

**NOTICE:**

*The information contained in this prospectus is correct at the time of going to press. It may not be constructed as an agreement between International University of America (IUA) and any intending students or other parties. Similarly, IUA may not be held responsible for any errors of a typographical nature, although all reasonable steps have been taken to correct such errors. IUA reserves the rights to make amendments or modifications or change any information contained in this prospectus without notice and without compensation whatsoever.*

## GENERAL BACKGROUND

The International University of America (IUA) in London was originally founded and incorporated as a degree granting university in the State of California, USA, in 1980. However, since 2001, IUA is registered in Norfolk Island, within the Australian Commonwealth and more recently (2004) in Mississippi, USA, as a degree granting University. It is accredited and validated by the World Association of Universities and Colleges (WAUC), USA. Apart from being an approved education centre for the Oxford Cambridge Royal Society Examinations, IUA is also, *inter alia*, a member of UKNARIC, British Computer Society and the London Chamber of Commerce. For over a decade in London, IUA has brought international students and faculty together in an effort to specifically promote Anglo-American style international business management. As an education centre, IUA is an independent, coeducational, business and liberal arts international institution of higher learning. As a foreign university in London, IUA is independently administered and hosted by MERC Education / Management Education Resource Centre in accordance to the Education Reform Act 1988.



*Broadening Your Horizon In London*

At IUA, we provide our students, through coursework, tutorial, industrial visits and internship within a highly professional environment, a strong foundation of knowledge and experience with which to further their careers in the international business arena.

In London, IUA offers degree and diploma / certificate programs in business administration, information technology and law focusing specifically on international business in an Anglo-American context. With an international student body representing countries from around the world, IUA students are immersed in a culturally rich and diversified environment. The business administration programs at IUA are based on the philosophies of noted scholars who postulate that the theories people use to interpret their world are within them and are

dependent upon the conceptual framework within which they operate.

This conceptual system consists of: firstly, a set of assumptions about what is real; and secondly, a network of related concepts derived from these assumptions. Since selectivity of observation and the theories that result differ markedly among nations, the end **goal** of education at IUA is a commitment to the continuous re-evaluation and reconstruction of assumptions and concepts for the purpose of enhancing and understanding business practices among nations.

The central **focus** of education at IUA is that students should graduate with the ability to be effective and efficient future business leaders whether they choose to stay in the West or ultimately return back to their countries of origin or, indeed, if they decide to plunge themselves into the global markets, elsewhere. IUA faculty members emphasize both on a theoretical understanding of the forces that drive the global economy as well as on more practical issues of daily management and cyclical business strategies. Almost all IUA faculty members have first-hand experience with U.S. and U.K. higher education. They are also sympathetic to foreign students knowing that any cultural shock that exists does take time to absorb, especially those in their first year of studies.

IUA faculty members bring with them a wide range of experience in both business and academia. With extensive teaching backgrounds, they are effective teachers. With broad business experience, they have the knowledge of what it takes to become successful business people. At IUA, we feel that theoretical knowledge and practical experience are inextricably linked. We seek a combination of both in our professors because such knowledge is vital to our students.

With the rise of leaner and meaner companies and an increasingly competitive job market, we espouse the principle of *Applied Continuous Education*. That is to say that our students are also taught to understand the need to be constantly on the cutting-edge of new technology, information and technical skills. At IUA, we want to impart the habits of mind and action that would provide the best preparation to absorb the new while retaining proven management



*Bridging Gaps Between Students  
And Industries Across Continents*

skills. This adaptability and alertness will increase the effectiveness of our future managers throughout their careers. Thus, we encourage our students in their on-going education after their time at IUA in London.

IUA is located in the prestigious landmark building known as the **Royal Arsenal Gatehouse**. This is an extraordinary setting within the historical heart of Woolwich in south-east London. Indeed, our small campus inhabits one of London's most varied neighbourhoods. This is not just to provide further and better facilities to students and staff but also to expose them to a richer culture in London.



The Royal Arsenal Gatehouse was built as a military structure in 1829 with a colourful past in very close proximity to the Royal Artillery Museum and the original Royal Military Academy within Woolwich's Royal Arsenal. As part of the Royal Arsenal, which was Britain's most important military manufacturing base for over 300 years, various members of the British Royalty including King George VI had visited the site through the Royal Arsenal

Gatehouse being the main entrance to the Royal Arsenal. More recently, the entire building was totally refurbished by the Greenwich Enterprise Board (GEB) and was officially reopened on 19th June 1996 by the Chairman of English Heritage in the presence of the Mayor of Greenwich and the Chairman of the Greenwich Enterprise Board. Management Education Resource Centre / MERC Education, the host for IUA, London, took over the building on 4th July 2003 to coincide with the American Independence Day.

Located in the heart of the town square, IUA also shares the town's good amenities with its other education neighbour, namely, the University of Greenwich. Members of our staff and students have easy access to the excellent Waterfront Leisure Centre overlooking London's River Thames and the public library is also only a short walk away. It is also interesting to note that one of the most successful fast-food company in the world, namely, McDonalds, first open its door in the UK at Woolwich in 1974.

**The Royal Arsenal Gatehouse**  
was officially reopened on 19th June 1996,  
by **Sir Jocelyn Stevens CVO**  
( Chairman of English Heritage ) ,  
with **Councillor Janet Gillman**  
( Mayor of The London Borough Of Greenwich )  
and **Victor Farlie**  
( Chairman of The Greenwich Enterprise Board,  
who refurbished the building ) .

Within its own building, IUA has its own extensive library facilities. It has two reception rooms, two offices, one communication room, one archive room, one storage room, four toilets, one reading room, one conference / seminar room, two large lecture rooms, one hall-like computer laboratory and a large fitted kitchen / meeting place. Enclosed within its building, IUA also has a huge courtyard with four seating and recreation quarters. Moreover, IUA has its own private car park with additional frontage parking and several small garden plots on three sides of the building. Furthermore, the University has its own small museum. As the only prominent building in the town square which dates back to 964 AD, IUA's Bell and Clock towers are constantly being watched by the public for accurate time-keeping.

As the International University of America enter its 11th year of operation in London, we share its fortunate growth with its small but ever more diversified and well-knitted student population. Most of IUA's 120 or so students are from overseas. They are *bona fide* students and work hard for their qualifications so that they could effectively contribute towards their local economies upon returning back to their countries of origin. With a professional team of administrators and experience lecturers, our graduates can expect a more effective and efficient ways of being served on all administrative and academic requirements.

Most students live within the 5-mile radius of the University in independent rooms, with families or in shared apartments or flats. IUA's owned hostel are in great demand with excellent facilities conducive to study. IUA's students also have access to the University of London Library at Senate House. Access to London Business School's library and, indeed, some other important libraries in London for our research students is available and free. More recently, IUA has also established several new affiliated campuses in London with modern facilities.

Since its inception in London in February 1995, IUA's **mission** has always been to encourage, inspire and groom future professionals and entrepreneurs through an excellent Anglo-American educational approach within an international setting.

The **purpose** of the International University of America has been to train a new generation of students and professionals in the significance of international diversity in business today. Students are also encouraged to develop their understanding of others as individuals and as people of other cultures. This knowledge enhances their ability to conduct business in other nations and further their appreciation of the specific cultural and social factors that have an important impact upon modern business organizations.

The wide-ranging business programs of IUA are most innovative, integrative and flexible. The language of instruction is English. Its small but well-knitted student body is drawn from over 25 nationalities. Almost all will soon return to their home countries to contribute to their own dynamic business communities that will ultimately help to build their home economies. Indeed, some of our students are also sponsored by their own governments, such as Gabon and Mongolia, to study at IUA. Such international recognitions enjoy by IUA owes much to its past students whose performance in their workplace is most admirable and creditable. Also, IUA's



**collaboration** and association with other established institutions in the UK ensure prospective students that the quality of education delivered to them has been recognised by institutions equipped to make this important judgment.

Furthermore, with the expansion of the global market, IUA is committed to exchange programs with other institutions to give IUA students maximum exposure to high-level exchange of ideas and curricular development on the cutting-edge of international business.

## ACADEMIC PROGRAMS

### INTRODUCTION

The programs of the International University of America emphasize both acquisition of practical business skills and theoretical knowledge. Equally important, the IUA student develops an awareness and appreciation of the unique elements of cultural, legal and linguistic differences that set the stage for today's complex international business transactions.

The following components are united to allow the widest possible scope for an in-depth study of contemporary business, IT and law:

1. *Graduate and undergraduate courses in finance, information technology systems, economics, international business, management, marketing and law.*
2. *The development and completion of a dissertation, thesis or business plan. These individual projects are based upon either personal or professional interests or an aspect of the IUA curriculum.*
3. *Case studies analysis of specific business problems designed to offer theoretical and practical approaches to the solutions of strategic business decisions.*
4. *Conferences with professionals from the international, governmental, financial, business, political, and cultural sectors to provide students with personal observations and experiences of professional life in the U.S. and the U.K.*
5. *Field trips to local firms and organizations to establish an 'inside view' of contemporary business in different business sectors.*

IUA classes stress interaction among instructors and students, combining traditional lecture format with discussion of case studies. There are four intakes a year starting in about the middle of January, April, July and October. Approximately 10 classes and 1 research class are

offered for each 10 - week intake session.

### IUA PROGRAM TITLES AND DURATIONS

Program titles and duration are summarized below :

Individual Certification Courses	: 3 months
Certificates and Diplomas	: 12 months ( <i>internal &amp; external</i> )
Associate of Arts	: 24 months
Bachelor Degree	: 36 months - Intensive ( <i>internal &amp; external</i> )
Master Degree	: 18 - 24 months
Master of Philosophy	: 18 - 24 months
Doctorate Degrees	: 36 months - Minimum

### IUA BUSINESS CORE AREAS

**Accounting** : Accounting is critical to all businesses in the world. Government regulations, rulings, etc. require that businesses understand their financial positions at all times.

**Finance** : A broad-ranging combination of theory and practice. At IUA, the purpose of financial studies is to learn and apply the most modern tools of analysis and research. Students are exposed to the structure and criteria used in business decisions. The coursework gives the student a knowledge of the monetary and banking systems in the United States, the United Kingdom and elsewhere, as well as an in-depth study of the decisions of business firms, securities markets and investment decision-making.

**Information Technology Systems** : The study of the appropriate means of gathering business information; the tools of analysis and the applications of computer to planning, decision-making, operations and control in a business environment. This process is vital for all business endeavors and concerns whether they are large or small, national or international.

**Interdisciplinary Studies** : A focus on areas that are central to the acquisition of knowledge in the core areas. Coursework deals with basic undergraduate and graduate-level work in the U.S. and the U.K. Courses in Economics, History, Law, Mathematics, Politics, Project Management, Psychology, Science, Sociology and Travel, Tourism are included in this grouping that may even be chosen by students as liberal arts and/or elective courses.

**International Business** : Contemporary study covers a wide spectrum from small business and entrepreneurial opportunities to multinational corporate management and the rapid expansion of firms into foreign markets, as seen in recent decades. Students explore international business through intensive investigation of marketing research, decision-making, financial operations, investment and strategic planning.

**Management** : Comprehensive examination of business planning, organizing, leading and controlling. Students review theories and applications of management through case study analysis. Focus is both on entrepreneurial ventures and established enterprises.

**Marketing** : A system of interrelated activities designed to develop, price, promote, and distribute goods and services to groups of consumers. These activities include, but are not limited to, research, strategic planning, forecasting, product design and sales. All marketing efforts are subject to environmental constraints such as legal/political, societal, economic, demographic and technological forces. The learning process is accomplished through combining studies with fieldwork, such as a study-tour to Body Shop PLC or similar, to ensure that students have the appropriate mix of theoretical knowledge and practical experience.

**Law** : Please see **law section** for details.

## **IUA INSTRUCTIONAL PURPOSE**

The rapidity with which new problems challenge modern business management demands that students of business administration understand the historical background of contemporary economic issues. They must have a solid grasp of basic managerial strategies, possess an understanding of the fundamental principles of accounting, finance, marketing, management and computer technology, and have an understanding of future trends, threats and business opportunities. Students must recognize that developments in a dynamic business environment largely depends upon responsiveness to conditions in today's dynamic world. Quick and decisive action is a key to business success in the ever-changing world. Thus, IUA curricula depend upon the development of skills that are popularised through instructional materials and faculty presentations as well as students being challenged and challenging themselves through interchange and exchange.

Students enrolled in the IUA program will find that faculty demand active participation. Furthermore, this participation is dependent upon investigation through an examination of their knowledge, the knowledge of others as well as the knowledge presented by the faculty. Students used to a lecture format will be surprised to discover that the IUA experience depends upon substantial reading before classes, an intensive critical examination of those materials during classes by the faculty, and the requirement to challenge these and other concepts through interaction with other students. Hence, the formation of private group-study outside formal teaching hours is encouraged.

## **IUA INSTRUCTIONAL OBJECTIVES**

As faculty members challenge students to question and debate materials found in lectures and readings, professors have collectively identified a precise set of objectives they intend to impart to students. These objectives include:

1. *Identifying common principles of management that successful institutions apply in the quest of excellence and innovation;*
2. *Elaborating research and methodological skills necessary to generate information relative to decision-making;*
3. *Discussing emerging business opportunities in business administration with particular emphasis on international markets;*
4. *Identifying methods of forecasting business trends in each sub-field of business specialization; and*
5. *Appreciating the diverse cultural and historical players in business development and management.*

These underlying objectives are the constant themes in all courses. Students comprehend information with these central goals firmly in place. Students should be prepared to plan their studies to make effective use of their time and resources.

## **IUA INSTRUCTIONAL STYLE**

Style of instruction varies at IUA. Each faculty member, due to the differences in specialization, training and perspectives, presents materials based on the common rationale that the student must be exposed to more than one perspective to management education. Each course material is presented from a "global" perspective to emphasize cross-cultural comparisons.

While students will have to adjust to diverse teaching styles of each of the faculty members, their central concern should be about their individual commitment to challenge faculty and other fellow students with questions on the readings prepared before each class session. In this way, faculty will gain insight into matters puzzling to students and organize class materials accordingly. Faculty members expect students to constantly raise issues about course readings and will respond to them while incorporating their own thoughts on the subject. Faculty frequently use other devices to stimulate discussion and debate including case studies, conferences, guest speakers, films and tutorials.



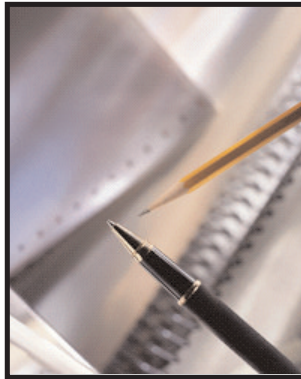
## SELECTION AND ADMISSIONS

The selection process at the International University of America is competitive due to worldwide recruitment for a limited number of places per program. The university sets a maximum number of students permitted per class and program to ensure an optimal teacher to student ratio. Some courses are integrated due to their commonality and to ensure an optimum class-size.

Since future international managers cannot be mass-produced, the IUA Director of Admissions seeks to know each promising candidate thoroughly by inviting him/her for a suitability interview test before allowing him/her to join one of the university's specialized intensive programs. When a prospective student request for information, the Registrar's Office will automatically send, either by normal mail or through the email, detailed information and application forms corresponding (where appropriate) to the prospective student's chosen program and starting date.

## **ADMISSIONS PROCEDURE**

The selection process at IUA is handled either directly from London or from an approved information centre. It begins when the Director of Admissions requests that the prospective student first return by mail, fax or e-mail a completed application form and/or curriculum vitae with a letter of motivation indicating the program of interest, preferred starting date, and professional goals. With this formal contact, the Director of Admissions will be able to verify whether the prospective student meets the minimum requirements for the chosen program based on the Registrar's recommendation.



Applicants are encouraged to apply three to six months before a preferred starting date and the entire admissions process (from first contact to payment of tuition) takes approximately one month. Deadlines set by the Director of Admissions be indicated in the application package. The ability of the student to meet the given deadlines is one of the several crucial factors measuring student motivation in the selection process.

At the back of the application form, prospective students will find a checklist of items that must be included in the application. This list represents minimum requirements for a complete application. Students should supplement their application with essays, personal background information, writing samples, notice of special awards, etc. Upon receipt of the student's final package including copies of all other relevant past qualifications, the Registrar will arrange an interview with the Director of Admissions if the applicant resides locally or where necessary, through an appropriate competitive admissions examination if the applicant resides

abroad. Within one week of the interview or admissions examination, the Director of Admissions will inform the applicant whether or not he / she is successful in joining an IUA program. If successful, the candidate concerned will also receive an acceptance letter. In the case of acceptance, the student will be required to pay an initial tuition deposit in order to obtain a Certificate of Enrolment and receive an admissions policy statement. Once all admissions formalities have been satisfied, the candidate if coming from abroad, can then apply for a student visa through the local British Embassy.

Students are encouraged to arrive at least two weeks ahead of time for an initial orientation / transition period in order to adapt to university life, meet university officials / faculty members and to discover London. All students admitted into IUA are assumed to have read and understood the legal requirements of their stay in the UK. under the Home Office rules and regulations and have agreed to the terms and conditions of IUA. Any serious breach of the above may lead to their expulsion and / or deportation. Where an application is denied admission, the applicant may request an explanation as to why his / her candidacy has been refused. Students may, of course, apply again 3 months later.

During the entire selection process, prospective students are encouraged to maintain communication with the Registrar's Office. Questions are always welcome, and student confirmation of progress during the admissions process is advantageous and helpful.

## PROVISIONAL ADMISSIONS

Students who do not meet published admission standards may be granted provisional admissions based on successful work experience, maturity and motivation. Additional documentation in the form of a personal letter, letters of recommendation, and/or an interview may be requested. If provisional undergraduate admissions are granted, a cumulative grade point average of at least 2.0 or 'C' average must be achieved for the first 12 credits attempted at IUA. If provisional admissions are granted at the Master's level, a cumulative grade point average of at least 3.0 or 'B' average must be achieved for the first 12 credits attempted at IUA.

## LEVEL OF ENGLISH PROFICIENCY AND TYPING SKILLS

All classes taught at the International University of America are in English. Therefore, English proficiency is required before a student can register for credit in any program.

The proficiency level of the candidate will be evaluated during the formal interview and in written samples. A candidate may be required to audit classes during one or two semester before taking classes for credit in order to improve English skills. Where appropriate, IUA may arrange some students to take English classes before they start a program. Experience shows that international students who arrive three months in advance in London to audit some classes can achieve a good level of English when they start taking courses for credit. Some computer students may be required to take typing lessons to increase their typing speed. **All students are encouraged to have their own PC / laptop.**

## ENGLISH LANGUAGE PROGRAM

### ENGLISH AS A SECOND LANGUAGE (ESL) AND BUSINESS COMMUNICATION SKILLS PROGRAM

The ESL Program provides regularly scheduled courses in English as a second language as well as custom-tailored Business English program for groups of international students and business personnel with topics ranging from resume (CV) writing to job interview techniques.

Designed to meet the specific needs of non-native speakers, the courses provide the opportunity to develop the vocabulary and skills required of candidates for business-related undergraduate and graduate degree programs. Special emphasis is given to the development of the cultural awareness necessary for interacting with English speaking natives in the business environments. As a general rule, in teaching ESL, guidance is also obtained from the various English Language public examination bodies and incorporated into IUA curriculum due to our educational operation in the UK.

#### **ESL Levels**

The intensive format of the program consists of six levels totalling 150 hours of practical instruction. Following a comprehensive placement test, new students are enrolled in one of six levels.

#### **ESL 080 (Low Beginning) and ESL 081 (High Beginning)**

Beginner's Intensive ESL sets the stage for international students to acquire the English language skills needed for regular academic purposes at both the undergraduate and graduate levels. The range of content includes pronunciation, guided conversation, listening to native speech, sentence and paragraph writing, reading, grammar and dictionary skills.

#### **ESL 082 (Low Intermediate) and ESL 083 (High Intermediate)**

Intermediate intensive ESL provides the English language background required to begin pre-academic language studies, e.g. studying skills, paragraphing and essaying skills for research. The range of content includes prepared oral presentations, listening to short lectures, paragraphing and essay writing, reading, grammar and dictionary skills, free conversation and pronunciation.

#### **ESL 084 (Low Advanced) and ESL 085 (Advanced)**

Advanced intensive ESL provides final preparation for regular academic courses with an emphasis on business and the global economy. The range of content includes speech communication, pronunciation, listening to lectures, writing and research, reading and study skills, grammar and dictionary skills, and the fundamental use of common academic and business computer software programs.

#### **ESL COURSES**

Appropriate courses offered include the followings :

#### **ENG 101 : English Composition I**

This course promotes standard writing skills and helps students become better readers and writers. Emphasis is on grammatical usage, mechanical writing skills, critical reading, writing for coherence and correctness and basic library skills. Expository techniques of paragraphs, short essays and reports are covered.

#### **ENG 102 : English Composition II**

This course continues to build writing skills and develop critical thinking in reading, writing and evaluating research. The styles and strategies for organizing and writing properly documented research papers are explored.

#### **ENG 110 : Business Communications Skills**

Effective communication is increasingly important in the information and service-oriented U.S / U.K business environment. Internal and external business communications using verbal and non-verbal techniques are addressed. Major topics are: writing reports, job related communications such as letters and memos and verbal communication.

