUDENTS)

Individuals registering for courses without applying for a degree or a certificate are considered auditors. Normally, a student is required to declare his/her intention to enroll on an auditor basis at the time of registration for the course. A student may change registration from auditor to regular status or conversely change from regular to auditor status. He/she must make this declaration in writing on the Change of Program form within **the first six weeks** of the semester. At the special request of the instructor, a change from regular to auditor status can be made any time until mid-term.

SPECIAL STUDIES

With the consent of the Director of Special Studies (DSS), and the instructor who will conduct the course, a student may enroll in a class delivered as a special study. Teaching model of special studies is different from face-to-face education and is chosen by the instructor. Undergraduates normally are not permitted to take more than four courses of special studies, and graduate students normally are not permitted of more two (MBA) and four (DBA) special studies courses, in their total programs. Students are normally permitted to take **at most one special study class per term**.

The overall program credit limitations may be exceeded only for substantive reasons, such as schedule conflicts between two courses: offered and required; especially if the student is graduating in that semester, or if there is a conflict between class schedule and work schedule or travel for work purposes, or medical reasons to be documented in the form of waivers by the DSS or Dean.

COURSE SUBSTITUTIONS AND WAIVERS OF REQUIREMENTS

Course substitutions may be allowed only if the regular course is not available. Substitutions are not normally made for core subjects for a given major. Waivers for requirements could be made only if a student has completed the equivalent of the required course or a more advanced course in that subject.

In petitioning for a substitution or waiver, the student must apply through the Dean's Office.

LEAVE OF ABSENCE

Any regular student who finds it necessary to withdraw or delay his/her education for one or more semesters must submit a written request for a leave of absence to the Dean.

EXCESSIVE COURSE LOAD

Students in undergraduate and certificate programs who wish to register for more than 24 units and graduate students who wish to register for more than 18 units in one semester must secure the approval of the Dean or programs' Directors.

COURSE CANCELLATION

The University reserves the right to cancel a course with an enrollment of fewer than ten students.

INDIVIDUAL RESPONSIBILITY

Lincoln University, as an educational community, relies upon the individual responsibility and cooperative spirit of its members. The school assumes that its students will exhibit the standards of mature, responsible individuals. Any form of dishonesty, irresponsible behavior, or violation of the law will result in punitive action. The types of action include: **probation**, **suspension** (exclusion from the University for an indefinite period) and **dismissal** (final and permanent exclusion from the University).

CURRICULUM

The educational programs at Lincoln University are based on a staged development of knowledge progressing from basic lower division courses, through more advanced and degree-specific upper division courses. The Courses' numerical designation guides the students in planning a progression of study.

Courses with a designation of **fewer than 100** are lower division courses. Many are General Education courses that provide a background in the liberal arts and expose students to the fundamental aspects of human culture. They also help students to develop analytical and communication skills for advanced work. Other lower division courses provide the foundation for work in the major fields of study.

Courses numbered **100-200** are upper division courses, aimed for pursuing basic major studies. There are also upper division General Education courses for students wishing to pursue a minor study.

Courses numbered **200-300** are for advanced undergraduates students. Admittance into these courses normally requires the completion of less specialized courses in the same field of study, found in the lower numbered sequences.

Courses in the **300 series** are for graduate students on the master and core doctoral levels. A senior may be allowed to enroll in a graduate course with permission from the Dean and the instructor.

Courses in the **400 series** are concentration courses for DBA students.

Courses in the **500 series** are research seminars and dissertation-related DBA courses.

ACADEMIC ADVISING

Academic advising is provided throughout the whole academic cycle, and specifically during the registration process. The Dean is available to counsel students concerning special problems.

OBTAINING TRANSCRIPTS

Students and graduates wishing to obtain transcripts of their academic record should submit a written application to the Registrar. **No transcripts are issued until all financial obligations to the University have been fulfilled.** Regular service takes five business days and is mailed via regular USPS mail. A fee of \$15.00 is charged for two official transcripts (bearing the seal of the University and the Registrar's signature). The price for additional transcripts is \$6.00 per copy. Express service (one working day) is available for \$25.00 per copy (*request must be submitted by 3:00 pm*). Students wishing to expedite delivery should pay for the additional shipping charges (the prices may vary) to use express courier services, such as UPS, FedEx, DHL, etc.

DEAN'S LIST

Full-time students in all programs, who have maintained a GPA of 3.7 (A-) or higher for a semester, will be placed on the Dean's List for that semester.

GRADUATION PETITION

During the student's final semester, the student who expects to graduate should file a **Petition for Graduation** and fill out all required forms. The petition is due 60 days before the last day of classes and should be evaluated and approved by the Dean.

SPECIAL RECOGNITION AT GRADUATION

Graduation honors are open to all undergraduate students with a minimum of 40 graded units earned at Lincoln University. All Lincoln University grades are considered in calculating the cumulative GPA for honors. Bachelor's and Associate degree candidates receive the following special recognition awards: "President's Award" for a GPA of 3.7 or 3.8, or "University Award" for a GPA of 3.9 or 4.0.

Graduate students who complete a program with a GPA of 3.8 or 3.9 will receive "President's Award" at graduation. Students with a GPA of 4.0 will receive "University Award." Only the grades for graduate courses taken will be considered in calculating the GPA for Special Recognition.

STUDENT SERVICES

The Office of Student Services is dedicated to helping students grow and develop intellectually, physically, culturally and socially by structuring the campus environment in ways that will give each student the opportunity and potential for such personal growth. The Student Services Office provides information on housing, career counseling, job placement and part-time employment that will help each student make the most of the programs and assistance available from the University. References for professional counseling are provided for students experiencing personal difficulties. Academic counseling is available in cooperation with the Dean.

CAREER SERVICES AND INTERNSHIPS

While Lincoln University makes no explicit or implied guarantee of job placement for graduates, it does provide career guidance. In each semester, the Director of Student Services conducts workshops on job search skills, including resume-writing and interviewing techniques.

By arriving at an early decision regarding career directions, students are able to make the most of their academic programs. Students get individual help in career exploration, advice and critique on resumes, and help in determining job objective. Students also have an opportunity to practice and polish up their interview skills utilizing immediate video feedback on presentation.

Both full-time and part-time job opportunities are posted on our bulletin boards at the University. A limited number of students are able to take advantage of these job opportunities. The United States Department of Homeland Security (DHS) restricts work opportunities for international students. Full-time international students desiring work must comply with stringent DHS regulations. Students may receive consulting about the regulations from a designated school official or from the Director of Records.

International students must submit Form I-538 and/or I-765 to the Records Office to obtain work authorizations prior to accepting any off-campus employment.

Students must also meet with the Director of Student Services prior to beginning credit-bearing internships involving off-campus employment.

PERSONAL COUNSELING

On occasion, some students feel the stress of personal problems. Such stress can interfere with academic success. Student Services Office provides confidential, personalized help in referral assistance to professional counselors for students experiencing emotional difficulties.

COUNSELING FOR ACADEMIC PROBLEMS

Academic counseling, including program planning and selection of courses leading to graduation, is handled by assigned faculty advisors and the Dean. In cooperation with the Dean and faculty advisors, Student Services Office provides counseling for students in academic difficulty. Students with excessive absences, low grades at midterm examinations or at the end of semester, and students indicating an intention to withdraw from the University are strongly advised to seek counseling. Every effort is made to assist students in identifying and resolving areas of difficulty.

HOUSING

Lincoln University does not provide housing for its students. Many students share apartments with other students or live with their relatives or family friends. Rent for a shared apartment ranges from about \$400 to \$700 per person and per month, and for single housing from about \$600 to \$1,000 per month. Housing for a student with a spouse and children may cost more than \$1,000 per month.

Student Services Office advises and helps students to find an appropriate housing and move there. The Director of Student Services posts notices of current rentals and refers students to various sources of temporary housing until students find suitable accommodations. Students find housing by checking listings posted on bulletin boards at the University or by utilizing special websites and rental agencies.

STUDENT HEALTH INSURANCE

All international students who enter the University must carry student health insurance. A fee of about \$500 (price in 2009) may cover the cost of insurance for one full academic year. Students receive a

brochure at registration concerning the extent of the plan's coverage. Students in need of medical attention can consult with Student Services Office for referral to an appropriate medical facility. It should be noted that the student health insurance does not cover dental and optical work. Students are advised to have any necessary dental work and glasses or lenses taken care of by their own dentists and optometrists. Students who are covered by other appropriate health insurance plans valid in the Bay Area, and who can supply appropriate documentation as a proof of the insurance, may be exempted from the student health insurance purchase requirement.

STUDENT GOVERNMENT

The Lincoln University Student Association (LUSA) provides a forum for the free exchange of ideas that is essential to the vitality of the academic environment to which students are exposed. This continued freedom of expression is not only vital to any democratic society, but also serves as a directive force in many University programs. The Lincoln University Student Association is composed of representatives of the various ethnic organizations on campus, as well as at-large members and officers elected by the student body every Fall Semester.

The Lincoln University Student Association represents the students in matters of self-government and problems of mutual interest to the student body and the University. Its purpose is to initiate student activities and to help promote the student's welfare on the campus. The Student Association consists of a group of officers (President, Vice President, Secretary and Treasurer) and a representative body (The Student Senate) who are elected every Fall Semester.

The Association, in cooperation with other organizations on campus, strives to develop and present varied activities that will meet the social, cultural and academic needs of the student. Whether held on or off campus or involving a large or small segment of the student body, they reflect the personal orientation of the University.

STUDENT ACTIVITIES AND TOURS

The Lincoln University Student Association and other organizations on campus are constantly striving to develop and present varied activities which will meet the student's social, cultural and academic needs. Lectures by recognized authorities are held at various times throughout the academic year and are sponsored by the student government. Student parties are given at selected times, especially during holiday periods and at the end of the terms. These activities also help highlight the attention of the University on its students' individuality.

Various on-campus organizations and academic departments conduct student tours for co-curricular enhancement. Tours include excursions to cultural, social, and educational institutions in the San Francisco Bay Area.

UNDERGRADUATE STUDIES

UNDERGRADUATE DEGREES

Undergraduate students at Lincoln University may pursue the following degrees: Associate of Science in Diagnostic Imaging (AS in DI) and Bachelor of Arts in Business Administration (BA in BA).

ESSENTIAL COURSE REQUIREMENTS

Candidates for the degrees must complete the following number of semester units:

► **71 units for AS in DI; ► 124 units for BA in BA.**

To graduate, all students must have a Grade Point Average (GPA) of 2.0 (C) or better by the end of the program and complete the following number of General Education units: 24 units for AS in DI and 45 units for BA in BA degree. The AS in DI degree also requires 9 units of DI core courses, 32 units of a concentration, and 6 externship credits. The BA in BA degree requires 44 units of General Business Administration courses, 21 units of concentration courses, and 14 units of elective courses. BA program may include an optional minor of 18 units. Details are described on pages 30-32.

The BA degree program is based upon four years of full-time study, while the AS degree is based upon two and a half years of full-time study. Upon approval of the administration, appropriate units earned at other institutions of higher education may be transferred and used toward obtaining an undergraduate degree at Lincoln University, and may shorten the time until graduation.

For all other requirements, see **Academic Policies** (pages 17-23).

GENERAL EDUCATION COURSES

The General Education (GE) courses are an essential part of higher education. They provide a broad foundation of general knowledge for the more specialized upper division courses and prepare students for contemporary life and communication. These courses may be required or elective (depending on the degree program). The required courses offer fundamentals of a higher education and develop skills and prerequisites for advanced studies.

The following subjects represent main fields of general education:

Critical Thinking, English Composition and Communications,

Humanities (including American and English literature and foreign languages),

Mathematics, Statistics, and Computer Sciences,

Natural, Political, and Social Sciences (including biology, physics, economics, and history),

Psychology and Introductions to **Business** and **Law**.

The following 5 courses are considered to be **Basic Subjects** and are required for all programs:

MATH 10 – College Mathematics (3 units)

ENG 75 – Critical Thinking (3 units)

CS 10 – Introduction to Computer Science (3 units)

PHYCH 10 – Fundamentals of Psychology (3 units)

SCI 10 – Physical Science (3 units)

Other General Education course requirements are described within specific programs.

BUSINESS ADMINISTRATION AND ECONOMICS PROGRAM

The Business Administration and Economics Program provides an integrated interdisciplinary education. Students receive a solid foundation in the principal functional areas of a modern commercial enterprise, as well as concentrated advanced preparation in an area of their choice. Thus, the graduate is well prepared for the challenges and responsibilities of today's business world. Of particular benefit to students and their future employers is the strong international focus of the program. This comes not only from the world-conscious course offerings, but from interaction with fellow students. Students in the business program come from over 40 different countries, representing most regions of the world.

The Bachelor of Arts in Business Administration Program consists of 45 units of General Education and three major parts: general business administration courses, courses from an area of concentration, and elective courses. All business students are required to complete the 44-unit general

business administration (GBA) requirements. This program enables students to gain a comprehensive business background in the principal areas of business operations.

Following the GBA requirements, students select a **concentration area** for advanced study. Currently the following concentration areas are available:

1. **International Business**
2. **Economics**
3. **Management**
4. **Small Business Enterprise**
5. **Management Information Systems**

Each concentration requires 21 units of advanced study chosen from a select list of courses designed to prepare students for a career in that particular field. Students may develop an individualized concentration using existing courses with the approval of the Dean. The program is concluded with the course of Business Policies (BA 290) which is usually taken in the student's final semester. At least 14 units of elective courses must be chosen from the university catalog. Knowledge gained in the program is combined to provide a crucial overall understanding of business operations.

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION DEGREE PROGRAM COURSE REQUIREMENTS

I. General Education (GE)

1. Natural Sciences	6
2. Social Sciences	12
3. Humanities	9
4. English	9
5. Mathematics	6
6. Computer Science	3
Total Required for General Education	45 Units

II. General Business Administration (GBA)

BA 10	Introduction to Business	3
BA 42	Financial Accounting	4
BA 43	Managerial Accounting	4
BA 45	Statistics	3
ECON 20A	Principles of Economics I	3
ECON 20B	Principles of Economics II	3
BA 109	Business Ethics	3
BA 110	Management Principles	3
BA 130	Introduction to International Business	3
BA 140	Fundamentals of Finance	3
BA 146	Applications Software	3
BA 150	Marketing	3
BA 215	Production Management	3

Upon completion of GBA and 3 concentration courses each student must take:

BA 290	Business Policies	3
Total Required for General Business Administration	44 Units	

III. Areas of Concentration

A. International Business. Choose 12 units (4 courses) from:

BA 134	Principles of Import and Export Management	3
BA 225	World Resources	3
BA 230	Studies in International Business	3
BA 231	Cultural Dimensions of Management	3
BA 289	Global Business Strategy	3
ECON 220	International Economics	3
Three additional courses from any of the concentration subjects		9
Total Required for International Business Concentration	21 Units	

B. Economics. Choose 12 units (4 courses) from:

ECON	123	Contemporary Economic Problems	3
ECON	140	Money and Banking	3
ECON	220	International Economics	3
ECON	235	California and the West	3
BA	243	Money Management	3
ECON	299	Special Topics in Economics	3
Three additional courses from any of the concentration subjects			9
Total Required for Economics Concentration			21 Units

C. Management. Choose 18 units (6 courses) from:

BA	115	Small Business Management	3
BA	135	Legal Foundations of Business	3
BA	217	Personnel Management	3
BA	223	Organizational Development	3
BA	231	Cultural Dimensions of Management	3
BA	241	Quantitative Analysis	3
BA	250	Human Relations in Business	3
BA	251	Business and Society	3
BA	275	Industrial and Organizational Behavior	3
One additional course from any of the concentration subjects			3
Total Required for Management Concentration.....			21 Units

D. Small Business Enterprise. Choose 18 units (6 courses) from:

BA	115	Small Business Management	3
BA	145	Real Estate Practices	3
BA	156	Advertising	3
BA	180	Principles of Hotel Administration	3
BA	236	People Problems in Small Business	3
BA	255	Entrepreneurial Management	3
BA	256	Sales Management	3
BA	257	Consumer Behavior	3
BA	280	Advanced Accounting	3
One additional course from any of the concentration subjects			3
Total Required for Small Business Enterprise Concentration			21 Units

E. Management Information Systems. Choose 15 units (5 courses) from:

CS	70	The Internet	3
CS	137	Database	3
CS	225	Hardware/Software Topics	3
BA	260	Information Systems Concept	3
BA	262	Systems Analysis & Design	3
BA	269	Computer Models in Management	3
Two additional courses from any of the concentration subjects			6
Total Required for Management Information Systems Concentration			21 Units

IV. Electives
Total Electives 14 Units

Total Required for Bachelor of Arts in Business Administration Degree..... 124 Units

Students should complete the graduation course chart below to receive the Lincoln University Bachelor of Arts in Business Administration Degree (a maximum of 93 credit units can be transferred from other institutions of higher education)

GENERAL EDUCATION (45 units)

Basic Subjects (15 units)

Sciences, English, and Humanities (30 units)

MATH 10	HIST 10	HIST 15A, or 15B, or 110
SCI 10	HUM 10	HUM --
PSYCH 10	POL SCI 10	ECON 10 or ECON 299
ENG 75	ENG 82A	ENG 82B, or 77, or 90's
CS 10	MATH --	ENG 86A, or 86B, or 189

BUSINESS ADMINISTRATION CORE, CONCENTRATION, AND ELECTIVE COURSES (79 units)

Core Courses (44 units)

Concentration (21 units)

Electives (14 units)

BA 10	BA 110		
BA 42	BA 130		
BA 43	BA 140		
BA 45	BA 146		
ECON 20A	BA 150		
ECON 20B	BA 215		
BA 109	BA 290		

SUGGESTED COURSE SEQUENCING FOR BACHELOR OF ARTS IN BUSINESS ADMINISTRATION DEGREE PROGRAM*

YEAR ONE

Fall

BA	10	Introduction to Business	3
CS	10	Introduction to Computer Science	3
MATH	10	College Mathematics	3
--	--	General Education Courses	6
Fall Total			15 Units

Spring

BA	42	Financial Accounting	4
ECON	20A	Principles of Economics I	3
--	--	General Education Courses	6
Spring Total			13 Units

Summer

--	--	General Education Courses	6
Summer Total			6 Units

First Year Total **35 Units**

YEAR TWO

Fall

BA	43	Managerial Accounting	4
ECON	20B	Principles of Economics II	3
--	--	General Education/ Elective Courses	6
Fall Total			13 Units

Spring			
BA	45	Statistics	3
BA	109	Business Ethics	3
BA	130	Introduction to International Business	3
--	--	General Education/ Elective Courses	6
Spring Total			15 Units
Summer			
--	--	General Education/ Elective Courses	6
Summer Total			6 Units
Second Year Total			33 Units

YEAR THREE

Fall			
BA	110	Management Principles	3
BA	140	Fundamentals of Finance	3
BA	150	Marketing	3
--	--	General Education/ Elective Course	3
Fall Total			12 Units
Spring			
BA	146	Applications Software	3
BA	--	Concentration Courses	6
--	--	General Education/ Elective Course	3
Spring Total			12 Units
Summer			
BA	--	Concentration Courses	6
Summer Total			6 Units
Third Year Total			30 Units

YEAR FOUR

Fall			
BA	215	Production Management	3
BA	--	Concentration Courses	9
Fall Total			12 Units
Spring			
BA	290	Business Policies	3
--	--	Elective Courses	11
Spring Total			14 Units
Fourth Year Total			26 Units
Total Required for the Bachelor of Arts in Business Administration Degree			124 Units

* Variations of the sequence are permitted and common

MINOR OPTIONS

Students in Bachelor of Arts in Business Administration degree program may choose a minor area of emphasis in addition to their major. Established minors are available in Business and Psychology, Computer Science, English, Humanities, and Mathematics. Students may also develop an individual minor area using existing courses with the approval of the academic advisor and the Dean. A maximum of 9 credit units can be transferred to a Lincoln University minor program.

