Master of Entrepreneurship
January 1 - December 31, 2017

Anaheim University
Carland Entrepreneurship Institute
The Carland Entrepreneurship Institute

The Anaheim University Carland Entrepreneurship Institute is named in honor of its founders, Professor Jim Carland and Professor Emeritus JoAnn Carland, two of the most frequently cited authors in the academic field of entrepreneurship. The Carland Entrepreneurship Institute seeks to serve the public by training entrepreneurs and business leaders to drive economic development and to discover, create and commercialize new products, services and industries. Its mission is accomplished as graduates lead their organizations and entrepreneurial ventures toward success.

Entrepreneurship Faculty

The Entrepreneurship faculty is headed by Professor Jim Carland, co-founder of the Anaheim University Carland Entrepreneurship Institute. Dr. Carland has over thirty years experience as a university faculty member and together with his wife Dr. JoAnn Carland helped to pioneer the academic field of entrepreneurship by developing the first Master of Entrepreneurship program in the United States in 2003. All Entrepreneurship faculty members hold doctoral degrees plus have extensive experience in research, publishing, and teaching at the university level.

Mission

The mission of the Carland Entrepreneurship Institute is to train entrepreneurs and business leaders to drive economic development and to discover, create and commercialize new products, services and industries. The Institute inculcates an advanced level of entrepreneurial vision. Entrepreneurial vision is the ability to identify both entrepreneurial opportunities that exist -- those that represent untapped markets and underserved markets -- and entrepreneurial opportunities that can be created by applying existing technologies to new fields and new markets. Entrepreneurial vision is also the ability to create entrepreneurial opportunities through the invention, development and exploitation of entirely new ideas, products and services, and/or the creation of new industries, infrastructures, and ways of doing business.

Further, the Institute inculcates entrepreneurial will, the self confidence to actually create and grow entrepreneurial ventures which is established through the mastery of entrepreneurial skills. Its mission is accomplished by integrating innovative online teaching, relevant scholarship, and entrepreneurship experience to help graduates lead their organizations and entrepreneurial ventures toward success.

Master of Entrepreneurship Program

In the Online Master of Entrepreneurship, you will study online in an intensive fast-track format.

- Earn your ME in as little as 18 months*
- Study 100% online from anywhere in the world

*Students with a 3.0 GPA or higher may take two courses in their last two terms.

Program Objectives

The Objective of the Master of Entrepreneurship is to inculcate in graduates an advanced level of entrepreneurial vision and entrepreneurial will.

Entrepreneurial vision is:

(1) the ability to identify both entrepreneurial opportunities that exist -- those that represent untapped markets and underserved markets -- and entrepreneurial opportunities that can be created by applying existing technologies to new fields and new markets.

(2) the ability to create entrepreneurial opportunities through the invention, development and exploitation of entirely new ideas, products and services, and/or the creation of new industries, infrastructures, and ways of doing business.

Entrepreneurial will is the self confidence to actually create and grow entrepreneurial ventures which is established through the mastery of entrepreneurial skills.
The Master of Entrepreneurship is for either working professionals who are interested in making a life change to become an entrepreneur, or people who have made the leap to become entrepreneurs, but need more knowledge to ensure success. Sometimes a major barrier to effective entrepreneurial activity is fear; fear which is driven by a lack of confidence and knowledge. This program can effectively impact the requisite knowledge to reduce fear and enhance confidence, thereby increasing the probability of entrepreneurial success.

**International Networking**

Anaheim University Master of Entrepreneurship candidates are working professionals between the ages of 25 and 65 residing around the world. Ninety-eight percent of AU students work full time or own and operate their own business. A few of the corporations that have employed candidates and graduates from the various programs at Anaheim University include:

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<td>Asahi Newspaper</td>
<td>Audi</td>
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<td>Bayer Medical</td>
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<td>Bosch Rexroth Corporation</td>
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<td>Merrill Lynch</td>
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<td>Mitsubishi Heavy Industries</td>
<td>Morgan Stanley</td>
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<td>Nissan</td>
<td>Nomura Research Institute</td>
<td>Nomura Securities</td>
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<td>Novartis Pharma</td>
<td>Pearson Publishing</td>
<td>Pioneer Corporation</td>
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<td>Polaris Software Lab</td>
<td>Recruit</td>
<td>Sanofi Aventis</td>
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<td>Stahl Thyssenkrupp</td>
<td>Sumitomo Corporation</td>
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<td>Unisys</td>
<td>Volkswagen Investment Co.</td>
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The Online Master of Entrepreneurship through Anaheim University’s Carland Entrepreneurship Institute offers working professionals a highly interactive and international learning environment accessible 24 hours a day, 7 days a week, around the globe. Students interact with fellow classmates and the professor through high definition webcam classes in real-time and through active daily Online Discussion Forums, discussing course content, projects, and assignments. Finally, students must submit assignments, including a report based on a video lecture or Internet research assignment, and a final project.

Interactive
Students study in a highly interactive online program by attending two 2-hour real-time online meetings per course with their professor & interacting daily with fellow students by discussing weekly topics in their free time.