## ASSOCIATE OF ARTS DEGREE PROGRAM

The Associate of Arts (AA) degree is awarded to qualified students who are pursuing baccalaureate degrees at the University. The AA is not intended to be a terminal degree, but rather a symbol of accomplishment and recognition of achievement toward the bachelor's degree. Students wishing to receive an AA degree must apply for graduation clearance in the Registrar's Office when they are within four or five courses of degree completion.



Upon successful completion of the last required course, students request the AA certificate by calling the Registrar's Office. Associate of Arts degree requirements: Total Credits Required - 63 or 21 courses comprising the followings :

#### **General Curriculum Requirements** - 30 Credits :

Select courses that fulfil General Curriculum Requirements listed in the bachelor degree program.

#### **Common Body of Knowledge Requirements (CBK)** - 15 Credits :

Select courses that fulfill Common Body of Knowledge Requirements listed in the bachelor



degree program.

**Major Requirements** - 6 Credits :

Select courses that fulfill requirements of a chosen major listed in the bachelor degree program.

**Elective Requirements** -12 Credits :

Select courses that fulfill additional requirements listed in the General Curriculum, Common Body of Knowledge, or major areas.

Note that as IUA student body is, at present, relatively small in London, most of the courses offered from semester to semester will be prescribed to fulfil general academic requirements for the various degree / diploma programs.

## BACHELOR DEGREE PROGRAM

The Bachelor of Business Administration (BBA) students should expect to receive instruction in the various areas of business management as they relate to the international community. They will also be exposed to a broad range of general education courses with the understanding that a competent businessperson must comprehend the broader aspects of society, law, the arts and science for themselves and in relation to their careers. The program is designed to prepare undergraduate students for entry-level career positions in international business management.

Basic academic requirements of BBA are as follows :

Total Credits Required - 126 comprising:

- |    |                                       |              |
|----|---------------------------------------|--------------|
| 1. | General Curriculum Requirements       | (63 credits) |
| 2. | Common Body of Knowledge Requirements | (33 credits) |
| 3. | Specialization / Major Requirements   | (30 credits) |

and of which:

1. *Minimum of 36 credits must be earned in residence at IUA and, thus, transfer students from other institutions gain advanced status.*
2. *Maximum of 72 lower division credits (100- and 200-level) may be applied to an IUA bachelor's degree program.*
3. *Achieve a minimum Cumulative Grade Point Average (CGPA) for all examinations and coursework at IUA of 2.00 (C) or higher in order to graduate.*

**ADMISSION STANDARDS**

The BBA candidate must have Grade 13 under the North American system of education or 5 'O' Level with grade 'C' or better with 2 'A' level education under the British system. Other equivalents are also accepted.

**TRANSFER OF CREDITS**

IUA will transfer no more than 90 semester credits/units from another approved college / university.

**STARTING DATES**

For all IUA academic programs, there are four entry periods (each lasting 10 weeks) per year: January, April, July and October.

**PROGRAM SCHEDULE**

This is an intensive 3-year program which consists 12 independent academic semesters. Each student will take three or four courses per semester, in addition to BUS 399 and the Business Plan course, for a total of 120 semester credits for the entire duration.

**GRADUATION REQUIREMENTS**

The BBA student must acquire a total of 120 semester credits (including credits transferred from another institution) and maintain a 2.0 Cumulative Grade Point Average (CGPA) to graduate. If the student has a Grade Point Average (GPA) in one semester that fall below 2.0 and, therefore, place under probation, he/she will be required to retake courses up to a maximum of 4 classes to make up for this deficiency. The student will pay a fee per extra class calculated on a pro-rata basis of the tuition paid for the full program. The student will eventually graduate if he/she achieves the 2.0 CGPA or better with the additional classes.

**APPLICATION AND TUITION FEES**

As in other programs, application fee for the AA and BBA programs is £150 for international students and £100 for local students. This application fee is mandatory and non refundable but is deducted from the full tuition fee once the student has paid the enrolment fee and started the program. The current tuition fee (which has been maintained at this level for the last 10 years) for the AA and BBA programs is £3900 per year (which may vary later) and may be paid by installment. Please refer to our schedule for details of BBA tuition fee and up-date.

**INTRODUCTORY CLASS**

All students must take during the course of their study at IUA the business course entitled BUS 399 : Introduction to International Business Management. BUS 399 is an overview of the international business management covering the following topics, namely, information systems, economics, accounting and finance, management, and marketing. This class is worth 3 semester credits and is graded on a Pass / Fail basis.



Objective / Learning Outcomes are as follows :

1. *To introduce students entering the BBA program to the basic principles and vocabulary of the subject areas listed above.*
2. *To determine the students' ability to prepare business letters and reports based on primary and secondary research.*
3. *To ensure that the students understand the correct methods of acknowledging and critiquing the work of others.*

### **THE BUSINESS PLAN**

Each BBA student must ultimately develop a complete business plan (BUS 499 is a 9-credit course). Where permitted, a student may do a **thesis** instead of about 70 pages.

The purpose of the business plan is to determine the feasibility of establishing a company or product in either the United States/United Kingdom or the student's home country. The business plan outlines a strategy in which contracts are negotiated with American / British businesses, international companies, financial institutions and other organizations to give students a better understanding of business practices. The business plan, like a thesis, is student initiated. Unlike the other academic courses at IUA, the bulk of the responsibility for completion of the project lies with the student. The business plan advisor is available as both a sounding board and a resource person, but the care required to develop, implement and complete the business plan is the student's responsibility.

### **BUSINESS PLAN DEVELOPMENT PROCEDURE**

Prior to arrival in London, the student should attempt to investigate possible products or services leading to the creation of a new company. Upon arrival, the following procedure is to be followed:

1. At the beginning of the program, the student is to develop the topic and select a faculty member to be the advisor. The Academic Dean, who may also act as an advisor, will recommend an appropriate faculty members with expertise in the fields under investigation.
2. The student should prepare a typed proposal that includes an outline and thoughts concerning how he / she will conduct the research. The student will submit this proposal to his / her faculty advisor for approval. This must be completed no later than the end of the first year.
3. Once the advisor approves the proposal, the student should submit it to the Academic Dean unless, of course, the Academic Dean himself / herself is already the advisor, in which case it has already been done.

4. While developing the plan, the student must discuss progress and problems with the advisor.
5. The student must submit the business plan for final review and grading no later than the last day of classes in the final year.

### **CLASSES / COURSES**

The BBA program consists of 12 independent academic semesters. Each student will take most of the typical courses listed below in addition to BUS 399 and BUS 499 (see above) during their BBA studies at IUA. Each normal course is worth 3 semester credits and new courses are being added and existing courses amended or modified from time to time as IUA sees fit and proper without prior notice.

#### **1. GENERAL CURRICULUM REQUIREMENTS - 63 credits**

##### **I. ENGLISH AND HUMANITIES - 18 credits**

ENG	101	English Composition I
ENG	102	English Composition II
ENG	110	Business Communications
LIT	201	Introduction to Culture and the Arts
LIT	205	British and American Traditions
PHI	101	Introduction to Philosophy

##### **II. INTERNATIONAL LANGUAGES/ENVIRONMENT - 6 credits**

SPN	254	Spanish I or FRN 258 French I
INS	321	Cultural and Social Environment: European Union

##### **III. SOCIAL SCIENCES - 18 credits**

ECO	272	Microeconomics
ECO	274	Macroeconomics
ECO	276	Money and Banking
GOV	280	Contemporary Political and Economic Systems
HIS	278	Historical Perspectives of the World Economies
HIS	127	Religions of the World

##### **IV. BEHAVIORAL SCIENCES - 12 credits**

BEH	221	Introduction to Behavioral Science
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BEH	222	Humanistic Psychology and Personal Growth
BEH	223	Group Dynamics and Problem Solving
BEH	123	Social Change and Cultural Values

#### V. MATHEMATICS AND NATURAL SCIENCE - 9 credits

MAT	108	Applied Mathematics of Business
MAT	312	Advanced Business Statistics
SCI	270	Science, Technology and Quality of Life OR
SCI	262	General Biology

#### 2. COMMON BODY OF KNOWLEDGE REQUIREMENTS

A portion of the Bachelor of Business Administration (BBA) as well as the AA degree programs is comprised of the Common Body of Knowledge (CBK) Requirements. All courses are three credits. Total BBA credits required is 33 in this area of study as follows:

ACC	301	Financial Accounting
ITS	310	Management Information Systems
MGT	311	Quantitative Methods for Decision-Making
MGT	340	Organization Theory and Behavior
MGT	350	Political, Legal, and Ethical Issues in Business
MKT	308	Marketing Management
MGT	485	Business Policy

#### 3. BBA MAJOR - Require 30-33 credits in this area of study

In addition to the courses stated in point 1 and 2 above, all our BBA students have to choose one of the following major in order to graduate with no less than a total of 126 credits. Total BBA credits required is between 30 and 33 in this particular area of study. **Choose one of the majors below:**

##### ACCOUNTING

Business firms, government entities, and non-profit agencies need the services provided by the accounting function. A critical decision for the Accounting specialization / major is determining if an accounting program has a proven record with the business environment. IUA's high-quality Accounting program will place our student in a competitive position in the accounting profession.

The undergraduate degree in Accounting has been designed to provide the student with the tools needed to establish an accounting career. Accounting major courses provide the student with professional background required in all aspects of the accounting field.

##### Major Requirements - 33 credits

ACC	302	Managerial Accounting
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ACC	303	Cost Accounting
ACC	304	Intermediate Accounting I
ACC	306	Intermediate Accounting II
ACC	317	Auditing
ACC	318	Contemporary Auditing Theory
ACC	319	Federal Income Taxation
ACC	320	Advanced Accounting
ACC	405	Accounting Information Systems
ACC	406	Governmental/Fund Accounting

And one Elective course. Select an upper division (300- or 400-level) course from the following main areas: Accounting, Behavioural Science, Finance, Information Systems, International Business, International Studies, Management or Marketing.

##### FINANCE

The Finance curriculum provides a quality, broad-based theory complemented by appropriate practical application. Essential qualitative and quantitative models are emphasized for the development of the analytical financial corporate decision-making process. Students concerned about their future will find that IUA's Finance curriculum presents the challenges necessary to prepare them for a finance career. These challenges are presented in the courses through case studies, computer modelling and integrative analytical techniques.

##### Major Requirements - 30 credits

FIN	322	Operations of Financial Institutions
FIN	325	Portfolio Management
FIN	332	Professional Financial Planning
FIN	341	Financial Markets
FIN	412	Working Capital Management
FIN	417	Seminar in Financial Institutions
FIN	450	Real Estate Finance
FIN	455	International Finance
FIN	499	Financial Issues and Trends

And one elective course. Select one upper division (300- or 400-level) courses from the following main areas: Accounting, Behavioral Science, Finance, Information Systems, International Business, International Studies, Management or Marketing.

##### GENERAL BUSINESS

Many organizations are interested in employees who have general, high-quality business-related skills. Broad-based business skills are obtained by taking courses in the common body



of knowledge area and at least one course in each of the other business-related major areas: Accounting, Information Systems, Finance, Marketing, Management and International Business. The unique feature of the General Business program is the inclusion of five elective courses that can be taken in any combination from the other major areas; or, students may elect to take all five elective courses in one major area.

**Major Requirements - 30 credits**

ACC	303	Cost Accounting
FIN	341	Financial Markets
INB	400	International Management
ITS	315	Enterprise Data Analysis
MGT	335	Human Resources Management
MKT	311	Sales Management

And five elective courses. Select five upper division (300-or 400-level) courses from the following main areas: Accounting, Behavioural Science, Finance, Information Systems, International Business, International Studies, Management or Marketing.

**INFORMATION TECHNOLOGY SYSTEMS**

Information and technology are the tools required to implement corporate strategies. The major thrust of the Information Technology Systems (ITS) program is to provide high-quality, knowledgeable graduates who are able to function well in the information systems operational environment. The IUA Information Technology Systems degree major has been designed to prepare the student for such ITS operation functions as: programing, operations management and planning, programing / project management, software management including databases, and hardware / communications management.



**Major Requirements - 33 credits**

ITS	302	Quick Basic Programming
ITS	303	C Programming
ITS	304	Advanced C Programming
ITS	305	Object Oriented Programming
ITS	315	Enterprise Data Analysis
ITS	317	Systems Architecture: Operating Systems and Applications
ITS	319	Communications, Networks, Telecommunications
ITS	421	Database Management

ITS	423	Software Engineering and Applications
ITS	480	ITS Management
ITS	499	Information Systems: Issues & Trends

*Note that the courses offered above will change from time to time due the rapid changes in the IT world.*

**INTERNATIONAL BUSINESS**

Globalization is the mode of operation for many corporations in today's economy. Many business positions need high quality international professionals. Current business problems and issues require students to be well prepared at university for the competitive work in the dynamic global business environment.

International Business major covers the major business areas including finance, marketing, economics, import / exports, current issues, and the economic and political environments of the regions of the world.

**Major Requirements - 33 credits**

INB	400	International Management
INB	460	International Economics
FIN	455	International Finance
MKT	452	International Marketing
INB	411	Economic and Business Development: Europe / Russia
INB	412	Economic and Business Development: Middle East / Africa
INB	413	Economic and Business Development: Latin America
INB	414	Economic and Business Development: Pacific Rim
SPN	254	Spanish I or FRN 258 French I

And two elective courses. Select two upper division (300 or 400 level) courses from the following main areas: Accounting, Behavioural Science, Finance, Information Systems, International Business, International Studies, Management or Marketing.

**MANAGEMENT**

Effective management requires individuals who can implement the process involved in creating the proper business environment. A high-quality, professional business background is required to enable managers to achieve bottom-line results. Furthermore the management graduate must be trained in a broad-based leadership program. IUA's Management degree major curriculum provides the graduate with the skills necessary to lead and manage effectively within the dynamic business environment.

**Major Requirements - 33 credits**

MGT	335	Human Resources Management
MGT	425	Small Business Management
MGT	437	Supervision and Leadership
MGT	445	Corporate Training and Development



MGT	450	Labour / Management Relations
MGT	455	Interpersonal and Group Behavior
MGT	465	Organizational Development
MGT	490	Total Quality Management
MGT	495	Seminar on Strategic Management

And two elective courses. Select two upper division (300-or 400-level) courses from the following main areas: Accounting, Behavioral Science, Finance, Information Systems, International Business, International Studies, Management or Marketing.

### **MARKETING**

Marketing is a major force in the daily operations of all businesses. Products must be effectively marketed to create the need for all other support functions. IUA's high-quality Marketing degree major program focuses on domestic as well as international marketing and provides students with the background needed to be competitors in the job market of the future.

#### **Major Requirements - 33 credits**

MKT	311	Sales Management
MKT	312	Marketing Services
MKT	317	Retail Marketing Management
MKT	322	Advertising and Sales Promotion
MKT	412	Marketing Research and Intelligence
MKT	417	Consumer Behavior
MKT	420	Public Relations
MKT	452	International Marketing
MKT	470	Strategic Issues in Marketing

And two elective courses. Select two upper division (300-or 400-level) courses from the following main areas: Accounting, Behavioural Science, Finance, Information Systems, International Business, International Studies, Management, Marketing or Hospitality.

### **TRAVEL, TOURISM AND HOSPITALITY**

Such a dynamic and rapidly changing industry requires professional who are competent to handle both strategic and operational tactical activities to achieve organizational goals.

#### **Major Requirements - 33 credits**

TTH	100	Introduction to Travel, Tourism and Hospitality
TTH	110	Accounting for Travel, Tourism and Hospitality
TTH	120	IT for Travel, Tourism and Hospitality
TTH	300	Planning Meeting and Event
TTH	350	Travel, Tourism and Hospitality Marketing
TTH	400	Food and Beverage Management
TTH	420	Total Quality Management & Control in the Hospitality Industry

TTH	450	Front Office Management
TTH	460	HRM in Travel, Tourism and Hospitality
TTH	499	Business Strategy and Policy for Travel, Tourism and Hospitality

**NOTE THAT DETAILS OF COURSE DESCRIPTIONS CAN BE FOUND AT THE BACK OF THIS BROCHURE.**

### **Typical BBA Courses**

Each semester normally contains a combination of courses in the areas of accounting, international business, management, finance, marketing, information systems and a liberal art or science course (subject to change without prior notice). Below is a typical sample of courses that may be offered by IUA yearly although they may vary slightly with time (provided always that BUS 399 and BUS 499 are also done) :

#### **YEAR I**

##### **SEMESTER I**

ENG	101	English Composition I
ENG	110	Business Communications
ECO	272	Microeconomics
ITS	302	Quick Basic Programming

##### **SEMESTER II**

ACC	301	Financial Accounting
ENG	102	English Composition II
ECO	274	Macroeconomics
ITS	310	Management Information Systems

##### **SEMESTER III**

PHI	101	Introduction to Philosophy
LIT	205	British and American Traditions
ECO	276	Money and Banking
MAT	108	Applied Mathematics of Business

##### **SEMESTER IV**

LIT	201	Introduction to Culture and the Arts
SPN	254	Spanish or FRN 258 French
BEH	221	Introduction to Behavioral Science
MAT	312	Business Statistics

#### **YEAR II**

##### **SEMESTER V**

GOV	280	Contemporary Political and Economic Systems
MGT	311	Quantitative Methods for Decision-Making

MGT 340 Organization Theory and Behavior

SEMESTER VI

HIS 278 Historical Perspectives of the World Economies  
HIS 127 Religions of the World  
SCI 270 Science, Technology and Quality of Life OR  
SCI 262 General Biology

SEMESTER VII

MGT 350 Political, Legal, and Ethical Issues in Business  
ACC 302 Managerial Accounting  
MKT 308 Marketing Management  
INS 321 Cultural and Social Environment: European Union

SEMESTER VIII

BEH 222 Humanistic Psychology and Personal Growth  
BEH 223 Group Dynamics and Problem Solving  
SPN 254 Spanish I or FRN 258 French I

**YEAR III**

SEMESTER IX

MGT 335 Human Resources Management  
INB 400 International Management  
BEH 123 Social Change and Cultural Values

SEMESTER X

INB 420 Import / Export Management  
MKT 452 International Marketing  
FIN 455 International Finance

SEMESTER XI

ITS 499 Information Systems: Issues & Trends  
MGT 425 Small Business Management  
MKT 417 Consumer Behavior

SEMESTER XII

MGT 450 Labor / Management Relations  
MKT 470 Strategic Issues in Marketing  
MGT 485 Business Policy

## MASTER DEGREE PROGRAM

Master of Business Administration (MBA) students should understand and be able to apply the principles of business administration as they relate to international business.

The special quality that we expect from all our MBA students is that they should be able to deal effectively with business leaders from other nations and cultures, not only in the methods of conducting business but also in the social, cultural, political and aesthetic environments from which others come. The program is designed to prepare graduate students for entry into managerial positions in international business.

### ADMISSION STANDARDS

The candidate must have a bachelor's degree or equivalent from an approved university or college.

### TRANSFER OF CREDITS

IUA will transfer no more than 9 credits from another approved university or college.

### STARTING DATES

Again, there are four entry periods each year for the MBA program falling in the middle of January, April, July and October.

The Master of Business Administration (MBA) Degree program includes Common Body of Knowledge (CBK), Managerial Core and Major Requirements. The CBK courses provide qualitative, rigorous exposure to the theoretical concepts and analytical techniques critical to understanding business phenomena and management/administrative organizational processes.

The Managerial Core builds on the CBK, extending the application of the concepts and techniques of business functions. The Managerial Core courses are to be completed after the CBK and prior to taking major courses.

The major area provides students an opportunity to build competence in a specific business discipline. The capstone course, MGT 785-Corporate Strategy Formulation and Implementation, is to be completed last in the degree program. MGT 785 includes an in-depth case study research project in which students integrate the knowledge obtained in their MBA degree program courses. The case study involves a critical, analytical and comparative analysis and documentation of an industry and a corporation within that industry relating directly to the student's major area. The MBA is, therefore, comprised of :

1. *Common Body of Knowledge (CBK) Requirements - 27 credits*
2. *Managerial Core Requirements - 18 credits*
3. *Major Requirements - 21 credits*

The above must be accompanied by the student achieving a cumulative grade point average for all graduate work at IUA of 3.0 or higher. A maximum of 9 total graduate-level transfer credits may be applied to the managerial core and/or major requirements. IUA operates on a semester-credit basis; all courses are 3 credits.

### **1. Common Body of Knowledge (CBK) Requirements**

The Common Body of Knowledge courses have been selected to provide the high-quality business background needed for all master's degree candidates. The knowledge gained from the CBK courses provides the foundation for pursuing graduate-level courses. Common Body of Knowledge courses should, therefore, be completed before taking any of the 600- or 700-level courses in the managerial core or the specialization/major areas.

ACC	505	Financial and Managerial Accounting
ECO	501	Economic Theory
FIN	517	Financial Management
ITS	510	Management Information Systems
MGT	511	Quantitative Methods for Decision-Making
MGT	540	Organization Theory and Behavior
MGT	550	Political, Legal and Ethical Issues in Business
MGT	570	Operations Management
MKT	508	Marketing Management

Total Common Body of Knowledge Credits: 27

### **2. Managerial Core Requirements**

The managerial core courses are uniquely designed to provide the master's degree candidate with a broad perspective of the business environment prior to entering into a major area of concentration. As all major functions of business interrelate, managerial core assists and processes the graduate student in being able to integrate these functions prior to specialization. The managerial core is a prerequisite to the major and should be completed before taking major courses.