HUMANITIES MINOR (18 UNITS)

The purpose of this minor area is to enrich the student's education. The minor in Humanities is designed for students seeking to develop their intellectual capabilities and broaden their social and cultural horizons. The program aims to develop a sense of the common values encapsulated in the minor field and seeks to acquaint the student with these basic values which are intellectual, aesthetic, social and cultural in nature.

The Humanities program at Lincoln University includes an investigation of philosophy, the arts, literature and other areas which explore culture and its place within society. These courses are designed to increase the student's awareness of the intellectual achievements that are integral aspects of human society. A student must complete courses from the following list with a total of at least 18 credit units.

HUM	10	Introduction to Humanities	3
HUM	16	Art of the Film	3
HUM	25	Chinese	4
HUM	27/28	Spanish I/II	3/3
HUM	110	Survey of World Art	3
HUM	155	The Natural and Cultural Environment of the S.F. Bay Area	3
HUM	156	The City's Resources as a Classroom	3
HUM	159	Multicultural Heritage	3
HUM	290	Research Project in Humanities	3
Total Required for Humanities Minor			18 Units

ENGLISH MINOR (18 UNITS) AND ENGLISH STUDIES

The English Studies Courses at Lincoln University were designed specifically for the diverse linguistic and cultural backgrounds of its students. The courses in language, literature, and communication studies are offered within two types of program selections:

General Education English courses in language and communication studies and

Core English courses in language, literature, and communication studies for an **English Minor**;

The **English Minor** is used to complement the student's major field of studies. It offers students an opportunity to achieve improved conceptual skills, critical insight, and interpretive and communicative proficiency. The goal of the English Minor is to broaden the student's understanding through further study of language, literature, and communication systems, including modern modes of information processing; it also helps the student to explore the relationship between language use and informative and effective communication. Students selecting the English Minor will have to complete the following six courses (18 units) from the three areas of language, literature, and communication:

Language Studies

ENG	179	Core Topics in Language Studies	3
ENG	279	Advanced Topics in Language Studies	3

Literature Studies

ENG	189	Core Topics in Literature Studies	3
ENG	289	Advanced Topics in Literature Studies	3

Communication Studies

ENG	169	Core Topics in Communication Studies	3
ENG	269	Advanced Topics in Communication Studies	3

Total Required for English Minor 18 Units

COMPUTER SCIENCE MINOR (18 UNITS)

A minor in **Computer Science** includes 18 units of prescribed work in the following areas: computer science core areas and advanced computer topics. Specific requirements in each area are detailed below:

Computer Science Core Area - Part I (all of the following):

CS	50	Introduction to Programming	3
CS	90	Studies in Programming Languages	3
CS	140	Data Structures	3
CS	137	Database	3

Advanced Computer Topics - Part 2 (6 units from the following):

CS	175	Topics in Artificial Intelligence	3
CS	220	Software Engineering	3
CS	225	Hardware/Software Topics	3

BA	260	Information Systems Concept	3
BA	262	Systems Analysis and Design	3
Total Required for the Computer Science Minor			18 Units

MATHEMATICS MINOR (18 UNITS)

A minor in Mathematics increases students' ability to solve real-life problems in the students' major; it helps students get a better job, gives them an introduction to several branches of modern mathematics, and opens an opportunity to get a teaching position in a school or a two-year college. A student's major may require some advanced mathematics or computer science courses, and just a few additional courses can lead to the Mathematics Minor. Required courses are:

MATH	15	Finite Mathematics	3
MATH	21	Calculus I	3
MATH	22	Calculus II	3
MATH	40	Linear Algebra	3
and 6 units for two classes from the following:			
CS	50	Introduction to Programming	3
CS	115	Discrete Mathematics	3
CS	135	Linear Programming	3
CS	140	Data Structures	3
BA	241	Quantitative Analysis	3
Total Required for the Mathematics Minor			18 Units

BUSINESS AND PSYCHOLOGY MINOR (18 UNITS)

A minor in Business and Psychology provides students with the opportunity to explore the field of Business Administration from the perspective of psychology. Particular emphasis is given to the various applications of psychological insights to business, especially in the area of human relations. Such issues as personal interactions in leadership, job motivation, job performance, etc. are considered, as well as group dynamics. The knowledge acquired from this area of study will provide invaluable understanding of specific aspects of business, including marketing, advertising and management. The minor seeks to integrate the concepts of social psychology, personnel psychology and related areas to business studies. A student should complete at least 6 courses from the following:

PSYCH	170	Psychology of Human Relations	3
PSYCH	175	Psychology of Personality	3
PSYCH	180	Social Psychology	3
PSYCH	220	Personnel Psychology	3
BA	223	Organizational Development	3
BA	236	People Problems in Small Business	3
BA	250	Human Relations in Business	3
BA	257	Consumer Behavior	3
BA	275	Industrial and Organizational Behavior	3
Total Required for Business and Psychology Minor			18 Units

DIAGNOSTIC IMAGING PROGRAM

The Lincoln University program in Diagnostic Imaging with concentrations in Diagnostic Sonography and Echocardiography is dedicated to provide high-quality education and training that leads to entry-level employment as a competent, ethical health care professional, and results in an Associate of Science Degree. The program emphasizes the necessity of professional development and life-long learning. The program provides academic activities and externships that enable graduates to develop a knowledge base for the use of diagnostic ultrasound imaging and echocardiography equipment for testing of the human body. It also provides students with the knowledge of clinical skills, problem-solving abilities and interpersonal skills.

Diagnostic Medical Sonography and Echocardiography technology are rapidly expanding health care fields where the needs for professionals continue. Graduates have opportunities for employment in: hospitals, clinics, physicians' private offices, mobile services, and also in research, management, marketing, and administration of sales and product development for equipment manufacturers.

Associate of Science in Diagnostic Imaging Degree at Lincoln University consists of 24 units of General Education, 9 units of Core Courses, and 32 units of a concentration, and 6 units of externship supervised by a certified advisor.

COURSE REQUIREMENTS FOR ASSOCIATE OF SCIENCE IN DIAGNOSTIC IMAGING DEGREE PROGRAM

I. General Education

1. Natural Sciences	6
2. Psychology	3
3. English	3
4. Mathematics	3
5. Computer Science	3
6. Electives	6

Total Required for General Education 24 Units

The Diagnostic Imaging major program includes core courses, courses from one of the two concentrations, and externships. The specific requirements are detailed in the following:

II. Core Courses in Diagnostic Imaging

DI 10	Physical Principles of Ultrasound	3
DI 20	Medical Terminology	3
DI 30	Anatomy and Physiology	3

Total Required for Core Courses 9 Units

III. Major Courses in Diagnostic Imaging: at least one of the following concentrations

A. Diagnostic Sonography

DI 110	Ultrasound Principles and Protocols	4
DI 130	OB/GYN Ultrasound	4
DI 140	OB/GYN Scanning (Lab)	4
DI 150	Abdomen and Small Parts I	4
DI 155	Doppler Vascular Imaging	4
DI 160	Abdomen and Small Parts II	4
DI 165	Vascular Scanning (Lab)	4
DI 170	Abdomen and Small Parts Scanning (Lab)	4

Total for Diagnostic Sonography Concentration..... 32 Units

B. Echocardiography (ECG)

DI 115	Introduction to Echocardiography	4
DI 125	ECG and Arrhythmias Interpretation	4
DI 135	Echo Imaging	4
DI 145	Echo Scanning (Lab)	4
DI 155	Doppler Vascular Imaging	4
DI 165	Vascular Scanning (Lab)	4
DI 175	Advanced Echo Imaging	4
DI 185	Advanced Echo Imaging (Lab)	4

Total for ECG Concentration..... 32 Units

IV. Externships

DI 280A	Practicum/Externship I	3
DI 280B	Practicum/Externship II	3

Total for the Practicum/Externships 6 Units

Total for the Associate of Science in Diagnostic Imaging Degree 71 Units

Students should complete the graduation course chart below to receive the Lincoln University Associate of Science in Diagnostic Imaging Degree (a maximum of 30 educational and 6 externship credit units can be transferred from other institutions of higher education or obtained from work experience).

GENERAL EDUCATION (24 units)

Basic Subjects and Required Courses (18 units)

Electives (2 courses or 6 units from the following)

MATH 10		SCI 10		BA 45		ENG 82A	
ENG 75		PSYCH 10		BA 146		ENG 82B or 90s	
CS 10		SCI 31		HIST --		HUM --	

CORE COURSES (9 units)

DI 10		DI 20		DI 30			
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CONCENTRATIONS AND EXTERNSHIPS

(32 units for each of at least one concentration and 6 units of externships)

Diagnostic Sonography

DI 110		DI 150		DI 165		DI 280A	
DI 130		DI 155		DI 170		DI 280B	
DI 140		DI 160					

Echocardiography

DI 115		DI 145		DI 175		DI 280A	
DI 125		DI 155		DI 185		DI 280B	
DI 135		DI 165					

SUGGESTED COURSE SEQUENCING FOR ASSOCIATE OF SCIENCE IN DIAGNOSTIC IMAGING DEGREE PROGRAM*

YEAR ONE

Fall

MATH	10	College Mathematics	3
ENG	75	Critical Thinking	3
SCI	10	Physical Science	3
SCI	31	Human Biology	3
--	--	General Education Course/Elective	3

Spring

DI	10	Physical Principles of Ultrasound	3
PSYCH	10	Fundamentals of Psychology	3
CS	10	Introduction to Computer Science	3
DI	20	Medical Terminology	3
--	--	General Education Course/Elective	3

Summer			
DI	30	Anatomy and Physiology	3
A. Diagnostic Sonography			
DI	110	Ultrasound Principles and Protocols	4
B. Echocardiography			
DI	115	Introduction to Echocardiography	4

YEAR TWO (all courses are given sequentially)

Fall			
A. Diagnostic Sonography			
DI	130	OB/GYN Ultrasound	4
DI	150	Abdomen and Small Parts I	4
DI	155	Doppler Vascular Imaging	4
B. Echocardiography			
DI	125	ECG and Arrhythmias Interpretation	4
DI	135	Echo Imaging	4
DI	155	Doppler Vascular Imaging	4

Spring			
A. Diagnostic Sonography			
DI	140	OB/GYN Scanning (Lab)	4
DI	160	Abdomen and Small Parts II	4
DI	165	Vascular Scanning (Lab)	4
B. Echocardiography			
DI	145	Eco Scanning (Lab)	4
DI	165	Vascular Scanning (Lab)	4
DI	175	Advanced Echo Imaging	4

Summer			
A. Diagnostic Sonography			
DI	170	Abdomen and Small Parts Scanning (Lab)	4
B. Echocardiography			
DI	185	Advanced Echo Imaging (Lab)	4

Externships (follow all core and required concentration courses)			
DI	280A	Practicum / Externship I	3
DI	280B	Practicum / Externship II	3

**The order of major courses can be changed only with permissions of an advisor and the program director.*

GRADUATE STUDIES

The Lincoln University graduate program offers the Doctor and Master of Business Administration Degrees. A Bachelor's degree or its equivalent from a recognized university or college is required for admission to the programs.

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE

The MBA at Lincoln University is a professional degree. It is designed to develop broad managerial competence to enable graduates to cope with a wide variety of business situations appropriate to their diverse backgrounds. The Lincoln MBA program upholds a strong international focus.

In order to fulfill the overall objective, emphasis is placed throughout the program on the development of the individual through the concentration on basic disciplines and skills as well as specific subject areas.

The following objectives have been identified and judged appropriate: 1) use of analytical tools from the quantitative and behavioral sciences; 2) coverage of the basic functional areas of business with stress on their inter-relationships; 3) the building of flexible adaptability to changing environments; 4) the development of the student's ability to evaluate social, political, and economic values; 5) advancement of skills in group cooperation and decision-making; 6) development of communication skills; 7) development of a sense of professional responsibility; 8) the multinational aspects as related to all the subject areas.

MBA GENERAL REQUIREMENTS

The MBA is designed for those qualified students, regardless of area of undergraduate preparation, who have the motivation to pursue graduate-level work in business administration. The required courses are limited to the traditional "foundation" and "core" areas in order to permit students the widest possible elective choice to tailor the program to individual needs. This approach is consistent with the previously stated educational objectives. The availability of a representative selection of courses in related areas of computer science, economics, social science and humanities extends the opportunities for matching the curriculum with individual background and interests. Students with an undergraduate major other than business or economics will be required to take foundation courses.

MBA ADMISSION REQUIREMENTS

A bachelor's degree or its equivalent with a GPA of 2.7 (B-) or better on the 4.0 scale is required for admission to the MBA program. The GMAT examination is not required for the admission. However, prospective graduate students are encouraged to take the test either before admission or during the first year of graduate study.

Applicants with lower grade point averages may be admitted as **auditors**. These students will be considered for admission to the regular graduate status after completing courses necessary to improve their GPA. A minimum of twelve semester units of undergraduate or graduate level foundation courses with an overall grade point average of 3.0 or better is required. Based on the student's academic background and results, the Program Director may grant a pre-graduate student the regular graduate status before achievement of the GPA requirement. In support of his/her application, the student may submit such supplemental materials as letters of recommendation, standardized test scores (i.e. GMAT or GRE), a personal statement of educational objectives, summary of work experience, research projects, articles, or publications to assist in determining their viability for graduate study.

MBA UNIT REQUIREMENTS

The MBA requirements include 21 units of core courses, 12 units of concentration courses, 3 units from a research project or graduate internship, and up to 21 units of foundation courses, making a total of up to 57 units for those students with Bachelor's degrees in areas other than business or economics. Those with business or economics degrees will be required to take a minimum of 36 units. Appropriate adjustments, based on individual background, may lead to somewhat different requirements.

ENROLLMENT REQUIREMENTS

In order to maintain continuous enrollment at Lincoln University, all students who are working on a Master's project, completing course work in which the grade "I" (incomplete) was given, or engaging in special research projects, must register in each successive semester (excluding Summer Session) until the degree requirements are completed.

All rules and regulations of the University apply to graduate students unless specifically noted. Rules of attendance, withdrawal, and conduct, as well as admission procedures, apply to graduate and undergraduate students alike.

GRADE REQUIREMENTS

Students enrolled in the graduate program are expected to maintain at least a "B" (3.0) average for all courses taken. If a student fails to maintain a satisfactory record, the individual will be placed on probation. Students failing to attain a "B" (3.0) average within one term after being placed on probation will be subject to possible suspension or dismissal.

FOUNDATION COURSES

Students with Bachelor's degrees in areas other than business or economics may be required to complete foundation courses in the following areas: accounting, economics, statistics, finance, management, marketing, or computer science. Students, who have not yet completed these foundation courses before coming to Lincoln University, are required to do so during the first 21 credit units earned in the undergraduate and/or foundation graduate level courses (with 300s numbers) with a GPA 2.7 or better. This program will be individually determined based on initial assessment by the Dean or an academic advisor.

RECOMMENDED GRADUATE FOUNDATION COURSES

BA	300A	Survey of Business Foundations	3
BA	300B	Financial Accounting Foundations	3

The credit units and grades received for these foundation courses are not included in the MBA transcripts. Special transcripts can be issued at the request of a student.

ADVANCED COURSES

36 units represent the minimum requirement for the major courses leading to the MBA degree.

COURSE REQUIREMENTS FOR MASTER OF BUSINESS ADMINISTRATION DEGREE PROGRAM

I. Required Core Courses *

BA	301	Managerial Economics	3
BA	304	Marketing Management	3
BA	306	Business Research Methodology	3
BA	307	Operations Management	3
BA	320	Organization Behavior and Administration	3
BA	340	Managerial Accounting & Financial Control	3
BA	380	Business Strategy & Decision-Making	3

Total MBA Core Courses:21 Units

* One or two of these courses may be substituted by the Program Director for a cohort group pursuing a specific concentration.

