Whether pursuing a career in management, marketing, human resources, accounting, finance, or IT, the Anaheim University DBA program prepares students with the global business skills to be successful in a management position or to establish their own business as an entrepreneur. Although the DBA does not lead to a specific job position, careers that DBA graduates often pursue include:

<table>
<thead>
<tr>
<th>Accounting</th>
<th>Administration / Office Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aerospace/Aviation/Defense</td>
<td>Agriculture</td>
</tr>
<tr>
<td>Airlines</td>
<td>Architectural Services</td>
</tr>
<tr>
<td>Automotive</td>
<td>Banking, Finance and Economics</td>
</tr>
<tr>
<td>Biotechnology and Pharmaceutical</td>
<td>Building and Grounds Maintenance</td>
</tr>
<tr>
<td>Community &amp; Government</td>
<td>Construction &amp; Architecture</td>
</tr>
<tr>
<td>Consulting Services</td>
<td>Customer Service</td>
</tr>
<tr>
<td>Education and Training</td>
<td>Energy/Utilities</td>
</tr>
<tr>
<td>Environmental Services</td>
<td>Engineering</td>
</tr>
<tr>
<td>Human Resources &amp; Recruitment</td>
<td>Insurance</td>
</tr>
<tr>
<td>International Trade</td>
<td>IT &amp; Telecommunications</td>
</tr>
<tr>
<td>Legal, Compliance &amp; Paralegal</td>
<td>Logistics, Transport &amp; Supply</td>
</tr>
<tr>
<td>Localization, Interpreting &amp; Translation</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>Marketing, PR, Advertising/Communications</td>
<td>Media, Arts &amp; Entertainment</td>
</tr>
<tr>
<td>Medical, Health &amp; Scientific</td>
<td>Mining and Trades</td>
</tr>
<tr>
<td>Publishing/Printing</td>
<td>Property &amp; Real Estate</td>
</tr>
<tr>
<td>Retail &amp; Fashion</td>
<td>Sales</td>
</tr>
<tr>
<td>Tourism, Travel &amp; Hospitality</td>
<td></td>
</tr>
</tbody>
</table>

Who is the DBA for?
Akio Morita School of Business

The Anaheim University Akio Morita School of Business was established in honor of Sony Founder Akio Morita’s enterprising and innovative spirit, foresight and global perspective. The contributions of Akio Morita (1921-1999) to the fields of technology, business, and intercultural relations are a constant source of inspiration to society. As a pioneering institution in the field of higher education, Anaheim University strives to pass on the traits of Akio Morita to its students for the purpose of creating a better tomorrow.

World-Class Faculty

Dr. Andrew Honeycutt, University President and former Dean of the Akio Morita School of Business, holds a Doctorate in Business Administration with a concentration in Marketing from Harvard Business School, and an MBA in Organizational Behavior from Boston University. He was a Nissan Fellow at Northwestern University’s prestigious Kellogg School of Management and has served as a consultant and speaker for many of the world’s largest corporations. In addition to 100% of the AU Akio Morita School of Business professors holding doctoral degrees from some of the world’s most esteemed universities, the entire business faculty has real-life experience in business management and administration. The business school’s professors bring extensive experience teaching in accredited on-campus programs as well as exceptional real-life experience, and a number of the professors have served as Department Chairs and Deans at major universities throughout the United States.

Mission of the School of Business

Founded upon the management principles of Akio Morita, Peter Drucker and other renowned business leaders, the mission of the Akio Morita School of Business is to integrate innovative online teaching, relevant scholarship, and business experience to develop global business leaders who will contribute to the development of sound economic and public policy in a globally competitive world.