Networking Opportunities
Students from around the world interact with each other and their professors through the online Forum.

18-Month ME
A number of courses are held each term enabling students to complete the program in approximately 18 months. Students with a 3.0 GPA or higher may take two courses in their last two terms.

Enroll in Only One Course
Students have the option of enrolling in individual business courses or the entire Master in Entrepreneurship degree program.

No Travel
Students have the opportunity to study at an American University without having to travel abroad.

Master of Entrepreneurship Degree Program Fees

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<th>Application Fee (Non-Refundable)</th>
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<tr>
<td></td>
<td>Registration Fee (Non-Refundable)</td>
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<td></td>
<td>Per Course Fees</td>
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<td></td>
<td>Tuition Fee ($375 per credit x three credits):</td>
<td>$ 1,125/course taken</td>
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<td></td>
<td>Records Fee</td>
<td>$ 200/term</td>
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<td>Per Course Fee Total</td>
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<td>Transfer Credit Fee</td>
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<td>One Time Fees</td>
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<td>Graduation Fee</td>
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<td>Course Completion Letter</td>
<td>$ 35 (optional)</td>
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<td>Degree Program Total</td>
<td>$16,375**</td>
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**Maximum cost of program is $39,475 (records fees of $200 for each additional term up to 5 years from date of matriculation). Please note that this amount does not reflect any tuition relief discount that may be in place at the time of enrollment. For your specific program fee information, please refer to the payment message sent from Student Services at the time of acceptance.

Note: Books & materials will be extra, and are expected to average U.S. $200 per course. Masters students are also required to have a reserve fund of $1500 for research materials. Refer to page 14 for details.

Please see refund policy in policies and procedures catalog

For Working Professionals
The online system allows students the opportunity to complete a Master of Entrepreneurship while at the same time holding down a full-time job.

Curriculum
Anaheim University’s Online Master of Entrepreneurship program is comprised of 12 courses (6 weeks each).

Core Courses
BUS 510 International Economics
BUS 520 International Human Resource Management
BUS 530 International Accounting
BUS 540 International Marketing
BUS 550 International Management
BUS 560 International Finance

Carland Entrepreneurship Institute Specialized Courses

Akio Morita School of Business Elective Courses (choose one)
BUS 542 International Business Law
BUS 570 Intercultural Communications
BUS 572 Seminar in International Business
BUS 575 Supply Chain Management

Kisho Kurokawa Green Institute Elective Courses (Choose one)
BUS 535: Triple Bottom Line Accountability & Management
BUS 545: Green Marketing & Environmental Product Design
BUS 555: Corporate Social Responsibility & Ethics
BUS 565: Sustainable Enterprise Development & Leadership

Pay for only one course at a time, or receive a 10% discount on tuition by paying 100% of program fees at the time of enrollment.

US Military: Anaheim University’s programs are approved for VA benefits.

Diplomatic and Military Service Discount: From January 1, 2006, those who have served their government through either diplomatic or military service may be eligible for a 10% discount. (This discount cannot be combined with Tuition Relief pricing)

Payments can be made by check, credit card (Visa, MasterCard, American Express or Discover), money order or bank transfer. Tuition must be paid on a course-by-course basis. The application fee must be paid at the time of application, and prior to beginning the first term, students must pay the registration, tuition, and records fee. For the remaining eleven terms, students must pay the tuition and records fee. To maintain active status, the records fee must be paid even if skipping a term. The graduation fee must be paid upon completion of all twelve courses.
Program Study Suggestions
(total 22.5 hours a week for six weeks)

. Look briefly through the set readings, the weekly assignment questions, and any other assignments for the week. (.25 hours)
. Complete weekly reading assignments, making notes on the assignment questions as you do. (3 hours)
. Complete individual weekly written assignments. (3 hours)
. Review weekly Online Discussion Forum questions & research potential answers. (1 hour)
. Discuss the Online Discussion Forum questions with other students via the Online Discussion Forum. (6 hours)
. Preparation for and participation in real-time online class and review transcripts and make notes. (2.5 hours)*
. Preparation for and participation in group projects. (3 hours)*
. Conduct library/internet research, further reading and note taking to complete course projects. (3.75 hours)

*Note: In weeks when no real-time online class or team project is assigned, study time should be spent on library/internet research, further reading and note taking. For courses including a proctored examination, study schedule will vary.
James W. Carland, Jr., Ph.D.
Co-Founder of the Anaheim University Carland Institute of Entrepreneurial Leadership

Jim Carland holds a Ph.D. from the University of Georgia. Together with his wife, Professor Emeritus JoAnn Carland, he has published more than 70 articles in scholarly journals, 200 articles in conference proceedings, and a dozen books. Drs. Jim and JoAnn Carland are among the best known scholars in the entrepreneurship discipline in the world, and in the surest form of scholarly recognition, a current Google Scholar search will reveal more than 3,500 citations of their work.

Jim and JoAnn taught together for more than 30 years and have been the recipients of many teaching awards and recognitions. They turned their hands to curriculum design and developed and implemented the first Master of Entrepreneurship degree program in the U.S. They were recognized for having created the best example of graduate entrepreneurship training by the USASBE in 2005.