II. MBA Concentrations

Students should choose a concentration to complete the requirements for the MBA degree. The University offers 5 concentrations: **International Business, Finance Management and Investment Banking, General Business, Human Resource Management, Management Information Systems.** Personal concentrations may be created by students with the permission of the Program Director.

A. International Business (12 units)

The International Business (IB) concentration is a program of courses designed to train students in fields most relevant to international managers. Students should choose four (4) of the following courses:

BA	310	International Economics	3
BA	313	International Marketing	3
BA	314	International Finance	3
BA	315	International Business and Investment Strategy	3
BA	316	International Management	3
BA	317	Political and Legal Aspects of IB	3
BA	318	Import-Export Management	3
BA	321	Communications in Leadership and Negotiations	3
BA	343	International Banking	3
BA	344	International Securities and Foreign Exchange	3

B. Finance Management and Investment Banking (12 units)

The Finance Management and Investment Banking (FM/IB) concentration is a program that emphasizes various aspects of American and international finances. Stress is placed on the use of finance as a management tool. Students should choose four (4) courses from the following:

BA	303	Finance Management	3
BA	314	International Finance	3
BA	315	International Business and Investment Strategy	3
BA	334	International Securities and Foreign Exchange	3
BA	345	Commercial Banking and Lending	3
BA	360	Quantitative Methods for Business and FM	3
BA	364	Investments (Real Estate)	3
BA	365	Investments (Stock Market)	3
BA	366	Econometrics	3
BA	367	Credit Risk Management	3

C. General Business (12 units)

The General Business (GB) concentration is a program providing courses in small business and general business in both human and quantitative aspects, suitable for the future general manager. Students select three (3) courses from the following:

BA	302	Principles of Management	3
BA	305	Project Management	3
BA	308	Human Resources Management	3
BA	309	Ethics of Business Management	3
BA	323	Organizational Development	3
BA	330	Entrepreneurship	3
BA	331	Social Environment of Business	3
BA	364	Investments (Real Estate)	3

Students in GB should also choose one of the following courses stressing quantitative aspects:

BA	303	Finance Management	3
BA	360	Quantitative Methods for Business and FM	3

D. Human Resource Management (12 units)

The Human Resource Management (HRM) concentration is a program providing courses in human and psychological aspects, which are important for the future human resource managers. Students should select four (4) courses from the following:

BA	302	Principles of Management	3
BA	308	Human Resources Management	3
BA	309	Ethics of Business Management	3
BA	316	International Management	3
BA	321	Communications in Leadership and Negotiations	3
BA	323	Organizational Development	3
BA	324	Leadership Development	3
BA	331	Social Environment of Business	3
BA	336	Human Factors in Small Businesses	3
BA	360	Quantitative Methods for Business and FM	3

E. Management Information Systems (12 units)

The Management Information Systems (MIS) concentration emphasizes management, design, development, and operation of information systems.

Prerequisite courses (may be included in a foundation program):

CS	10	Introduction to Computer Science	3
BA	146	Applications Software	3

Graduate level concentration courses (12 units)

BA	350	Management Information Systems	3
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and students should select three (3) courses from the following:

BA	352	Advanced Systems Analysis and Design	3
BA	353	Information Systems Database Management	3
BA	354	E-Commerce	3
BA	355	Special Topics in Management Information Systems	3

III. MBA Research Project, MBA Internship Report, or Comprehensive Examination (CE)

An MBA candidate may complete the program by writing an MBA research project (a minimum GPA of 3.2 or Dean’s permission is required for this option) or a report of a graduate internship assignment. These activities result in a project defense or an oral presentation of the report in front of a graduate committee. The project’s topic and the choice of employment for the internship must be related to the student’s area of concentration and be approved by an advisor and the program Director. An MBA candidate may choose to complete the program with a Comprehensive Examination (description is given below) in front of a graduate committee in lieu of the project or internship report. Students not qualifying for the research or internship options (with a GPA below 3.2, no permission from the Dean, and no relevant employment) are required to take the Comprehensive Examination and are also required to take extra three (3) unit elective graduate course. The program is completed with one of the following:

BA	398	MBA Internship Report	3
BA	399	MBA Research Project	3
BA	--	Elective Graduate Course and Comprehensive Examination	3

Total Required for the MBA Degree 36 Units

Required for the MBA Degree with a Foundation Program up to 57 Units

Students should fill grades to the following graduation course chart to receive the Lincoln University MBA Degree (maximum of 9 credit units can be transferred from other institutions of higher education).

MASTER OF BUSINESS ADMINISTRATION DEGREE PROGRAM

Core Courses (21 units)

Foundation Courses (up to 21 units)

BA 301 Managerial Economics		1.	
BA 304 Marketing Management		2.	
BA 306 Business Research Methodology		3.	
BA 307 Operations Management		4.	
BA 320 Organization Behavior and Administration		5.	
BA 340 Managerial Accounting and Financial Control		6.	
BA 380 Business Strategy and Decision-Making		7.	

Concentration Courses (12 units)

Choose One of the Following (3 units)

1.		BA 398 MBA Internship Report	
2.		BA 399 MBA Research Project.	
3.		BA --- Elective Graduate Course and the Comprehensive Examination	
4.			

MBA COMPREHENSIVE EXAMINATION DESCRIPTION

In order to take the Lincoln University MBA Comprehensive Examination, students are required to successfully complete 36 graduate credit units (12 courses) with a GPA of at least 3.0 (B). The Examination will be arranged twice every semester during the first week and the week of finals.

- The comprehensive exam will be oral in nature with the duration of 60 minutes: 30 minutes for the preparation and 30 minutes for the answers.
- An exam committee will consist of at least 3 members selected from the Lincoln University administration and faculty including at least one from the field related to the student's concentration.
- Students will receive 17 questions one month before the examination, including questions from the subject material of their concentration and from the subjects of 7 core courses.
- During the exam, each candidate will randomly draw two (2) straws with core courses questions, one (1) of which he/she selects to address in his/her response and one (1) straw with a concentration question.
- Students will then have 30 minutes to prepare the answer for the questions. Use of books or notes or any other material will not be allowed during the preparation for the exam.
- Following 30 minutes of preparation, the candidate will answer the selected questions in front of the examination committee and may be asked additional questions.
- The exam committee will evaluate student's performance, coming to a consensus on the examination evaluation with grades "CR" (passing) or "NC" (failure).
- In case of failure (no credit result), the test can be retaken at a specially arranged time convenient for the committee. A fee for one graduate unit must be paid for the additional exam.

SUGGESTED COURSE SEQUENCING FOR MASTER OF BUSINESS ADMINISTRATION DEGREE PROGRAM

A specific sequence of courses in the MBA program is not required. However, it is recommended that students take a course BA 307 "Operations Management" after courses BA 306 "Managerial Economics" and BA 340 "Advance Accounting and Financial Control"; also a course BA 380 "Business Strategy and Decision Making" is the capstone course, which should be taken after all Core and at least 2 Concentration courses. Courses BA 398 "MBA Internship Report" and BA 399 "MBA Research Project", or the Comprehensive Examination can be taken after all required courses have been completed, or during the last semester of coursework. Courses BA 398 and BA 399 can be extended for a second semester for one additional unit.

DOCTOR OF BUSINESS ADMINISTRATION (DBA) DEGREE

The Doctor of Business Administration (DBA) program at Lincoln University is an advanced professional and academic degree program preparing students for teaching and research positions within universities and/or the pursuit of careers in management or consulting at senior levels. The purpose of the program is to educate students in the concepts and techniques needed to understand a range of business disciplines and to conduct scholarly research on issues arising in professional business practice.

The program objectives are: 1) provide students with the opportunity to learn the latest academic theories, concepts, techniques and applications with emphasis in teaching, research, practice in the field of concentration, and consulting, 2) extend the knowledge, expertise and skill of students through the application of research to business problems and issues by including internships, teaching experiences,

and special study projects as a part of the curriculum, 3) develop the student's ability to carry out independent research at an advanced level, and enhance their ability to deliver their ideas, research methodology and findings by means of formal presentations with critiques of their analytical, written, oral and media presentation skills in business, professional, and educational environments, 4) create opportunities for Lincoln University's bachelor's and master's degree students to continue their business education by undertaking the doctoral degree course of study.

DBA GENERAL REQUIREMENTS

Students' applications and admissions to the Lincoln University DBA program are open for both resident and foreign applicants. Lincoln University seeks students with undergraduate or masters degrees in research based fields such as mathematical sciences (math, engineering, statistics, computer sciences), business, social sciences (e.g. psychology, sociology, economics, political science), or the health or physical sciences (e.g. physics, chemistry, biology, etc.). Students with prior research experience are particularly well suited to pursue a doctoral degree. Students who have an established record of business or professional work experience will also find this DBA program to be of significant value in preparing for academic careers or career advancement in the business sector. Additionally, students currently working or seeking positions in the government sector will find the doctoral curriculum both relevant and supportive of their career objectives.

Students applying to the DBA program will find that the admission criteria require demonstrated knowledge, skills and experience sufficient to give an expectation of successful completion of this advanced academic degree program. The intent of the high admission standards and careful applicant screening is to ensure a doctoral student population that is well qualified and motivated to achieve a successful outcome in the program. Those admitted are highly likely to complete the DBA program in a manner that provides great pride in their accomplishment for the student and for Lincoln University.

DBA ADMISSION REQUIREMENTS

Consideration for admission to the Lincoln University DBA program requires evidence of the following qualification:

The application statement must clearly explain the student's objectives for seeking a doctorate in business including intellectual curiosity, interest in pursuing academic research, research experience (not mandatory), and relevance of their academic and/or professional experience and future career.

Three letters of recommendation are to accompany the application, the letters should evaluate the candidate's capacity to do research and successfully complete the requirements of the DBA program.

Full transcripts showing graduation with at least a bachelor degree from an accredited degree granting institution, recognized by the U.S. Department of Education, with a cumulative grade point average of 3.0 or above on a scale of 4.0. Students completing prior education out of country should provide the transcripts evaluation and translation.

A GMAT (550 minimum score), or GRE (1000 minimum score), or equivalent results of foreign tests is required. This requirement is waived for applicants having a Master degree with GPA 3.3 or above.

Applicants from countries or schools where English is not an official educational language should provide a TOEFL minimum score of 550 (paper-based) or equivalent results for other recognized English language tests. Details of the international students' admission requirements are in the Admission section on pages 10.

Title IV federal financial aid is not offered to student in the DBA program.

PROGRAM DELIVERY AND SCOPE

In general the Lincoln University DBA program course work is delivered by the Lincoln University professors using a face to face educational mode on a semester basis. Some academic course work including internship, special projects, and dissertations' supervision may be provided in an on-line format, when the student's research or study assignment requires them to be away from campus. Selected required core or elective concentration courses may be offered in on-line or special studies formats during periods when students are not normally expected to be on campus (e.g. summer or winter breaks).

The majority of students accepted into the DBA program are expected to be in full-time attendance and available to take classes as scheduled during the University's normal operating hours. Students are also expected to be continuously enrolled in DBA program courses throughout their entire program of

study unless specific individual exceptions are granted.

Students admitted to the DBA program on a part-time basis will need to arrange their work schedule so that they have the ability to take courses and make progress toward earning the doctoral degree in a reasonable and timely manner.

Independent study options supervised through appointments or on-line by Lincoln faculty may be offered on a limited basis to DBA students who wish to maintain progress toward their degree but have work, family or home country issues that require them to be off campus.

DBA PROGRAM COMPOSITION

The Lincoln University DBA is a structured degree program requiring of a minimum of 93 graduate units of academic credit for graduation, including 54 required core courses credits, 27 concentration courses credits including 3 credits for an internship, and 12 dissertation or research credits. Some credits of the core or concentration courses may be satisfied through granting of transfer graduate credits for newly admitted DBA students with Masters Degrees. The granting of transfer credits toward the DBA degree will be based on a careful review of the student's graduate transcripts and detailed comparison of already completed courses to the content of each applicable DBA course. Students will need to support their transfer credit request with course syllabi from the institution awarding credit. Students who do not have a business degree may also request consideration for transfer credits where they can provide evidence of having successfully completed an equivalent of a DBA course at the graduate level.

Students admitted to the DBA program with undergraduate degrees can elect to complete an MBA degree while pursuing their doctorate. The prescribed course of study for the MBA degree is comprised of the successful completion of the 12 three unit core or concentration courses and a final comprehensive qualifying exam, or 11 courses and a Master's research project or an internship report.

DBA concentration and research project (dissertation) courses will be developed and offered on a time-phased basis. The scheduling of these courses will be based on expected student readiness to take them, as evidenced by the completion of a majority of the core courses.

The matriculation time frame that will apply to DBA students is as follows:

Courses for the first two years (3-4 courses per fall and spring semester) will be sequenced to enable the student's completion of the program's block of core and concentration courses equivalent to an MBA degree completion.

Courses for the third year will be scheduled for the completion of core courses, and preparation to the comprehensive qualifying exam.

Qualifying exams will be administered upon completion of all required core and at least 20 credits of the concentration courses work. If the exam is successfully passed it is followed by a faculty approved dissertation topic, and the title of a Doctoral Candidate.

Courses for the fourth year consist of concentration- elective and special dissertation preparation and research courses and internships.

Courses in the fifth year will be sequenced as follows: successful completion of all required coursework and internship, research seminars, and exams; the written report and oral defense of the dissertation which culminates with graduation and award of the DBA degree.

Some foundation courses can be required for students which previous education was not in fields of business or economics. For the details see the MBA program description on page 37.

DBA COURSE STRUCTURE

The required DBA Core courses (300 level) consist of 54 credit hours: 51 credits of 3 credit courses which may include small individual or group self study projects, if it is included to the syllabi, and a 3 credit seminar devoted to Higher Education, which will require students preparation of individual oral presentation as teaching practice.

DBA Concentration courses (400 level) consist of lecture and a faculty supervised practicum component. The lecture component consists of 45 hours of a lecture contact and is classroom based. The practicum component is based on an instructor approved independent study project that should be research based and consists of 45 hours outside of classroom work. Student study projects must be submitted to and approved by the course instructor at the beginning of the course, and, under normal circumstances, be completed by the end of the current semester. Supervision of the study project by the instructor will include continuous monitoring of the student's progress in terms of their study project's

stated objectives, evaluation of the student's final written project report, and its oral presentation. This will give students consulting experience. These courses are 4 credit hours including both lecture and practical components. DBA Internship and Report (BA 491, BA 492) courses are focused on a specific student internship and an analytical report about it with total supervised work of at least 180 hours. The internship company and position should be approved by the Program director. The course is finalized by a written analytical report (1 credit), reviewed by a selected DBA faculty instructor and an oral presentation.

Doctoral Research seminars (500 level) are designed to build student scholarly research skills in the concentration fields (BA 501, BA 502) or focused on a specific student research project (BA 510). Course lectures include the identification of productive areas for research and discussions of the research process. Class discussions are focused on providing students with the knowledge and skills they need to pursue assigned individual research projects. Students are required to make a formal presentation to the class covering their research methodology, data gathering process and research results and conclusions. Presentations will be discussed and critiqued by fellow students and the instructor in order to help students improve both their research skills and their ability to support and defend their conclusions based on their research developed information base. These seminars are 3 credit hours each.

DBA Dissertation courses I, II, III (upper 500 level) include student meetings with assigned faculty dissertation advisers as well as the time students invest in the selection of their research topic, data gathering, data analysis and interpretation, dissertation preparation and defense. These are 3 credit hours courses, which corresponds to at least 135 hours of research work for each course.

DBA PROGRAM CONTENT

Ninety-three (93) graduate units represent the minimum requirement for the DBA degree.

DOCTOR OF BUSINESS ADMINISTRATION DEGREE COURSE REQUIREMENTS

I. Required Core Courses *

BA	301	Managerial Economics	3
BA	302	Principles of Management	3
BA	303	Finance Management	3
BA	304	Marketing Management	3
BA	305	Project Management	3
BA	306	Business Research Methodology	3
BA	307	Operations Management	3
BA	308	Human Resources Management	3
BA	309	Ethics of Business Management	3
BA	310	International Economics	3
BA	320	Organization Behavior and Administration	3
BA	330	Entrepreneurship	3
BA	340	Managerial Accounting & Financial Control	3
BA	350	Management Information Systems	3
BA	360	Quantitative Methods for Business and FM	3
BA	370	Communications in Leadership and Negotiations	3
BA	380	Business Strategy & Decision-Making	3
BA	388	Seminar on Higher Education	3

Total DBA Core courses:54 Units

* One or two of these courses may be substituted by special courses for a cohort group pursuing a specific concentration.

II. DBA Concentrations

Students should choose a concentration to complete the requirements for the DBA degree. Currently Lincoln University offers two concentrations: **Finance and Investments and Human Resource Management**. A personal concentration may be created by a student with the recommendation of the adviser and the permission of the program director.

A. Finance and Investments

The Finance and Investments (FI) concentration emphasizes various aspects of American and international finances. Stress is placed on the use of finance as a management tool. Theoretical

foundations in the concentration of Finance and Investments, supplemented by practical application from the Internship requirement, result in program **concentration objectives** as follows:

- Teaching opportunities result from the increased knowledge and applications from the world of international finance and banking, to the theoretical structures of financial engineering and investment science, coupled with an understanding and integration of credit risk management, benefiting clients from the world of business;
- Ability to perform significant and relevant research studies, is based on fundamentals from the core structure from the Doctor of Business Administration, with direct application and relevance to the world of finance and investments;
- Foundation for consulting in the field of Finance and Investments stems from the theoretical study in the subject, complemented by the hands-on practical application from the internship setting.