BUS	637	Graduate Research Methods
FIN	639	Financial and Economic Analysis of the Firm
INB	601	International Business Environment
ITS	620	Information Resources Management
MGT	625	Strategic Management
MKT	646	Strategic Concepts in Marketing

Total Managerial Core Credits: 18

### **3. MBA MAJORS - Require 21 credits**

In addition to the courses stated in point 1 and 2 above, all our MBA students have to choose one of the following major in order to graduate with no less than a total of 66 credits. Total

MBA credits required are 21 in this particular area of study. Choose one of the majors below:

#### **ACCOUNTING**

Accounting is critical to all businesses in the world. Government regulations, rulings, etc. require that businesses understand their financial positions at all times. One of the first courses to be taken is BUS 637, which prepares the student to conduct research for the case study required for the capstone course, MGT 785-Corporate Strategy Formulation and Implementation. In the capstone course, the student will be responsible for an in-depth analysis of the accounting function within an industry and a corporation. The analysis is based on the application of the theory and practical knowledge obtained in the courses taken in Accounting.

However, the following undergraduate courses are required prior to taking major courses. If knowledge has been gained through means other than completion of the courses, students must contact the Registrar's Office to petition for waivers.

Undergraduate prerequisite courses :

ACC	306	Intermediate Accounting II
ACC	318	Contemporary Auditing Theory
ACC	450	Corporate Taxation

#### **Major Requirements**

BUS	637	Graduate Research Methods
ACC	615	Corporate Taxation
ACC	616	Accounting Theory
ACC	619	Auditing Theory
ACC	665	Legal Environment for Accounting
ACC	705	Accounting Policy and Ethics
ACC	710	Accounting for Multinational Corporations
ACC	715	Multinational Taxation
FIN	655	Corporate Financial Management
ITS	626	EDP Auditing
MGT	636	Managing Organizational Change

And one elective course. Select from 600 or 700-level Accounting, Finance, Information Technology Systems, International Business, Management or Marketing.

#### **FINANCE**

Financial analysis and decision-making is central to the corporate environment. As business conditions continue to be unpredictable, there will be a greater need for highly educated yet practical, financial managers. MBA in Finance is designed to provide a quantitative and qualitative concentration of courses leading to a corporate-related finance position:



One of the first courses to be taken is BUS 637, which prepares the student to conduct research for the case study required for the capstone course, MGT 785-Corporate Strategy Formulation and Implementation (Capstone course to be taken last in degree program). In the capstone course, the student will be responsible for an in-depth analysis of the finance process within an industry and the financial function of a corporation. The analysis is based on the application of the theory and practical knowledge obtained in the courses taken in Finance and the managerial core. Courses to be taken are :

FIN	655	Corporate Financial Management
FIN	660	Security Analysis
FIN	665	Money and Capital Markets
FIN	670	Mergers and Acquisitions
FIN	685	International Finance Theory

And one elective course. Select from 600 or 700-level Accounting, Finance, Information Systems, International Business, Management or Marketing.

### INTERNATIONAL BUSINESS

The importance of globalization is becoming commonplace in the corporate world. As the world continues to move toward greater interdependence, opportunities exist for people to fill international positions. These opportunities are available only to those who are highly qualified.

IUA International Business MBA program prepares students to enter this changing and competitive global job market.

One of the first courses to be taken is BUS 637, which prepares the student to conduct research for the case study required for the capstone course, MGT 785-Corporate Strategy Formulation and Implementation. In the capstone course, the student will be responsible for an in-depth analysis of an industry involved in global business operations and a corporation doing business globally. The analysis is based on the application of the theory and practical knowledge obtained in the courses taken in International Business and the managerial core.



Courses to be taken are :

INB	641	Managing in the Global Cross-Cultural Environment
INB	643	International Business Policy and Strategy
INB	650	Structure of the World Economy
FIN	656	International Financial Management
ITS	640	Global Information Systems

And one elective course. Select from 600 - or 700-level Accounting, Finance, Information Systems, International Business, Management or Marketing.

### MANAGEMENT

Corporations are looking for leaders and managers who are able to meet the challenges of the future. Challenges appearing in the coming decade include: leadership, empowerment of management, critical thinking, data/information management, transition management, managing change, globalization, communications, etc. These challenges must be met by individuals who possess a quality education. Management program provides the student with the skills and knowledge to become key decision-maker in the present and future workplace.

One of the first courses to be taken is BUS 637, which prepares the student to conduct research for the case study required for the capstone course, MGT 785-Corporate Strategy Formulation and Implementation. In the MGT 785 capstone course, the student will be responsible for an in-depth analysis of industry and a corporation within that industry. The analysis is based on the application of the theory and practical knowledge obtained in the courses taken in Management and the managerial core. Other courses to be taken are :

MGT	634	Entrepreneurship and Innovation
MGT	636	Managing Organizational Change
MGT	670	Conflict Management Strategies
MGT	748	Management of Strategic Issues
MGT	640	Corporate Ethics

And one elective course. Select from 600 or 700-level Accounting, Finance, Information Systems, International Business, Management or Marketing.

### INFORMATION TECHNOLOGY SYSTEMS

Information and technology are the focal points of the management decision-making process. Competitive advantage depends directly upon the quality of data and information a corporation is able to make or buy. Strategic directions for many corporations are and will be based on whether the information and information systems for an organization can respond to the critical decision-making process. MBA in Information Technology Systems enables the student to become better prepared for critical leadership in the corporation.

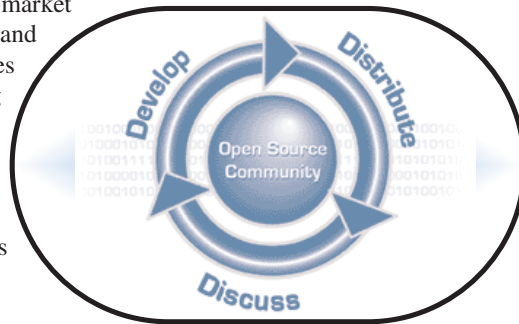
Again, one of the first courses to be taken is BUS 637, which prepares the student to conduct research for the case study required for the capstone course, MGT 785-Corporate Strategy Formulation and Implementation. In the capstone course, the student will be responsible for an in-depth analysis of an industry and a corporation. The analysis is based on the application of the theory and practical knowledge obtained in the courses taken in Information Technology Systems and the managerial core. Courses to be taken are :

ITS	610	Strategic Information Systems Planning
ITS	612	Integrated Information Systems
ITS	650	Software Engineering Methodology
ITS	699	Issues & Trends
ITS	640	Global Information Systems

And one elective course. Select from 600 or 700-level Accounting, Finance, Information Systems, International Business, Management or Marketing.

### **MARKETING**

Major corporate changes occur faster than ever and much of the challenge to align these changes is placed on the marketing organization. Companies are in a state of transition as they attempt to refocus their domestic market and prepare for the future domestic and global markets. As competition increases worldwide, corporations are becoming more focused on their operations as the time needed for product development and marketing is shortened. The quality courses that constitute the MBA in Marketing program prepare students for the challenges of the future.



One of the first courses to be taken is BUS 637, which prepares the student to conduct research for the case study required for the capstone course, MGT 785-Corporate Strategy Formulation and Implementation. In the capstone course, the student will be responsible for an in-depth analysis of an industry and a corporation. The analysis is based on the application of the theory and practical knowledge obtained in the courses taken in Marketing and the managerial core. Courses to be taken are :

MKT	625	Product/Service Marketing Management
MKT	630	Promotion Management
MKT	635	Marketing Channels
MKT	640	Buyer Behavior
MKT	610	International Marketing

And one elective course. Select from 600 - or 700-level Accounting, Finance, Information Systems, International Business, Management or Marketing.

### **PROJECT MANAGEMENT**

Projects exist at the complex end of the spectrum of organizational endeavour. This complexity is enhanced when they are situated within an operational environment that engages the interests of a rich variety of stakeholders who will judge the success of the endeavour by different (and often competing) criteria. Project management is the application of knowledge, skills, tools and techniques to project activities in order to meet or exceed stakeholder needs and expectations invariably involves balancing competing demands of: scope, time, cost and quality, stakeholders with different needs and expectations, identified requirements (needs) and unidentified requirements (expectations).

Again, one of the first courses to be taken is BUS 637, which prepares the student to conduct research for the case study required for the capstone course, MGT 785-Corporate Strategy Formulation and Implementation. In the capstone course, the student will be responsible for an in-depth analysis of an industry and a corporation. The analysis is based on the application of the theory and practical knowledge obtained in the courses taken in project management systems and the managerial core courses to be taken are:

MGT	636	Managing Organizational Chart
MGT	699	Project Work Management
FIN	655	Corporate Financial Management
MGT	570	Operations Management
MGT	590	Total Quality Management
ITS	590	Management of Technology Proposal

### **TRAVEL, TOURISM AND HOSPITALITY**

As the world travel, tourism and hospitality industry becomes more varied, diversified and dynamic, it is crucial that students in this field be developed to become more competent future managers. The complex nature of this industry in terms of domestic and foreign travels whether for pleasure or business or the combination of these meant that schooling and training of students will need to be more global, rounded and strategic in order to meet the objective of such an industry.

Again, one of the first courses to be taken is BUS 637, which prepares the student to conduct research for the case study required for the capstone course, MGT 785-Corporate Strategy Formulation and Implementation. In the capstone course, the student will be responsible for an in-depth analysis of an industry and a corporation. The analysis is based on the application of the theory and practical knowledge obtained in the courses taken in travel, tourism and hospitality and the managerial core courses to be taken are:

TTH	550	Travel, Tourism and Hospitality Marketing
TTH	600	Food and Beverage Management
TTH	620	Total Quality Management & control in the Hospitality Industry
TTH	650	Front Office Management
TTH	660	HRM in Travel, Tourism and Hospitality

### **PROGRAM SCHEDULE AND THESIS SUPERVISION**

This approximately 18-month MBA program consists of approximately six independent academic semesters. MBA students must choose their classes from the courses offered every semester at IUA. All classes described in the MBA curriculum are generally offered at least once in a 18-month period. Most of the classes differ from semester to semester except for BUS 637 that is repeated every other semester. BUS 637 is not required but highly recommended to all the new students during their first semester. Students could register for four classes per semester.

A student should prepare his/her thesis research proposal (a sample of which is available from the Registrar's office) in the area of his/her specialization as soon as possible and submit it to the Registrar's Office no later than the end of the second semester of his/her MBA program. The proposal is then submitted to an appointed supervisor for approval. Once the supervisor approves the proposal, the student submits it to the Provost. While developing the thesis, the student discusses the progress and problems with the supervisor. The student must submit the thesis for final review and grading after having completed all courses. The thesis must be completed within two years from the time the student has started the program.

### **THE MBA THESIS**

Each MBA student is generally required to complete a thesis unless approval is obtained to replace it with two extra courses. The purpose of the thesis is to identify a topic, which the student explores in depth over the course of the MBA program. The thesis also creates an environment in which contacts are established with American or British businesses, companies, financial institutions and other organizations. Theses are to focus on an exploration of a specific business problem that benefits the student's knowledge base and skills, and provides businesses with useful research and projects. The thesis is student initiated. Unlike the other academic courses at IUA, the bulk of the responsibility for the completion of the thesis lies with the student concerned. The thesis supervisor is available as both a sounding board and a resource person, but the responsibility of developing, implementing and completing the thesis is given to the student. The student is then expected to do about 100 pages on it.

The choice of topics belongs to the student and is subject to approval of the thesis supervisor. The topic may focus on accounting, finance, marketing, sales, development of a business plan, government relations, or any number of other acceptable themes. Students should realise that a large amount of primary and/or secondary research is involved, in addition to a comprehensive search of the appropriate data.

### **GRADUATION REQUIREMENTS**

The successful completion of 66 semester units of credit for students where there is no relevant professional and degree background plus a 150 hours **internship** or equivalent and a thesis or equivalent. The 66 credits are calculated based on 22 courses. However, students with relevant professional and degree background need only to do 14 courses (i.e. 2 courses from CBK, 6 courses from Managerial Core, 5 courses from specialization/major requirements and MGT 785) **plus** internship and a thesis or 16 courses plus an internship only. Students must maintain a minimum 3.0 GPA or 'B' average in order to graduate.

If the student has a GPA below 3.0, he/she will be authorized to retake a maximum of 4 classes. The student will pay a fee per extra class calculated on a pro-rata basis of the tuition paid for the full program. The student will graduate if he/she acquires the 3.0 GPA with the additional classes.

### **APPLICATION AND TUITION FEES**

The application fee for the MBA program is £150 which is deducted from the full tuition fee once the student has started the course. The application fee is mandatory and non refundable.

### **BSc AND MSc IN BUSINESS AND INFORMATION TECHNOLOGY**

For BSc and MSc with major in Accounting, Behavioral Science, Finance, Information Technology, International Business, International Studies, Management or Marketing. Please refer to our BBA and MBA curricula as they are integrated with the BSc and MSc programs. Graduation requirements for BSc, however, are 38 subject - courses as opposed to 40 for BBA. Everything else remains the same. As for the MSc, the graduation requirements are 12 subject - courses plus a thesis or 14 without a thesis. Everything else remains the same as the MBA.

## **ADVANCED POST-GRADUATE DIPLOMAS**

Executives, professionals, entrepreneurs or mature students interested in advancing their knowledge are invited to attend International University of America's Advanced Post-Graduate (APG) diploma Programs. These programs have been specifically designed to provide the management level knowledge required for effectiveness in each field of study. Diplomas are available in Corporate Management, Finance, International Business, Management Information Technology Systems and Marketing.

1. *Each diploma program has one required prerequisite course.*
2. *Transfer course work will be accepted toward the prerequisite requirement only.*
3. *Total credits required after prerequisite: 18*

**Entry Dates** *January, April, July and October each year*

**Duration** *12 Months*



### **I. Advanced Post-Graduate Diploma in Corporate Management**

#### **Prerequisite**

MGT 540 Organisational Theory and Behaviour

#### **Concentration**

Select six of the following courses:

MGT 625 Strategic Management  
MGT 634 Entrepreneurship and Innovation  
MGT 636 Managing Organizational Change  
MGT 665 Corporate Power, Politics and Negotiations  
MGT 670 Conflict Management Strategies  
MGT 675 Management of Innovation  
MGT 748 Management of Strategic Issues

Total Concentration Required credits: 18

### **II. Advanced Post-Graduate Diploma in Finance**

#### **Prerequisite**

FIN 517 Financial Management

#### **Concentration**

Select six of the following courses:

FIN 655 Corporate Financial Management  
FIN 656 International Financial Management  
FIN 660 Security Analysis  
FIN 665 Money and Capital Markets  
FIN 670 Mergers and Acquisitions  
FIN 685 International Finance Theory  
MGT 625 Strategic Management

Total Concentration Required credits: 18

### **III. Advanced Post-Graduate Diploma in International Business**

#### **Prerequisite**

INB 601 International Business Environment

#### **Concentration**

Select six of the following courses:

ACC 710 Accounting for Multinational Corporations

FIN 656 International Financial Management  
INB 641 Managing in the Global Cross-Cultural Environment  
INB 643 International Business Policy and Strategy  
INB 650 Structure of the World Economy  
ITS 640 Global Information Systems  
MKT 610 International Marketing

Total Concentration Required credits: 18

### **IV. Advanced Post-Graduate Diploma in Management Information Systems**

#### **Prerequisite**

ITS 510 Management Information Systems

#### **Concentration**

Select six of the following courses:

ITS 610 Strategic Information Systems Planning  
ITS 612 Integrated Information Systems  
ITS 620 Information Resources Management  
ITS 644 Global Communications Networks  
ITS 650 Software Engineering Methodology  
ITS 699 Issues and Trends  
MGT 625 Strategic Management

Total Concentration Required credits: 18

### **V. Advanced Post-Graduate Diploma in Marketing**

#### **Prerequisite**

MKT 508 Marketing Management

#### **Concentration**

Select six of the following courses:

MKT 610 International Marketing  
MKT 625 Product / Service Marketing Management  
MKT 630 Promotion Management  
MKT 635 Marketing Channels  
MKT 640 Buyer Behaviour  
MKT 646 Strategic Concepts in Marketing  
MKT 650 Industrial and Government Marketing  
MKT 656 Marketing and Public Policy

Total Concentration Required credits: 18

## **VI. Individual Subject Certificate** (Individual Certification Course)

Furthermore, the subjects within these certificates or other areas may be taken individually lasting 3 months each to achieve an 'Individual Subject Certificate'. This is particularly helpful for those who only wish to achieve a high level of skill in a particular area of specialization such as Marketing or Microsoft package. Students here simply follow the courses offered for the semester and do all the coursework and examinations. In addition, the students concerned will need to write a substantial well-documented piece of research project of no less than 20 pages in the area of their investigation.

## **MASTER OF PHILOSOPHY PROGRAM**

This is an 18-month program where the courses offered here are identical to those offered in the PhD / DBA programs as indicated below except that the thesis required to be completed is less burdensome. Students are required to complete a thesis of about 250 pages (or 24 credits) in an area of their specialization plus 10 taught courses (see below). However, a student may transfer up to 3 courses or 9 credits towards the MPhil. Admission is given to a student with a good master's degree. Petition for graduation is allowed once all requirements have been met including the minimum CGPA of 3.0. Taught courses may be waived if appropriate where a student embarks, upon our **pure research route**, in which case, the thesis submission pages will be no less than 500 (or 54 credits).

## **DOCTOR OF PHILOSOPHY (PhD) AND DOCTOR OF BUSINESS ADMINISTRATION (DBA)**

The Doctor of Philosophy (PhD) and the Doctor of Business Administration (DBA) students will appreciate the integrative nature of today's competitive environment and will develop the ability to think in global terms as they return to senior executive positions within their organizations.

### **ADMISSION STANDARDS**

The PhD/ DBA candidate must have a master's degree in business with professional experience (including any internship done previously) in management and must show strong academic potential. The candidate normally enters doctoral studies after having completed the MPhil. The candidate must complete the IUA application form that takes into consideration the candidate's academic and professional experience in management or other specialization.

### **TRANSFER OF CREDITS**

IUA will transfer no more than 9 semester credits with CGPA of 3.0 or higher from another

approved university or college.

### **STARTING DATES**

As in other programs, there are four entry periods each year for the PhD/DBA programs, falling in the middle of January, April, July, and October. At this level of education, IUA will also consider applicants attempting entry outside these dates.

### **PROGRAM SCHEDULE**

The program consists of four independent academic semesters. Each student will take two formal courses or more per semester, in addition to PDBA 799 and PDBA 800 for a total of 60 semester credits consisting of 10 courses ( unless these have already been taken at the Master of Philosophy level ) plus a major dissertation. Taught courses may be waived if a pure research route is chosen and approved.

### **GRADUATION REQUIREMENTS**

The PhD / DBA candidate must acquire 30 semester credits with a 3.0 CGPA or higher in order to present his / her dissertation to the doctoral committee. The candidate must also have completed a minimum of 2 semesters' teaching/tutoring internship.

If the student has a CGPA below 3.0, he/she will be authorized to retake a maximum of 4 classes. The student will pay a fee per extra class calculated on a pro-rata basis of the tuition paid for the full program. If the student acquires the 3.0 GPA with those additional classes, he/she will be authorised to present the dissertation to the doctoral committee. The student will graduate from the program only after the dissertation has been accepted and the student has received a grade no lower than A- for the dissertation. The thesis itself constitutes 30 credits. In case of pure research doctoral studies, no taught courses will be required but the submission pages must not be less than 700. Teaching internship cannot be waived.

### **CLASSES**

PhD / DBA students take a minimum of two classes per semester and start working on their dissertation proposals upon admission. Courses at IUA may be completed during a period of twelve months, after which the student will advance to the status of PhD / DBA candidacy and will then have two more years to complete the dissertation. The dissertation requires a significant expansion on the body of knowledge in the field under investigation and averages four hundred pages in length for DBA candidate and five hundred pages for the PhD candidate.

### **THE PhD / DBA DISSERTATION**

The dissertation must contribute to the body of knowledge of international business management based on academic and primary research in the field. The student will focus on issues, structures, technology, and cultural differences that affect international business management.

The dissertation emphasizes the practical application of the principles investigated. While there is a sound theoretical basis to the dissertation based on the literature review, the primary purpose will be to apply management principles in a realistic setting. Dissertation must not only be practical but also contribute to academic research. Supervisors and readers will cast a critical eye on all sections of the dissertation. They will offer suggestions for improvement and recommend additional areas of research or analysis. Supervisors will also prepare the student for the formal presentation to the faculty and students of the university.

### **DISSERTATION DEVELOPMENT PROCEDURE**

Prior to arrival in our London campus, the student should attempt to investigate possible dissertation topics. Upon arrival, the following procedure is to be followed:

1. *At the beginning of the program, the student should develop a suitable topic and select a dissertation committee that may be composed of one advisor / supervisor and two readers. The Academic Dean recommends faculty members appropriate to the area of investigation.*
2. *The student then prepares a proposal that includes both an outline and thoughts concerning how to conduct the research. The student submits this proposal to the faculty advisor / supervisor for approval.*
3. *Once the advisor / supervisor approves the proposal, the student submits it to the Academic Dean.*
4. *In developing the dissertation, the student discusses progress and problems with the advisor / supervisor.*
5. *Following the completion of the coursework, the student advances to the status of candidacy.*

**Note: The dissertation should be completed within 4 years from the time that the student started the program.**

### **TYPICAL MPhil/PhD/DBA COURSES AND COURSE DESCRIPTIONS**

(All classes are 3 semester credits unless specified otherwise.)