Scholar Entrepreneurs, Jim and JoAnn co-founded the first of more than a dozen companies in 1980, a software development company which designed the first integrated accounting system in the U.S., and grew from sales of $200,000 in 1980 to $2 million in 1981. They also turned their entrepreneurial bent to the not for profit arena, establishing the Allied Academies in 1995. Allied now has 15 affiliates and supports the publication of 17 journals. Their most recent venture was Carland College, licensed by North Carolina to offer the Master of Entrepreneurship degree, and the forerunner of the Anaheim University Carland Institute for Entrepreneurial Leadership.

Married for more than 40 years, and the parents of two sons, they were the ultimate partnership. All of their research was co-authored, all of their entrepreneurial ventures were co-founded, and they taught as a team in all of their courses.

Jim’s particular interest is innovation as it relates to entrepreneurship. Jim and JoAnn first proposed an inherent link in 1984 in a seminal journal article in the Academy of Management Review. That article became a major factor in the subsequent differentiation of entrepreneurs from small business owners in the literature. Subsequently, they interviewed, surveyed, and worked with more than 2,000 entrepreneurs. Their definition of entrepreneurship is “the ability to see what is not there, combined with the drive to make the vision a reality.” According to Jim and JoAnn, innovation in an entrepreneurial setting is the only truly sustainable competitive advantage which exists.

JoAnn C. Carland, Ph.D. (1946-2013)
Professor Emeritus

Dr. JoAnn Carland was a writer, entrepreneur, scholar and educator. She earned a Ph.D. in Educational Psychology with a concentration in Computer Systems from the University of Georgia, and an M.Ed. from Western Carolina University. Her writing career produced more than a dozen books and 200 articles, as well as five novels. In a 1997 article by Ratnatunga and Romano, she was noted as one of the most frequently cited authors in the world in leading entrepreneurship journals during the period 1975 through 1992. Using what she learned in the field, she had a great deal of success in entrepreneurship curriculum design. She designed and implemented the first Master of Entrepreneurship (ME) degree program in the U.S. and one of the first undergraduate majors in entrepreneurship. She was recognized by the United States Association for Small Business and Entrepreneurship in 2005 when it selected the ME program as the best in the Nation in that year.
**Beverly Little, Ph.D.**
**Professor**
In 1993, Beverly earned a Ph.D. from the Virginia Polytechnic Institute and State University, with a major in Human Resource Management and Organizational Behavior. Her dissertation, “Effectiveness, Performance and Motivation in a Team-Based Environment,” marked her early interest in leadership and in teams. She also holds an MBA from Louisiana Tech University, an M.Ed. from Clemson University, and a B.S. from Jacksonville State University.

She has published more than 25 articles in scholarly journals, and has consulted with a number of organizations, including the Eastern Band of the Cherokee Indians. Since 1997, she has been certified to administer and evaluate the MBTI and she has used that instrumentation in many research and consulting venues.

Beverly has taught at the university level since 1986, and has won a number of teaching awards and recognitions. She has performed extensive university and professional service work and has served in a number of administrative positions.

She lives in Conway, South Carolina, with her husband who is a Professor of Accountancy, and she continues to be active in academe, research and consulting.

**Claudia Rawlins, Ph.D**
**Professor**
Claudia holds a B.A. from the University of California, and an M.B.A. from California State University at Chico. In 1983, she earned a Ph.D. from Arizona State University with major areas in management, business communication, and industrial engineering. A Professor Emeritus at California State University at Chico, she was most recently Graduate Program Coordinator.

She has written five books and 25 journal articles. She has extensive consulting experience with a variety of organizations on communication, creativity and executive development.

Claudia continues to pursue her entrepreneurial interests in her current businesses of selling imported German wines and working in her publishing company, Inkwell Press, where she works with new and aspiring writers. Previously, her instincts led her to create ventures in retail craft supplies and in real estate agency.

She has won a number of teaching and research awards and she continues to be active as an online professor and in research. Her first love continues to be writing.

**Stavros Sindakis, Ph.D.**
**Professor**
Professor Sindakis is an educator, advisor, mentor and innovator in the fields of business innovation, management, entrepreneurship, and service design and development. With both a Ph.D. and MBA in Strategy, Enterprise & Innovation, he has made significant contributions to these fields through his research and publications on entrepreneurship and business innovation including his books “Entrepreneurial Rise in Southeast Asia”, and “Analytics, Innovation and Excellence-Driven Enterprise Sustainability”, with his third in progress. As an educator, he has taught in several different countries at both the undergraduate and postgraduate levels and held a variety of advisory and mentoring positions for students and faculty at numerous schools including the Institute of Enterprise and Entrepreneurs and Laureate Online Education.
Akio Morita School of Business Courses

BUS 510 International Economics
Economics is an important subject that affects the way we live in not only the United States but internationally for countries who use the market system to determine the allocation of resources in their society. The aim of this course is to help students understand the operation of a market system in an international setting and to explore the nature and organization of various societies and the arguments underlying many of the great global public issues of the day in an international setting, and to understand the operation and behavior of international business firms and other decision-making entities through the study of the principles of international economics useful to students in the international MBA program.