Choose 5 (20 units) of the following 400 level courses

BA	414	International Finance	4
BA	445	Commercial Banking and Lending	4
BA	462	Financial Engineering	4
BA	463	Investment Science	4
BA	465	Investments (The Stock Market)	4
BA	466	Econometrics	4
BA	467	Credit Risk Management	4
BA	486	Special Topics in Business Administration (FI)	4

and take required

BA	491	DBA Internship in FI and Report	4
BA	501	Doctoral Research Seminar in FI	3

Total DBA FI Concentration courses:27 Units

B. Human Resource Management

The Human Resource Management (HRM) concentration is a program providing courses in human, social, legal, and psychological aspects, important for the future HR managers. The concentration in HRM, arms successful graduates with the tools to understand and apply the dynamics of the personal element in the field of study, tempered by the practical experience acquired with the applied Internship. This has direct application to **program objectives** relative to: teaching, research, practical application in the field, and consulting, as follows:

- Teaching opportunities exist in the world of both National and International Management, with an appreciation and understanding of the social elements applied to the subject of Business Administration;
- Theoretical and applied research options, are tempered and supplemented with an understanding of the political, legal, sociological, and psychological aspects of dynamics within the field of study;
- Consulting opportunities in the subject of Business Administration, requiring a recognition of the significance of human elements in the social environment, are acquired through the study of both theory and practice, providing a unique blend of skills and competencies applicable to systems of management and administration.

Choose 5 (20 units) of the following 400 level courses

BA	416	International Management	4
BA	417	Political and Legal Aspects of International Business	4
BA	423	Organizational Development	4
BA	424	Leadership Development	4
BA	431	Social Environment of Business	4
BA	436	Human Factors in Small Businesses	4
BA	437	Personnel Law	4
BA	486	Special Topics in Business Administration (HRM)	4

and take required

BA	492	DBA Internship in HRM and Report	4
BA	502	Doctoral Research Seminar in HRM	3

Total DBA HRM Concentration courses:27 Units

III. DBA Research Project (Dissertation)

Each DBA candidate is required to complete the program by writing a DBA research project or a dissertation. This results in a defense or a report presentation talk for a graduate committee. The project's topic must be related to the student's area of concentration and be approved by an adviser and the program director. Students should complete the dissertation taking the following courses during at least 3 semesters.

BA	510	DBA Dissertation Seminar	3
BA	597	DBA Dissertation I (adviser / topic selection, data collection)	3
BA	598	DBA Dissertation II (data analysis and interpretation)	3
BA	599	DBA Dissertation III (dissertation preparation and defense)	3

Total Required for the DBA Dissertation 12 Units

DBA Degree Qualifying Examination

Qualifying exams are required for all DBA students who have completed all of their core course work, at least 20 units of concentration courses, and are ready to begin the dissertation research and seminars. Students passing the exam are elevated to a candidacy status in the doctoral program and fulfill all degree requirements upon the completion and successful defense of their dissertation. Qualifying examination fees are equal to the fee of one doctoral level unit.

Dissertation Research Seminars and Library Fees

Students in the research project stage of matriculation for the DBA degree must maintain satisfactory status with the University and are required to enroll in the sequence of doctoral dissertation courses needed for the development and completion of the dissertation. Fees will be established and billed to students entering this phase of the DBA program and will apply to all the dissertation sequence courses. Due to extended use of the library recourses and required membership in the University of California library system, the DBA Library fees will be increased from the MBA level fees during the research stage of the program.

Application for Graduation Fees

Students who have completed all of the DBA program requirements may submit an application for graduation. This application initiates a review of all student work undertaken at Lincoln University and a validation of the student's successful completion of all degree requirements. Fees will be assessed to each student submitting a degree granting and graduation application packet.

Students should fill the following graduation course chart to receive the Lincoln University Doctor of Business Administration Degree.

DOCTOR OF BUSINESS ADMINISTRATION DEGREE PROGRAM CHART

Core Courses: 54 units

BA 301		BA 310	
BA 302		BA 320	
BA 303		BA 330	
BA 304		BA 340	
BA 305		BA 350	
BA 306		BA 360	
BA 307		BA 370	
BA 308		BA 380	
BA 309		BA 388	

Concentration Courses: 27 units. Choose 5 courses (400 level) of your concentration

1.		4.	
2.		5.	
3.			
BA 491 or 492 - DBA Internship and Report (4 units)		BA 501 or 502 - Doctoral Research Seminar (3 units)	

DBA Qualifying Examination – upon completion of all required core and some concentration courses work

DBA Research Project (Dissertation Courses): 12 units

BA 510 - DBA Dissertation Seminar (3 units)		BA 597 - DBA Dissertation I (3 units)	
BA 598 - DBA Dissertation II (3 units)		BA 599 - DBA Dissertation III (3 units)	

TIME LIMITATION FOR DBA DEGREE COMPLETION

A time limitation for completing the Doctor of Business Administration Degree requirements at Lincoln University is seven (7) years or six (6) years if the student has received credits for a master's degree in progress toward terminal degree completion. The purpose of the statute of limitations is to ensure that a Doctor of Business Administration degree from Lincoln University represents mastery of current knowledge in the field of study.

Time is counted from the beginning of student enrollment into the program. All requirements leading to the DBA must be completed within seven years from the date of admission (six years in case of transfer credits) and within three years from the date of advancement to candidacy, regardless of any leave of absence taken. Academic credits beyond the seven year date will be deemed “no longer applicable”. Petition for exception to the policy may be directed to the Chief Academic Officer, or the Program Director, for consideration and determination. If the petition is approved, the student may have options of repeating academic credits affected by the policy on a course by course basis, or elect an alternative that requires the student to establish competency with course objectives and learning outcomes the coursework affected. The candidate has the following options:

- Request, through the Chief Academic Officer or Program Director, another course to substitute for the course outdated; or
- Repeat the outdated course without credit.
- Revalidate the outdated *Lincoln University* course by examination.

SUGGESTED COURSE SEQUENCING FOR DBA DEGREE PROGRAM

A specific sequence of courses in the DBA program is not required. It is suggested that a student discussed the schedule with the Program Director before attending classes.

CERTIFICATE PROGRAMS

Lincoln University offers education and training that lead to entry-level employment in a variety of allied health professions. The certificate programs emphasize the necessity for professional development and life-long learning. They are designed for those who need a good job that is always in demand, and for those who are already working and would like to study during evenings and weekends. Simultaneously, students receive academic credit for the courses, which may apply to a degree program in the future.

ULTRASOUND TECHNICIAN

Diagnostic ultrasound technology and echocardiography (ECG) are rapidly expanding health care fields where the need for technicians continues. The program consists of four (4) modules with total of 71 units and 1740 hours, and covers both areas mentioned above. Graduates have opportunities for employment in: hospitals, clinics, physicians' private offices, imaging centers, mobile services, and also in marketing, sales and product development for the equipment manufacturers.

An ultrasound technician is a skilled professional who uses equipment producing high-frequency sound waves to create diagnostic images and data that help health care professionals to diagnose patients with disease. Ultrasound imaging is used on many parts of the body, including the abdomen, blood vessels, and the developing fetus of a pregnant woman. After an extensive and comprehensive educational process, the technician is also qualified to perform an echocardiography exam. The primary role of this test is to obtain an ultrasound image of the heart, including hemodynamic information. This requires great performance skills and also understanding of cardiac anatomy, physiology, and pathophysiology.

COURSE REQUIREMENTS FOR ULTRASOUND TECHNICIAN CERTIFICATE PROGRAM (ALL COURSES ARE GIVEN SEQUENTIALLY)

Program length: 80 weeks for daytime or evening classes of a fulltime student.

Course Number	Course Names and Modules	Lecture Hours	Lab Hours	Internship/ Self-study Hours	Total Contact Hours	Units
MODULE 1, core courses						
UT 10	Physical Principles of Ultrasound	45	0	0	45	3
UT 20	Medical Terminology	45	0	0	45	3
UT 30	Anatomy and Physiology	45	0	0	45	3
MODULE 2, advanced ultrasound courses						
UT 110	Ultrasound Principles and Protocols	45	30	0	75	4
UT 130	OB/GYN Ultrasound	45	30	0	75	4
UT 140	OB/GYN Scanning (Lab)	0	120	0	120	4
UT 150	Abdomen and Small Parts I	45	30	0	75	4
UT 160	Abdomen and Small Parts II	30	30	45	105	4
UT 170	Abdomen and Small Parts Scanning (Lab)	0	120	0	120	4
MODULE 3, advanced ECG courses						
UT 115	Introduction to Echocardiography	45	30	0	75	4
UT 125	ECG and Arrhythmias Interpretation	45	30	0	75	4
UT 135	Echo Imaging	45	30	0	75	4
UT 145	Echo Scanning (Lab)	0	120	0	120	4
UT 155	Doppler Vascular Imaging	45	30	0	75	4
UT 165	Vascular Scanning (Lab)	0	120	0	120	4
UT 175	Advanced Echo Imaging	30	30	45	105	4
UT 185	Advanced Echo Imaging (Lab)	0	120	0	120	4

MODULE 4, externships						
UT 280A	Practicum/Externship I	0	0	135	135	3
UT 280B	Practicum/Externship II	0	0	135	135	3
	Total:	510	870	360	1740	71

The maximum time permitted for the certificate completion (**MTCC**) is four (4) years for the academic part of the program for the full-time (12 units per semester minimum) students or eight (8) years for the academic part of the program for part-time students,

A maximum of 32 credit units can be transferred from other institutions for educational Modules 1-3. Work experience in the field can be counted as credit units for the externships (Module 4). The maximum time for the certificate completion is influenced by the transferred credit units, calculated during registration, and is determined by the formula:

$$\text{MTCC (in years, excluding externship)} = 4 - (\text{the number of transferred credit units})/24$$

Students should register for each Module, similar to a semester registration. During each registration cycle, students pay undergraduate rate per unit (currently \$345) for their tuition and are also subject to different fees. For the educational Modules 1-3, the fees are the same as for a semester registration of degree students, with an Ultrasound Lab fee of \$100 substituting the Computer Lab fee. For the externships or the Module 4, students pay registration fee, an externship insurance fee (\$10 per unit), and special fees, depending upon their status.

MEDICAL ASSISTING

The Medical Assisting Certificate program prepares graduates to work as medical and clinic assistants, medical office managers, and physical therapy technicians. The graduates will be able to check vital signs, perform physical examinations, electrocardiograms, and basic laboratory tests. The program consists of 420 contact hours and 22 units.

COURSE REQUIREMENTS FOR MEDICAL ASSISTING CERTIFICATE PROGRAM

(ALL COURSES ARE GIVEN SEQUENTIALLY)

Program length: 20 weeks for daytime classes or 30 weeks for evening classes.

Course Numbers	Courses Names	Lecture Hours	Lab Hours	Internship Hours	Total Hours	Units
MA 20	Medical Terminology	45			45	3
MA 30	Anatomy And Physiology	45			45	3
MA 110	Administrative Medical Assistant	45	30		75	4
MA 120	ECG And Arrhythmias Interpretation	45	30		75	4
MA 130	Clinical Medical Assistant I	45			45	3
MA 140	Clinical Medical Assistant II	45			45	3
MA 280	Practicum/Externship			90	90	2
	Total:	270	60	90	420	22

The maximum time permitted for the certificate completion (**MTCC**) is one and a half (1.5) years for the academic part of the program for the full-time (12 units per semester minimum) students or three (3) years for the academic part of the program for part-time students,

A maximum of 10 educational credit units can be transferred from other institution and work experience can be counted as externship. The maximum time for the certificate completion is influenced by the transferred credit units, calculated during registration, and is determined by the formula:

$$\text{MTCC (in years, excluding externship)} = 1.5 - (\text{the number of transferred credit units})/24$$

Students should register for the whole program. They pay undergraduate rate per unit (currently \$345) for their tuition and are subject to the same fees as for a semester registration of degree students, with Ultrasound Lab fee of \$100 substituting Computer Lab fee. Students also pay an externship insurance fee (\$10 per unit), and special fees, depending upon their status.

INTENSIVE ENGLISH PROGRAM (IEP)

The Lincoln University Intensive English Program follows the mission of the University by providing the English language skills essential to a university-level education. By developing prerequisite language skills, the Intensive English Program supports the program for students entering academic studies, including the University's general education, business, computer science and graduate programs. The skill areas of reading, composition, grammar, listening comprehension, and speaking are taught. Although the **classes are non-credit**, the students are graded, and **if successfully completed will receive a certificate** at the end of the program.

The program strives to supplement classroom instruction by making available to the students the use of the computer lab. The lab has a qualified assistant available to help students during most open hours. The university library is also available for use by the program students. The IEP classes are small and conducted by qualified English instructors. The Faculty is qualified by academic background and experience. They also possess an understanding of cultural differences and are sensitive to the needs of international students. Faculty members are available to help with academic concerns as well as other issues. The delivery system for the program combines classroom instruction with media enrichment and a variety of communicative experiences such as field trips and cultural events.

The Intensive Program can be given in different levels of difficulty. It emphasizes working with the student at his or her level and advancing to the targeted level of proficiency. Tutorial help is available when requested.

INTENSIVE ENGLISH PROGRAM DESCRIPTION

Courses	Titles	Hours per week	
IEP 1	Writing	4	NC
IEP 2	Conversation / Speech	4	NC
IEP 3	Reading Comprehension	4	NC
IEP 4	Grammar	4	NC
IEP 5	Vocabulary	4	NC
	English Open Lab	optional	NC
	Total hours per week	20+	

Admission to the Intensive English Program is open to international students who have completed the educational equivalent of American high schools.

The Intensive English Program is not approved by ACICS.

Fees and Schedule

Price: \$3,000 per sixteen weeks (\$600 per course), students are also subject to \$75.00 application fee and all regular semester fees.

Required Documentation for Application

1. Application Form;
2. One passport-size photograph;
3. Passport copy;
4. Bank statement or a letter showing a minimum balance of \$7,035 for the four months' educational and living expenses (for foreign students only).

COURSE DESCRIPTIONS

BUSINESS ADMINISTRATION - UNDERGRADUATE LEVEL COURSES

BA 10 – INTRODUCTION TO BUSINESS

A survey of the basic functions, objectives, and structure of a modern business within the framework of a free-enterprise system. The course focuses upon the specialization and interdependence of business function and skill in decision-making. It is a prerequisite for all business major courses except accounting and statistics. (3 units)

BA 42 – FINANCIAL ACCOUNTING

Introduction to basic accounting theory and procedures: balance sheet and each of its parts, assets, liabilities, owners' equity, income statement, statement of owners' equity, and the statement of changes in financial position and accounting system. The emphasis in this first course is on procedure, but knowledge of the ruling principles will also be a requirement. (4 units)

BA 43 – MANAGERIAL ACCOUNTING

Planning of profits, costs, and sales. Cost and profit analysis and control. Includes budgeting, forecasting, standard costing, break-even and cost-volume profit analysis, direct and absorption costing, variance analysis, differential cost analysis, and capital expenditure planning, evaluating, and control. (4 units) *Prerequisite: BA 42*

BA 45 – STATISTICS

This course is designed for both the business major and for the non-business student without previous knowledge of statistics. Emphasis is on descriptive statistics and inferential statistics with relevant applications to solving problems, hypothesis testing and decision making. Important statistical models and distributions will be discussed. (3 units) *Prerequisite: MATH 10 or MATH 15.*

BA 109 – BUSINESS ETHICS

The course is an introduction to basic ethical theories and values systems. Topics include moral issues, codes of ethics, conflict of interest, social and fiduciary responsibilities, the work ethics, and other situations which arise within business environment. (3 units)

BA 110 – MANAGEMENT PRINCIPLES

The course is emphasizing management of organization structures achieving organizational objectives and fundamental concepts related to the practice of management in terms of the basic functions of planning, organizing, motivating, directing and controlling. (3 units) *Prerequisite: BA 10*

BA 115 – SMALL BUSINESS MANAGEMENT

Focus on the problems and profitable potentials for small business here and abroad. Areas covered include: starting, managing, marketing, and administering a small firm as well as legal and governmental considerations. Also discussed will be techniques of buying, selling, and evaluating a small firm. (3 units) *Prerequisite: BA 10 or equivalent*

BA 130 – INTRODUCTION TO INTERNATIONAL BUSINESS

The varied dimensions of doing business abroad will be covered in terms of patterns of international trade, foreign investments, social and political frameworks, the economic environment, national and international constraints, and problems of general management associated with planning, financing, marketing, personnel, and legal requirements. (3 units) *Prerequisite: BA 10*

BA 134 – PRINCIPLES OF IMPORT AND EXPORT MANAGEMENT

This course covers the major facets of the import-export transactions and procedures required to do business overseas successfully. The focus is on practical applications, ranging from understanding the objectives of parties involved in importing and exporting to basics of letters of credit, packaging, and transporting shipments. The instructor discusses cross-cultural differences, role of banks and freight forwarders; foreign currency management; and documents used in international trade. (3 units) *Prerequisite: BA 10 or equivalent*

BA 135 – LEGAL FOUNDATIONS OF BUSINESS

Introduction is made to the legal system of the modern business world, to the definition and enforcement of common forms of legal obligations, the judicial system and practical aspects of Business Law. (3 units) *Prerequisite: BA 10 or equivalent*

BA 140 – FUNDAMENTALS OF FINANCE

Introduction to the financial management of a company. The course includes the study of the financial system, source of funds, different sectors of the economy affecting the business organization and adjustments to changes in capital structure, use of financial statements, planning, and forecasting. (3 units) *Prerequisite: BA 10 or equivalent*

BA 145 – REAL ESTATE PRACTICES

This course is an introduction to the real estate business. Topics include basic real estate terms, real estate financing, real estate appraisal, contracts, and real estate investments. It will emphasize on real estate investments. (3 units) *Prerequisite: BA 10*

BA 146 – APPLICATIONS SOFTWARE

A survey of the current available software programs used in business applications. Databases, spreadsheets and word processors are manipulated as well as methods for evaluating the efficacy of specific implementations personal and shared information systems. This course is intended for the non-major with an interest in business data processing. (3 units) *Prerequisite: CS 10*

BA 150 – MARKETING

A study of marketing function in business and in society, with an analysis of buyer behavior and competitor actions. The crucial facets of products, price, distribution, and promotion form the center around which decision-making is examined, explained, and understood. (3 units) *Prerequisite: BA 10*