#### **PDBA 799: Introduction to Post-Graduate Research and Writing (Pass or Fail)**

This course prepares students to produce their dissertation and other scholarly documents. The writing style must be concise and readable, avoiding typical academic posturing. Students should refer to Strunk and White, **The Element of Style**, for questions of grammar and style.

Results of research must be valid, reliable, practical and up-to-date. The level of quality must be the highest. Documentation must be complete and accurate. Students will be encouraged to begin work on their dissertation as early as possible. As they progress throughout the

remainder of their seminars, they will have the opportunity to conduct research and write term papers that will contribute to their dissertation. This course will also discuss format issues concerning the dissertation and peer review journal articles. While students may use a flexible format, they must be familiar with the elements that contribute to a complete dissertation or article. An additional consideration is that dissertation should be written in a format that is easily convertible to a publishable book (that is, for publication). PDBA 799 should be taken by the student during the first two semesters of the 12-month residential program in London.

Below are typical courses IUA previously offered :

#### **PDBA 800: Seminar in Post Graduate Studies (Pass or Fail)**

This course focuses on the dissertation. Students review their outlines, research methodologies and work-in-progress. They will select their topics and approaches, dissertation advisors and readers, and then submit the plan for approval. This class should be taken during the last two semesters of the 12-month residential program in London.

#### **PDBA 801: Advanced Issues in International Business**

This course builds upon a strong theoretical base of knowledge. It is the one critical course that solidifies our students' understanding of issues. The course concentrates on how to analyse these issues and identify concentration topics.

#### **PDBA 802: Strategic Forecasting in International Management**

This course builds on PDBA 801 and concentrates on individual and group projects. The students will work on as many cases in forecasting and strategic planning as possible, consistent with their time commitment, in order to improve analytical skills. Case studies and projects will emphasize the role of senior executives.

#### **PDBA 803: Strategic Market Analysis**

This is an integrative course that takes research and quantitative methodologies and applies them to the development of new products. The course also looks at the expansion and restructuring of marketing organizations, as well as improving the business environment of the firm within the global marketplace. Students will role play realistic situations and participate in case studies that teach them how senior executives meet business challenges through preparation instead of crisis management. The course includes such topics as changes in political and economic environments, technology transfer, changing human resource needs and new forms of competition.

#### **PDBA 804: Emerging Issues in Multinational Corporate Management**

Senior executives must develop responsive business structures to be effective in regional and global markets. The professor will show students how to be flexible in their planning and resource allocation. The course will discuss human resource development at the executive level, thus helping students to reposition themselves within their own organization or in a new one of their choosing.



### **PDBA 805: Area Studies in International Management**

This course will require students to take the theories and knowledge acquired in previous courses and applies them to the development of comprehensive area reports. The emphasis will be on individual work. Students will write country surveys that analyse all aspects of for multinational companies with a global orientation.

### **PDBA 806: Policy Formulation in the International Environment**

The global economy is moving from state planning to free market solutions regarding problems such as productivity enhancement, human resource management, financing of multinational business ventures, development of the economies of less developed countries, and other similar issues.

### **PDBA 807: Issues in International Finance**

The emerging multinational structures and markets require new forms of financial support and analysis of such issues as equity versus debt financing, currency valuation and exchange, and other related issues. This course is designed to examine these issues as well as view organizational structures that serve the needs of international clients.

### **PDBA 808: Advanced Systems Analysis and Design**

This course examines selected issues in systems analysis and design and project management. Emphasis is on understanding underlying concepts and translating them into practice. Topics include the process of communication, techniques for information requirements, analysis, design theory, design techniques, and project management issues.

The course includes extensive readings and class discussion, design exercises, critiques, and lectures.

## **OCR's CLAIT SUITE**

The OCR CLAIT suite is the only nationally approved IT user qualification package, which fully integrates all of the relevant Microsoft options. It is a relevant and flexible package with 3 levels offering progression from beginner to advanced level. Level 1 aims to build confidence, level 2 increases learner productivity, and level 3 provides high level of proficiency.

**The OCR level 1 Certificate for IT users (New CLAIT)** aims to build the learner's confidence. Optional units include the popular BBC Webwise and IC3.

**The OCR Level 2 Certificate for IT users (CLAIT Plus)** allows learners to boost their productivity. It includes optional Microsoft Office specialist units, which are designed to allow learners to improve software-specific skills.

**The OCR Level 3 Certificate for IT users (CLAIT Advanced)** takes the learner to a higher level of proficiency. Optional Microsoft Office Specialist units are also available at this level.

### **OCR Level I Certificate (New CLAIT)**

**1+4= Full Award**                      **1 x mandatory unit**

#### **Using a computer**

*And then choose 4 options from:*

1. Word Processing\*
2. Electronic Communication
3. Spreadsheets\*
4. Databases\*
5. Desktop Publishing
6. Computer Arts
7. Graphs & Charts
8. Web Pages
9. Presentation Graphics\*
10. BBC Becoming Webwise

### **OCR Level II Certificate (CLAIT plus)**

**1+3= Full Award**                      **1 x mandatory unit**

#### **Create, Manage and Integrate Files**

*And then choose 3 options from:*

1. Spreadsheets\*
2. Databases\*
3. Desktop Publishing
4. Presentation Graphics\*
5. Computer Art
6. Web Pages
7. Electronic Communication
8. Graphs & Charts
9. Spreadsheet Solutions
10. Digital Imaging Solutions

### **OCR Level III Certificate (CLAIT Advanced)**

**3+1= Full Award**

**3 x mandatory units**

#### **Understanding IT Managing IT Resources Creating IT Solutions for other users**

*And then choose 1 options from:*

1. Advanced Document Production
2. Advanced Databases\*
3. Advanced Spreadsheets\*
4. Advanced Web pages
5. Advanced Computer Arts
6. Advanced Presentation Graphics

**Website Address**

[www.ocr.org.uk](http://www.ocr.org.uk)

(\* recommended units)

## LAW PROGRAMS

### Internal (IUA) and External (University of London)

IUA's law program may be taken either internally or externally with the University of London (External Program) or jointly, as the syllabus is similar.

A good knowledge of the law, whether it is civil or criminal, is bound to be very helpful when conflicts arise in one's life especially in business. For this reason, in all the business programs we offer at IUA, an element of the law is taught. Being on the right side of the law afford legal protection and remedies which, obviously, produce great satisfaction to the vindicated party.



Our Chairman of Law School is Professor Luke Maughan Pawsey. He possesses vast law teaching experience, at both the undergraduate and post-graduate. Professor Pawsey is also an expert in our IUA internal Law program and the University of London External Program.

Professor Pawsey is also our main supervisor for the LLM and LLD students. He is assisted by experienced academic staff. Consult our office for more details of our London external Law program.

### SPECIFIC DETAILS OF COURSES: LL.B (London External)

please refer to [www.londonexternal.ac.uk](http://www.londonexternal.ac.uk) for registration and details.

#### **(First Year) Intermediate Year :**

*Constitutional Law, English Legal System, Criminal Law, Contract Law*

#### **(Second Year) Final Part I :**

*Tort Law, Equity & Trust Law, Land Law, Commercial Law*

#### **(Third Year) Final Part II :**

*Jurisprudence, Succession Law, Company Law, Public International Law*

### SPECIFIC DETAILS OF COURSES: LLB (IUA Internal Law & Business)

1. General Curriculum Requirements (21 credits)
2. Common Body of Knowledge Requirements (21 credits)
3. Law Course Requirements (36 credits, same courses as LLB, London External,)
4. Law Electives Requirement (6 credits)
5. Thesis Requirement (6 credits)

### SPECIFIC DETAILS OF COURSES : LLM (IUA Internal)

(Total Credits Required : 42 plus research thesis

The followings are 3 credits each and are offered rotationally:

1. Comparative Criminal Law
2. International Human Rights Law
3. Law of Evidence
4. EU Law
5. American Legal System
6. Commercial Law
7. International Trade Law
8. International Taxation Law
9. Public International Law
10. Shipping Law
11. Commercial Law
12. Jurisprudence
13. Family Law
14. Administrative Law
15. Corporate Ethics
16. Civil and Criminal Procedures
17. Local Government & Planning Law
18. English Legal System
19. Comparative Constitutional Law
20. International Environmental Law



### MPhil and LL.D in law :

The academic requirements are: 10 subjects plus a 250-page thesis for the 18-month MPhil in law; in the 3-year LLD or combined MPhil / LLD, a thesis of approximately 500 pages is required. Where pure research is appropriate, the number of research pages required for submission increase to 450 and 750 respectively. For doctoral studies, teaching internship (2 terms) is mandatory.

## INFORMATICS / PURPLETRAIN ACCESS COURSES

An arrangement has now been made for IUA in special partnership with Guildhall College to provide Informatics / Purpletrain educational model. Informatics / Purpletrain is the world largest **e-learning** provider outside America. IUA aims to provide Informatics / Purpletrain technologically innovative business and IT programmes at the Royal Arsenal Gatehouse from July 2005 leading to final year British / Australian / USA degrees.

IUA and its affiliates aim to deliver Informatics / Purpletrain products and services through e-learning supplemented with full and part-time **on-campus tutorial** in London thereby ensuring success in the qualifications students are seeking. This includes certificates, diplomas, advanced diplomas, bachelor's and master's degrees.

The main advantage is that a student, through IUA, could study directly for two years for IUA's / affiliates diplomas and then pursue the final year at a selected university. In addition, other certificates and diploma courses are also available through Informatics / Purpletrain, with duration ranging from 1 year to 3 years. It must be noted that IUA / affiliates are **not** directly affiliated with the following (below) universities but provides educational supports **through Informatics / Purpletrain** enabling students to study for qualifications leading to diplomas / degrees of well-established educational institutions.

### CERTIFICATES

Certificate Training  
IT Training Programmes  
Vendor Accreditation Programmes

### DIPLOMAS

Diploma in E-Commerce  
Diploma in Info-Comm Technology  
Diploma in Business Administration

### BACHELORS

BS in Computing  
BSc in Computer Sciences  
BSc in Computer Science (IT)  
BSc in Business Administration  
BA in Business Administration  
BSc in Business Computing & Computing  
BSc in Business Administration (Marketing)

### MASTERS

MSc in International Finance  
Master of International Business  
Master of Business Administration  
MSc in Strategic Business Information Technology

### ADVANCED DIPLOMAS

Advance Diploma in E-Business  
Advance Diploma in Marketing  
Advance Diploma in E-Commerce  
Advance Diploma in Info-Comm Technology  
Advance Diploma in Business Administration  
Advance Diploma in Administrative Management  
Advance Diploma in Human Resource Management

## IUA SEASONAL COURSES

### TOEFL, ILETS & GMAT

14 Days

*For more than 40 years the Test of English as a Foreign Language has been the leading academic English proficiency test in the world. These programmes help students to prepare for crucial tests which will determine their admissions success.*

### DIVINITY STUDIES

14 Days

*Introduction to Religions of the World; Bible Studies; Religious exegesis. This course will examine the history of world religions focusing more specifically on Christianity -- its exegesis, counselling, preaching, ethics, leadership and spiritualism*

### WEB DESIGNING

5 Days

*"Hyper Text Mark-up Language" is the scripting language used to create web pages. HTML is a platform independent language, where properly designed pages will run perfectly on any computer. Java script and Java Applets are tools which will also be touched upon.*

### MICROSOFT OFFICE

5 Days

*This course is suitable for those who have basic knowledge of computers and wish to increase their Microsoft Office user skills. This course also prepares students for Microsoft Office User Specialist (MOUS) Certifications. Microsoft Office User Specialists set the first global standard for desktop productivity across Microsoft Office applications.*

### MULTIMEDIA APPRECIATION

2-5 Days

*Student learn about the uses and benefits of multimedia in business, education and entertainment. Tools for the production of multimedia and its applications will be examined.*

### ANTIQUES & COLLECTABLES

2-5 Days

*Making money on the internet. This is a hand-on course which teaches students how to buy and sell on the internet as a business. Students will learn: where to source antiques and collectable (auctions, car boots, fairs and centres) what to source; banking; insurance; taxation; customs and excise; internet presentation; and tricks of the trade.*

### FURNITURE RESTORATION

2-5 Days

*Identifying furniture styles and restoring furniture. This course will also help you to spot fakes and some knowledge on valuation.*

### INTRODUCTION TO E-COMMERCE

5 Days

*This introduces students to the background of e-commerce including its application and implementation of e-commerce systems. In addition, students learn about how to do business on-line.*

## GENERAL POLICIES AND PROCEDURES

### GENERAL TRANSFER CREDIT POLICY

Students may transfer credits from another graduate or professional program if the credits are appropriate to the IUA program. Only courses offered at approved university or college may be accepted with an equivalent of a 'C' grade or better for the BBA and 'B' grade or better for the MBA/MPhil and PhD / DBA / LLD. IUA does not award credits for professional experience. The maximum amount of credits IUA will accept in transfer from another institution are: BBA: 90 credits; MBA / MPhil: 9 credits; and PhD / DBA / LLD: 9 credits. The Registrar is the final arbiter for the award of transfer credit.

### REGISTRATION

Students must register in order to attend classes and receive a grade. All registration and other forms or documents are official and become IUA property when received by the Registrar's Office.

The semester will begin on the day announced in the Academic Calendar. Registration will take place during the month preceding the first day of each semester and the drop/add period will last for two weeks. Late registration will take place on the day immediately following the first day of the semester and will last no more than five days. After that time, the university will charge a late administrative fee of £20.00 for processing the registration.

The maximum academic load is 12 credits per semester for all programs and may only be exceeded under extenuating circumstances and with the prior written consent of the Registrar.

The University reserves the right to cancel from the time-table any course in which there is an insufficient number of students enrolled although this has never happened before. Students enrolled onto a course that has been cancelled should contact the Registrar for assistance in making another course selection.

A minimum of 12 credits hours plus 8 hours of computer processing / practice and 20 hours library research per week are required for full-time status, which must be maintained for all foreign students.

It is also important to note that a student who has registered for a higher qualification is not later allowed to move and register onto a lower qualification unless the move is onto the same level qualification and approval is obtained from the Registrar. Therefore, a registered BBA student is not allowed to move from the BBA to the AA degree.



*Note : IUA reserves the right to alter, amend, change or modify the academic programs in cases of under - or over - enrolment, or in the case of a mutual agreement with a sponsoring institution. Similarly, IUA reserves the right to alter, amend, change or modify its terms and conditions of admissions and other policies without further notice.*

### ADDING AND DROPPING COURSES

In some instances, students may find it necessary to add or drop a course after having registered. A "change of program" form must be completed and placed on file with the Registrar. The 'add and drop' runs for a maximum of two weeks starting on the first day of class. Non-attendance does not constitute an official withdrawal. Failure to file an official drop will result in a failing grade in classes in which the student is registered or supposed to have registered, and the student will be liable for full tuition payments.

### WITHDRAWAL

A student who wishes to withdraw from either a course or an entire program must first file a withdrawal or termination form available from the Registrar's Office. Failure to file this official form will result in an 'F' grade for all courses for the respective semester. Such withdrawal becomes official when the form is filed with the Registrar's Office. Note that no refund can be entertained once classes have started. **Also refer to terms and conditions on the IUA application form.**

### ACADEMIC SEMESTER

The International University of America operates on a semester system, with each semester consisting of 10 intensive weeks of classes. Classes for both the MBA and BBA programs are each worth 'three semester credits' classes. A 'three semester credits' class involves at least three weekly hours of classroom instruction over a semester.

Doctoral classes may require extensive preparation prior to the initial class or tutorial session. This research and reading components are expected to take the equivalent of ten academic hours. In addition, each doctoral course requires ten academic hours of post-coursework designed to complete and present each course's project. Doctoral students will receive three hours of classroom instruction during 10 weeks, in addition to post-assignment, for a 'three semester credits hours' class. The academic support will be provided by the instructor / supervisor and the Academic Dean.

PDBA 799 and 800 are worth three semester credits each. These classes represent the equivalent of thirty academic hours, and each one is taught over one semester.

Students are expected to spend at least two hours of time for homework outside of class for each hour of work in class at the BBA and MBA levels, and three hours homework for each hour of class work at the PhD / DBA / LLD levels.



## GRADUATION

Students must petition for graduation by submitting a request for graduation clearance to the Registrar's Office. This should be done well in advance of the semester in which the last degree requirement will be met. Two semesters prior to the planned completion date is recommended.

Upon receipt of the request for graduation clearance, the Registrar's Office will update the student's program evaluation and a copy will be sent to the student indicating requirements remaining for the awarding of the degree or diploma. A copy of the student's financial statement will be included. Students must contact the Registrar's Office after receiving their final grade to initiate the final degree / diploma audit and ordering of the certificate. Candidates are required to remove deficiencies from their academic record, clear any indebtedness to the University, and pay the graduation fee prior to the release of the certificate and official transcript.



IUA organises one graduation ceremony annually, in mid-June. Students who have completed more than 75% of their programs and who have achieved the required CGPA for final graduations are entitled to petition for graduation and to attend the nearest graduation ceremony exercise.

## ATTENDANCE

Regular attendance at class meetings is required of all courses including directed study. Students are expected to spend at least 22 hours at the University including 15 hours of study / tutorial / lecture per week. In addition, students are required to attend and study a further 20 hours per week in the library to up-date on their studies and complete coursework.

Attendance records are maintained by the Registrar's Office with the help of the faculty members who may drop, at their discretion, a student from class for poor attendance. A student may be suspended for the semester or even expelled from the university for poor attendance at any time if, after meeting with the Registrar to discuss class attendance, he / she continues to be absent from classes. An instructor may withdraw a student who has accumulated more than three unofficial absences.

## DIRECTED STUDY

Directed study has been designed to meet the specialized interests and needs of advanced students. Request for directed study should be made in writing to the Dean unless prior approval has been given. The written request for directed study must include the specific course concerned and the justification for taking it as a directed study course. The student enrolled in a directed study course is required to work with an assigned faculty member throughout the semester and complete requirements according to a specific syllabus.

## ACADEMIC DISMISSAL APPEAL

A student may appeal against an academic dismissal decision by submitting a written explanation with viable proof of non-occurrence of the deficiency or unjustified dismissive action together with the signature of approval of the Provost for a hearing to take place. If successful, all remedial actions will be taken immediately.

## GRADING

The International University of America grades on the following four-point scale:

A=4.0, A-=3.7, B+=3.3, B=3.0, B-=2.7, C+ = 2.3, C = 2.0, C- = 1.7,  
D+= 1.3, D= 1.0, D-=0.7, F=0.0, P=Pass, IP = In Progress

W = Withdrawal (not counted in grade-point average)

I = Incomplete (Occurs when a faculty member grants permission to a student to complete work within one semester following the original deadline. Failure to complete all required work within this specified time period will result in a permanent grade of 'F' placed on the student's transcript).

Occasionally, certain courses will be offered on a pass/fail basis. Passing grades in these courses do not affect the grade-point average. In progress (IP) grades are only granted in relation to ongoing work as it relates to a thesis or dissertation.

General observation for **BBA, MBA and Advance Post-Graduate (APG)** grade interpretation (for more details, see the back of a transcript) is as follows :

### **A: 90 percent or better.**

An excellent demonstration of knowledge of the principles of the subject and their application. Demonstration of excellent language skills. An 'A' paper would, for example, go outside the text to apply principles in different settings.

### **B: 80 percent to 89 percent.**

The ability to understand and apply the principles of the subject with a degree of certainty such that recommendations could be successfully implemented. For example, a paper worth a 'B' grade would give examples and cite articles (on the topic under discussion - not the case) outside the text.

**C: 70 percent to 79 percent.**

The student is unclear in his or her understanding and application of the principles of the subject; however, some basic principles have been grasped.

**D: 60 percent to 69 percent.**

Principles of the subject are either poorly understood or not always applied.

**F: Less than 60 percent.**

Unsatisfactory work.

Below is the **Grade Interpretation for the MPhil/PhD/DBA/LLD** programs: (Doctoral courses emphasize subjective over objective student evaluation) :

1. A grade of "**A**" indicates that the student has demonstrated extensive knowledge of the subject. The student also has the capability to fully apply the principles and techniques studied during the course in an orderly and professional manner. Such a student is thoroughly conversant with the subject.
2. A grade of "**B**" shows that the student receiving the grade has excellent knowledge of the subject. The student also thoroughly understands the principles and techniques described in the course, but would require some additional knowledge to be able to fully implement them without minimal supervision.
3. A grade of "**C**" indicates that the student receiving the grade has displayed a level of knowledge that would not permit the person to apply the principles and techniques described without the extensive addition of knowledge and a long period of direct supervision.
4. A grade of "**D**" shows that the candidate has not shown an acceptable level of knowledge concerning the principles and techniques described in the course. Such a grade places the student on academic probation and prohibits registration without prior approval of the doctoral program director. A second such grade requires a full review of the student's progress by the Academic Dean and other appropriate members of the faculty and staff.
5. A grade of "**F**" indicates inadequate performance. Such a grade requires a review by the Academic Dean and other appropriate faculty and staff members. The student will show cause why he or she should be able to continue in the program. The student will also explain his or her corrective action.

**GENERAL ACADEMIC HONORS**

Students who have achieved the following minimum GPAs will graduate with Honors as indicated below :

**BBA:** Cum Laude 3.50; Magna Cum Laude 3.75; Summa Cum Laude 3.90.

**MBA / APG and MPhil/PhD/DBA :** With Distinction 3.75; With High Distinction 3.90. Honors will be indicated on both the final transcript and degree certificate. The University may from time to time award professorship or honorary degrees to VIP of high standing in society and long public service including those deserving academicians with extensive period of teaching and research.