BUS 520 International Human Resource Management
Human beings are the most crucial components of any organization as all other company assets are always subject to human decisions. Recruitment, management and training of the workforce are then crucial tasks that contribute to the company’s success and can even be decisive for its survival. This is true whether we are considering domestic companies or international companies. This course focuses on the study of human management principles as they reflect on the basic assumption of treating employees as investments benefiting a company in the long run from the international perspective. The class is designed as an overview of traditional functions of international human resource (IHRM) management and an examination of its governing mechanisms contributing to the success of an organization. Compensation, staffing, training, labor relations and employee performance evaluation are studied from an international perspective among other aspects of international human resource management.

BUS 530 Accounting
In our increasingly globalized world, accounting students need to understand the main features of financial reporting practices as they differ in different countries so that they will be able to distinguish accounting and reporting differences that would otherwise give rise to problems for report readers. It is also vitally necessary to understand the ongoing efforts to harmonize standards using International Financial Reporting Standards (IFRS). The course aims to give participants a thorough grounding in the key principles of accounting while enabling them to understand the major features of the international IFRS standards. The course shows the links between accounting statements, valuation methods and investment analysis. The course also reviews important technical areas of differences among accounting systems such as inventory valuation, the use of reserves, consolidations, and taxation of income. The student will be able learn to identify problems in international harmonization while appreciating the capital market efficiencies to be gained from harmonization of international accounting standards.

BUS 540 International Marketing
International Marketing frequently requires major changes in how organizations conduct business in a global marketplace. It is a necessity for today’s business leader to be aware of the implications of marketing strategies and how they are employed in different countries with different cultures. This course focuses on identifying and meeting the needs of specific international target markets through close interaction with managers from other functional areas, such as promotion, finance, accounting and human resources.

BUS 550 International Management
We are observing a fundamental shift in the nature of geopolitics. No longer will global business leaders focus on one or two stock markets, currencies, economics or political leaders. Today’s business environment is far too complex and interrelated for that. Nation states and multinational corporations will remain both powerful and important. Global networks comprising technological, entrepreneurial, social and environmental interest groups will remain powerful. Future economic and business endeavors will increasingly be characterized by a search for common ground, productive partnerships, and mutual benefit. This course will focus on developing a deeper understanding of how and why management practices and processes can differ around the world, and the development of the skills necessary to function successfully in this international business environment.
BUS 560 International Finance
This course covers material essential to a comprehensive understanding of international financial management. Topics will include, but not be limited to, foreign exchange markets, the global cost of capital, corporate strategy and foreign investment and multinational capital budgeting.

BUS 542 International Business Law & Practice
This course provides a comprehensive coverage of the legal, cultural, political, economic and ethical issues faced by global business managers. An understanding of these issues is enhanced through the use of real world examples, cutting edge cases, managerial problems, and ethical issues.

BUS 570 Intercultural Communications
Intercultural communication is international communication across national boundaries involving many different cultures. There is a wide range of communication problems that naturally appear when one moves across national boundaries, and within organizations which are made up of individuals from different countries representing different religious, social, ethnic, and educational backgrounds. Intercultural communication seeks to understand how people from different countries and cultures behave, communicate and perceive the world around them quite differently. From a management perspective, it studies situations where people from different cultures interact in a business environment. The purpose of this course is to gain an understanding of the variations in language, customs, social attributes, thought patterns, and other aspects of cultures of different groups of people. An understanding of intercultural communication is essential for the conduct of international businesses. It is the purpose of this course to provide this understanding.

BUS 572 Seminar in International Business
Successful managers in a world of global competition must have an array of skills, talents and abilities at their disposal. This course uses extensive examples to illustrate the vibrancy and challenge of international business. Coverage of relevant topics includes the degree of geographical literacy necessary to succeed in international markets, which is frequently overlooked in more traditional courses.

BUS 575 Supply Chain Management
Supply Chain Management involves the flows of materials and information among all of the firms that contribute value to a product, from the source of raw materials to end customer. The goal of this course will be to help students understand the strategic importance of good supply chain design, planning, and operations for every firm, to provide students with the use of key drivers on a conceptual and practical level to improve supply chain performance, and to give students a solid understanding of analytic methodologies for supply chain analysis necessary to achieve significant increase in performance.

Carland Entrepreneurship Institute Courses

ENT 500 Entrepreneurial Innovation
The objective of this course is to enhance the natural creativity inherent in each student, to enable students to become more innovative personally, and for students to learn how to create ventures which are more innovative. Students will develop higher-level creative thinking skills as well as critical thinking skills, evidenced by analysis, evaluation, and synthesis.

ENT 540 Entrepreneurial Forecasting
The objective of this course is to inculcate in students an understanding of the forecasting and budgeting process and for students to learn how to prepare sales forecasts for new and for existing ventures, to prepare variable and fixed cost budgets to support the sales forecast, and how to document and support the resulting forecasts, and how to prepare cash flow forecasts and determine start up costs for a new venture. Students will develop higher-level critical thinking skills, evidenced by analysis, evaluation, and synthesis.
ENT 560 Intellectual Property
The objective of this course is to inculcate in students an understanding of the value of intellectual property to an entrepreneurial venture and for students to learn how to create, protect, and preserve intellectual capital. Students will develop higher-level critical thinking skills, evidenced by analysis, evaluation, and synthesis.