BA 156 – ADVERTISING

The course incorporates an examination of the principles and practices of the major strategies for the ethical promotion and sale of goods, services, and ideas; also an overview of such essential components of advertising and advertising research as media selection and buying, product and market testing, creative production, and account management. (3 units) *Prerequisite: BA 150 or equivalent*

BA 180 – PRINCIPLES OF HOTEL ADMINISTRATION

Included are the physical aspects of hotel operations, including organization, departmental classification and sales development of the hotel, methodology of handling credit cards, check cashing and collection of accounts receivable and basic laws governing employment, taxes, leases and insurance as they apply to the hotel and restaurant industry. (3 units) *Prerequisite: BA 110*

BA 215 – PRODUCTION MANAGEMENT

A study of operational systems, models and techniques related to production planning and control, methods analysis, cost effectiveness inventory management, work scheduling, wage determination and general organization analysis. (3 units) *Prerequisite: MATH 10*

BA 217 – PERSONNEL MANAGEMENT

A survey of principles and practices related to development of sound personnel relationships with reference to employment recruiting and selection, training, job evaluation, performance appraisal, discipline, wage and salary administration, labor relations, safety, supervision, morale building, governmental regulations and other matters. (3 units) *Prerequisite: Upper division standing.*

BA 223 – ORGANIZATIONAL DEVELOPMENT

The course includes theoretical and experiential coverage of this management discipline. The course aims to improve the organization's culture and its human and social processes through a systematic change program. Both behavioral science and intuitive based assessment techniques are examined to give an integrated approach to organizational development; use of cases and role-play exercises. (3 units)

BA 225 – WORLD RESOURCES

World resources include minerals, organic raw materials, labor, capital, industrial bases and strategic locations and combinations of assets. This course examines the economies of ten countries as models for understanding resource bases, their management and development. These countries are China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan and Thailand. (3 units) *Prerequisite: ECON 20A*

BA 230 – STUDIES IN INTERNATIONAL BUSINESS

This course is intended to familiarize students with basic concepts and theory in international trade, international trading arrangements, foreign exchange and balance of payments issues, relations between multinationals and home and host governments and businesses, the theory and practice of the multinational enterprise, and comparative management. The course will close with an intensive look at the Pacific Rim countries. (3 units) *Prerequisite: BA 130*

BA 231 – CULTURAL DIMENSIONS OF MANAGEMENT

A study of the diverse influences of political, social, and cultural factors on the practice of management in multinational business. Fundamental characteristic of different cultural areas will be identified and subjected to comparative evaluations. Case studies will focus on doing business and negotiations in Africa, Asia, Latin America, Europe, the Middle East, and North America.(3 units). *Prerequisites: BA 130, ECON 25*

BA 236 – PEOPLE PROBLEMS IN SMALL BUSINESS

The new and small business typically starts with a narrow entrepreneurial, or family oriented, human resource base. This course investigates the problems in supervising and working effectively with peoples, problems which face the proprietorship, partnership, or closely held corporation in such matters as organizational structure, personnel policies, and managerial succession. (3 units)

BA 241 – QUANTITATIVE ANALYSIS

This course covers quantitative techniques for solving business problems and making management decisions. Techniques include production or output planning, capital investment and project analysis, linear and non-linear programming, probability theory, inventory control, scheduling, and waiting line models, as well as mathematical decision techniques. (3 units) *Prerequisite: MATH 15 or MATH 40*

BA 243 – MONEY MANAGEMENT

Included are the fundamental principles of money management in both the public and private sectors in our changing society. How to arrange, manage, and control one's financial affairs. Investments in bond, stock, commodity, money and futures markets will be examined. Guest lecturers from the local business community will be invited to participate. (3 units) *Prerequisite: BA 140*

BA 250 – HUMAN RELATIONS IN BUSINESS

The course studies worker motivation and behavior in the environment of modern business especially production and distribution. Emphasis will be placed on the integration of all the social sciences, especially psychology, sociology and recent findings from industrial studies in human resource management. (3 units) *Prerequisite: Upper division standing.*

BA 251 – BUSINESS AND SOCIETY

The firm will be viewed as a component of a pluralistic society and the various relationships explored. Emphasis will focus on the role of business, relationship to different value systems, historical development of American business enterprise, social responsibility in various areas, and future forces which may shape the growth and development of business. (3 units) *Prerequisites: POL SCI 10 and upper division standing*

BA 255 – ENTREPRENEURIAL MANAGEMENT

Exploring the management a new or total enterprise. Concentration on the impact of innovative personality and its approach to decision making. The primary focus of this course is to study the behavior involved in forming new business. Include venture capital, purchasing a business, recognizing and evaluating opportunities, networking, selling, etc. This course consists of case studies, discussing in-class exercises, readings and an outside project. (3 units) *Prerequisite: Upper division standing*

BA 256 – SALES MANAGEMENT

This course emphasizes the vital role that field sales work has in our economy, society, and culture. It stresses and examines, moreover, the sales manager's unique and difficult responsibilities, along with the decision-making methods and tools employed in the effective management of the sales force as part of firms' promotional strategy. (3 units) *Prerequisite: Upper division standing*

BA 257 – CONSUMER BEHAVIOR

This course will teach you to look at consumer behavior from many perspectives. We will be looking at: (a) the decision process -- the effects of the buyer's personality, memory for advertisements, and other factors on; (b) the effect of social pressure and social identity on what people buy; and (c) how knowledge and awareness of social and psychological influences are translated into marketing strategy -- advertising, pricing, product development, and distribution. (3 units) *Prerequisite: Upper division standing*

BA 260 – INFORMATION SYSTEMS CONCEPT

A study of the organization of the system project, project management, and control from the feasibility, definition, design, development, and testing stages to implementation. It uses existing computer programs and student designed programs. Emphasis on management use of information systems and measuring the effectiveness of the organization. (3 units) *Prerequisite: CS 10*

BA 262 – SYSTEMS ANALYSIS AND DESIGN

An examination of principles of system analysis design with emphasis on business applications; applications of the systems viewpoint of problem solving, identification of alternatives, and simulation; and make use of the computer to solve problems using existing programs and student designed programs. (3 units) *Prerequisite: BA 260*

BA 269 – COMPUTER MODELS IN MANAGEMENT

This course intends to teach key concepts and techniques used in econometrics modeling for business and economic decisions. It also provides the student with an opportunity to apply modeling concepts to practical solutions. Students will use a computerized econometrics software package to run their model. (3 units) *Prerequisites: CS 10, BA 146*

BA 275 – INDUSTRIAL AND ORGANIZATIONAL BEHAVIOR

The course examines organizational behavior in industry and within organizations as well as its impact on groups and individuals. Topics include: group dynamics, training, leadership, motivation, performance appraisal and job satisfaction. The course content should enhance the understanding of both employee well-being and organizational effectiveness. Research findings will assist in structuring organization policies and practices. (3 units) *Prerequisite: Upper division standing*

BA 280 – ADVANCED ACCOUNTING

An in-depth study of business combinations, including reasons for combining or not combining, plus methods of combining; pooling of interests and purchase, consolidation techniques, consolidation theories and various inter-company transactions. (3 units) *Prerequisites: ECON 20A, BA 42, BA 43*

BA 289 – GLOBAL BUSINESS STRATEGY

This course is designed to integrate the knowledge gained in the GBA requirements into a comprehensive strategic management forum with an international perspective. Cases are used extensively to give the student experience with real problems. It is intended to give the student a broad, general management view of international commercial interactions. (3 units) *Prerequisite: BA 130*

BA 290 – BUSINESS POLICIES

Senior level integrating capstone course which provides the student with the opportunity to put into practice all the skills, disciplines, techniques and theories acquired in functional courses such as economics, operations management, marketing, finance, accounting, and management. Emphasis is on the case method of instruction and use of a business game. (3 units) *Prerequisite: Senior standing*

BA 291 – INTERNSHIP IN BUSINESS

Practical experience involving employer's evaluations of student performance. (1-4 units) *Prerequisite: Dean's permission*

BA 298 – SPECIAL TOPICS IN BUSINESS

This course offers topics of specialized interest in the major fields of study. Case studies and independent research. Topics vary each semester so students should not include this in a concentration unless they know it will be available. This course may be substituted in a concentration once with the permission of the Dean. (1-4 Units)

BA 299 – SPECIAL STUDIES IN BUSINESS

An independent study course. Use of current materials and research methods. (1-4 units) *Prerequisite: Instructor's permission*

BUSINESS ADMINISTRATION - GRADUATE LEVEL COURSES

BA 300A – SURVEY OF BUSINESS FOUNDATIONS

This course begins with an investigation of the concept Economics, both micro and macro, followed by an examination of basic accounting theory procedures and the fundamental value of the continuing organization. The course also involves a survey of the ways of managing a firm's resources via planning, organizing, directing, and controlling. The latter focus is given to Marketing, with attention to customer-related products, pricing, distribution and promotion. (3 units)

BA 300B – FINANCIAL ACCOUNTING FOUNDATIONS

The course is an intensive study of the fundamental areas of accounting. It begins with an examination of basic accounting theory and procedures and proceeds to the application of these concepts. Includes planning of profits, costs, and financial control. (3 units)

BA 301 – MANAGERIAL ECONOMICS

The course covers the following topics: basic economic relationships, risk analysis, demand analysis, forecasting, production, cost theory, market structures, pricing practices, capital budgeting and governmental regulations. (3 units) *Prerequisite: MATH 10*

BA 302 – PRINCIPLES OF MANAGEMENT

The nature of the management process is explored through appropriate concepts such as planning, organizing, leading, controlling; evolution and models related to the study of formal and informal organizations. Systems analysis will integrate the various dimensions of management, organizational structure and functions of managers, growth, and re-engineering of business. One assignment will include use of the Internet. (3 units)

BA 303 – FINANCE MANAGEMENT

A consideration of financial control at the corporate management level, with special emphasis on the policies and practices required to place and control the sources and uses of capital. Emphasis will be placed on capital management and evaluation of alternative opportunities. Also examined are such matters as valuation, cash flow, funds acquisition long-term financing, and budgets as tools for decision-making. (3 units)

BA 304 – MARKETING MANAGEMENT

The course is analyzing the fundamentals of marketing management – definitions, concepts, and development. It is intended to enable the student to understand marketing's decision making role in a company and the impact of those decisions in establishing distribution, pricing, and promotion in both retail and business markets. Buyer behavior, product/market development, and the impact of the macro environment in business are studied. Cases will be used to provide practical applications of the concepts and principles. (3 units)

BA 305 – PROJECT MANAGEMENT

The objective of this course is to prepare the graduate student for managing projects undertaken by an organization. It will cover concepts and skills used by managers to propose, plan, secure resources, budget, and lead projects teams to successful completion of their projects. It will provide graduate students with a holistic, integrative view of project management that describes how projects contribute to the strategic goals of the organization. (3 units)

BA 306 – BUSINESS RESEARCH METHODOLOGY

The course objective is to prepare the student for the later BA 399, MBA Research Project. Emphasis is on practical work and not on memorizing or deriving formulas. Ethical aspects of research are featured. Students are expected to develop understanding and practice in research techniques, writing of short reports, use of statistical tools and presentation techniques, preparation of effective tables and diagrams, as well as footnotes and bibliographical references. (3 units) *Prerequisites: BA 45, BA 301, BA 304, BA 320*

BA 307 – OPERATIONS MANAGEMENT

The objective of this course is to prepare the graduate student for management of core operations of an organization. It will review core operations of manufacturing product design, sourcing and purchasing, scheduling and control, productivity improvements and overall supply chain design and management. In the industry the course will review asset acquisition, business segments, and production planning, job design, and overall productivity analysis and improvement. (3 units) *Prerequisite: MATH 10*

BA 308 – HUMAN RESOURCES MANAGEMENT

This course is concerned with those concepts pertaining to the prudent management of a firm's human resources. It deals with those being considered for positions, those parts of the firm, and those leaving. The concepts are found in the application of principles and norms for recruiting, selection, training, evaluation, and performance appraisal. The value of intra-firm contacts and discussion for matters of discipline and the negotiation of salary and wage matters is emphasized. Also covered are: labor relations, safety, supervision, incentive programs, federal and state regulation, particularly regarding discrimination, harassment, and environmental concerns. (3 units)

BA 309 – ETHICS OF BUSINESS MANAGEMENT

The course is an advanced review of ethical theories and values systems. Topics include moral issues, codes of ethics, conflict of interest, social and fiduciary responsibilities, the work ethics, and other situations which arise within business management. (3 units)

BA 310 – INTERNATIONAL ECONOMICS

This course is intended to deal with the fundamental theories of international relations, global interdependence, the modern nation-state system, and the causes of war and conditions of peace. It covers theories of direct foreign investments, behavior of MNC's, country risk analysis, money and finances, investment restrictions and incentives, prospects for international investments. (3 units)

BA 313 – INTERNATIONAL MARKETING

An analysis of international marketing principles and organizations, including design of operations and products to meet consumer preferences in various parts of the world. Included is a study of international forms of business organization in social, economic, and cultural settings, as well as principles of international marketing management. (3 units)

BA 314 – INTERNATIONAL FINANCE

A study of the theory and practice of international monetary relations; the gold standard; the balance of payments; foreign exchange management and determination; foreign exchange controls; the Euro-currency market; the international bond market; the virtue and functions of the IMF and the World Bank; the European Monetary System, the global debt crisis. (3 units)

BA 315 – INTERNATIONAL BUSINESS AND INVESTMENT STRATEGY

The nature and scope of international business; economic, political and cultural environments; national and international constraint and agreements; problems of general management associated with planning, financing, marketing, human resources, cultural problems, technology, and legal requirements with particular emphasis on the potentiality of direct investment in foreign lands. There will be at least one assignment which makes use of the Internet. (3 units)

BA 316 – INTERNATIONAL MANAGEMENT

An analysis of economic forces and government actions affecting international business; determinants of policy with regard to entering foreign markets and evaluation of foreign environments, organizational control, compensation, pricing, relations with government agencies and public interest issues in the management of multinational corporations. (3 units)

BA 317 – POLITICAL AND LEGAL ASPECTS OF INTERNATIONAL BUSINESS

The course includes: analysis of political, military, economic and ideological factors affecting the behavior of states and the conduct of transnational business, with particular attention to multinational enterprises, formulation of foreign policy processes, including economic and trade policies. It also includes: analysis of international legal systems, with particular emphasis on business disputes arising from anti-trust laws; contracts and agreements; tariff liabilities; nationalization problems; procedures for arbitration and settlement. (3 units)

BA 318 – IMPORT-EXPORT MANAGEMENT

Consideration of procedures and transactions involved in the import-export business. Practical financial, legal, transportation and technical aspects are considered. (3 units)

BA 320 – ORGANIZATION BEHAVIOR AND ADMINISTRATION

An analysis of individual, interpersonal, and group behavior within organizations and the influence of human, cultural, technological, structural, and environmental factors. Examined are practices of management, such as designing jobs and organization structures, evaluating and rewarding performance, organizational and employee development, and other management processes. These techniques include high performance organizations, management by objectives, total quality management, and the like; it uses varied approaches to leadership, conflict management, change, and adaptation to the environment. (3 units)

BA 321 – COMMUNICATIONS IN LEADERSHIP AND NEGOTIATIONS

This course concentrates on critical skills, particularly those needed for intelligent, face-to-face interactions, for effective tactics to achieve cooperation and gain consensus. There is emphasis on various strategies used in negotiating, for both individuals and leaders. Both written and oral assignments are involved. (3 units)

BA 323 – ORGANIZATIONAL DEVELOPMENT

The course includes theoretical and experiential coverage of this management discipline. It aims to improve the organization's culture and its human and social processes through a systematic change program. Both behavioral science and intuitive based assessment techniques are examined to give an integrated approach to organizational development; use of cases and role-play exercises. (3 units)

BA 324 – LEADERSHIP DEVELOPMENT

The course provides a comprehensive survey of the major theories and research on leadership and managerial effectiveness in organizations with practical suggestions for improving leadership skills. The nature and attributes of leadership are investigated through case studies, biographies, and class presentations. Topics include difference between leadership and management as well as identifying traits and abilities which have distinguished effective leaders from ineffective ones. (3 units)

BA 330 – ENTREPRENEURSHIP

The course designed to provide an educational vehicle for understanding small business entrepreneurial thinking and practice. It gives introduction to the process of turning ideas into a successful startup enterprise. Special emphasis on innovations derived from research and technology development. Students will be exposed to what entrepreneurship takes in a startup context, and how integrate execution can be successfully utilized in a variety of career and work contexts. There will be a special effort to define key areas which an entrepreneur should be aware of, and to provide a framework of "toolkit" resources relevant to startup execution. Students draft a business plan related to a business of own interest, using all available tools, techniques and experience. (3 units)

BA 331 – SOCIAL ENVIRONMENT OF BUSINESS

In this course the student explore the relationship between the organization and its environment, including government, labor, public interest groups, various ideological constellations, the media, academia, and local communities. Ideas are reviewed as to what actions can be taken by corporations and by other organizations and/or individuals to improve relationships between business and its environment. (3 units)

BA 336 – HUMAN FACTORS IN SMALL BUSINESSES

The course studies problems in supervising and working effectively with people problems which face the proprietorship, partnership, or closely held corporation in such matters as organizational structure, personnel policies, and managerial succession. (3 units)

BA 337 – PERSONNEL LAW

This course covers personnel law from the business perspective. It includes all foundations needed to understand the topic and the most important state and federal guidelines. (3 units)

BA 340 – MANAGERIAL ACCOUNTING AND FINANCIAL CONTROL

Emphasis in this broad based course is on imparting to the student an increased knowledge and understanding of the role of management control in the modern multi-plan organization, as well as the development of skills to be used throughout the cycles of a business in solving managerial control problems. Case materials are accompanied by reading. (3 units)