**POLICY REGARDING CHEATING**

Each student is responsible for his or her own academic work. It is to everyone's benefit that each student's evaluation accurately reflects the student's attained level of competence. Therefore, no student may assist another during any evaluation exercise including written examinations, the development of term papers, written cases, and other similar academic projects or assignments.

Plagiarism is defined as appropriating the work of others as one's own. Students must cite all their sources in all instances using, for instance, the Modern Language Association Rules (MLA). Also, at the discretion of the instructor as stated in each course syllabus, students will receive lower grades for paraphrasing the work of others. In clear cases of plagiarism, they will fail the course concerned. Repeat offenders could be expelled from the university.

When an accusation of cheating has been made, the student may respond in writing to the Provost. If the Provost does not uphold the student's position, the student may appeal to a board of three faculty members and members of the administrative staff. If the student believes that this board has not reached a satisfactory conclusion, he or she may appeal to the Board of Directors of IUA whose decision will be final.

**STATEMENT ON ACADEMIC STANDARDS**

Students are required to maintain a quarterly and cumulative grade point average of: 3.0 for MPhil / PhD / DBA / LLD students; 3.0 for MBA students; and 2.0 for BBA and other undergraduate students.

A student falling below the appropriate level is placed on academic probation and has one semester to improve grades. Failure to do so will result in automatic academic dismissal for one semester.

**GRADE APPEALS PROCEDURE**

A student who is dissatisfied with a grade must first discuss the situation with the instructor. If no agreement is reached, the next level of appeal is with the Dean. The final appeal is made

to the Board of Directors of the University for a conclusive decision. Appeals on all levels must be made in writing.

### **EXAMINATIONS**

All final examinations must be taken on the date scheduled, except under special circumstances when written permission must be obtained from the instructor and from the Registrar's Office prior to the date of the examination.

### **CHALLENGED EXAMINATIONS**

No course / subject may be challenged at the International University of America.

### **RECORDS AND TRANSCRIPTS**

Each student's record contains academic records and their equivalence from previous institutions, memoranda or letters relating to the student's academic record, and recorded achievements in classes for which the student was registered.

As outlined in the U.S. Family Rights and Privacy Act of 1974 (Buckley Amendment), an educational institution has the right to release pertinent information on students i.e. "directory information", and may only release other information upon the written consent of the student. At IUA, a student is taken to have approved the release of "directory information" by signing on their application form at the outset of admissions.

An initial transcript and degree certificate is provided free to a student upon completion of the program. A written request must be submitted by the student to the Registrar's Office for any additional copies of the transcript, accompanied by a £10.00 handling fee for each copy requested. Official transcripts will not be given to students, but will be mailed upon request to another institution. Unofficial transcripts, so marked, will be issued directly to students. At the completion of each semester, the student may be given a grade report if requested subject to the approval of the Registrar.

### **CONDUCT AND DISMISSAL**

Any student may be expelled, suspended, placed on probation, or given a lesser sanction for one or more of the following causes, which must be school-related:

1. *Cheating or plagiarism in connection with an academic program at the IUA campus.*
2. *Forgery, alteration, or misuse of IUA documents, records, or identification, or knowingly furnishing false information to the University.*
3. *Misrepresentation of oneself or pretends to be an agent of the University*

4. *Obstruction or disruption of, on or off campus property, the campus educational process, administrative process, or other campus function.*
5. *Physical abuse of, on or off campus property, the person or property of any member of the campus community or of members of his / her family or the threat of such physical abuse.*
6. *Theft of or non-accidental damage to University property or property in the possession of or owned by a member of the University community.*
7. *Unauthorized entry into, unauthorized use of, or misuse of University property.*
8. *On campus property, the sale or knowing possession of dangerous drugs, restricted dangerous drugs, or narcotics, as those terms are used in Common Law statutes, except when lawfully prescribed pursuant to medical or dental care, or when lawfully permitted for the purpose of research, instruction, or analysis.*
9. *Engaging in lewd, indecent, or obscene behavior on University property or at a University function.*
10. *Abusive behavior directed toward a member of the University community.*
11. *Soliciting or assisting another to commit any act that would subject a student to expulsion, suspension, or probation pursuant to this section.*

The Board of Directors of the University may place on probation, suspend, or expel a student for one or more of the causes enumerated above. **No refund of any fees will be given where a student has been placed on probation, suspension or expulsion.**

**Campus Emergency:** During periods of University emergency, the Board of Directors may place into immediate effect any emergency regulations, procedures, and other measures deemed necessary or appropriate to meet the emergency, safeguard persons and property, and maintain educational activities.

**Interim Suspension:** The Board of Directors of the University may immediately impose an interim suspension in all cases in which there are reasonable cause to believe that such an immediate suspension is required in order to protect lives or property and to ensure the maintenance of order. A student so placed on interim suspension shall be given prompt notice of charges and the opportunity for a hearing within ten (10) days of the imposition of interim suspension. During the period of interim suspension, the student shall not, without prior written permission of the designated representative, enter the campus, other than to attend the



hearing. Violation of any condition of interimsuspension shall be ground for expulsion.

**Conduct by Applicants for Admissions:** Admission or readmission may be deferred or denied to any person who, while not enrolled as a student, commits acts that would be the basis for disciplinary proceedings pursuant to the above. Admission or readmission may be deferred or denied to any person who, while a student, commits acts that are subject to disciplinary action pursuant to the above.

### **POLICY FOR ADDRESSING STUDENT GRIEVANCES**

When a student has a grievance that cannot be settled by a discussion with the faculty member or administrator in question, the student will submit to the Board of Directors, a written statement describing the situation and requesting one or more courses of action.

If the student is unable to complete this document alone, the university staff will provide necessary assistance. Once the grievance statement has been received by the Board, a member of the Board shall appoint a faculty member or administrator to meet with the student. This person shall review all documentation and meet with all persons involved or witness to the grievance situation and shall act as the student's ombudsman. If the student's situation cannot be resolved at this level of intervention, the administrator or faculty member shall request a formal hearing before a panel of three consisting of a faculty member, an administrator, and a neutral student who has not been involved in the situation.

This panel will issue a written report stating its decision and recommendations. In the event that the student is dissatisfied with the report, an appeal to the Board of Directors is authorised. The Board of Directors shall have final authority to accept or reject the student's appeal and its decision will be final.

Where the University suffers losses which are beyond its control such as through an act of terrorism or an Act of God, the University will endeavor to transfer its students to another suitable and appropriate affiliated college or university so that the students could continue to study uninterrupted.

### **PAYMENT OF TUITION**

Payment may be made by cash and/or personal cheque (with appropriate bank guarantees or bank draft).

**The University reserves the right to review and change tuition fees without notice.** The tuition fee charged will depend on the fees in place when the student enrolls i.e. when the student registers and pays for courses. Registration for classes will be restricted for students with outstanding financial obligations.

Transcript and degree certificate/diploma will not be released until the student has paid all financial obligations to the University.

## **STUDENT SERVICES**

### **LIBRARY FACILITIES AND CAREER MANAGEMENT**



Apart from its own library, IUA students have access to the University of London Library which holds several million volumes of books, microfilms, thousands of regularly received periodicals, on-line services, and electronic databases for quick electronic access to information.

In addition, these substantial resources are also complemented by sizable collections of maps and sound recordings. Cultural and educational exhibits are regularly maintained and updated. Students also have access to City Business Library and

other local research libraries such as the British Science Research Library. IUA students are further encouraged to make use of the extensive Public Library system. IUA students should also note that career counselling and advice may be obtained from the above libraries that could be a significant source of information for individual internship program. Most of these libraries stock numerous directories and career planning and research books.

### **HOUSING**

While IUA does provide very limited student housing, the university guides students in their search. A number of housing options are available to students, and the University maintains an updated listing of options. Initial coordination of student housing arrangements can be made by the University in residences located within 5-mile radius of the campus that provide temporary single or double occupancy room and apartment or flat. With the guidance of university's Residence Director, students are usually able to find long-term accommodations within two weeks.

### **COMPUTER FACILITIES**

Academic instruction is supported by a set of computers, scanners, laser printers and software programs. It is highly recommended that all IUA students buy a personal computer / laptop since all course assignments must be typed.

### **STUDENT UNION & ACTIVITIES**

In an effort to create professional and academic contacts, to complement students' course of studies, and to expand personal interests, students are encouraged to participate in the SUIUA



( Student Union of the International University of America ). This student government has input on university policy and creates a sense of university spirit while organising educational and social functions.

### **SPORTS AND RECREATION**

Tennis, squash, swimming, jogging, golf, bicycling, sailing and roller-blading can be found in and around the Woolwich. IUA also has corporate membership at the Waterfront Leisure Centre located within the immediate vicinity.

Recreational facilities include swimming pools, tennis courts, gymnasiums and parks. Students also enjoy access to the various Greenwich museums, the Tower of London, river cruises, floating restaurant / café, Millennium ride and the Houses of Parliament all along the River Thames



### **HEALTH SERVICE**

All IUA students should register with the National Health Service. There are also private healthcare providers such as BUPA and PPP. Specific details relative to costs and coverage may be obtained through these healthcare providers or through one's own personal carrier.

### **TRANSPORTATION**

Public transportation in the City of London reflects another aspect of the London's diversity. Through our corporate agreement with London Transport, IUA students are able to purchase seasonal unlimited ride tickets at discounted prices.

### **STUDENT LIFE AND ENTERTAINMENT**

IUA students will find a post office, photocopy services, banking services, restaurants, and office / school supply and bookstores within the immediate area adjacent to the campus. IUA students will find life in London very exciting. The city is a mixture of a number of neighbourhoods with decidedly international characteristics. For instance, Chinatown in Soho or Brick Lane in East London containing the largest concentration of Chinese and Indian restaurants in the U.K respectively.

Around Leicester Square and Covent Garden, one witnesses Irish, Turkish, English, Japanese, Hispanic, Spanish, Italian and other Asian restaurants intermingled with the famous West End theatres.

### **EXECUTIVE ADVISORY BOARD AND PROGRAM EVALUATION**

IUA has recently set up an Executive Advisory Board (EAB) to help it improve the services it provides to its students. It is composed of community members who are directly involved in the field of management and international business. It is comprised of executives in middle and senior positions in business in the London area. The EAB has three functions, namely, first, to help keep our programs current; second, to help IUA students find meaningful internships; and three, to evaluate the quality of our programs. At IUA, the EAB is essential to the success of our programs. Our EAB ensures that our programs meet the long-term needs of our students.

IUA students demand the highest quality education possible. They want academically qualified instructors who can also provide them with the practical aspects of their subject because of their daily exposure to the field. The EAB supports the work of the Academic Dean to ensure that our students achieve their goals.

Faculty members, business leaders and alumni compose the EAB. Each type of member plays an important role. Faculty members bring their knowledge of the program to the table. Alumni bring their own experience with IUA. Executives are able, willing and ready to contribute their time, and represent organizations that are interested in recruiting IUA graduates for internship program.

EAB members are recruited from organizations relevant to international business management. The EAB seeks members from multinational companies with major offices (regional centres or headquarters) in the central London Area whose companies specialise in marketing, manufacturing, imports/exports, hospitality, travel, and shipping among others. The EAB also looks for professionals in the fields of finance, law, and management consulting.

The EAB holds quarterly luncheon meetings and discusses matters impartially. During each meeting, the EAB concentrates on one key issue such as internships, curricula changes, or course evaluations.

There is also a need to improve the IUA curricula. After all, high standards of performance, a continuous desire to improve and a focus on customer service are key ingredients to a successful Executive Advisory Board. Therefore, each year, the EAB will review the courses that are included under the IUA programs. IUA management will need to know that the classes are up-to-date in terms of content. The EAB also reviews the teaching materials so that all basic principles and theories are covered. The EAB serves two purposes during this review process. First, the members report to IUA management about the latest trends developing in their fields and organizations. Second, they review our materials for quality. It is not enough to cover all topics in a course. Course objectives and teaching techniques must be evaluated as well. Thus, the EAB members are in a unique position to advise, guide, and constructively critique IUA programs. The IUA management works hard to keep the faculty effective and the EAB keeps the management of the university on track.

## DEVELOPING USEFUL INTERNSHIPS

Most IUA students expect to complement their formal classes with internships that provide them with practical hands-on experience. Internships turn out to be extremely useful for the students, who find themselves doing tasks that will improve their professional profiles. IUA endeavors with the help of EAB members to find organizations that will challenge the students. These companies make a point of working with IUA students to get the most out of them without wasting their time. Essentially, students participating in the internship program will spend 150 hour on the-job-training. At the end of it, the recruiting organization will write a short report on the intern's performance such as willingness to learn new skills, punctuality, devotion to duties, efficiency and effectiveness at work. The intern concerned will write a lengthy piece of project covering work experience, usefulness of skills acquired, willingness of the mentor to teach, consistency of training and appeal of the work itself. Based on these reports, the intern's internship program grade will be determined.

## ALUMNI ASSOCIATION

Students who earn a degree at IUA are entered on the IUA Alumni Association Database. The goal of the Alumni Association, which is based in London, is to maintain contact with other IUA graduates and organise activities for its members and future IUA students. Alumni Association members are an excellent resource to prospective students and professionals interested in IUA programs and who want to acquire program information from a student's perspective.

## STUDENT PROFILE

The excellence of an IUA education is due to the competitive enrolment policy. The number of students admitted in each of its programs are limited to increase quality and individual attention.

Since the founding of the University in 1980, IUA's management team and faculty have been extremely dedicated to responding to each student's unique interests while espousing the principle that managers cannot be mass-produced. Students are treated with a maximum of respect within reason. They are encouraged to succeed and are given guidance and institutional support in case of difficulty.

While the undergraduate program is the largest program with currently about 30-40 students a year accepted onto the program, about 30-40 students per year are also admitted in both the doctoral and MBA programs.

IUA is proud of an extremely diverse student body with currently 20 nationalities represented. All students at IUA graduate programs have had significant professional experience before being admitted to our programs. A few have been admitted directly into the MBA because of their superior achievements in school, presentation of an interesting thesis topic, or communication of their strong motivation to study at IUA during the admission process.

The average age of MBA students is 26. Students range from 18 to 35 years of age. The average age of students doing the BBA program is under 24 years old. Class size is limited to about 35 students for the BBA and MBA programs and up to 10 students for MPhil/doctoral seminars. The administration of IUA believes that this small class standard facilitates better communication between faculty and students.

IUA students from abroad find it easy to get a job back home upon completion of their program in London. They have learned to take a very professional approach to the business world and gain further guidance from faculty and E.A.B. members. In many cases, the most successful students are those who spend the most time on their business plan, thesis, or dissertation. A well-researched, thorough project provides the student with a network of contacts in his or her specialty, and the academic work completed at IUA very often leads to full-time work for foreign students in their home countries at the end of their programs.

## STATEMENT OF CHARGES

In compliance with normal practice the International University of America provides each prospective and current student with a statement of charges. This should serve to identify all expected charges (i.e. tuition and fees) during their time at the International University of America. Students should expect the following charges and policies during their AA, BBA, MBA, APG and MPhil / PhD / DBA / LLD programs at the International University of America.

**Tuition:** For the precise breakdown of tuition fees, students must refer to their University Enrolment Contract.

Current full tuition for Diploma program starts from £2000 per year and for the BBA / Post-Graduate Diploma programs, it is £3,900 per year. Full tuition for the MBA is £4,900 and for the PhD / DBA program, it is £4,900 per 18 months. **These fees may change from time to time as appropriate and without notice.**

A partial deposit of £1000 tuition payment is normally required at admissions for non-U.K. citizens, before the University issues the enrolment document to the student.

## SCHOLARSHIP / ASSISTANTSHIP

If applicants wish to apply for financial assistance or scholarship, they must include an additional essay in their application expressing why they believe they deserve assistance or scholarship. The essay should concentrate not only on financial reasons but also on academic and professional achievements. The University offers a very limited number of scholarships covering up to 50% of tuition fees and in very special cases, full scholarship. Tuition charges are mandatory. Assistantship may also require reciprocity on the part of the successful applicant to perform some tasks for IUA including providing tutorial to lower level students.

## MISCELLANEOUS

### **Application Fee:**

The application fee is £150 for international students and £100 for local students which is deductible from the full tuition fee once the student commence classes. This fee is mandatory and non-refundable.

### **Housing:**

The International University of America does provide very limited on-campus housing for students. Individuals may expect to pay an average of £70-£150 weekly for rent. There are many types of housing available in different price ranges, and apartment sharing amongst students is economical and is encouraged. The university provides data on rentals, share rentals, work exchanges, and sublets in the London area.

### **Transportation:**

Students are expected to pay their own air transportation to London. Once in central London, students must pay for their transportation costs to and from the university if such costs exist. LT 30% discount photocard may be applied through the Registrar's office.

### **Books:**

Students should expect to pay an average of £25 per course subject for new book. The purchase of used books can reduce this cost considerably.

### **Materials:**

Students should budget approximately £200 per year for school supplies and materials.

### **Graduation Fee:**

The graduation fee is £100. Additional fee may be mandatory in order to attend the ceremony and is subject to change.

### **Refund / Cancellation :**

Students should refer to IUA terms and conditions in the application form.

Where a refund is applied, it shall be decided by the Board of Director. No refund is given when classes for which the student has enrolled have started or where the student has been placed on probation, suspension or expulsion.

## **Admissions Procedure & Registration**

Students who wish to apply to join IUA must complete our application form. Your application form must include:

1. *Passport sized photograph*
2. *A registration fee of £150*
3. *Photocopies of your most recent and highest qualification achieved (please do not send originals)*

Your application must now be sent to IUA for evaluation.

If your application meets the entry requirements of the course you wish to join, we will immediately issue you an offer of a place. You are required to make a formal acceptance of this offer and to pay a deposit towards your course fees.

When course fees or a deposit is received, we will then issue a FINAL ACCEPTANCE letter and an Enrolment Certificate detailing your course including start and end dates.

Please note that balance of fees must be paid before commencing classes or arrangements have been made for payment by instalments. Limited study grants are available.

### **FOR INTERNATIONAL STUDENTS**

All overseas students must apply in the normal manners as stated above. However, overseas students may have to apply for a student visa to study in the UK.

You must obtain from IUA an ACCEPTANCE Letter and an Enrolment Certificate as documentary evidence that you have a place in IUA. You may be required to attend an interview at the British Embassy or High Commission.

You are required to show to the Immigration officer : proof of financial support for your studies and living expenses in London; that you are a *bona fide* student; and that you have every intention to return to your home country on the completion of your studies.

If you are granted an Entry Clearance Certificate by the High Commission or Embassy, you are required to inform IUA that your visa application has been successful.

We can make arrangements for you to be met at the airport. We can also make arrangements for your accommodation here in London. This is subject to a separate fee payment.

## Terms and Conditions

1. Enrolling for a course or program at the International University of America ( hereafter known as 'IUA' ) constitutes a binding agreement on the student to follow the course or program and pay the full tuition fees.
2. All declarations made in the application for admission are accepted in good faith. Any false declaration about qualification or age or failure to produce documentary evidence of entry qualifications may render a student liable to expulsion from the program to which he/she has been admitted.
3. A student accepted on a course without first having been interviewed may be required to undergo a test in English on arrival to ensure that he/she has an adequate understanding of the language to cope with the program. Depending on the result of the test, he/she may be required to follow a remedial language course for as long as is deemed necessary to bring him/her up to the required standard.
4. A letter for the extension of visa will be issued only to a student who is in attendance of not less than 15 hours organized daytime study per week, in accordance to Home Office regulations. Student may neither drop a subject/course nor change from one program to another without written permission from the Registrar. Student is required to attend classes regularly and punctually. IUA reserves the right to report to a sponsor and other relevant Authorities, a student who does not observe this rule. Where a student has been absent for reasons of ill health, a doctor's certificate may be required to cover the entire period of absence. A student unable to join his/her program by the scheduled date must inform the Registrar accordingly at least two weeks prior to the starting date of his/her program. Any application for deferment of the starting date which is not received within the specified time period will only be accepted at the discretion of the Academic Board. Tuition fee is payable before a student starts studies, in accordance with the terms as notified on his/her acceptance. At the discretion of the Registrar, a student may be allowed to pay his/her fees by installments. Tuition fee is only refundable if the student has been refused entry visa to enter Britain. A refund will be made provided all the conditions (a to e) below are met:
  - a. *The student or his/her representative must inform IUA in writing about his/her inability to start the program at least two weeks prior to the starting date of the program.*
  - b. *The student has not entered the UK.*
  - c. *IUA is provided with an original letter issued by the British High Commission/Embassy confirming the refusal of visa.*
  - d. *The student has appealed against the refusal of the visa.*
  - e. *All original paper work issued to the student including the Certificate of Enrollment and the receipts for fees paid are returned to IUA.*
5. A student who is late in starting his/her course or program or has been absent from classes for a period of time or has not been attending all the subjects or course he/she has enrolled for, will not be entitled to any refund or reduction of tuition fee. If a student is required by the Home Office to leave the UK because of non or poor attendance or because of any breach of the law, tuition fees will not be refunded. A place will not be guaranteed for a student who has not paid the appropriate fees by the due date. IUA reserves the right to cancel courses, amalgamate classes, increase or reduce the number of lectures per week, or discontinue a program if the need arises. A student who changes address must notify IUA immediately. Important notices for students are displayed on IUA main notice board and it is the student's responsibility to ensure that such notices are read. IUA will not be held liable for any property or money lost in IUA premises unless this is due to IUA's negligence. A student must not use IUA's address to receiving mail under any circumstances. IUA reserves the right to make appropriate changes to the program and amend the dates of programs and fees payable. Reasonable notice will be given in such cases. If the application form is signed on behalf of a student by his/her sponsor/guardian/representative, the above conditions will still apply. A student expelled from IUA for misconduct or behavior (such as aggression or violence or cheating in the examination) will not be entitled to any fee refund. Should it becomes impossible for IUA to continue running existing programs or courses for whatever reasons, students will be transferred to an affiliated college to continue their studies until their respective courses are completed.
6. Courses / programs will only take place if there is an adequate demand for them.
7. Students must pay the appropriate Student Union fee on enrollment.
8. Courses / programs are subject to alteration without further notice or compensation.
9. All students must also abide by the **General Policies & Procedures, Admissions Procedure and Registration and Terms and Conditions** of IUA as contained in this prospectus.
10. Only internal Certificates and Diplomas are awarded by IUA; the other, if any, by the appropriate bodies concerned.
11. Students are required to complete there studies and graduate with the specified time in there enrolled program / course of study.