ENT 580 Entrepreneurial Strategy
The objective of this course is to inculcate in students the strategic skills which are required to support the ongoing development of strategy and distinctive competencies, the vision required to support effective environmental scanning, and the knowledge required to plan for harvesting/succession and to design and create innovative and effective entrepreneurial compensation plans. Students will develop higher-level critical thinking skills, evidenced by analysis, evaluation, and synthesis.

Kisho Kurokawa Green Institute Courses

BUS 535 Triple Bottom Line Accounting & Management
The Triple Bottom Line Accounting and Management course is an expanded version of accounting for corporate activity. Contemporary society has moved away from the mere financial bottom line to a higher level of social responsibility where we account for the true social impact of our business activity. Through this expanded version of accounting and accountability, social and environmental impact is added to the equations. Thereby the report of corporate activity and management comprehensively reflects a true bottom line. The three prongs of the true bottom line become clear: economic prosperity, environmental quality and social justice. This course provides the basis for business students to go forward and determine the true social effects of the businesses they are working for and to manage for the future.

BUS 545 Green Marketing & Environmental Product Design/Recycling
Green Marketing & Environmental Product Design/Recycling is a course structured around the traditional “4Ps” of marketing and explains how marketing mix decisions can and do influence environmental outcomes. Throughout the course, the emphasis will be on the conversion of consumption systems to a sustainable paradigm that represents a circular use of resources, not the linear approach (materials >products >consumption >disposal) that leads to the pollution of ecosystems. The major theme of the course is that marketers can reinvent strategy and craft “win-win-win” solutions, where customers win (obtaining genuine benefits), organizations win (achieving financial objectives), and ecosystems win (ecosystem functioning is preserved or enhanced).

BUS 555 Corporate Social Responsibility (CSR) & Ethics
Corporate Social Responsibility and Ethics is a comprehensive study of the core issues for business in the questions of sustainability, social responsibility and ethics. The course introduces the student, not only to relevant issues, but the views of corporate stakeholders. Approaches for presenting and carrying out a program of sustainability are presented, including strategic planning, targets, goals and alternative approaches. A principal part of the course is devoted to the ethics of business and issues of transparency, including discussion of the social impact of non ethical and non transparent business practices. Case studies, a team project and practice assignments assist in presenting these themes on a practical level. The course concludes with information and discussion on trends in sustainability and business ethics. A principal goal of the course is to show that community engagement and the maximization of profit/ shareholder value are not mutually exclusive, but mutually reinforcing.

BUS 565 Sustainable Enterprise Development & Leadership
Sustainable Enterprise Development and Leadership is a course which provides a comprehensive and practical analysis of what sustainable business development is and how companies can use it to make a significant difference. Sustainable development involves articulating, integrating and achieving social, economic, and environmental objectives, and initiatives to protect humankind and the natural world from destructive behaviors. Sustainable business development is a holistic management approach which includes the entire value added system from the origins of raw materials ,to production processes, to customer use, to product end of useful life. Sustainable outcomes are those that balance the performance objectives of the present with the needs and expectations of the future. To achieve these outcomes, there must be a profound change in strategic thinking, leadership and the management of businesses.
Online Learning Resources

**AU Online Classrooms**
Anaheim University students in the Master of Entrepreneurship meet via webcam in real-time interactive online classes with their professors and fellow students for two hours twice during a six-week course. Chat transcripts and audio/video of all online classes are recorded and posted, allowing students to stay focused on the live discussion during the class, and the opportunity to review the class discussion afterwards. These classes are usually held on Friday evenings US time which is Saturday morning in Asia. Real-time class recordings may be accessed through the AU Online System for students who are unable to attend class or simply wish to review their class notes. Such transcripts may be viewed online at anytime or printed out in a neat, convenient format - the perfect alternative to distracting note taking during class.

**AU Online Discussion Forum**
The Online Discussion Forum is an electronic bulletin board and e-mail list facilitating lively communication and interaction among students and their professor. When a student posts a message to the Forum, the message is automatically redistributed to the professor and all other students in the course, allowing students to discuss the week's readings in their free time. A weekly Student Host directs students to perform certain tasks as outlined in the online Course Guide. The Online Discussion Forum plays an integral part in AU's online programs by facilitating the out-of-class interaction between students necessary for an effective exchange of ideas. The AU Online Discussion Forum ensures that learning and interaction does not end when the real-time class does.

**Online Bookstore**
The Online Bookstore is the one-stop source for textbook and course material needs. Designed for students to buy textbooks based on their course schedule, track their textbook orders, and sell their textbooks back from a previous semester, the Online Bookstore offers money-saving used books, multiple shipping options, and access to hundreds of academic items related to your studies. In an effort to provide additional savings, textbooks or course materials may be available for purchase in an electronic format. Purchases will be subject to the refund policy of the bookstore.