International Networking

Anaheim University DBA candidates are working professionals residing around the world, and 98% of AU students work full time or own and operate their own business. A few of the corporations that have employed AU candidates and graduates include:

<table>
<thead>
<tr>
<th>3M</th>
<th>Accenture</th>
<th>Agfa-Gevaert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asahi Newspaper</td>
<td>Audi</td>
<td>Bank of Japan</td>
</tr>
<tr>
<td>Bayer Medical</td>
<td>Bearing Point</td>
<td>Beckman Coulter</td>
</tr>
<tr>
<td>Bosch Rexroth Corporation</td>
<td>British Airways</td>
<td>Cisco Systems</td>
</tr>
<tr>
<td>Citigroup</td>
<td>Dell</td>
<td>Deutsche Bank</td>
</tr>
<tr>
<td>Deutsche Securities</td>
<td>Dow Chemical</td>
<td>Dow Jones Intl.</td>
</tr>
<tr>
<td>EDS</td>
<td>Embassy of Australia</td>
<td>Embassy of Haiti</td>
</tr>
<tr>
<td>Embassy of the Philippines</td>
<td>Embassy of Zimbabwe</td>
<td>Exxon Mobil</td>
</tr>
<tr>
<td>Fidelity Investments</td>
<td>Fujitsu</td>
<td>GE Consumer Finance</td>
</tr>
<tr>
<td>Goldman Sachs</td>
<td>Hewlett-Packard</td>
<td>Hitachi</td>
</tr>
<tr>
<td>HMV</td>
<td>Honda Electron</td>
<td>Hyatt Hotels</td>
</tr>
<tr>
<td>IBM</td>
<td>Intel</td>
<td>KDDI</td>
</tr>
<tr>
<td>Kirin Brewery Company</td>
<td>Kubota Corporation</td>
<td>Kyocera-Maruzen</td>
</tr>
<tr>
<td>Macmillan Publishing</td>
<td>Marubeni</td>
<td>McDonald's</td>
</tr>
<tr>
<td>Mercedes Benz Finance</td>
<td>Merrill Lynch</td>
<td>Michelin</td>
</tr>
<tr>
<td>Mitsubishi Heavy Industries</td>
<td>Morgan Stanley</td>
<td>Nippon Ericsson</td>
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<tr>
<td>Nissan</td>
<td>Nomura Research Institute</td>
<td>Nomura Securities</td>
</tr>
<tr>
<td>Novartis Pharma</td>
<td>Pearson Publishing</td>
<td>Pioneer Corporation</td>
</tr>
<tr>
<td>Polaris Software Lab</td>
<td>Recruit</td>
<td>Sanofi Aventis</td>
</tr>
<tr>
<td>Stahl Thyssenkrupp</td>
<td>Sumitomo Corporation</td>
<td>Toyota</td>
</tr>
<tr>
<td>UBS</td>
<td>Unisys</td>
<td>Volkswagen Investment Co.</td>
</tr>
</tbody>
</table>
Doctor of Business Administration

From the Dean of the Akio Morita School of Business
Welcome to the Akio Morita School of Business at Anaheim University.

The Anaheim University Akio Morita School of Business offers career-relevant graduate business courses and programs that are designed for the busy professional. The courses link theory to real world examples and practice. Our faculty members are academically qualified and they have professional experience in public, private and not-for-profit organizations across the globe. Our goal is to provide you with information and skills that can add value to your career. As you consider pursuing a graduate program, please do not hesitate to contact me if I can be of any assistance. Good luck in achieving your career goals.

Robert W. Robertson
Dean, Akio Morita School of Business
Anaheim University

Doctor of Business Administration

Anaheim University’s Doctor of Business Administration (DBA) program has been developed by senior faculty members and leading business practitioners to establish business leaders in an increasingly complex global environment through the use of theory and applied research. Anaheim University’s DBA students will acquire a broad knowledge of the functional areas in business and the application of field research, analyzing and solving existing organizational problems in preparation for senior management positions, business consulting, or college teaching.

The final piece of the DBA is the development of a dissertation, which requires the student to carry out significant research and then apply that research to solve a practical business problem. The dissertation will represent an original contribution to the body of business literature.