BA 343 – INTERNATIONAL BANKING

An in-depth examination of the development and expansion of international banking; legal aspects of international banking; Eurocurrency/Eurodollar; syndication techniques; letters of credit/banker's acceptances; foreign exchange; offshore banking; Swiss banking; the global debt crisis and debt rescheduling. (3 units)

BA 344 – INTERNATIONAL SECURITIES AND FOREIGN EXCHANGE

The course includes an investigation of foreign securities, international equities markets, international debt securities, futures and options. Also a study of international stock exchanges including those of Europe, Asia, and Australia (3 units)

BA 345 – COMMERCIAL BANKING AND LENDING

An in-depth study of the commercial lending business. Borrowing requirements and financial structure for debt financing needs of business. Topics includes: loan interviewing and credit investigation, financial analysis, loan structuring and negotiation, loan documentation and closing, problem loans and follow-up. (3 units)

BA 350 – MANAGEMENT INFORMATION SYSTEMS

Information system applications, problem definitions, problem specifications, estimate of cost and time. With emphasis on conceptualization and implementation for business application. (3 units) *Prerequisites: BA 146, CS 10*

BA 352 – ADVANCED SYSTEMS ANALYSIS AND DESIGN*

Analysis of real world information systems. Included are requirements analysis, data flow diagrams, data dictionaries, systems proposals and design. (3 units) *Prerequisite: BA 260 or BA 350*

BA 353 – INFORMATION SYSTEMS DATABASE MANAGEMENT*

Explanation and comparison of the techniques and methodologies of database management systems in a business environment. Limitation and application of various DBMS; costs and benefits in selecting DBMS. (3 units) *Prerequisite: BA 260 or BA 350*

BA 354 – E-COMMERCE

This course provides understanding of e-commerce and its impact on firms, industries and markets. The Web has large impact on how we shop, read, conduct business, learn, and consume information like music and art. The fundamental architecture of information processing within a firm is changing as new Internet technologies appear. Internet technologies are also having a broad impact on the management of firms and their overall success. This course describes the technologies used in electronic commerce; discusses the resulting changes in organization structure, industry, and societal behavior and seeks to understand the forces that bring these changes; and, where possible, extrapolates to the future years. (3 units)

BA 355 – SPECIAL TOPICS IN MANAGEMENT INFORMATION SYSTEMS*

A topical investigation of a subject specified in the class schedule. Offered alternatively is a study of communications, and networks. This course includes concepts and terminology of Internet topics. Explanation of equipment, protocols, architecture, and transmission alternatives with use of the Internet. (3 units) *Prerequisite: Instructor's permission*

BA 360 – QUANTITATIVE METHODS FOR BUSINESS AND FINANCE MANAGEMENT

While solving a problem, managers must consider both qualitative and quantitative factors. This course covers quantitative methods which help to solve different business problems. Techniques include decision analysis, regression models, forecasting, transportation, and assignment models, Markov analysis, stochastic equations, statistical quality control and others (3 units). *Prerequisite: MATH 10 or Math 15*

BA 362 – FINANCIAL ENGINEERING

This course focuses on the use of financial engineering and derivative securities in solving practical business problems. The emphasis will be given to discussion of calls, puts, warrants, and loans. The methods to be studied include Black-Scholes, Monte Carlo, and binomial. (3 units) *Prerequisite: BA 360*

BA 363 – INVESTMENT SCIENCE

The course introduces students to the basic tools used by investment professionals. It deals with different kinds of securities, their pricing, and methods to optimize a choice of an investment portfolio. (3 units) *Prerequisite: BA 360*

BA 364 – INVESTMENTS (REAL ESTATE)

An in-depth study of Real Estate Investments including the nature of Real Property, market analysis, construction cycles, mortgage lending, equity investment, metro area growth, urban land use, the effect of credit on demand, equity investment criteria, real

property valuation and public policies, as well as current news and market conditions in both the United States and International Real Estate Markets will be covered in the course. (3 units)

BA 365 – INVESTMENTS (THE STOCK MARKET)

In-depth survey of the stock market. Topics include: NYSE, NASDAQ and regional exchanges; OTC market; stock price average and indexes; trading securities; trading options; dividend policy; equity analysis; convertible securities, mutual funds. (3 units)

BA 366 – ECONOMETRICS

The course introduces students to a comprehensive treatment of econometric methods for linear models. Among topics covered are: the linear regression, linear simultaneous equations systems, maximum likelihood and instrumental variables estimation strategies, hypothesis testing. Different data and variables presentations and features, are discussed. (3 units) *Prerequisite: BA 360*

BA 367 – CREDIT RISK MANAGEMENT

The course will focus on the conceptual foundations of credit risk modeling and a discussion of how the models are used in practice. Students will gain familiarity with the model frameworks, vocabulary, and model implementation challenges. Students will gain exposure to the practical challenges associated with building, testing, and using credit risk models used by banks and asset managers. (3 units) *Prerequisites: BA 362, BA 363*

BA 368 – STRATEGIC GAME THEORY

This course is a survey of the main ideas and techniques of game-theoretic analysis related to bargaining, conflict, and negotiation. As such, the course emphasizes the identification and analysis of archetypal strategic situations frequently occurring in bargaining situations. The goals of the course are to provide students with a foundation to: a) apply game-theoretic analysis, both formally and intuitively, to negotiation and bargaining situations; b) recognize and assess archetypal strategic situations in complicated settings; and c) feel comfortable in the process of negotiation. (3 units)

BA 380 – BUSINESS STRATEGY AND DECISION-MAKING

Each student is expected to develop a better understanding of business strategy approaches, and techniques, and to acquire knowledge and skills relating to the decision-making process. Emphasis is on decision-making while still recognizing the importance of the specialized functions of an organization. Readings and case materials are reinforced with participation through written tests, a paper, and oral presentations, in decision-making processes and computer applications. This is the capstone course, and not for beginners. (3 units) *Prerequisites: all core MBA and at least two concentration courses*

NOTE: Graduate courses from BA 301 to BA 380 can be offered as 3 units (45 hours) of lectures or as 2 units (30 hours) of lectures and 1 unit (45 hours) of self-study projects.

BA 386 – MBA SPECIAL TOPICS IN BUSINESS ADMINISTRATION

This course offers topics of specialized interest, including case studies and independent research. Topics vary so students may include this in a customized concentration. This course may substitute a concentration only once and with the permission of the Dean. (3 units) *Prerequisite: Instructor's permission*

BA 388 – SEMINAR ON HIGHER EDUCATION

Offered to students in the doctoral program or to master students as an elective course for extra credits. The seminar examines the core values, structures, processes, language, and personnel of higher education, analyses critical issues facing colleges and management skills for tracking them. It includes oral presentations required for each participating student. (3 units)

BA 390 – MBA INTERNSHIP IN BUSINESS ADMINISTRATION

Internship of work experience with evaluation by the employer. (1-4 units) *Prerequisite: Dean's permission*

BA 398 – MBA INTERNSHIP REPORT****

A report analyzing the work must be submitted upon completion of the assignment and reported to a committee. The employment must be directly related to the student's area of concentration and faculty approval is required. The employer provides an evaluation of the work, and the student should regularly confer with the faculty adviser. (3 units) *Prerequisite: Completion of the coursework*

BA 399 – MBA RESEARCH PROJECT****

A primary research oriented study of some chosen business problem or practice, or development of an original theoretical concept, under the close supervision of an instructor. The course results in a presentation for a committee. It is normally taken during the last semester of the program. (3 units) *Requirements: GPA 3.2 or above, program director's permission, completion of BA 306 and preferably BA 380*

BA 414 – INTERNATIONAL FINANCE

A study of the theory and practice of international monetary relations; the gold standard; the balance of payments; foreign exchange management and determination; foreign exchange controls; the Euro-currency market; the international bond market; the virtue and functions of the IMF and the World Bank; the European Monetary System, the global debt crisis. A one-unit written research project and its oral presentation is a required part of the course. (4 units)

BA 415 – INTERNATIONAL BUSINESS AND INVESTMENT STRATEGY

The nature and scope of international business; economic, political and cultural environments; national and international constraint and agreements; problems of general management associated with planning, financing, marketing, human resources, cultural problems, technology, and legal requirements with particular emphasis on the potentiality of direct investment in foreign lands. A one-unit written research project and its oral presentation is a required part of the course. (4 units)

BA 416 – INTERNATIONAL MANAGEMENT

An analysis of economic forces and government actions affecting international business; determinants of policy with regard to entering foreign markets and evaluation of foreign environments, organizational control, compensation, pricing, relations with government agencies and public interest issues in the management of multinational corporations. A one-unit written research project and its oral presentation is a required part of the course. (4 units)

BA 417 – POLITICAL AND LEGAL ASPECTS OF INTERNATIONAL BUSINESS

The course includes: analysis of political, military, economic and ideological factors affecting the behavior of states and the conduct of transnational business, with particular attention to multinational enterprises, formulation of foreign policy processes, including economic and trade policies. It also includes: analysis of international legal systems, with particular emphasis on business disputes arising from anti-trust laws; contracts and agreements; tariff liabilities; nationalization procedures for arbitration and settlement. A one-unit written research project and its oral presentation is a required part of the course. (4 units)

BA 423 – ORGANIZATIONAL DEVELOPMENT

The course includes theoretical and experiential coverage of this management discipline. It aims to improve the organization's culture and its human and social processes through a systematic change program. Both behavioral science and intuitive based assessment techniques are examined to give an integrated approach to organizational development; use of case and role-play exercises. A one-unit written research project and its oral presentation is a required part of the course. (4 units)

BA 424 – LEADERSHIP DEVELOPMENT

This course provides a comprehensive survey of the major theories and research on leadership and managerial effectiveness in formal organizations with practical suggestions for improving leadership skills. The nature and attributes of leadership are studied through case studies, biographies, and class presentations. Topics include the difference between leadership ability and management skills as well as identifying traits and abilities which have distinguished effective leaders from ineffective ones. A one-unit written research project and its oral presentation is a required part of the course. (4 units)

BA 431 – SOCIAL ENVIRONMENT OF BUSINESS

In this course the student will explore the relationship between the organization and its environment, including government, labor, public interest groups, various ideological constellations, the media, academia, and local communities. Ideas are reviewed as to what actions can be taken by corporations and by other organizations and/or individuals to improve relationships between business and its environment. A one-unit written research project and its oral presentation is a required part of the course. (4 units)

BA 436 – HUMAN FACTORS IN SMALL BUSINESSES

This course investigates the problems in supervising and working effectively with peoples, problems which face the proprietorship, partnership, or closely held corporation in such matters as organizational structure, personnel policies, and managerial succession. A one-unit written research project and its oral presentation is a required part of the course. (4 units)

BA 437 – PERSONNEL LAW

This course covers personnel law from the business perspective. It includes all foundations needed to understand the topic and the most important state and federal guidelines. A one-unit written research project and its oral presentation is a required part of the course. (4 units)

BA 445 – COMMERCIAL BANKING AND LENDING

An in-depth study of the commercial lending business. Borrowing requirements and financial structure for debt financing needs of business. Topics includes: loan interviewing and credit investigation, financial analysis, loan structuring and negotiation, loan documentation and closing, problem loans and follow-up. A one-unit written research project and its oral presentation is a required part of the course. (4 units)

BA 462 – FINANCIAL ENGINEERING

This course focuses on the use of financial engineering and derivative securities in solving practical business problems. The emphasis will be given to discussion of calls, puts, warrants, and loans. The methods to be studied include: Black-Scholes, Monte Carlo, and binomial. A one-unit written research project and its oral presentation is a required part of the course. (4 units)
Prerequisite: BA 360

BA 463 – INVESTMENT SCIENCE

The course introduces students to the basic tools used by investment professionals. It deals with different kinds of securities, their pricing, and methods to optimize a choice of an investment portfolio. A one-unit written research project and its oral presentation is a required part of the course. (4 units) *Prerequisite: BA 360*

BA 465 – INVESTMENTS (THE STOCK MARKET)

In-depth survey of the stock market. Topics include: the NYSE, the NASDAQ and other regional exchanges; the OTC market; stock price averages and indexes; trading securities; trading options; dividend policy; equity analysis; convertible securities, mutual funds. A one-unit written research project and its oral presentation is a required part of the course. (4 units)

BA 466 – ECONOMETRICS

The course introduces students to a comprehensive treatment of econometric methods for linear models. Among topics covered are: the linear regression, linear simultaneous equations systems, maximum likelihood and instrumental variables estimation strategies, hypothesis testing. Different data and variables presentations and features are discussed. A one-unit written research project and its oral presentation is a required part of the course. (4 units) *Prerequisite: BA 360*

BA 467 – CREDIT RISK MANAGEMENT

The course will focus on the conceptual foundations of credit risk modeling and a discussion of how the models are used in practice. Students will gain familiarity with the model frameworks and model implementation challenges. Students will gain exposure to the practical challenges associated with building, testing, and using credit risk models used by banks and asset managers. A one-unit written research project and its oral presentation is a required part of the course. (4 units) *Prerequisites: BA 462, BA 463*

BA 486 – DBA SPECIAL TOPICS IN BUSINESS ADMINISTRATION

This course offers topics of specialized interest, including case studies and independent research in both Finance and Investments and Human Resources Management concentrations. Topics vary so students may include this in a customized concentration. This course may substitute a concentration one only once (4 units). *Prerequisite: Instructor's permission*

NOTE: Graduate courses from BA 414 to BA 486 can be offered as 4 units which consist of 45 hours of lectures (3 units) and 45 hours of self-study research projects (1 unit) or 30 units of lectures (2 units) and 90 hours of self-study research projects (2 units).

BA 491 – DBA INTERNSHIP AND REPORT IN FINANCE AND INVESTMENTS and**BA 492 – DBA INTERNSHIP AND REPORT IN HUMAN RESOURCE MANAGEMENT**

A detailed report analyzing the work must be submitted upon completion of the assignment and reported to a committee. The choice of employment must be directly related to the student's area of concentration in the DBA program and advising faculty approval is required. The student should regularly confer with the faculty adviser. (3 units) *Prerequisites: Completion of all DBA core courses and DBA candidacy standing. Advisor's approval required.*

BA 501 – DOCTORAL RESEARCH SEMINAR IN FINANCE AND INVESTMENTS

The Doctoral Research Seminar in Finance and Investments enables students to engage in an in-depth study of current issues in the finance discipline that offer excellent opportunities for scholarly research and publication of findings. A variety of financial topics are explored from the standpoint of their conceptual framework and current financial practice. Specific financial issues are identified as areas where additional research based information would be of significant benefit to professors and practitioners in terms of understanding and/or applying financial theory, tools or analytical techniques. Financial research methodologies are presented and students are assigned focused research topics as a part of their course requirements. (3 units) *Prerequisites: Completion of all DBA core courses and DBA candidacy standing.*

BA 502 – DOCTORAL RESEARCH SEMINAR IN HUMAN RESOURCE MANAGEMENT

The purpose of this course is to study Human Resources Management through a collection of current readings that explore the important contemporary perspectives and issues in the field from a decidedly applied, rather than theoretical orientation. The readings include a mix of recently published articles from journals in the field, along with many articles written specifically for the course textbook. Tools and resources available on the Internet for managing human resources will also be explored. (3 units) *Prerequisites: Completion of all DBA core courses and DBA candidacy standing.*

BA 510 – DBA DISSERTATION SEMINAR

The DBA Dissertation Seminar prepares students to begin the dissertation phase of their doctoral study program. This course provides students with individualized instruction guiding them toward the selection of a dissertation topic that is sufficiently well defined to ensure its successful pursuit and narrow enough in its scope that the student can expect to complete their project within a reasonable time frame. Further, this course provides students with a framework for dissertation research enabling them to select a research area and topic that will provide meaningful results to practitioners in that field. Students in this course are required to work with the instructor in selecting a dissertation research topic and develop a formal comprehensive dissertation research proposal. Upon completion of this course, the student will present this research proposal to the DBA Program Committee for approval to begin their dissertation research project. (3 units) *Prerequisites: Completion of all DBA core courses and DBA candidacy standing.*

BA 597 – DBA DISSERTATION I****

This course is designed to orient and familiarize the student with the first stage of the doctoral thesis research process. The student researches a subject of interest for an appropriate thesis topic, with the focus on the need to have a manageable research project, using relevant data and research methodology and analytic tools applicable to the subject and approach. Research for this topic will address current literature in the field and the way in which literature searches are conducted. The course then addresses an overview analysis of research options, and data collection techniques and requirements appropriate to the subject of study. Completion of this course requires the student to write the first chapter of the dissertation establishing the structure and organization for the study, and the need and research basis for the continuation of the study, submitting this information to the dissertation advisor and doctoral committee for approval. (3 units) *Prerequisites: Completion of all DBA core courses, DBA candidacy standing, and BA 510. Advisor's approval required.*

BA 598 – DBA DISSERTATION II****

This supervised self study course is intended to deepen students' skills in data analysis, in particular in the direction of understanding the quantitative insights that emerge from data analysis. With the benefit of specific review into the literature of the study subject selected, and with application of research methodology and use of data elements from BA 497, students will be expected to apply the concepts to Chapter II – Literature Review and Chapter III – Explanation of Methodology, to the selected topic for the dissertation. The course will address the issues of what perspective to take in analyzing data, what questions to ask, and what parameters to assess, allowing the student to apply application research methodologies, define tools to be used, and project possible conclusions into a working hypothesis. Conclusion of this course will provide foundation for a preliminary draft of Chapter II and Chapter III for review by the Doctoral Committee. (3 units) *Prerequisite: Successful completion of BA 597: DBA Dissertation I.*

BA 599 – DBA DISSERTATION III****

This supervised self study final course in the DBA program guides the student through completion of the dissertation and its defense

with simulated question and answer sessions, and with extensive peer feedback. The course requires the student to present the dissertation research results in an objective manner and to present a summary and discussion of the dissertation research results. The student will submit an outline for chapter four of the dissertation that includes the following elements: 1) introductory paragraph; 2) generalization that summarizes the results; 3) presentation of results using text, tables and figures. Completion of this course requires the student to write the fourth chapter of the dissertation. The student must submit an outline for chapter five of the dissertation that includes the following elements: 1) introduction; 2) statement of problem; 3) review of methodology; 4) summary of results; and 5) discussion of results, including interpretation of findings, relationship of current study to previous research, recommendations and suggestions for additional research. Completion of this course requires the student to write the fifth chapter of the dissertation and to successfully defend the dissertation. (3+ units) *Prerequisite: Successful completion of BA 598: DBA Dissertation II.*