**Library**
Anaheim University requires all of its students to make extensive use of library facilities and resources in the course of their program. The University’s online resources provide a major boost in assisting and supporting a student’s academic work. The login ID and password provided by the University to the student upon enrollment will provide the student access to the online resources.

Anaheim University makes certain provisions in order to provide access to library resources and library services for all students enrolled directly through Anaheim University. However, students enrolled in Anaheim University's online graduate degree programs are required to have an additional reserve fund to be used for the purchase of journals and research - materials that will aid them in their studies by providing information specific to their unique areas of interest and research - and to provide access to software and other resources that may help them in the completion of their studies. The research reserve fund is $1,500 for master degree students and $2,000 for doctoral students to be used over the duration of their program. Note: Students are not required to spend the entire research fund - only that amount necessary in order to carry out their research.

**AU Alumni Association**
Upon completion of their chosen programs of study, AU graduates have the privilege of becoming part of the university's Alumni Association. The AU Alumni Association is a highly regarded online network established to ensure that an AU graduate’s learning never ends. The Alumni Association is an excellent way to network with other professionals in your field and keep abreast of recent developments. Members have access to the most recent updates regarding the latest news from the field, important events, suggested readings, cutting edge information and professional career opportunities.

**Student Services and TechSupport**
The policy of Student Services is “Students First, Always” and Anaheim University’s Student Services staff is committed to providing students with the administrative services they need for course registration, textbook ordering, graduation, etc. Technical issues are addressed by the TechSupport Division of the University.

**Graduation Store**
Alumni of Anaheim University have the opportunity to show Anaheim pride by ordering Anaheim University graduation rings and diploma frames online.
As President, it is my pleasure to welcome you to the Anaheim University global online learning community.

At Anaheim University, we offer relevant, application-based programs designed to help you, the student, make an immediate difference in your current employment or future career. If you want an affordable, high quality experience in a globally connected setting, and a diverse faculty deeply engaged in their fields and with lifetime connections to invigorate your drive for success, you are at the right place.

With our experienced faculty and staff, interactive learning environment, and the integration of traditional and innovative learning methods, Anaheim University's mission is to provide exceptional learning opportunities to students who wish to benefit from a proven learning process. Upon completion of your academic program, you will join the worldwide Anaheim University Alumni Association with the many benefits it has to offer.

On behalf of the faculty and staff of Anaheim University, I wish you success in your chosen program of study.

Welcome to Anaheim University.

Andrew Honeycutt, DBA
President

About Andrew Honeycutt

Dr. Andrew E. Honeycutt, President of Anaheim University and former Dean of the Anaheim University Akio Morita School of Business, received a Doctor of Business Administration degree in Marketing from Harvard University and a Masters in Business Administration degree in Organizational Behavior from Boston University. Dr. Honeycutt has served as Dean of the College of Business and Technology of Argosy University Atlanta, Vice Chairman of Edgenics, Inc. and Senior Partner of the Center for Collaborative Learning and Coaching. As a business professor and school of business administrator, he has been instrumental in the development of cooperative relationships with major companies - Colgate Palmolive, Dupont, Gulfstream Corporation, Savannah Foods, Simmons First National Bank, SC Johnson Wax, and others. His much utilized business expertise is evidenced by his service on business and governmental advisory boards and boards of directors. He has also served on the advisory boards of the Winthrop Rockefeller Foundation (Small Business Strategic Planning), the Ewing Marion Kauffman Foundation (Entrepreneurship Education) and the National Board of Directors of SCORE.
Mission
Anaheim University was established as a unique, innovative and sustainable institution of higher learning to meet the educational needs of a diverse and global student body through academic programs of the highest quality. Dedicated to a student-centered philosophy, Anaheim University makes higher education accessible to qualified students worldwide through interactive and real-time courses conducted 100% online.

Anaheim University Objectives
Taking advantage of the newest technological innovations, Anaheim University is designed to be a sustainable global institution with a multicultural perspective, with programs designed to meet the needs of its diverse student population. To accomplish this, Anaheim University has the following objectives:

- Excellence of academic instruction through the guidance and expertise of dedicated faculty
- Utilization of the newest technologies
- Deployment of technology-based learning resources
- Development of interactive learning environments in both synchronous and asynchronous settings
- Meeting the educational needs of our students by offering instructional programs otherwise unavailable because of access, cost, or work schedule
- Provision of an instructional environment where students can take an active role in their own learning
- Support of an academic environment where professors are able to deliver the highest quality educational programs and take advantage of the University’s learning resources
- Regular course and program assessments and evaluation to constantly improve our offerings
- Development and maintenance of a University alumni support system to advance alumni professional skills, knowledge, and expertise and help them realize their lifelong educational goals
- Development of University culture and programs promoting sustainability

About Us
Anaheim University was founded in Orange County, California in 1996. The University is accredited by the Distance Education Accrediting Commission (DEAC). The DEAC is listed by the U.S. Department of Education as a nationally-recognized accrediting agency. Anaheim University and its programs have been examined and found to meet the educational and business ethics standards set by the DEAC. The DEAC is recognized by the Council for Higher Education Accreditation (CHEA).