## Administrative and Academic Staff

### Administrative Staff

Peter <u>NG</u>	<b>Provost and Curator</b> PhD MBA LLM LLB (Hons) BA (Hons)
Shalini <u>PUNJANI</u>	<b>Vice Principal</b> PhD LLM MA LLB
Atif <u>RAHMAN</u>	<b>Registrar / Bursar</b> PhD MPhil MSc BA
Zimran <u>BAHADUR</u>	<b>Computer Systems Analyst</b> MPhil MBA MCSD MSc BCS
Diana <u>NEMROVA</u>	<b>Office Co-ordinator</b> BBA
Syed Awlad <u>HUSSAIN</u>	<b>Research Supervisor / Administrative Officer</b> PhD MPhil BSc
Razi <u>UDDIN</u>	<b>Research Supervisor / Marketing Officer</b> PhD MBA BSc
Sajid <u>INAM</u>	<b>IT Administrator</b> MIT BCom
Andrew <u>PARCHMENT</u>	<b>Residence Advisor / Office Administrator</b> BBA
Linda <u>ADJEI</u>	<b>Bibliographer / Administrative Assistant</b> HND
Muhammad <u>SHAKIL</u>	<b>Community Liaison Officer</b> MBA BSc

*Courses are taught by part-time experienced British, American, European and Asian academicians and practitioners and currently consist of most (but vary from semester to semester) of the followings:*

### Academic Staff

Michelle L. <u>FIGG</u>	<b>Lecturer in Marketing and Communication Skills</b> MA BA
Helen <u>FORD</u>	<b>Lecturer in HRM / Hospitality &amp; Project Management</b> PhD (Hons) MA BA (Hons)
Muhammad Kamrul <u>HASAN</u>	<b>Lecturer in Economics</b> MBA MA BSc
Stephen <u>HELPS</u>	<b>Professor of Strategic Management and Marketing</b> DBA MSc DMS
Michael <u>PAPANASTASIOU</u>	<b>Lecturer in Travel, Tourism and Hospitality Marketing</b> PhD MA BA
Tarun Murti <u>PATHAK</u>	<b>Lecturer in Business Administration</b> PhD (Hons) MBA BA
Luke M. <u>PAWSEY</u>	<b>Professor of Law and Politics</b> LLD (Hons) MPhil LLM Dip Law LLB (Hons)
Amir <u>SHAIKH</u>	<b>Lecturer in Finance and Accounting</b> CIMA MBA BBA
Bisma <u>SHAUKAT</u>	<b>Tutor in Financial Management</b> MBA BA (Hons)
Mansoor <u>YOUSAF</u>	<b>Lecturer in Computer Sciences</b> MSc MIT BSc

## GENERAL COURSE DESCRIPTIONS

International University of America intends to offer some of the courses listed below and as prescribed from semester to semester. Each course carries three semester credit hours of value, unless otherwise noted. Prerequisites may be waived in suitable cases.

### **ACC 301-Financial Accounting**

*The basic knowledge of the financial accounting process is covered in this course. Major topics covered are accounting concepts, standards, relation of accounting to the financial decision-making processes for the management of investments, business organizations, and government / non-profit organizations. ACC 301 is a prerequisite to all accounting courses.*

### **ACC 302-Manual Accounting**

*The basic knowledge of managerial accounting concepts, standards, procedures, and analysis. Also included is the analysis of the internal accounting reports as they relate to the managerial decision-making process within the business, corporate, and government organizations. Prerequisite: ACC 301*

### **ACC 303-Cost Accounting**

*Review of the planning and control function of a cost accounting system as related to cost data accumulation methods, responsibility, accounting and reporting, and planning and control of manufacturing costs and profits. Different cost systems are studied as well as pricing philosophies related to the alternate systems. Prerequisite: ACC 301 and 302*

### **ACC 304-Intermediate Accounting I**

*Theory and techniques for preparing corporate financial statements. An expansion of accounting principles and practices with emphasis on integrated applications and systems. Prerequisite: ACC 303*

### **ACC 306-Intermediate Accounting II**

*A continuation of the corporate financial statement analysis, acquisition of assets and services, and income and equity accounting. Prerequisite: ACC 304*

### **ACC 317-Auditing**

*Philosophy and theory of professional auditing, analysis of audit process, audit examination / standards, legal liability, and methods / opinions that auditors may issue. Prerequisite: ACC 306*

### **ACC 318-Contemporary Auditing Theory**

*A study of the external (independent) auditing concepts, operational auditing, methods to apply statistical sampling techniques, and other contemporary issues. Prerequisite: ACC 317*

### **ACC 319-Federal Income Taxation**

*Understanding of the current federal and state tax structures as well as an analysis of tax management techniques available. Individual, partnership, corporation, trust, and estate tax returns are reviewed. Prerequisite: ACC 306*

### **ACC 320-Advanced Accounting**

*Accounting principles relating to combined corporate entities, partnerships, governmental units, and international operations. Consolidations, pooling of interests, branch office accounting, and foreign exchange is included. Exploration of the major literature in accounting, including the publications of the associations and regulatory bodies is an integral part of the course. Prerequisite: ACC 306*

### **ACC 405-Accounting Information Systems**

*Design and operation of an accounting process developed around the computer/information system is the major focus of this course. Additional issues determined by the current trade literature are: accounting concerns, procedures required within the software / hardware environment, accounting and information systems integration, etc.*

### **ACC 450-Corporate Taxation**

*A study of the corporate federal income taxation covering capital structure, liquidation tax analysis, as well as other corporate accumulations. Requirements of state and local issues are addressed. Prerequisite: ACC 319*

### **ACC 505-Financial and Managerial Accounting**

*Introductory course to graduate work focusing on basic accounting concepts and techniques. The process of how to use accounting in the preparation and analysis of financial statements in the managerial decision-making process. Major topics are: accounting as an information system, transaction, analysis to generate income statements and statements of financial position, costing inventory, incremental analysis, and budgeting. For this graduate level CBK course, additional assignments relative to the graduate project are required.*

### **ACC 615-Corporate Taxation**

*Analysis of tax problems and tax planning techniques involving transactions between corporations and shareholders. Tax process transfers to a corporation, capital structure dividends and other forms of distribution. Corporate stock redemptions, liquidations, stock dividends, preferred stock bailouts, and introduction from corporations.*

### **ACC 616-Accounting Theory**

*Extensive study of accounting literature and the evaluation of the forces that have contributed to the accepted accounting principles. Major topics involve theories of income, developments in accounting theory, experimental applications of financial statements, various asset valuation methodologies, and current issues and problems.*

**ACC 619-Auditing Theory**

*An extension of the basic principles of auditing. Major topics include ethics, relationships, and responsibilities to the client base, professional association (AICPA, FASB SEC, etc.) issues, research on auditing, internal control, sampling techniques, and financial reports.*

**ACC 665-Legal Environment for Accounting**

*Understanding of accountants' legal responsibilities to the profession, client, and regulating agencies. Discussion of need for professional liability insurance and extent of exposure under various situations.*

**BEH 123-Social Change and Cultural Values**

*Diversity and change, in individuals, institutions, and society in general, are pervasive aspects of democracy and the "American way of life." This course surveys social, cultural, political and demographic trends and changes and the effects of these changes on contemporary values, attitudes and lifestyles. Diversity and pluralism are explored as forces for enrichment of the American cultural experience.*

**BEH 221-Introduction to Behavioral Science**

*Surveys major areas of psychology and related behavioural sciences. Focuses on the psychology of human motivation, personality, learning and cognition. Explores knowledge and insights from the major "forces" in psychology (Behaviourism; Psychodynamic/Psychoanalytic Psychology; Cognitive and Humanistic Psychology), and related fields (e.g. Behaviour Genetics, Ethnology and Socio-biology, Social Psychology).*

**BEH 222-Humanistic Psychology and Personal Growth**

*Surveys Humanistic (third force) Psychology and its human potential applications. Examines Abraham Maslow's hierarchy of needs, as basis for human motivation, and Maslow's psychology of self-actualisation. Includes practical applications for personal growth and well-being, as well as direct and indirect applications to business.*

**BEH 223-Group Dynamics and Problem Solving**

*Surveys principles of effective interpersonal and group functioning. Explores group decision-making and problem solving, working in teams and task forces, and running effective meetings. Focuses on practicing group dynamics principles through actual experience in brainstorming, negotiating, and win-win problem solving (conflict resolution).*

**BEH 320-Career Development**

*Exploration of personal and career-related interests, values, abilities, attitudes, etc. Issues, techniques, and practical strategies for career advancement and professional development. Career interest and ability testing may be included. The student will be assisted in developing a career "portfolio."*

**BEH 415-Psychology of Free Enterprise and Democratic Values**

*A psychologically-oriented examination of fundamental personal, economic, and socio-political freedoms and democratic values in a free society. Explores psychological (human nature) basis for, and legitimacy of, freedom and democracy in human motivation and personality, cognition and free will.*

**BEH 420-Contemporary Issues in Behavioural Science**

*Supervised research or supervised study project (i.e. readings, conferences, and written project). With the assistance and agreement of the instructor, the student will select, design, and complete a program of research covering a significant contemporary problem, issue, or topic in an area of behavioural science.*

**BEH 422-Psychology of Personal and Professional Achievement**

*"Leadership is an attitude before it's an ability." The same concept applies to personal and professional achievement. This course explores personal qualities, values, attitudes, and behaviours that help build career, professional, and life success. There is a further examination of "learned optimism," assertiveness, creativity, and other attributes and abilities that increase personal effectiveness and facilitate high levels of achievement.*

**BUS 637-Graduate Research Methods**

*This research course is to be taken as first or second course in the managerial core, has the dual goals of launching the students on their MGT 785 project and teaching scientific and applied research methodology. The focus is on "integrating" the course concepts to the Industry and Corporate real world environment with an understanding of the logic and practice of the scientific and applied research method through the study and application of the advantages and disadvantages of several types of data collection, research design and analytical techniques. The student must design the MGT 78S case study research proposal as a minimum requirement in this course.*

**ECO 100-Introduction to Economics**

*An introduction to both micro- and macro-economics. Micro looks at output decisions; resource allocation, economics organisation; cost structures and market classification; supply and demand relationships; pricing of productive resources; and opportunity cost optimization. Macro looks at the determinants of aggregate demand, prices, output, income investment and employment; government economic policy; balance of payments and international trade.*

**ECO 272-Microeconomics**

*A study of individual markets and the distribution of income among individual consumers and firms in a mixed market economy. The focus is on the functioning of factor markets and product markets, and the supply and demand for final goods and services.*

**ECO 274-Macroeconomics**

*Examines the economy as a whole, with emphasis on the factors affecting the overall level of*

nation- all income (GNP), employment, the price level, and foreign trade. Additional analysis is made on the economic conditions and policies necessary to achieve full employment and economic growth. Prerequisite: ECO 272

### **ECO 276-Money and Banking**

An examination of the role of money and its flow through the commercial banking process. Special emphasis on the structure of the Federal Reserve System, the instruments of central banking, movements in bank reserves, and the new electronic banking procedures. Prerequisite: ECO 272 & 274

### **ECO 501-Economic Theory**

Theories of consumption, production, non-competitive markets, input demand, cost and expenditure functions, income accounting, and price indexes, consumption and investment functions, money supply, money demand, inflation and unemployment, and macroeconomic models. For this graduate-level CBK course, additional assignments relative to the graduate project are required.

### **ENG 101-English Composition I**

This course promotes standard writing skills and helps students become better readers and writers. Emphasis is on grammatical usage, mechanical writing skills, critical reading; writing for coherence and correctness and basic library skills. Expository techniques of paragraphs, short essays and reports are covered.

### **ENG 102-English Composition II**

This course continues to build writing skills and develop critical thinking in reading, writing and evaluating research. The styles and strategies for organizing and writing properly documented research papers are explored. Prerequisite: English 101

### **ENG 110-Business Communication and English Language Skills**

Effective communication is increasingly important in the information and service-oriented American business environment. Internal and external business communications using verbal and non-verbal techniques are addressed. Major topics are: writing reports, job related communications such as letters and memos, and verbal communication. Prerequisite: English 102

### **FIN 101-Principles of Finance**

The study of cash-flow projections and the evaluation of financial strength and weaknesses; the study of capital structure, costs of capital and capital investment opportunities evaluation. Thus, students look at time value of money, stock valuation, risks, debts and equity and the stock market.

### **FIN 317-Financial Management**

Analysis of capital methods and requirements involved in obtaining funds. Major areas

included in this course are: planning the efficient and effective use of capital, asset management, financial analysis, sources and uses of funds, capital budgeting, and cost of capital. Prerequisite to all Finance courses. Prerequisite: ACC 301, ACC 302

### **FIN 322-Operations of Financial Institutions**

Examines the structure and operation of financial institutions including commercial banks, thrifts, financial services companies, and others. Covers the techniques used to analyse profitability, liquidity, structural, short-run versus long-run decisions and the differences between small, large, domestic, and international banks. Prerequisites: ECO 272, ECO 274.

### **FIN 325-Portfolio Management**

Topics include the valuation of common stocks, bonds, and options using the current techniques of risk return analysis and market efficiency. Portfolio theory, bond portfolio ratios, options pricing, financial futures, investment management, and measures of investment performance are also discussed. Prerequisites: FIN 317

### **FIN 332-Professional Financial Planning**

An area of the financial planning process including: concepts, theories, analytical methods, establishment of goals and directives, forecasting of lifetime income and expenditures, evaluation of alternative investments, money management, taxation, and retirement and estate planning. Investments considered are: home ownership, securities, money market funds, investment partnerships, insurance, business ownership, real estate, and retirement programs.

### **FIN 341-Financial Markets**

Introduction to theories and models concerning financial markets are covered in this course as well as analysis of financial instruments and major financial market participants. Government and legal influences on financial markets is also an integral part of the course. Prerequisites: ECO 272, ECO 274, FIN 317, MGT 311

### **FIN 410-Investment**

An analysis of the nature of investment risk and underlying theory of investments and its utilisation by the individual investor and portfolio manager. Topics include: capital market theory, portfolio theory and management, options contracts, interest rate futures, factors influencing security prices, and the working of the Stock Exchanges.

### **FIN 412-Working Capital Management**

Emphasizes the management of current assets and current liabilities. Particular attention is given to planning the firm's overall levels of liquidity, stressing cash management and credit policies. Selected topics such as bank relations, factoring, and secured inventory financing are discussed. Prerequisites: ECO 272, ECO 274, FIN 317

### **FIN 417-Seminar in Financial Institutions**

Seminar in which students do advanced work on selected cases involving profitability



analysis, high performance banking, capital structure, lending policy, developing and marketing of financial institutions, emerging financial services industry, liability management, asset and liability matching and structure, capital policy, and aggressive financial institution behavior affecting profitability. Preparation and presentation of research papers are required. Prerequisite: FIN 322

#### **FIN 450-Real Estate Finance**

Acquaints the student with the basic concepts and principles of real estate and urban economies that affect real estate investments. Equips students with essential tools needed for comprehensive real estate investment analysis. Emphasizes the financial aspects of real estate, e.g., appraisal, feasibility analysis, and principal and secondary markets of real estate.

#### **FIN 455-International Finance**

An overview of operational aspects of international finance. Topics include: financing international operations, sources of capital, the foreign exchange market, transaction and transaction risks, international institutions, international collections, lending policies, government regulations, and services available to the global manager.

#### **FIN 499-Seminar on Financial Issues and Trends**

A review of current issues concerning the financial community. Includes research, presentation of papers, and discussion of the latest financial trends.

#### **FIN 517-Financial Management**

Analysis of capital methods and requirements involved in obtaining funds. Major areas included in this course are: planning the efficient and effective use of capital, asset management, financial analysis, sources and uses of funds, capital budgeting, and cost of capital. For this graduate level CBK course, additional assignments relative to the graduate project are required. Prerequisite: ACC 301, ACC 302, or ACC 505

#### **FIN 639-Financial & Economic Analysis of the Firm**

Analytical methods utilized for the management decision-making process. The role and treatment of financial and economic quantitative techniques as applied to business policy decisions. Prerequisite: FIN 517

#### **FIN 655-Corporate Financial Management**

Presents the policy options available to corporate financial managers in such areas as liquidity, leverage, profit planning, capital structure, and capital budgeting. Describes how the techniques of financial analysis can be used to aid decision-making by evaluating the benefits and costs of alternative courses of action. Examines the special problems of multinational corporations.

#### **FIN 656-International Financial Management**

Financial management of multinational enterprises. Topics include the international monetary

system, institutional factors in multinational business finance, financial decision-making in multinational firms, and international capital markets.

#### **FIN 660-Security Analysis**

Analysis of stock market investing applicable to all investment assets. Includes techniques of security analysis and security valuation based on financial statements of the organisation.

Prerequisite: FIN 655

#### **FIN 665-Money and Capital Markets**

Introduction to U.S. and international financial systems. Provides an overview of the role of the Federal Reserve System and international regulations in the financial markets and how these markets change with various environmental factors. Major topics include: the factors affecting interest rates including inflation, term to maturity, and risk; surveys the role of money and capital markets in providing liquidity, short-term credit, long-term investment capital, and assets to hedge adverse movements in prices and interest rates, futures markets, options opportunities, and inter-national arbitrage opportunities.

#### **FIN 670-Mergers and Acquisitions**

Analyses mergers and acquisitions, both as a growth strategy and as a means of increasing the market value of the firm. Skills are developed in scanning the environment for potentially attractive targets, and there after, to determine the terms of the merger; accounting treatment of mergers, played by tax and antitrust laws, etc. Prerequisite: FIN 665

#### **FIN 685-International Finance Theory**

Analytical techniques are relied on to translate rules of thumb used by international financial executives into specific decision criteria. This course provides the conceptual framework and analytical techniques within which the key financial decisions of the multinational firm can be analysed. The traditional areas of corporate finance are examined from the perspective of a multinational corporation. Prerequisite: FIN 656

#### **FRN 258-French I**

Introduces elementary spoken and written French. Focuses on essential vocabulary for oral communication at elementary conversational level. Includes brief survey of French culture and commercial/cultural mores, standards, and etiquette.