COMPUTER SCIENCE

CS 10 – INTRODUCTION TO COMPUTER SCIENCE*

An introduction to the principles and concepts of computer science and its applications. Discussions focus on the use of computers in business and personal lives, computer system basics, computer architecture, hardware, systems and applications software, programming languages, software engineering, data communications, information systems, the history of computing and computer's impact on society. Introduction to the Internet and online information sources. Laboratory on use of computer hardware and software. (3 units)

CS 50 – INTRODUCTION TO PROGRAMMING*

An introduction to problem solving techniques and program development in a modern high level language. Discussions focus on the concepts of an algorithm and basic programming concepts such as data types, primitive operations, control structures, arrays, structures, procedures, functions, and files. (3 units) *Prerequisite: CS 10*

CS 70 – THE INTERNET*

An introduction to the Internet and HTML publishing. Discussions will focus on the use of the Internet applications to access the Internet resources and to create intranets for use inside an organization. Among topics: setting up a network and dial-up connections to the Internet, e-mail, news, FTP, and Web servers, creating Web pages using HTML and Java, converting existing documents into Web documents, CGI programming. (3 units)

CS 90 – STUDIES IN PROGRAMMING LANGUAGES*

An introduction to a specific programming language which may vary from semester to semester. Discussions will focus on the application of the language to specific problems for which the language was developed. Typical languages may include Java, Visual Basic, Perl, C, Ada, Common Lisp, Scheme, Smalltalk. This course may be repeated when languages vary. (3 units) *Prerequisite: CS 50*

CS 115 – DISCRETE MATHEMATICS

An introduction to set theory, combinations, logical inference, methods of proof, induction, recursion, foundations of logic programming, circuits, relations, digraphs, functions, basic probability, recurrence, matching, difference equations, graph and queuing theory, tree analysis and matrix operations. (3 units) *Prerequisite: MATH 10*

CS 135 – LINEAR PROGRAMMING*

An introduction to applications and problem formulation, simplex and karmarkar solution procedures, matrices, duality theory, and sensitivity analysis. Discussions focus on using an operations research approach involving case studies. (3 units) *Prerequisite: MATH 40*

CS 137 – DATABASE*

A survey of the major types of database systems and subsequent issues in development and implementation. Discussions focus on relational and object-oriented models, normalization theory, query languages, design theory, and issues in concurrent and distributed database systems. (3 units) *Prerequisite: CS 50*

CS 140 – DATA STRUCTURES*

An introduction to advanced tree structures, directed and undirected graphs, advanced searching and sorting techniques, priority queues and heaps, dictionaries, design and analysis of data structures and algorithms. (3 units) *Prerequisites: CS 50*

CS 175 – TOPICS IN ARTIFICIAL INTELLIGENCE*

A topical investigation of issues associated with WI and Expert Systems. Topics will vary at each offering and will include knowledge representation, natural language issues, all programming languages; object oriented programming systems, predicate calculus, neural networks, PROLOG, vision and pattern recognition, analysis and design of Expert Systems, and inductive inference. May be repeated for credit when topics vary. (3 units) *Prerequisite: CS 50*

CS 220 – SOFTWARE ENGINEERING

A survey of the principles and techniques involved in the production of high quality software for practical to application. Discussions focus on the identification of the software evolution process, automated system design methodology, debugging, documentation and software economics. Other topics often reviewed include program validation, program portability and software development environments. (3 units) *Prerequisite: Permission of the Department*

CS 225 – HARDWARE/SOFTWARE TOPICS*

A topical investigation of a hardware/software subject specified in the class schedule. Discussion includes detailed presentation of a

subject area of current research, which is not covered in the regular computer science curriculum. This course may be repeated when topics vary. (3 units) *Prerequisite: Permission of the Department*

CS 250 – COMPUTER SECURITY

A survey of the basic principles and techniques of computer system security for business and computer managers and personnel. Discussions focus on physical protection, hardware and software security controls, encryption techniques, database, network and telecommunications security, microcomputer security, and viruses. Other topics include legal and ethical issues, current USA and international legislation, managerial issues, disaster recovery and contingency planning. (3 units) *Prerequisite: CS 10*

CS 290 – RESEARCH PROJECT IN COMPUTER SCIENCE

Independent and original investigation under the supervision of a faculty member of a specific topic in the computer science. This course requires the completion of a detailed written report of work accomplished and necessary projects to validate the student's understanding of the issues involved. (1-4 units) *Prerequisite: Permission of Faculty Advisor*

CS 299 – SPECIAL TOPICS IN COMPUTER SCIENCE

An independent study course. (1-4 units) *Prerequisite: Consent of the Instructor*

ECONOMICS

ECON 10 – ECONOMIC GEOGRAPHY

Interrelated study of the economic potential and history of various areas of the world, including United States. The course also considers the reciprocal relationship between the economic activities of man and earth surface features, population, human production, consumption, distribution. Analysis of the natural and economic functions and correlation of the diverse relationship recognized. (3 units)

ECON 20A – PRINCIPLES OF ECONOMICS I (MACROECONOMICS)

Survey is made of American economic institutions; introduction to the methods of economic analysis, fundamental concepts, and discussion of current economics problems. The course considers institutions, national income analysis, money and banking, fiscal policy, markets, income distribution, international trade. (3 units)

ECON 20B – PRINCIPLES OF ECONOMICS II (MICROECONOMICS)

Attention is given to microeconomic theory. A study of market structures, resource allocation, cost analysis, and socio-economic problems. Also assessed is the impact of each market arrangement upon price and output levels, resource allocation, and the rate of technological advance. Socio-economic problems as poverty, antitrust regulation, urban problems are discussed. (3 units)

ECON 123 – CONTEMPORARY ECONOMIC PROBLEMS

This is an analysis of selected problems and policies concerning natural resources, monopoly, monetary and fiscal problems. Also included is the analysis of domestic and international economic problems. (3 units) *Prerequisites: ECON 20A, ECON 20B*

ECON 140 – MONEY AND BANKING

Focus upon the use of money in an industrial economy, financial institutions, the central banking system, international financial system, as well as monetary theory and practice is emphasized. (3 units) *Prerequisites: ECON 20A, ECON 20B*

ECON 220 – INTERNATIONAL ECONOMICS

The basic forces and problems underlying the foreign trade of nations. Trade theory, foreign exchange, balance of payments analysis, governmental policies, and world economic organizations. (3 units) *Prerequisites: ECON 20A, ECON 20B, BA 130*

ECON 235 – CALIFORNIA AND THE WEST

Social, economic, and political development of the Pacific Coast states of the continental United States is considered, also on examination of common problems (water, public lands, etc.) and the ethnic, demographic, agricultural, industrial, commercial and banking bases of the three states, with emphasis on California. (3 units) *Prerequisites: ECON 20A, ECON 20B*

ECON 299 – SPECIAL TOPICS IN ECONOMICS

An independent study course with special preference to the American economic system. (1-4 units) *Prerequisite: Instructor's permission*

ENGLISH

ENG 75 – CRITICAL THINKING

Consideration of cognitive skills and communicative strategies for defining, applying, analyzing, synthesizing and evaluating information. Course includes structural and operational approaches to task/mission analysis, decision-making, change forecasting, adaptation, and evaluation. System approach to analysis and solution of complex problems. Conceptual issues in problem definition, goal determination and measurement of effectiveness. (3 units)

ENG 77 – COMPUTER-ASSISTED VOCABULARY STUDY

Involves the use of computer programs in helping students build varied and precise vocabularies. The course focuses upon, among other elements, the historical development and present-day resources of the American English vocabulary. Special attention is given to Latin and Greek vocabulary building prefixes, suffixes and bases, neologisms, field-related vocabulary, and idioms. (3 units)

ENG 82A & 82B – WRITTEN COMMUNICATION I & II

First term: A thorough study of grammar and the fundamentals of composition. Practice in writing themes, book reviews and other short papers is given. Particular attention is directed toward sentence structure, syntax, and general rhetorical principles. **Second term:** Critical reading and evaluation of selected texts and writings; composition of well organized expository papers; a careful consideration of methods of research, organization in a clear, logical manner and other elements involved in writing research papers. (3 + 3 units)

ENG 86A & 86B – SURVEY OF AMERICAN LITERATURE I & II

First term: Development of American literature from the colonial period through the American renaissance of the mid-nineteenth century, concluding with Melville. Social and political forces shaping the American character are carefully considered. **Second term:** Covers from 1850 until recent times, including Whitman, Dickinson, Twain, James, Crane, and Faulkner; understanding of the American literary traditions. (3 + 3 units)

ENG 93 – BUSINESS COMMUNICATION

Communication and information science in the applied context of business studies, including vocabulary, reading, writing, and speaking skills in the subject areas of marketing, international business, data processing, accounting, finance, management. (3 units)

ENG 96 – WRITING AND WORD PROCESSING

Instruction will be given to write various forms of composition by employing English writing and word processing and other computer programs. Emphasis will be placed upon overcoming writing problems. (3 units)

ENG 99 – REPORT WRITING

The course instructs the student in the various forms of written reports. Students prepare informational and analytic reports. Computer tools and programs, as well as Internet resources, will be used as relevant. (3 units)

ENG 169 – CORE TOPICS IN COMMUNICATION STUDIES

Examination of communication areas as announced on the class schedule. Topics include: semantics and communication and theory of communication. Internet resources will be explored as relevant. (3 units)

ENG 178 – ONLINE NEWSLETTER WRITING

Journalistic writing and online publishing experiences are offered in conjunction with electronic publication of the university newspaper. (3 units)

ENG 179 – CORE TOPICS IN LANGUAGE STUDIES

An investigation of language study areas to be announced on the class schedule. Areas covered include introduction to the creative and functional study of language and modern English linguistic principles. Internet resources will be explored as relevant. (3 units)

ENG 189 – CORE TOPICS IN LITERATURE STUDIES

Course focuses upon a specific announced subject. Investigates various literary topics including historical and structural literary study. Internet resources will be used as relevant. (3 units)

ENG 269 – ADVANCED TOPICS IN COMMUNICATION STUDIES

Advanced studies in communication. Internet resources will be explored as relevant. (3 units) *Prerequisite: ENG 169*

ENG 279 – ADVANCED TOPICS IN LANGUAGE STUDIES

Intensive, in-depth examination of an announced language topic. Internet resources are examined. (3 units) *Prerequisite: ENG 179*

ENG 289 – ADVANCED TOPICS IN LITERATURE STUDIES

In-depth study of an individual author, or a literary form. (3 units) *Prerequisite: ENG 189*

ENG 299 – SPECIAL STUDIES IN ENGLISH

An independent study course on selected topics in English. (1-4 units) *Prerequisite: Instructor's permission*

HISTORY

HIST 10 – WORLD HISTORY

This course is a survey of the development of the world's largest and most influential cultures. While many civilizations will appear, the major emphasis will be on China, Islamic Middle East, India and Europe. The first half of the course will cover the formative stages of the great civilizations. The second half will survey the enormous economic, political and social impact of industrialization. Throughout the course, where appropriate, a comparative approach will be used to illustrate the relative degree of continuity and change in the major cultures. (3 units)

HIST 15A – HISTORY OF THE UNITED STATES I

United States History I covers the period 1607 (the first English speaking colonies) through 1865 (the end of the American Civil War). We will identify and analyze major themes that appeared in this time frame that continue to shape the United States today. Major themes include the development of wealth, the growth of democracy and the creation of the Constitution, relationships between settlers and native inhabitants, the impact of slavery and sectional conflict. Rather than stressing the memorization of facts and dates, students will be encouraged to cultivate good note-taking skills and to approach complex subjects analytically. (3 units)

HIST 15B – HISTORY OF THE UNITED STATES II

United States History II covers the period 1865 (the end of the American Civil War) to the present. Examine major themes including the impact of industrialization, the growth of multi-ethnic America, racial relations, changing gender roles, the rise of the United States to a position of world power and the future place of America in the world community. Students will be encouraged to cultivate good note-taking skills and to approach complex subjects analytically. (3 units)

HIST 110 – MODERN TIMES

This course is a history of the world from 1914 (the start of World War I) until the present. While economic and social developments shall be covered, the focus will be on the great political events which continue to shape our world. The great events analyzed include the impact of the world wars, revolutions in Russia & China, the fall of European empires, the Cold War, the growth of bitter regional conflicts and the changing nature of power in the post-industrial world. (3 units)

HIST 299 – SPECIAL STUDIES IN HISTORY / DIRECTED READINGS

Students in History 299 will be required to read one or more important works in the field of history and write an original analytical paper on the books assigned. This project will be undertaken under the close supervision of the instructor. Unless an unusual situation arises, this course is designed for students in upper division. Use of special studies as a substitute for a standard lecture course is discouraged. (1-3 units) *Prerequisite: Instructor's permission*

HUMANITIES

HUM 10 – INTRODUCTION TO HUMANITIES

This course charts the development of Western culture from the Renaissance (approximately 1500 A.D.) to the present. We shall look at the visual arts and music as representative of basic cultural change. We shall examine the changes in Western thought: the development of scientific method, changing views of physical reality, and the redefinition of social justice. Lastly we will consider the possibility that a "world culture" is developing in the post-industrial world. (3 units)

HUM 16 – ART OF THE FILM

This is a basic course on film analysis and criticism. Looking at film making from the director's viewpoint, the student shall examine the relationship between script, acting, pace, sound and special effects. In particular, the class will try to identify the details of film-making that make the difference between good movies, which are rare, and bad ones, which are very common. (3 units)

HUM 25 – CHINESE: MANDARIN

A beginning course in modern Chinese which emphasizes the development of oral skills, reading and other basic language skills through use of dialogues. (4 units)

HUM 27 and HUM 28 – SPANISH I, II

This course teaches the most used Spanish vocabulary and how to put the words together to become conversationally fluent. The class will also cover the rules for putting words together to form complete sentences in Spanish, and how to listen to and understand Spanish spoken at a normal conversation speed. *Two semesters.* (3+3 units)

HUM 30 – INTRODUCTION TO PHILOSOPHY

An analysis of human experience in relation to the world; the problems of reality, thought and value. Studies the major movements method and terminology of Western philosophical thinking. (3 units)

HUM 110 – SURVEY OF WORLD ART

The course will explore the history of paintings, sculpture, and architecture from civilization's beginnings to the present day. Focus will be on the development and periods of Western Art; important contributions to the West from the art of Africa, the Middle East, and Asia will be examined. Classes will consist of slide lectures, group discussions, and numerous visits to Bay Area museums and art galleries. (3 units)

HUM 155 – THE NATURAL AND CULTURAL ENVIRONMENT OF THE SAN FRANCISCO BAY AREA

The course seeks to develop the students: 1) creativity, 2) sensory perception, 3) appreciation of the natural and cultural environment to be found in San Francisco. The class will enable students to more fully appreciate the richness and diversity of all phases of life in the Bay Area. (3 units)

HUM 156 – THE CITY'S RESOURCES AS A CLASSROOM

Students will be introduced to the vast array of diverse learning experiences available from cultures in the Bay Area. Visits will be made to points of interest to facilitate the learning experience. (3 units)

HUM 157 – AMERICAN POPULAR CULTURE

This course is an attempt at the description, investigation and definition of "American Popular Culture," for example, the arts, and entertainment of the American people: sports, television, motion pictures, music, art, fiction, the press, decor, periodicals, etc. The approach will be inductive and empirical, exploring culture itself for information and discussing the broad general implications of American Popular Culture for the 20th Century and beyond. (3 units)

HUM 159 – MULTICULTURAL HERITAGE

The course emphasizes the diversity of cultural influences which have and continue to shape the character of San Francisco and the Bay Area. Focus will be upon the visual act as a metaphor for the emergence of various cultural patterns. Attention will be paid to the impact of various groups upon this multi-cultural society. Field trips to important cultural centers will be made. (3 units)
Prerequisite: HUM 10

HUM 290 – RESEARCH PROJECT IN HUMANITIES

This course is designed to help students become accustomed to the process of writing a research paper for academic courses. Research methodologies, rules for documentation and organizational principles of writing are the three focused areas of the course. Students will learn some of the recent research techniques such as database searches and on-line research as well as other essential research methodologies like using the library, taking notes and developing a bibliography. As to organizational principles of writing introduced in the course include writing a thesis statement, writing a formal outline, and revising techniques. All the research and writing process discussed in the course are divided into a series of step-by-step activities and exercises to provide the students with a manageable and non-threatening learning experience. (1-4 units) *Prerequisite: Instructor's permission*

MATHEMATICS

MATH 10 – COLLEGE MATHEMATICS

Elementary algebra: fundamental algebraic concepts and operations, number bases, linear equations and inequalities, functions, graphing. Intermediate algebra: study of algebra including exponents and radical, polynomials, geometric series, rational expressions, quadratic equations, and logarithms. (3 units)

MATH 15 – FINITE MATHEMATICS

Topics include matrix theory, linear systems, linear programming, probability, decision theory, and game theory. Also applied calculus is covered. (3 units)

MATH 21 – CALCULUS I

Differential Calculus, derivative and applications. Techniques of differentiation of algebraic functions. Exponential and logarithmic functions. Implicit method. Graphing, maxima and minima, concavity. Mean value theorem. (3 units) *Prerequisite: MATH 10*

MATH 22 – CALCULUS II

Integral Calculus. Fundamental theorem, mean value theorem, Taylor's formula, indeterminate forms. Exponential and logarithmic functions. Area and the indefinite integral, techniques of integration. Applications to volume, arc length, physical and biological problems. (3 units) *Prerequisite: MATH 21*