The University also operates under the full approval of the State of California in accordance with the requirements set forth by the Bureau for Private Post-Secondary Education. “Approval to operate” means that the Bureau has determined and certified that the institution meets minimum standards established by the Bureau for integrity, financial stability and educational quality, including the offering of bona fide instruction by qualified faculty and the appropriate assessment of students’ achievements prior to, during, and at the end of each program. The University is authorized to grant graduate degrees at the masters and doctoral level under the degree-granting authority of the Bureau for Private Post-Secondary Education.

Policies and Procedures
Click here to download the university’s policies and procedures:
Andrew E. Honeycutt, DBA
President

Dr. Andrew E. Honeycutt, President of Anaheim University and former Dean of the Anaheim University Akio Morita School of Business, received a Doctor of Business Administration degree in Marketing from Harvard University and a Masters in Business Administration degree in Organizational Behavior from Boston University. Dr. Honeycutt has served as Dean of the College of Business and Technology of Argosy University Atlanta, Vice Chairman of Edgenics, Inc. and Senior Partner of the Center for Collaborative Learning and Coaching. As a business professor and school of business administrator, he has been instrumental in the development of cooperative relationships with major companies - Colgate Palmolive, Dupont, Gulfstream Corporation, Savannah Foods, Simmons First National Bank, SC Johnson Wax, and others. His much utilized business expertise is evidenced by his service on business and governmental advisory boards and boards of directors. He has also served on the advisory boards of the Winthrop Rockefeller Foundation (Small Business Strategic Planning), the Ewing Marion Kauffman Foundation (Entrepreneurship Education) and the National Board of Directors of SCORE.

Robert Robertson, Ph.D.
Dean Emeritus of the Akio Morita School of Business and Professor

Dr. Robert Robertson has more than 15 years of experience in academia as a Vice President of Academic Affairs, Dean of Business and MBA program director. He holds a Ph.D. in Management and Organization (Stirling University, Scotland); Master of Studies in Law (Vermont Law School); Master of Public Administration (Dalhousie University, Canada); a Master of Arts (Eastern Kentucky University) and a Bachelor of Science (East Tennessee State University). Dr. Robertson was selected by the United States Department of State Bureau of Educational and Cultural Affairs to the Fulbright Specialist Program. He has served as Chief Academic Officer and Research Fellow at the University of Phoenix’s Center for Workforce Diversity, Central Florida campus in Orlando, Florida. He is an invited speaker on international business, strategy, online education and workforce training; and he regularly lectures in China, Taiwan, Vietnam, Kazakhstan, Europe, Brazil and the United States. In the public sector, he has more than 20 years of management experience including serving as the City Manager for the City of Hamilton, Ontario in Canada with more than 8,500 employees and a budget in excess of one billion dollars.

David Nunan, Ph.D.
President Emeritus
Program Designer and Director, MA in TESOL Program
Director, David Nunan TESOL Institute

David Nunan, President Emeritus, has been with the California-based institution since its founding in 1996, when he played a central part in the development of the University’s ground-breaking interactive online learning system. Dr. Nunan is a world-renowned linguist and best-selling author of English Language Teaching textbooks for Cambridge University Press, Oxford University Press, and Thomson Learning. His ELT textbook series “Go For It” is the largest selling textbook series in the world with sales exceeding 2.5 billion. In 2000, David Nunan served as President of TESOL, the world’s largest language teaching association. David Nunan has served as Chair and Professor of Applied Linguistics at the University of Hong Kong since 1994 and has been involved in the teaching of graduate programs for such prestigious institutions as Columbia University, the University of Hawaii, Monterey Institute for International Studies, and many more. In 2002 Dr. Nunan received a congressional citation from the United States House of Representatives for his services to English language education through his pioneering work in online education at Anaheim University, and in 2003 he was ranked the 7th most influential Australian in Asia by Business Review Weekly.

Hayo Reinders, Ph.D.
Director, Ed.D. in TESOL program

Holding a Ph.D. in Language Teaching and Learning from the University of Auckland, Dr. Hayo Reinders is also Professor of Education and Head of Department at Unitec in Auckland, New Zealand. His previous positions include Head of Learner Development at Middlesex University in London, Director of the English Language Self Access Centre at the University of Auckland in New Zealand and associate professor at RELC in Singapore. He has worked with teachers from a large number of countries worldwide and has been visiting professor in Japan, Thailand, Mexico and the Netherlands. Dr. Reinders edits the journal ‘Innovation in Language Learning and Teaching’ as well as a book series on ‘New Language Learning and Teaching Environments’ for Palgrave Macmillan. He is Editor of Innovation in Language Learning and Teaching, and Convenor of the AILA Research Network for CALL and the Learner. Dr. Reinders’ interests are in technology in education, learner autonomy, and out-of-class learning, and he is a speaker on these subjects for the Royal Society of New Zealand. His most recent books are on teacher autonomy, teaching methodologies, and second language acquisition.
David Desser, Ph.D.
Dean, Akira Kurosawa School of Film
Dr. David Desser is Dean of the Anaheim University Akira Kurosawa School of Film. He is also Professor Emeritus of Cinema Studies, University of Illinois, where he was Professor of Cinema Studies, Comparative and World Literatures, East Asian Languages and Cultures and Research Professor of Communication. He has taught at the University of Michigan, Kansai University in Japan, Hong Kong Baptist University, the University of Pennsylvania, UCLA, Chapman University and the University of Southern California (USC). He received his Ph.D. from USC in the Cinema program with a minor in Japanese.