#### **FRN 259-French II**

Further developing the oral and written business skills in the French language. Emphasis on practical, business, and travel-related contexts. Prerequisite: FRN 258

#### **GEN 499-Liberal Arts and Humanities in Contemporary Human Experience**

This "capstone" course is designed to help students review, integrate, and apply key concepts, knowledge, and insights of their General Education. Students will do a "case study" utilizing prior learning, and will analyse important contemporary issues from various liberal arts

*perspectives. This multi- perspective analysis of crucial issues is designed to help students appreciate the role of liberal arts in understanding and enriching the human experience. Prerequisites: All other course work for the BBA Degree must be completed (or in progress).*

#### **GER 262-German I**

*Aims at basic oral and written expression. Practical Vocabulary for use in professional contexts is emphasized. A brief survey of German culture and commercial / cultural mores, standards, and etiquette is included.*

#### **GER 263-German II**

*Further developing oral and written business skills in the German language. Emphasis on practical, business and travel-related contexts. Prerequisite: GER 262*

#### **GOV 250-Economic Geography**

*An introduction to the study of distribution of primary industries, resources, and infrastructure in relation to income, markets, and production considerations.*

#### **GOV 280-Contemporary Political and Economic Systems**

*An introduction to the political and economic structures of various types of countries. There is an emphasis on understanding the differences between North American, Asian, and European free enterprise systems, and various socialist, social democratic and authoritarian regimes.*

#### **HIM 652-Health Care Customer/User Application Interface**

*Designed to provide the techniques necessary to bring about a total understanding between the developers of the application software and the customer/user. Focusing on the bottom line that is the software needed for the customer/user decision-making processes.*

#### **HIS 127-Religions of the World**

*Comparative study of major religions of the world and their impact on the economies in which they are prevalent. Reviews tenets of Buddhism, Christianity, Confucianism, Hinduism, Islam, Judaism, and Taoism.*

#### **HIS 278-Historical Perspectives of the World Economies**

*Traces the history of the world economies showing how conflict, trade and colonial interests have influenced modern history. Focuses on the competition for world markets and the struggle for economic empires.*

#### **INB 400-International Management**

*Major topics are environmental constraints on doing business abroad; effects of overseas business investments on domestic and foreign economies; foreign markets analysis and operational strategy of a firm; and management problems of international operations.*

#### **INB 411-Economic and Business Environment: Europe/Russia**

*Topics include the changing nature of business activity in the European Economic Union and the current Eastern European countries and greater Russia. The effect of historical, political and cultural factors on commerce and economic trade, the volume of trade among the nations and the government policies, legal barriers, and monetary restrictions affecting such trade.*

#### **INB 414-Economic and Business Environment: Pacific Rim**

*Topics include the cultural and economic differences existing in the many nations situated on the Pacific Rim and the impact on trade. Commercial activities in such diverse countries as Australia, Malaysia, People's Republic of China, and Thailand. The social, political and legal constraints affecting business activities and ventures.*

#### **INB 420-Import / Export Management**

*The emphasis is on the organization of export and import operations in support of marketing and distribution; included are freight forwarding, shipping procedures, and selecting transportation modes; documentation and the interface with treasury functions in international banking transactions and collections; review of governmental regulations over imports and exports. Prerequisite: INB 400*

#### **INB 460-International Economics**

*Analysis of issues in international trade and finance: interrelationships among domestic and international economic forces and institutions, international monetary systems, problems, and issues. Prerequisite: ECO 272*

#### **INB 480-Current Issues in Economics and International Business**

*Students develop the ability to relate the principles and concepts of economics and international business to the analysis and understanding of current events in the practical world. The course synthesizes the operations, finance, and marketing functions of the firm that is conducting business in an international context. Prerequisite: INB 400*

#### **INB 490- Total Quality Management**

*International Designed for the international business professional needing to understand the principles of ISO 9000 Total Quality Management (TQM) in their historical context; the roles of management and the work force in managing quality and the strategies needed to successfully implement a TQM program. Emphasis will be on the application of TQM principles internationally.*

#### **INB 601-International Business Environment**

*The global business environment of today's world creates a need for full understanding of the economic, political, social and technological issues of many nations. The logistical system of the multinational firm must adjust to meet the strategic goals. Alternative structures of overall corporate policies and strategies as related to the global operation.*

**INB 620-International Business Acquisition**

*International business acquisition presents unique challenges to corporate managers and team members. Various aspects of international contracting require special attention, particularly the document types related to the different transactions and the host country environments in which they take effect. This course offers practical, business information for increased effectiveness in the international legal environment and evaluates documentation supporting international trade transactions.*

**INB 624-Transnational Risk Assessment**

*The international business environment presents unique challenges to corporate managers and team members. Learn the issues that should be assessed prior to responding to international customer inquiries (requests for quote/tenders). Investigate the areas that should be evaluated within the corporate decision-making framework when selling to foreign governments and commercial customers. This course offers practical, business information for increased effectiveness when your business team evaluates market entry strategy and prepares proposals to international customers.*

**INB 641-Managing in the Global Cross-Cultural Environment**

*An exploration of cultural and religious environments that exist on a global basis. Emphasis on an understanding of the need for developing, methodologies for managing in specific cross-cultural situation. An in-depth study of situations existing in the global, economy and business world. Prerequisite: INB 601*

**INB 643-International Business Policy and Strategy**

*The strategic features of developing international business organizations. The strategies and policies of major industrial firms; international business for small and medium size companies; long term planning and research for exploitation of opportunities for global business. Development of strategic plans for organising, financing, and managing in international operations.*

**INB 650-Structure of the Global Economy**

*Survey of world populations, income, resources, and patterns of economic development with emphasis on newly developed nations and emerging nations. Study of the changing nature of agricultural and industrial production, direction of world trade, and techniques for financing global trade, lending practices, and world debt. Prerequisite: INB 601*

**INS 321-Cultural and Social Environment: European Union**

*Focuses on the philosophical, religious, literary, and artistic foundations of Western European feudalism, mercantilism, industrialism, and modern capitalism. The impact of the Catholic, Anglican and Protestant schisms and their effect on modern society, particularly in the rise of free cities, the business class, the decline of monarchy and the rise of the individual in society are discussed.*

**INS 322-Cultural and Social Environment: Eastern Europe and Russia**

*Focuses on the religious, philosophical, and cultural impacts of Catholic and Greek Orthodox churches, the Mongol and Islamic invasions, and the conflict between western democratic capitalism, Marxism on the formation of modern Eastern European societies, and the cultural aspects of the collapse of communism on these societies.*

**ITS 100-Introduction to Information Technology**

*The reasons for the introduction of computer into business and their main areas in which it may be used; major features of computer hardware and their use in differing environments; software development; the fundamental application of operational standards; the organisation of data processing department and the functions of the staff employed therein.*

**ITS 110-Computing Mathematics**

*Students are introduced binary numbers and operations; algebra; statistical calculations and methods in computation accuracy.*

**ITS 120-Electronic Commerce**

*This teaches the students to appreciate both business and technical topics on the subject implementation strategies and tactics from real life cases will be studied and analysed.*

**ITS 210-Computing and Information Processing**

*Student get and appreciation of both hardware (including types, systems characteristics, functions and facilities) and software (including languages, operating system, data processing system and information processing environment).*

**ITS 302-Quick Basic Programming**

*A general programming language used to solve a wide variety of business tasks. Microsoft Quick Basic is predominately used on PC's in an interpretive form and is also available on minis and mainframes. The course covers the Quick Basic language and provides an introduction to structured problem solving as used with MS DOS 5.1 or greater.*

**ITS 303-C Programming**

*A general purpose programming language that features modem control flow and data structures, economy of expression, and a rich set of operators. C is becoming the most important and popular programming language because of its portability features and generality. The course focuses on structured problem solving and "C-style" programming. Prerequisite: IS 302*

**ITS 305-Object Oriented Programming**

*Introduces object-oriented programming concepts using the C/C++ programming language. Object-oriented programming is based upon non-traditional concepts including object, type, implementation hiding, parameterization, inheritance, encapsulation, and abstract data type. This course stresses the inclusion of reusable program code to decrease the software*

development cycle. Prerequisite: IS 303

### **ITS 310-Management Information Systems**

Information systems is becoming a necessity in all facets of society. The information systems course includes an overview of the computer area, integrating computers into the business environment, beginning programming in BASIC and SQL languages, and other computer operational activities. This course is required as prerequisite for all IS courses.

### **ITS 311-Hardware and Software Technology and Applications**

One of the focal points of any information systems function is hardware. There are many vendors of hardware technology, each having unique architecture. Tile architecture relates directly to the system software and in many cases the business applications. This course provides the functionality overview of mainframes, minis and PCs.

### **ITS 315-Enterprise Data Analysis**

All computer software programs are based on the data needed by the business functional areas. IT professionals need to have a methodology of what data to collect so that there can be a software program developed and written which provides the information to the decision makers. The major techniques covered are: system analysis, systems design, systems programming, systems implementation, and system audit.

### **ITS 317 -Systems Architecture: Operating Systems and Applications**

Computers function because of two types of software operating systems and applications. The systems architecture course provides an overview of operating systems on mainframes (MVS, VM, etc.), minis, (VMS, UNIX), and personal computers (Windows, OS/2, and DOS).

### **ITS 319-Communications, Networks, Telecommunications**

Businesses must communicate electronically to continue to be competitive. This course covers the major process of internal and external data communications; utilizing networks within the organization for data communications; and the major integration of telecommunications as needed by the organization's data requirements.

### **ITS 320-Program Design**

This introduces the students to program specification, design methods, program properties, program data structure as well as testing techniques and tools and programs documentation.

### **ITS 410-Strategic Information Systems Analysis and Planning**

Organisations throughout the world must plan for the strategic utilisation of their limited resources. The corporate strategic planning process is the foundation used in this course for the development of an information system's strategic plan and implementation various IS strategic tools and techniques will be analysed for their usefulness and application.

### **ITS 412-Integrated Information Systems**

The world is becoming an interlaced network of computerised corporations. As electronic data interchange among corporations grows with inter-corporate and international networks, so grows the need for the integration of diverse and complex information systems. This course requires familiarity with software and systems engineering practices, combined with a knowledge of business and management principles. It will expand upon that knowledge through learning the "why" and "how" of conduction of an Information System Study and creation of an Information System Plan (ISP).

### **ITS 420-Information Resources Management**

Data, information, and knowledge must be managed at all levels of the organisation. This course involves the techniques and methodology of managing the process of data, information and knowledge to meet the corporate strategies.

### **ITS 421-Database Management**

Database management is one of the major applications systems that assists organizations in managing the data. The course provides an overview of the concepts involved in the four structure models: 1) simple, 2) hierarchical, 3) network and 4) relational. Prerequisite: IS 315

### **ITS 423-Software Engineering and Applications**

Software is the heartbeat of many businesses. One of the major concerns is to be able to manage the process. The software engineering course involves: software product life cycle, software engineering concepts, process models and metrics, requirements-specifications-design-implementation-validation of systems using modem programming languages, reuse of software work products, large scale systems, and the human factors of software engineering.

### **ITS 425-Software Project Management**

Managing Software Project this is crucial to the organisational in meeting decision commitments. This course covers: life cycle and process models, process metrics, software project planning, mechanism for monitoring and controlling schedule-budget-quality productivity, change management, risk management, software cost estimation and computer based tools.

### **ITS 440-Global Information Systems**

Designed for the information / business professional involved in developing corporate strategies through information, technology, and systems. Emphasis is on how to manage the process of data, information, knowledge and technology that contributes to the bottom-line global business strategies.

### **ITS 443- Telecommunication / Satellite Systems Engineering**

Communications has been a major factor in the expansion of business on a global basis. The information systems professionals must have the critical skills needed for satellite communications as well as terrestrial communications. Major knowledge topics are: satellite



systems, orbital positioning, transponders and allied space systems, link-power-budget space transmissions, mathematics of space interference, transponder channels satellite access, Iridium Satellite Project analysis, and other current / futuristic global satellite operations.

#### **ITS 450-Software Engineering Methodology**

IS software development requires strict engineering and re-engineering processes and structure in completing programming projects. Major soft-ware development topics in this course are: project life cycle; modelling tools; managing the models; analysis process models environmental, behaviour, user; programming and testing; and maintaining.

#### **ITS 454-Database Management & File Organisation**

Software is critical to any organisation success. This course involves the analysis of organisational needs, data and storage structures, file design, indexed sequential-clustered-inverted files, DBMS design, and hierarchic and relational data bases. Special emphasis is placed on the relational data base as related to the client server environment.

#### **ITS 480-IS Management**

Management functions of planning-organising-leading-controlling are utilized in the management course. This course provides the overview of managing the following IS areas: data/information, hardware, software, communications/networks, human resources, financial budgets, organizational, planning and security. Prerequisite: All IS courses under IS 480

#### **ITS 499-IT-Issues & Trends**

A review of current issues and trends concerning the information systems function. This course requires analytical and comparative research papers presenting current issues and trends as determined from the literature as well as primary research. Prerequisite: ITS 480

#### **ITS 510-Management Information Systems**

The management information systems course includes an overview of the computer areas integrating computers into the business environment, beginning programming in BASIC and SQL languages, and other computer operational activities. For this graduate level CBK course, additional assignments relative to the graduate project are required.

#### **ITS 590-Management of Technology Proposals**

Many projects are developed in idea form and then sent out to the business world for a response. Knowing how to prepare, respond and manage project proposals encompasses many skills, such as: develop the project team; understanding how to interpret what was asked for in the proposals; identifying the criteria that require a response; developing the qualitative responses that meets each of the criteria; developing the cost estimating/budgets and return-on-investment justifications; and creating a high quality presentation format. For this graduate level course, additional assignments relative to the graduate project are required.

#### **ITS 610-Strategic Information Systems Planning**

Organizations throughout the world must plan for the strategic utilization of their limited resources. The corporate strategic planning process is the foundation used in this course for the development of an information system's strategic plan.

#### **ITS 612-Integrated Information Systems**

The world is becoming an interlaced network of computerized corporations. As electronic data interchange among corporations grows with inter-corporate and international networks, so grows the need for the integration of diverse and complex information systems. This course requires familiarity with software and systems engineering practices, combined with a knowledge of business and management principles. It will expand upon that knowledge through learning the "why" and "how" of conduction of an Information System Study and creation of an Information System Plan (ISP).

#### **ITS 620-Information Resources Management**

Data, information, and knowledge must be managed at all levels of the organization. This course involves the techniques and methodology of managing the process of data, information and knowledge to meet the corporate strategies.

#### **ITS 626-EDP Auditing**

All IS functions must be audited for the proper control procedures to be monitored. EDP Auditing involves the following processes: systems, development, testing, and implementation.

#### **ITS 630-IS Operations Analysis**

Operations are critical to the overall success of the IS function as integrated throughout the organization. Strategic analysis of the processes involved in operations includes areas such as: PERT / CPM, scheduling, production mix, queuing, inventory management, etc.

#### **ITS 640-Global Information Systems**

Designed for the information/business professional involved in developing corporate strategies through information, technology, and systems. Emphasis is on how to manage the process of data, information, knowledge and technology that contributes to the bottomline global business strategies.

#### **ITS 643- Telecommunication / Satellite Systems Engineering**

Communications has been a major factor in the expansion of business on a global basis. The information systems professionals must have the critical skills needed for satellite communications as well as terrestrial communications. Major knowledge topics are: satellite systems, orbital positioning, transponders and allied space systems, link-power-budget space transmissions, mathematics of space interference, transponder channels satellite access, Iridium Satellite Project analysis, and other current/futuristic global satellite operations.

**ITS 644-Global Communications Networks**

Data and information are communicated internally and externally throughout all organizations. This course analyses various networks used for carrying the data and information internally and externally, using domestic and foreign carriers, satellites etc.

**ITS 650-Software Engineering Methodology**

IS software development requires strict engineering and re-engineering processes and structure in completing programming projects. Major software development topics in this course are: project life cycle; modelling tools; managing the models; analysis process models environmental, behavior, user; programming and testing; and maintaining.

**ITS 654-Database Management & File Organization**

Software is critical to any organization's success. This course involves the analysis of organizational needs, data and storage structures, file design, indexed sequential-clustered-inverted files, DBMS design, and hierarchic and relational data bases. Special emphasis is placed on the relational data base as related to the client server environment.

**ITS 660-Security Systems Engineering**

The digital transmission of data requires all components of an information system to be engineered for high level security. Major emphasis will be on engineering the security tools that can be integrated into the systems software, applications software and communications software to meet the various levels of confidentiality required by business data. Also, emphasis will be on engineering the hardware/technology to meet the physical data security requirements.

**ITS 699-IT- Issues & Trends**

The Information Age and all the changes are permeating through all of society. Future management professionals must understand how these major changes become trends in the business environment. The IS issues and trends are analysed based upon the current and projected business environment to determine what trends are evolving. Prerequisite: All IS major courses

**LAW 201-Business Law**

Sources and administration of business law, particularly that relating to property, trusts, contract, tort and agency; common law and equity; legal and equitable rights; scope of legislation and case law; formation of contracts; breach of contracts and remedies; misinterpretation; law of employment.

**LIT 201-Introduction to Culture and the Arts**

Explores the complex role of culture and the arts in enriching the human experience. Examines universal human themes and values in art ("art imitates life") and the power and influence of the arts ("life follows art") by analysing art forms from great world literature to contemporary popular culture (including cinema). Looks at "good" art in terms of the "surplus of meaning"

and the socio-cultural function of testing and teaching values, standards of conduct and social good.

**LIT 205-British and American Traditions**

Comparative study of selected works by major British and American writers. There are also some brief readings from other cultures. This course is designed to enhance appreciation and understanding of great literature. The course explores the universal themes in literature and analyses values and techniques of language, character, idea, and plot that emerge in literary works.

**MAT 105 Applied Mathematics of Business**

Review fundamentals of mathematics, including decimals, signed numbers, fractions, and percentages. Covers the mathematics of accounting, retailing and finance. This course is a prerequisite for any other math course and is an essential foundation for the business curriculum.

**MAT 110-Algebra I**

Covers the basic concepts of algebra, including variable expressions, operations on polynomials, graphing linear equations, inequalities, factoring, exponents, radicals and quadratic equations. Special focus on the application of algebraic principles to business and industry. Prerequisite: MAT 108 or equivalent

**MAT 111-Algebra II**

For students in computer science program, and/or who are preparing for the MS / Information Technology Systems Engineering program, and for those who have had MAT 110. Topics include a review of the fundamentals of algebra, functions, conic sections, systems of equations, matrices, exponential and logarithmic functions, and sequences. Attention given to application of the concepts to business and industry. Prerequisite: MAT 110 or equivalent.

**MAT 116-Calculus for Business**

An introduction to the theories and methodologies of differential and integral calculus with special application to business and industry. Topics include derivatives and their uses, exponential and logarithmic functions and their applications, differential equations and intervals. Prerequisite: MAT 112 or 114 or equivalent

**MAT 312-Advanced Business Statistics**

Examines the application of regression and variance models to business and industry applications. Prerequisite: MAT 116 or equivalent and MGT 311

**MGT 230-Principles of Business Management**

This course considers the role and functions of managers and how they go about the task of managing the activities of others so that both their personal goals and the goals of the

enterprise are realised. The subject matter will range over the evolution of management theory, forecasting, planning, organising, co-ordinating, directing, and controlling, and will also address more contemporary aspects of organisational theory developments such as Systems Theory and the work of the principal researchers in the field including the study of ethics.

### **MGT 311-Quantitative Methods for Decision-Making**

Survey of quantitative techniques utilized in the management decision-making process. Topics in this Common Body of Knowledge course include normal distributions, random variables, statistical inference, regression, correlation, analysis of variance, analysis of co-variance, survey design, forecasting, as well as use of computer software for statistical modelling. Prerequisite: MAT 110

### **MGT 335-Human Resources Management**

Competitiveness is enhanced by having the right people doing the right things within the organization. Companies must position themselves with the most qualified people and appropriately designed, productivity-based policies and procedures to accomplish their strategies. Among the key HRM topics emphasized are: HRM functions (planning, recruiting, selecting, training, appraising); company policies / procedures implementation; federal / state regulations compliance; rights and responsibilities of employers and employees; and trends of the next decade.

### **MGT 340-Organization Theory and Behavior**

MGT 340 integrates organization behavior, management / leadership principles, management leadership philosophy and management leadership theory as used in public and private organisations. Topics included are: evolving management thought, functions, and practices; management approaches; general management systems theory; contingency management; and process analysis. Teaching methodology of this course blends coverage of the field's knowledge and ideas with student involvement via self-assessment, experiences, group exercises and dynamic, realistic cases.

### **MGT 350-Political, Legal, and Ethical Issues in Business**

This course covers the structure, activities, and concerns of business relative to government policies and regulation interrelated with societal issues. Other areas involve the economic and legal environment of the business enterprise; social and political influences; ethics; business responsibility; employment and labour issues; and consumer problems.

### **MGT 425-Small Business Management**

A large percentage of the work world revolves around the small business environment. As the business world continues to change, there is a greater need for increased knowledge of how the small business is managed. Topics covered are: ownership, management styles, cash flow / working capital, bank borrowing, venture capital, product selection, accounting / inventory management, and managerial policies and procedures.

### **MGT 450-Labor/Management Relations**

The balance of labour and management relations within the organisation creates the ability of the organisation to successfully meet the strategies. Major topics are: growth / trends in labour market, collective-bargaining arbitration, impact of the labour relations on the organisation's strategies, analysis of federal labour laws, NLRB negotiations, labour agreements, and the human relations involved in management / management relations.

### **MGT 465-Organizational Development**

This course is designed to introduce students to the role and practices of internal and external OD change agents. An overview of the diagnostic and intervention techniques used in the organization development process, as well as the functions and methodologies of the change agent are provided. Class activities are highly experiential and interactive, and students explore a variety of OD topics including action research, moving and restraining forces for change, diagnostic models, survey / feedback techniques, and behaviourally-based planned change interventions at the individual, group and system level.

### **MGT 470-Production and Operations Management**

This course explores the management of the operational elements of the business, including production, materials acquisition, marketing and distribution systems. Quantitative techniques and analytic tools are used in isolating critical issues that require executive action. Provides a quantitative basis for the decision-making process in such areas as: examination of processes, products, services, equipment and facilities and the relationship of the human resource system to the operational system. Prerequisite: MGT 311.

### **MGT 485-Business Policy**

Business Policy is the capstone course for all Bachelor of Business Administration degree programs and should be taken as the last course in the BBA degree program. This is an integrative business case analysis course that includes the concepts used in strategy, tasks, and processes of strategy formulation and implementation. The case analysis process involves the integration of functional and behavioural processes of the organisation and the concepts learned in the courses taken for the bachelor's degree. Student skills developed in this course include: diagnosing organisational problems, conducting business audits, formulating and selecting strategy alternatives, and recognising the possible problems in implementation. Prerequisite: All other undergraduate courses in the major.

### **MGT 490- Total Quality Management**

This course is developed for the business executive and / or manager needing to understand the principles of Total Quality Management (TQM), the roles of management and the work force in managing quality and the strategies needed to successfully implement a TQM program. Emphasis will be placed on the criteria established by the U.S. Baldrige Award.

### **MGT 495-Seminar on Strategic Management Issues**

A review of current issues and topics of concern to the business community, as reflected in

written reports, articles, and analysis of management and strategic actions and events. Course methodology includes library research, literature reviews, analytical and comparative research reports for each class session, and discussion of the latest trends in strategic management. Prerequisite: All other undergraduate management major courses

#### **MGT 511-Quantitative Methods for Decision-Making**

Survey of quantitative techniques utilized in the management decision-making process. Topics in this Common Body of Knowledge course include normal distributions, random variables, statistical inference, regression, correlation, analysis of variance, analysis of co-variance, survey design, forecasting, as well as use of computer software for statistical modelling. For this graduate level CBK course, additional assignments relative to the graduate project are required. Prerequisite: MAT 110

#### **MGT 525-Strategic Management and Business Policy**

This course presents the structure for developing and implementing a strategic planning process within an organisation. Major topic areas that are the focus of the lecture and discussions are: mission and vision statement development and analysis; external environment analysis; company profile; SWOT analysis, and decision-making on strategic direction; and achieving congruence of corporate objectives, strategies, and implementation. Case analysis is used as a method to simulate the strategic planning environment.