MATH 25 – CALCULATOR MATH

This course combines College Math, Pre-calculus, Finite Math and parts of Statistics, Programming and Linear Algebra. Covers both "hand" and "machine" math in depth. Involves the use of the calculator as a tool to solve problems as well as probing the theoretical aspects of it. (3 units) *Prerequisite: MATH 10*

MATH 40 – LINEAR ALGEBRA

Vector spaces, linear transformations, matrices, systems of linear equations. Stress on 2 and 1 dimensions, including geometric and other applications. (3 units) *Prerequisite: MATH 10*

MATH 299 – SPECIAL TOPICS IN MATHEMATICS

An independent study course. (1-4 units) *Prerequisite: Instructor's permission*

POLITICAL SCIENCE

POL SCI 10 – UNITED STATES GOVERNMENT

This course is an introductory survey of the institutions and processes of government in the United States. Although we examine the basic structure of state governments, the major emphasis is on the Federal Government. The course includes a close reading of the United States Constitution. Building upon knowledge of the Constitution, we will look at the most important political institutions as they work in the real world. Institutions studied include Congress, the Presidency, the courts and the national security apparatus. We also try to identify the interaction between political structure, ideology, public opinion, the press, money and the press of external events. (3 units)

POL SCI 15 – INTRODUCTION TO POLITICAL SCIENCE

This course is an introduction to basic political thought and how thought has influenced political action. Much of the course will deal with interpretations of democracy. We will examine the basic ideas of democracy and citizenship in Greece and Rome. Also analyzed will be the writings of classic political thinkers such as Hobbes, Locke, Burke, Adam Smith, Rousseau and James Madison. The course will also cover the major alternatives to democracy in modern times such as Marxism, fascism and military rule. (3 units)

POL SCI 280 – INTERNATIONAL RELATIONS

In this course, covering the period 1939-present, we shall examine the changes inside the US and in the world arena that transformed America from isolationism to deep involvement throughout the world in military, diplomatic and economic affairs. We shall attempt to identify motives, the way policy has been made, the relationship between foreign and domestic affairs, the dynamics of the arms race and potential alternatives to the course actually taken. This course will help students compare political systems and judge their strengths and weaknesses, as well as explain. (3 units) *Prerequisite: Upper division standing*

POL SCI 299 – SPECIAL TOPICS IN POLITICAL SCIENCE / DIRECTED READINGS

Students in Political Science 299 will be required to read one or more important works in the field of political science and write an original analytical paper on the books assigned. This project will be undertaken under the close supervision of the instructor. Unless an unusual situation arises, this course is designed for students in upper division. Use of special studies as a substitute for a standard lecture course is discouraged. (1-4 units) *Prerequisite: Instructor's permission*

PSYCHOLOGY

PSYCH 10 – FUNDAMENTALS OF PSYCHOLOGY

Introduction to psychology and the principles of human behavior and relationships. Studies in sensation, perception, learning, memory, thinking, intelligence and emotion. Emphasis is on general psychological principles. Use of individual and group exercises. (3 units)

PSYCH 170 – PSYCHOLOGY OF HUMAN RELATIONS

An integral approach to the understanding of human behavior. Concepts of personal and social adjustment as related to employment, morale, employee relations, supervisory techniques, and business efficiency. (3 units) *Prerequisite: PSYCH 10*

PSYCH 175 – PSYCHOLOGY OF PERSONALITY

Survey of current scientific knowledge about human personality. Consideration will be given to both the universal, shared aspects of personality and those upon which people differ (e.g., shyness, self-esteem, and need for achievement). Methods of personality assessment and applications of personality research will be discussed. (3 units) *Prerequisite: PSYCH 10*

PSYCH 180 – SOCIAL PSYCHOLOGY

This course covers three core domains of social psychology. The first is social attitudes. Different views of the nature of attitudes are explored and the role of attitudes in guiding information processing and directing behavior is examined. The second domain is small group behavior. It involves changing conceptions of social influence are examined from obedience through conformity to minority/majority influence. The final domain is prejudice and inter-group relations. The course emphasizes the importance of both individual and group processes for understanding social psychological phenomena. (3 units) *Prerequisite: PSYCH 175*

PSYCH 220 – PERSONNEL PSYCHOLOGY

This course provides and introduction to personnel psychology. Topics include job analysis, performance appraisal, testing and assessment, employee selection, equal employment opportunity, criterion development, selection interviewing, validation, legal issues, and human resource planning, recruitment, classification, utility analysis, training, compensation, organization, career development and consulting strategies. (3 units) *Prerequisite: PSYCH 180*

PSYCH 299 – SPECIAL TOPICS IN PSYCHOLOGY

An independent study course. (1-4 units) *Prerequisite: Instructor's permission*

NATURAL SCIENCES

SCI 10 – PHYSICAL SCIENCE

The study of matter and energy; principles and practical applications in physics, chemistry, mechanics, heat, sound, electricity, electronics, geosciences and astronomy. (3 units)

SCI 21 – LIFE SCIENCE

Life processes, ecological factors and the plant and animal kingdoms; biological systems and their control; human anatomy and physiology, human diseases, genetics, inheritance and evolution; the cell as the basic unit of life. (3 units)

SCI 25 – SCIENCE, TECHNOLOGY AND THE FUTURE

17th-century philosophy and science; the development of science from Descartes to Newton. Emphasis is on basic physical concepts (space, matter, force, inertia, etc.), scientific method, and the interplay between science and technology, and their implications for the future, and religion. (3 units)

SCI 31 – HUMAN BIOLOGY

The main purpose of the course is to study the organization (anatomy) and function (physiology) of the human body, from the single cell to the coordinated whole. Includes a consideration of body structure and function, reproduction, development, heredity and evolution, examination of the aspects of modern biology as it impacts the human species. (3 units)

SCI 32 – THE HUMAN BODY AND PHYSICAL MOTION

A study of basic concepts in physics and human anatomy related to body movement, the structure of the skeleton and of muscles in the human body and how they interact to make mechanical motion possible. The concepts and laws of physics applied to fundamental movement patterns in daily activities, exercise, dance and sports. (3 units)

SCI 35 – SPECIAL TOPICS IN SCIENCE

The course offers topics of specialized interest. (1-4 units) *Prerequisite: Advisor's permission*

SOCIAL SCIENCE

SOC SCI 10 – INTRODUCTION TO CAREER PLANNING AND JOB SEARCH SKILLS

An overview of skills needed to develop effective job search strategies. Use of the Strong Interest Inventory, the Myers-Briggs Type Indicator and other assessment tools. Students will explore their interests, values, and abilities. Discussions focus upon developing career goals, job objectives, and techniques for finding jobs including; networking, resume writing, and job interviewing. (1-4 units)

DIAGNOSTIC IMAGING (ASSOCIATE DEGREE / ULTRASOUND TECHNICIAN CERTIFICATE)

DI 10 / UT 10 – PHYSICAL PRINCIPLES OF ULTRASOUND

This course introduces ultrasound physical principles and instrumentation. Topics include sound wave mechanics, transducers, ultrasound equipment, Doppler physics, and safety techniques. (3 units) *Prerequisite: SCI 10 or equivalent*

DI 20 / UT 20 – MEDICAL TERMINOLOGY

This course provides opportunity for students to develop knowledge, skills, process and understanding of medical terminology. (3 units)

DI 30 / UT 30 – ANATOMY AND PHYSIOLOGY

This course provides a basic study of the structure and function of the human body. Upon completion, students should be able to demonstrate basic understanding of the fundamental principles of anatomy and physiology. (3 units) *Prerequisite: SCI 31 or equivalent*

DI 110 / UT 110 – ULTRASOUND PRINCIPLES AND PROTOCOLS ***

This course includes a review of and an introduction to study of the abdomen and small parts, obstetrics and gynecology, vascular and echo. (4 units) *Prerequisite: DI 30 / UT 30 or equivalent*

DI 115 / UT 115 – INTRODUCTION TO ECHOCARDIOGRAPHY

This introductory course focuses on normal anatomy, scan techniques, cardiac measurement, and new dynamics. (4 units) *Prerequisite: DI 30 / UT 30 or equivalent*

DI 125 / UT 125 – ECG AND ARRHYTHMIAS INTERPRETATION***

Students will learn the principles and procedures of 12-lead electrocardiography (ECG), arrhythmia interpretation and care, maintenance of equipment and exam area. (4 units) *Prerequisite: DI 30 / UT 30 or equivalent*

DI 130 / UT 130 – OB/GYN ULTRASOUND***

Review of ultrasound methods used in obstetrics and gynecology studies. Ultrasound images and patterns of fetal abnormalities are presented. (4 units) *Prerequisite: DI 110 / UT 110*

DI 135 / UT 135 – ECHO IMAGING***

Review of imaging methods and technology based on 2-dimensional echo. Applications to recording and interpretation of echo imaging for detection of heart abnormalities are emphasized. (4 units) *Prerequisite: DI 115 / UT 115*

DI 140 / UT 140 – OB/GYN SCANNING (LAB)

Scanning protocols and practice for the ultrasound examination in obstetrics and gynecology. (4 units) *Prerequisite: DI 130 / UT 130*

DI 145 / UT 145 – ECHO SCANNING (LAB)

Scanning protocols and practice for the ultrasound examination of the heart. (4 units) *Prerequisite: DI 135 / UT 135*

DI 150 and DI 160 / UT 150 and UT 160 – ABDOMEN AND SMALL PARTS, I and II*****

The course studies advanced ultrasound technologies, including harmonic imaging and 2-dimensional Doppler color imaging, which are used for studying small parts of human body and its normal and abnormal patterns. (4+4 units) *Prerequisite: DI 110 / UT 110*

DI 155 / UT 155 – DOPPLER VASCULAR IMAGING***

A survey of methods based on Doppler Effect and used for ultrasound imaging. Computerized interpretation of images for human vascular disorders is discussed as an application of the theory. (4 units) *Prerequisite: DI 115 / UT 115*

DI 165 / UT 165 – VASCULAR SCANNING (LAB)

Scanning protocols and practice in ultrasound examination of vascular structure. (4 units) *Prerequisite: DI 155 / UT 155*

DI 170 / UT 170 – ABDOMEN AND SMALL PARTS SCANNING (LAB)

Scanning protocols and practice for ultrasound examination of abdomen and small parts. (4 units) *Prerequisite: DI 150 / UT 150*

DI 175 / UT 175 – ADVANCED ECHO IMAGING

A continuation of review of imaging methods and technology based on 2-dimensional echo, M-Mode, and Doppler sonographic imaging. Applications to recording and interpretation of echo imaging for detection of heart abnormalities are emphasized. (4 units) *Prerequisite: DI 135 / UT 135*

DI 185 / UT 185 – ADVANCED ECHO IMAGING (LAB)

Students will learn advanced echocardiographic procedures. Topics include stress echo, related diagnostic imaging, and related noninvasive cardiac testing. (4 units) *Prerequisite: DI 145 / UT 145*

DI 280 A and B / UT 280 A and B – PRACTICUM / EXTERNSHIP I and II

Students will get clinical experience in Diagnostic Imaging covering a wide variety of technical procedures. (3+3 units) *Prerequisites: Permission of the externship coordinator and the program director*

MEDICAL ASSISTING (CERTIFICATE)

MA 20 – MEDICAL TERMINOLOGY

This course provides opportunity for students to develop knowledge, skills, process and understanding of medical terminology. (3 units)

MA 30 – ANATOMY AND PHYSIOLOGY

This course provides a basic study of the structure and function of the human body. Upon completion, students should be able to demonstrate a basic understanding of the fundamental principles of anatomy and physiology. (3 units) *Prerequisite: MA 20*

MA 110 – ADMINISTRATIVE MEDICAL ASSISTANT**

The principles, procedures and practice standards of the administrative medical assistant. Study includes: medical reception, telephone reception, appointment scheduling, patient information management, medical record content, quality improvement methods, purchasing office equipment, billing, collecting, medical office accounting, banking procedures, office management, coordination of meetings, and making travel arrangements. (4 units) *Prerequisite: MA 30*

MA 120 – ECG AND ARRHYTHMIAS INTERPRETATION**

In this course students will study principles and procedures of 12-lead electrocardiography (ECG), arrhythmia interpretation and care and maintenance of equipment and exam area. (4 units) *Prerequisite: MA 30*

MA 130 and MA 140 – CLINICAL MEDICAL ASSISTANT I and II

Students will learn the principles of medical office clinical procedures, including preparing a patient for assisting a physician with examinations, procedures, and components of patient history. This course will cover charting, vital signs, sterile setups, universal blood precautions and methods of asepsis and sterilization. (3+3 units) *Prerequisite: MA 30*

MA 280 – PRACTICUM / EXTERNSHIP

Students will complete their clinical experience in a medical office covering a wide variety of medical procedures. (2 units)

INTENSIVE ENGLISH PROGRAM (IEP)

IEP 1 – WRITING

Students are taught to write compositions using a variety of grammatical tenses and structures in semi controlled to freer compositions. The emphasis is on grammatical structure, but various types of organization such as description, narration, classification, comparison and contrasts are also introduced and practiced in guided formats. (NC)

IEP 2 – CONVERSATION / SPEECH

Students will advance in fluency and oral comprehension of more complex English sentences. Students will participate in oral comprehension exercises; will learn common American idioms and use them in conversation; they will also participate in class discussion of relevant subjects and present short prepared speeches. (NC)

IEP 3 – READING COMPREHENSION

Students will improve reading comprehension and rate; they will increase vocabulary through assigned readings, word study exercises, and discussions. Readings deal with a variety of subjects, including American culture, and academic and personal issues. (NC)

IEP 4 – GRAMMAR

This course covers the basic grammatical structures using an intensive approach that aims at greater accuracy and speed on the part of the students. The students will be able to process longer, more complex sentences with more ease and fluency. Special attention will be given to the difference between appropriate written English and the spoken forms used in everyday conversations. (NC)

IEP 5 – VOCABULARY

The course focuses on vocabulary building and enrichment through words used in context. Emphasis will be given to most frequently used words in spoken and written English. (NC)

* *Classes include 15 hours of independent lab work.*

** *Classes include 1 unit or 30 hours of lab work supervised by assistant instructors.*

*** *Classes include 1 unit or 30 hours of lab work supervised by assistant instructors and 1 unit or 45 hours of self-study.*

**** *The course can be extended for up to two additional semesters for 1 unit for each semester.*

GLOSSARY

ACADEMIC CREDIT: Credit applicable toward a degree, to be earned at the University, or transferred from another institution (p.10)

ADMISSION: The acceptance of an applicant into Lincoln University. Admission is based on an evaluation of applicant's eligibility criteria, such as appropriate degrees or diplomas, fitting academic records, and the applicant's competence for an academic program (p.10)

ATTENDANCE REGULATIONS: Attendance is required for all classes. For specific regulations concerning attendance, see the "Academic Policies" section of this catalog (p.21)

AUDITOR OR UNCLASSIFIED STUDENT: A student attending selected classes without pursuing a degree or certificate (pp.11, 22, 36)

CHANGE OF PROGRAM: the process of adding or dropping a course. The procedure requires the permission of the Dean and the instructor of the course (p.13)

CONCENTRATION: A 30-unit program for associate degree, a 21-unit program for BA degree, and a 12-unit program for MBA degree to be studied in addition to the required core courses in major field of study (p.6)

CONDITIONAL ACCEPTANCE: An admission status indicating a deficiency in the student's academic background (p.10)

CONDITIONAL STUDENT: A student having some academic deficiency and cannot be accepted to the program applied. Suppose to remove the deficiency before receiving a regular status (p.10)

CURRICULUM: The total sequence and complete description of course offerings (p.23)

GRADUATION REQUIREMENTS: Graduation requirements are prescribed by the University for completion of a given program of study. Requirements include a minimum number of credit hours, required GPA, prerequisites and elective courses within the specified major and minor areas of study. All requirements must be successfully met in order to obtain a specific degree or certificate (p.17)

FULL-TIME STUDENT: An undergraduate or certificate student who is carrying at least twelve (12) units of credit, or a regular graduate student who is enrolled in nine (9) units or more (p.12)

GRADE POINT AVERAGE (GPA): A system of recording achievement based on a numerical average of the grades attained in each course. An "A" is worth 4 points, "B": 3 points, "C": 2 points, "D": 1 point, and "F": 0 points. A GPA is the number of units a course is worth multiplied by the number of points for the letter grade received for the course, then summarized for all courses included to a program and divided by the total number of units in the program. The result is the grade point average for the program (pp.11, 18)

LEAVE OF ABSENCE: An absence from classes for a specified period of time, which must be requested in writing, and submitted to the Dean's Office for his written approval (p.22)

MAJOR: An area of study in which a degree is awarded. Business Administration and Diagnostic Imaging represent current major fields at Lincoln University (p.10)

MINOR: Courses in an area related to the major field. At Lincoln University, a program of 18 units is required for a minor (p.30)

PROBATION: An academic standing which is based upon a student's low grade point average (under 2.0 ("C") for undergraduate and under 3.0 ("B") for graduate students) (pp.16, 19)

REGULAR STUDENT: A student who has qualified academically, has a complete record, and has been officially accepted for admission to a degree program (p.10)

TEMPORARY ACCEPTANCE: An admission status granted to students who have provided the University with evidence of qualification for admission, but have to submit official records, test scores or additional materials for the file (p.10)

TRANSCRIPTS: Complete academic records from an academic institution which show the courses that were taken, the number of credit hours and the grade for each course, and the degree if granted (p.10)

UNDEGRADUATE STUDENT CLASSIFICATION:

Freshman: A student who has completed fewer than 30 units.

Sophomore: A student who has completed at least 30, but fewer than 60 units.

Junior: A student who has completed at least 60, but fewer than 90 units.

Senior: A student, who has completed at least 90 units, but does not hold a bachelor's degree.

UNIT OF CREDIT: 1 credit unit equals 15 lecture hours or 30 supervised lab hours or 45 self-study or intern/externship hours (p.12)