Yukuo Takenaka, CPA
Executive Strategy Advisor
Yukuo Takenaka is Chairman, CEO and President of the Takenaka Partners Group. Prior to forming The Takenaka Partners Group in 1989, he was a partner and National Director of KPMG Peat Marwick’s Japanese practice. He also served as Chairman of Project Japan for the parent company, KPMG. A graduate of the University of Utah, Mr. Takenaka is recognized for his expertise in cross-border M&A and joint venture transactions. On both sides of the Pacific, he serves as senior advisor to companies in a wide range of industries including high technology, electronics, manufacturing, financial services and real estate. He is the author of the Japanese best seller, *Merger and Acquisition Strategy*.

David R. Bracey
Distance Learning / Development
David Bracey works to develop and promote the University’s programs worldwide and to ensure that students of Anaheim University receive quality care and attention. A major in International Communications and Psychology, Mr. Bracey has over 18 years of experience working in Japan.

Kate Strauss, MA
Administrative Director
Kate Strauss is the Administrative Director at Anaheim University. Ms. Strauss holds a BA in English from Princeton University, and an MA in English from the University of California, Irvine. Ms. Strauss brings over 10 years of experience in the human relations and marketing fields, and has won numerous civic awards in her role as Marketing Director for One Colorado in Old Pasadena, CA for her innovative contributions to cultural life and leadership. She has also enjoyed success using her communication skills as a teacher and training professional for the Orange County Human Relations Council.

Andrea Anzalone, MLIS
Online Librarian
Andrea Anzalone manages the university’s online library and is responsible for the ongoing development of library resources and services. She holds a master’s degree in Library and Information Studies from the University of California, Berkeley, and a bachelor’s degree in English Literature from UCLA. She brings over 25 years of experience in the library field and has worked in a variety of educational institutions, including Woodbury University, Phillips Graduate Institute, Getty Research Institute, and Los Angeles Public Library.

Garnet E. Birch, Ph.D. (1935 - 2013)
Chancellor Emeritus
Dr. Garnet E. Birch had over forty years’ experience in higher education in multiethnic and multicultural settings. He also had vast experience in both traditional and non-traditional, adult and continuing education. Holding a Ph.D. in Higher Education Administration from the University of Arizona and an MA in Asian Studies and History from the University of Hawaii, Dr. Birch was the former Vice-Chancellor of National University’s Los Angeles campus and Dean of Curriculum and Standards at the San Diego Campus. Following his work with National University, he went on to become the Director of the Los Angeles Center of United States International University. Dr. Birch was the third President of Anaheim University before becoming Chancellor.
How to contact Anaheim University

<table>
<thead>
<tr>
<th>Position</th>
<th>Email</th>
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<tbody>
<tr>
<td>President</td>
<td><a href="mailto:president@anaheim.edu">president@anaheim.edu</a></td>
</tr>
<tr>
<td>Dr. Andrew Honeycutt</td>
<td></td>
</tr>
<tr>
<td>Managing Director of Development</td>
<td><a href="mailto:online@anaheim.edu">online@anaheim.edu</a></td>
</tr>
<tr>
<td>Administrative Director</td>
<td><a href="mailto:admissions@anaheim.edu">admissions@anaheim.edu</a></td>
</tr>
<tr>
<td>Director of Student Services</td>
<td><a href="mailto:studios@anaheim.edu">studios@anaheim.edu</a></td>
</tr>
<tr>
<td>Student Services</td>
<td><a href="mailto:support@anaheim.edu">support@anaheim.edu</a></td>
</tr>
<tr>
<td>Registrar</td>
<td><a href="mailto:registrar@anaheim.edu">registrar@anaheim.edu</a></td>
</tr>
<tr>
<td>Technical Support</td>
<td><a href="mailto:techsupport@anaheim.edu">techsupport@anaheim.edu</a></td>
</tr>
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Anaheim University Office of Admissions
Hours of operation: Monday - Friday 9 a.m. to 6 p.m. (Closed major U.S. holidays)

1240 S. State College Blvd., Room 110
Anaheim, CA 92806-5150
USA

Toll-Free: 1-800-955-6040
Tel: 714-772-3330
Fax: 714-772-3331
Email: admissions@anaheim.edu

Anaheim University East Center

1081 N. Tustin Ave. #118
Anaheim, CA 92807
USA

Tel: 714-300-0777
Email: press@anaheim.edu

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Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at P.O. Box 980818, West Sacramento, CA 95798-0818. Phone: (916) 431-6959, Fax: (916) 263-1897, Website: www.bppe.ca.gov. Questions may also be directed to the Distance Education Accrediting Commission (DEAC) at www.deac.org.