#### **MGT 534-Entrepreneurship and Innovation**

A study of the legal, financial, marketing, human resource, organisational and production aspects of starting, implementing, and successfully managing your own venture. Other topics include: patents, trademarks, copyrights, licensing strategies, tax implications, venture resources, etc. A major outcome for this course is a comprehensive business plan.

#### **MGT 536-Managing Organisational Change**

This course views change as an adaptive process that can affect organisational structure, design, and technology, as well as group and interpersonal processes. Devotes attention to the roles and responsibilities of both internal and external change agents, such as: developing consulting skills in needs assessment, diagnosis and problem identification, and process facilitation; developing intervention strategies at the individual, team and system level; and assessing the impact of various changes on the organisation.

#### **MGT 540-Corporate Ethics**

Corporations are being scrutinised by the various public relative to their ethical responsibility to society. Major topics covered are: government regulations; protection of workers; employee / employer rights and obligations; discrimination and employment practices; moral issues; and other theories of economic justice.

#### **MGT 548-Management of Strategic Issues**

This course explores the formulation of strategy and policy with emphasis on integrating the

decisions of the various functional areas, as well as issues of strategic planning as applied to the total organisation. Special contemporary topics and cases will be utilised that will emphasise integrative analysis and planning. The topics are to be researched and reports are due each class session. Prerequisite: All other graduate management major courses.

#### **MGT 550-Political, Legal, and Ethical Issues in Business**

This course covers the structure, activities, and concerns of business relative to government policies and regulation interrelated with societal issues. Other areas involve the economic and legal environment of the business enterprise; social and political influences; ethics; business responsibility; employment and labour issues; and consumer problems. For this graduate level CBK course, additional assignments relative to the graduate project are required.

#### **MGT 570-Operations Management**

This course explores the management of the operational elements of the business, including production, materials acquisition, marketing and distribution systems. Quantitative techniques and analytic tools are used in isolating critical issues that require executive action. Provides a quantitative basis for the decision-making process in such areas as: examination of processes, products, services, equipment and facilities; and the relationship of the human resource system to the operational system. For this graduate level CBK course, additional assignments relative to the graduate project are required. Prerequisite: MGT 511

#### **MGT 590- Total Quality Management**

This course is developed for the business executive and / or manager needing to understand the principles of Total Quality Management (TQM), the roles of management and the work force in managing quality and the strategies needed to successfully implement a TQM program. Emphasis will be placed on the criteria established by the U.S. Baldrige Award. For this graduate level course, additional assignments relative to the graduate project are required.

#### **MGT 625-Strategic Management**

This course presents the structure for developing and implementing a strategic planning process within an organisation. Major topic areas that are the focus of the lecture and discussions are: mission and vision statement development and analysis; external environment analysis; company profile; SWOT analysis, and decision-making on strategic direction; and achieving congruence of corporate objectives, strategies, and implementation. Case analysis is used as a method to simulate the strategic planning environment.

#### **MGT 634-Entrepreneurship and Innovation ( Higher Level )**

A study of the legal, financial, marketing, human resource, organizational and production aspects of starting, implementing, and successfully managing your own venture. Other topics include: patents, trademarks, copyrights, licensing strategies, tax implications, venture resources, etc. A major outcome for this course is a comprehensive business plan.



**MGT 636-Managing Organizational Change**

*This course views change as an adaptive process that can affect organisational structure, design, and technology, as well as group and interpersonal processes. Devotes attention to the roles and responsibilities of both internal and external change agents, such as: developing consulting skills in needs assessment, diagnosis and problem identification, and process facilitation; developing intervention strategies at the individual, team and system level; and assessing the impact of various changes on the organization.*

**MGT 640-Corporate Ethics**

*Corporations are being scrutinised by the various publics relative to their ethical responsibility to society. Major topics covered are: government regulations; protection of workers; employee / employer rights and obligations; discrimination and employment practices; moral issues; and other theories of economic justice.*

**MGT 665-Corporate Power, Politics and Negotiations**

*Organizations are a working environment of people who have varying goals of what they expect from the workplace. These goals differ at all levels of the organization. Accomplishing the goals requires getting other people to do certain things. This course analysis the various forms of power, compares and determines the necessary levels of politics and negotiations needed to implement the power. Course uses case study.*

**MGT 670-Conflict Management Strategies**

*Corporations are integrating people from all walks of life, with different educational and experiential preparations as well as various lifelong cultures. Integrating such a confluence of people requires the managers to be prepared to determine the causes of conflict, methods used for resolution, and various alternative recommendations that are based on the particular corporate culture. The conflict strategies will be analysed through the micro-analysis (person-to-person) and macro-analysis (system-to-system).*

**MGT 675-Management of Innovation**

*This course examines techniques for the management of various forms of innovation within the organization. Special emphasis is placed on generating, managing, and adopting new products/services, new technologies, and new organisational structures, within the context and integration of the organizational objectives and strategies. Innovative management techniques are discussed through cases, research, and actual company examples.*

**MGT 748-Management of Strategic Issues**

*This course explores the formulation of strategy and policy with emphasis on integrating the decisions of the various functional areas, as well as issues of strategic planning as applied to the total organisation. Special contemporary topics and cases will be utilized that will emphasise integrative analysis and planning. The topics are to be researched and reports are due each class session. Prerequisite: All other graduate management major courses.*

**MGT 785-Corporate Strategy Formulation and Implementation**

*Corporate managers need to have the ability to gather and analyse vital information that may have a critical effect on the formulation of the company's objectives and strategies, as well as major concerns that influence effective implementation. This course is an in-depth case study research project in which the students integrate the knowledge obtained in their degree program courses. The case study is a critical, in-depth analysis and comparison of the industry and a corporation within that industry. The case study usually involves a minimum of 10-15 pages of industry and corporate analytical and comparative research work per course, with the total case study pages ranging from 100-150 (minimum). The case study must be completed and turned in the first night of the MGT 785 class. Prerequisite: This course must be taken after all courses in the MBA major have been completed.*

**MKT 101-Principles of Marketing**

*Nature and purpose of marketing; objectives and policy formulation; strategy and tactics; marketing and other business functions; products, promotional mix, distribution channels and pricing; the study of service marketing and consumer behaviour.*

**MKT 201-Public Relations**

*Nature and purpose of public relations; PR scope, planning PR campaign; media and themes selection, budgeting for PR forms of PR news releases, featured articles, presentations, professional codes and legal controls.*

**MKT 308-Marketing Management**

*Marketing's role in the socio-economic environment. Major topics include overview of marketing, target market segmentation, product planning, pricing techniques, distribution channels, and promotional strategies.*

**MKT 311-Sales Management**

*Professional sales force management is important to the total marketing program within any organization. Corporations need to understand how to integrate the sales force into the total marketing effort and with the products being sold. This course involves the examination of various types of selling situations, development of skills in organising the sales program, and planning-recruiting-motivating the sales force.*

**MKT 312-Marketing Services**

*Service industries are the fastest growing segment of the business population and are becoming more important in the total marketing environment. In addition, service quality provides a key competitive advantage in all businesses. Major topics include the planning and execution of quality conscious management and marketing programs for service industries (commercial, public, and non-profit), professional services, as well as service aspects of the manufacturing sector.*

**MKT 322-Advertising and Sales Promotion**

Advertising and sales promotion are two of the major methods used to get the corporate product information to the prospective customer. This course covers the general role and importance of) advertising and sales promotion in obtaining corporate objectives. Topics include formulation of advertising strategy, message appeals, media selection, campaign evaluation, personal selling and sales promotion.

**MKT 412-Marketing Research and Intelligence**

Corporate marketing needs to have the right information to successfully implement its strategies. Businesses must monitor the environment, get feedback from its customers, and understand the competitive forces within the industry. Topics include basic methods and techniques for research, tools used to define, gather, and interpret information for marketing decision-making, computerized database used for marketing research, methodologies involved in doing applied market studies, and techniques on converting the market data to strategic and operational value.

**MKT 417-Consumer Behavior**

Examines the social, cultural, and psychological factors influencing the behavior of consumers. Topics include study of the consumer decision making processes and their marketing implications. The role of culture, personality, lifestyle, and attitudes in consumer decisions will be analysed as will the demographics population shifts for the next decade.

**MKT 420-Public Relations**

Public relations can contribute strongly to market performance. Marketing managers are finding that public relations is particularly effective in building brand awareness and brand knowledge. Topics to be covered will include techniques of publicity, event management, media relations and opinion surveys.

**MKT 452-International Marketing**

Analyses the decision-making process in marketing products globally. Focuses on the design of global marketing strategies within the constraints of a particular cultural, economic and political setting.

**MKT 470-Strategic Issues in Marketing**

Strategic in-depth analysis will be made of the major issues in marketing that have a strategic impact upon the organisation. All issues will be studied from the perspective of how they integrate within the corporate strategies. Discussion of the major strategic issues will involve interaction with the corporation environment interactively as well as through case studies. The issues are to be researched and reports are due each class session. Prerequisite: All marketing courses except MKT 490.

**MKT 490-Seminar in Marketing**

Marketing is a dynamic environment that must be constantly changed, to fit the needs of the

target. This course studies the current trends in the marketplace and how those trends affect the marketing of products. Major issues involved with marketing will also be debated through case studies and discussion. Prerequisite: MKT 470

**MKT 502-Marketing Management**

Marketing's role in the socio-economic environment. Major topics include overview of marketing, target market segmentation, product planning, pricing techniques, distribution channels, and promotional strategies. This course is a prerequisite to all other marketing courses. For this graduate level CBK course, additional assignments relative to the graduate project are required.

**MKT 550-Industrial and Government Marketing**

Marketing techniques as they apply to the industrial and government sectors. The course will include an analysis of the criteria used in the development and implementation of strategies in these markets.

**MKT 610-International Marketing**

Domestic marketing is now concerned about how to integrate their strategies with the international marketing functions. This course covers the concepts and practices of marketing in the global environment. The modifications and adaptations required to meet the challenges and different problems will be a major focus of this course.

**MKT 630-Promotion Management**

Promotions are a major contributor to the success of many organisations. Problems of managing promotional operations in the firm, including advertising, sales promotion, merchandising, personal selling, and public relations are approached from a managerial point of view.

**MKT 640-Buyer Behavior**

The study of the influence of buyer behavior on marketing strategy. Examines buyer concepts as they apply to the buying situation. Focuses on the use of consumer behavior knowledge, types of consumer research, and marketing issues.

**MKT 646-Strategic Concepts in Marketing**

Analysis of complex marketing problems that involve corporate policy decisions and operational strategies. An in-depth concentration of the concepts, issues, and development factors involved in building a marketing strategic plan; corporate strategies, environmental factors, strategic decision-making process, marketing program strategies, Implementation, and control processes.

**MKT 650-Industrial and Government Marketing**

Marketing techniques as they apply to the industrial and government sectors. The course will include an analysis of the criteria used in the development and implementation of strategies in

these markets.

### **MKT-654 Marketing Intelligence**

Corporate marketing needs to have the right information in order to formulate successful strategies. Topics in this course include: the basic methods and techniques of information-gathering; strategic thinking behind an information project; methods for finding out competitive and market information; and interpreting information which will lead to successful decision-making. The course will focus on consumer, industrial, and international markets.

### **PSP 101-Public Speaking**

Students experiment with narrative, informative, persuasive and descriptive speeches. Communication theory and social psychology are discussed. The learning of interactive processes between speaker, speech and audience are also discussed.

### **PHI 101-Introduction to Philosophy**

It is important at some point to "stop, look, and listen" to the fundamental issues of life. This course introduces philosophical thinking and reasoning. The basic questions of life are examined: knowledge (epistemology), values, ethics, society (axiology), and the nature of reality (ontology). Exploring the meaning of life and helping the student develop a unique philosophy of life statement are integral parts of this course.

### **POL 101-Introduction to Political Science**

The concept of politics is defined, explored, analysed and evaluated including the study of political systems and ideology. The student will be introduced to an understanding of politics as a science and / or art; functions of political parties; political power and authority; citizenship; and the various political 'ism'.

### **POM 621-Global Purchasing and Materials Management**

Designed to introduce the concepts and complexities of managing purchasing and Materials Management functions on a global basis. The shrinking globe and expansion of market opportunities requires that Purchasing Managers understand the techniques used in the acquisition, shipment, and management of international inventories.

### **POM 650-Global Supply Chain Management**

Throughout history advancements in the techniques of moving goods have led to changes in the practices of commerce and industry. The impact of deregulation and computerization on methods of accounting for and movement of goods affects every acquisition or distribution decision. Thus, Purchasing Managers must be aware of methods and systems used to transport goods.

### **POM 670-Legal Environment of Global Trade**

An overview of the laws / regulations / legal ramifications of purchasing goods and services in

other countries of the world; the effects of laws on the operational function of purchasing, shipping, negotiation, acquisition and disposal; and the analysis of international case law.

### **QMB 100-Introduction to Business Statistics**

Use of quantitative techniques in gathering and presenting business information; survey methods, sampling methods, tabulation; frequency distribution, averages and dispersion; forecasting, correlation and regression; time series analysis, index numbers, probability.

### **RUS 266-Russian I**

Introduces writing and elementary conversational speaking and professional applications. Brief survey of Russian society and cultural / commercial mores, standards and etiquette.

### **RUS 267-Russian II**

Designed to further develop the basic oral and written skills and reinforce vocabulary of the Russian language. Emphasis on practical business and travel-related contexts. Prerequisite: RUS 266

### **SCI 270-Science, Technology and Quality of Life**

Provides a general overview of scientific knowledge. Examines impacts of science and technology in general as well as specific contemporary technologies on society, lifestyle, and quality of life. Explores the effects of technology on the physical, social, economic, political, aesthetic, psychological, cultural, and other human environments.

### **SCI 262-General Biology**

An introduction to the life sciences. Includes the cell and processes needed to maintain life. Survey of bacteria, fungi and plant and animal species.

### **SCI 270-Science, Technology and Quality of Life**

Provides a general overview of scientific knowledge. Examines impacts of science and technology in general as well as specific contemporary technologies on society, lifestyle, and quality of life. Explores the effects of technology on the physical, social, economic, political, aesthetic, psychological, cultural, and other human environments.

### **SPN 254-Spanish I**

Introduces the language, written and oral. Covers basic vocabulary and conversation at elementary conversational level. Includes brief survey of Spanish culture and commercial / culture mores, standards and etiquette.

### **SPN-255 Spanish II**

Further develops the fundamental oral, written, and listening skills in Spanish. Emphasis on practical, business and travel-related contexts.

**TS 100-Managing Terrorism & Homeland Security**

*The impact of terrorism on the business world will be devastating if inadequate plans are made. Individual organisation needs to have contingency plans to cope with the impact of terrorism and breach of security. Government may not do enough for homeland security and so special insurance needs to be taken to protect business interests. This course addresses the above issues and see how business associations such as the IOD and CBI or other domestic and international special groups can provide an impact in the political process.*

**TTH 100-Introduction to Travel, Tourism and Hospitality**

*A general survey of travel, tourism and hospitality industry including good and room services. Both ethical and trends survey will be touched upon including the various business functions required for successful hospitality operation.*

**TTH 110-Accounting for Travel, Tourism and Hospitality**

*Various accounting functions and operations will be taught which relate to travel, tourism and hospitality management. This includes costings, break-even analysis, cash-flow analysis, budgeting, ratio-analysis, IT and software applications and management accounting relating to travel agents.*

**TTH 120-IT for Travel, Tourism and Hospitality**

*A survey of hard and software applications to this particular industry will be covered including its impacts. Both limitations and IT security problems as well as trends will be analysed and examined.*

**TTH 300-Planning Meeting and Event**

*Conducting a smooth and successful meeting or event by a hotel is crucial for its survival and growth. Successful handling of bookings and maintenance of high occupancy are crucial for profitability. Students will be provided an insight into meeting and event management.*

**TTH 350 / 550-Travel, Tourism and Hospitality Marketing**

*Identifying the needs and wants of guests through proper research in this industry is crucial to hotel success. This course will enable students to develop a strategic marketing plans stressing both marketing and societal marketing orientations. All the various components including the 4'Ps' of marketing as they apply to this industry will be examined.*

**TTH 400 / 600-Food and Beverage Management**

*In this course, students will examine food hygiene and related services including operation design, setup and lay-out as well as operational organisation and management.*

**TTH 420 / 620-Total Quality Management and Control in the Hospitality Industry**

*The course will chart the trends in quality control and how important this is when applied to a hospitality service provider in terms of relationship building, performance standard, HRM, the benefits of TQM and how this and other could benefit the total organisation*

**TTH 450 / 650-Front Office Management**

*Here, students will study the entire management process of front office procedure from booking right through to check-in, check-out, guest tracking and bill settlement. As customers satisfaction enhances business prosperity, emphasis will go into good guest servicing, duties and responsibilities.*

**TTH 460 / 660-HRM in Travel, Tourism and Hospitality**

*The whole gamut of HRM in relation to the travel, tourism and hospitality will be examined including interview, selection recruitment, training, retention, promotion, remuneration and other motivational approaches will be examined. Appropriate legislations will also be touched upon as well as conflicts resolution and stress management.*

**TTH 499 / 699-Business Strategy and Policy for Travel, Tourism and Hospitality**

*Being able and ready to determine mission, objective, strategy and operational tactics by an organisation in the travel, tourism and hospitality are crucial to its general prosperity. Students will analyse various environmental forces that impinge upon the organisation and what strengths can be harnessed and weakness reduced to improve corporate profitability. Apart from an indepth study of the strategic process, franchise strategy will also be examined.*

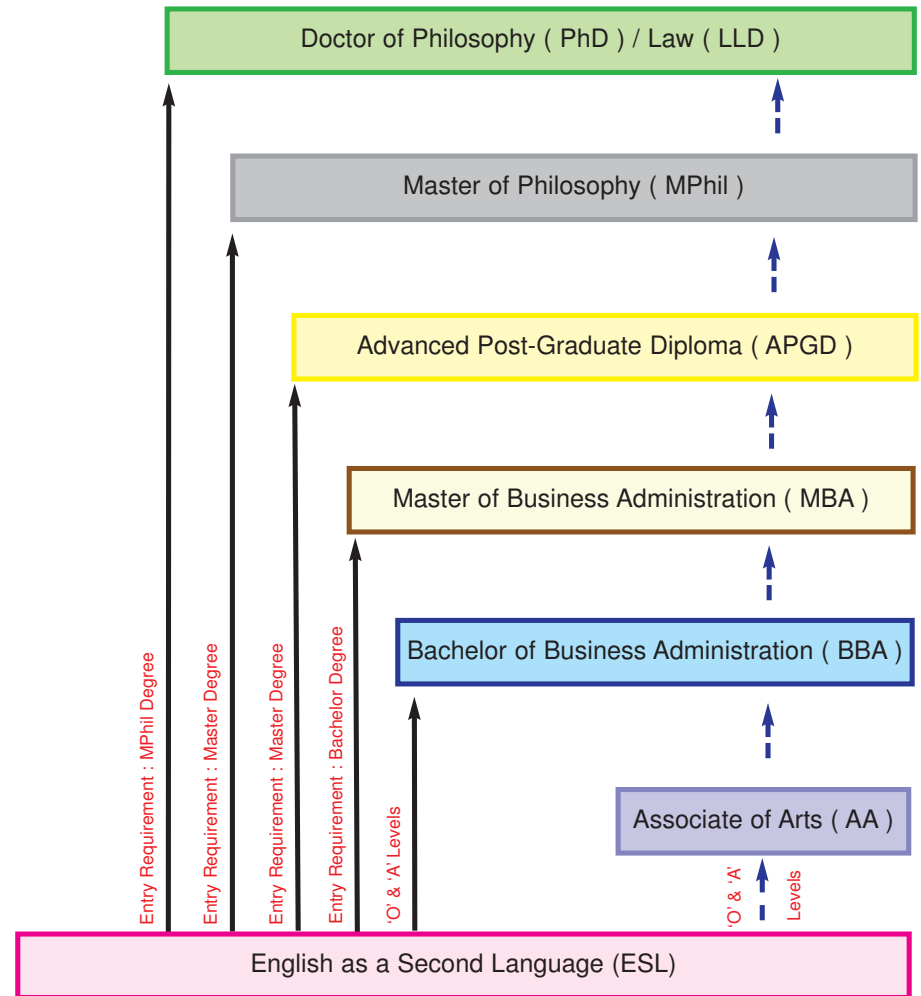


## An Overview Educational Career Pathways



“International University of America is an outstanding educational institution of higher learning. Students who earn their degrees from IUA will have a superlative learning experience and the knowledge they gain will benefit them in the world of work and in their personal lives. I heartily recommend IUA to all students desiring a worthwhile university education which will ensure lifetime success.”

**Dr. Maxine Asher**  
President - WAUC



Please note that students could enter at any stage of the above pathways depending on their previous qualifications. ESL is important as a foundation block because IUA's medium of instruction is English. Once this is done (or unless students are exempted), they can progress speedily picking up from their previous qualifications.

--> Typical Route      → Advanced Route