Program Objectives

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

• Carry out a detailed literature search of business administration topics using relevant bibliographical resources from print and online resources;
• Discuss current conceptual and theoretical models, issues, and concerns in business administration;
• Describe current practices, issues, and concerns in business administration;
• Apply current business practices to the management of businesses;
• Summarize significant differences in business practices in different parts of the world and understand how these differences affect managing companies in various countries;
• Evaluate and critique business practices to determine the better practices in use;
• Devise appropriate strategies for ongoing professional development and implementation of these strategies upon successful completion of the DBA.
The Online Doctor of Business Administration (DBA) through Anaheim University’s Akio Morita School of Business allows working professionals to obtain a DBA degree while working full time no matter where they reside. Anaheim University’s cutting edge online infrastructure provides an interactive and intercultural learning environment matched by no other. During each of the 12 six-week pre-dissertation courses, students must participate in two 90 minute, real-time online classes. The three dissertation-related courses will have a somewhat different format with additional real-time interaction.

During each of the DBA’s 600 and 700 numbered courses, students interact with each other and their professors through the University’s Online Discussion Forum, responding to questions about their assigned readings and projects. Student assignments include a report based on a video lecture or Internet research assignment, and a final project.

**Interactive**
Students participate in a highly interactive online program in the 600 and 700 numbered courses by attending two 90-minute real time online seminars per course with their professor and interacting daily with their fellow students by discussing weekly topics provided by the professor.

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

**Enroll in Only One Course**
Students have the option of enrolling in individual business courses or the entire DBA degree program. Upon acceptance into the DBA degree program, students will enroll in one course each term beginning with the foundation courses and continuing through the dissertation courses.

**For Working Professionals**
The online system allows students the opportunity to complete a Doctor of Business Administration while holding down a full-time job.

**Culturally Diverse Program**
AU students have the opportunity to come into contact with individuals from around the world, providing a rich and culturally diverse environment in which to study.

**Achieve Success**
Anaheim University faculty and staff are committed to helping every student succeed. Students benefit from small class sizes and direct access to professors.

**Online Resources**
Students have access to digital resources, including print journals and articles, and video interviews, lectures and seminars.

**Program Duration**
The entire DBA program can be completed in no fewer than three years but no more than five years from date of matriculation, with the opportunity to apply for an extension under special circumstances.

**No Travel**
Students throughout the world have the opportunity to study at an American university without having to travel abroad.

**Experienced Faculty**
Students have the opportunity to learn from highly-qualified professors all of whom hold doctoral degrees and have extensive experience in various fields of business.

**Features of the program**
Courses that apply cutting edge theory and concepts to the solving of real problems within organizations;

The opportunity to major in one of four concentrations: Management; International Business; Global Sustainable Management; or Entrepreneurship;

Completion of a dissertation that explores an existing issue and provides students the opportunity to display mastery of the theory and concepts covered in their course of study.

### Doctor of Business Administration Degree Program Fees

<table>
<thead>
<tr>
<th>Description</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Fee (Non-Refundable after 5 days)</td>
<td>$75</td>
</tr>
<tr>
<td>Registration Fee (Non-Refundable after 5 days)</td>
<td>$100</td>
</tr>
<tr>
<td>Tuition Fee ($500 per credit x three credits):</td>
<td>$1,500/course taken</td>
</tr>
<tr>
<td>Records Fee</td>
<td>$200/term</td>
</tr>
<tr>
<td>PER COURSE FEE TOTAL:</td>
<td>$1,700</td>
</tr>
<tr>
<td><strong>Additional Fees</strong></td>
<td></td>
</tr>
<tr>
<td>Transfer credit (per credit)</td>
<td>$175 (optional)</td>
</tr>
<tr>
<td>Original transcript</td>
<td>No charge</td>
</tr>
<tr>
<td>Each additional transcript</td>
<td>$25 (optional)</td>
</tr>
<tr>
<td>End of Program Fees</td>
<td></td>
</tr>
<tr>
<td>Graduation Fee</td>
<td>$300</td>
</tr>
<tr>
<td>Graduate Diploma</td>
<td>No charge</td>
</tr>
<tr>
<td>Course Completion Letter</td>
<td>$35 (optional)</td>
</tr>
<tr>
<td><strong>Degree Program Total:</strong></td>
<td><strong>$34,475</strong></td>
</tr>
</tbody>
</table>

**Note:** Books & materials will be extra, and are expected to average U.S. $200 per course. Doctoral students are also required to have a reserve fund of $2000 for research materials. Refer to page 25 for details.

Affordable Pay-As-You-Learn System: Pay for only one course at a time, or receive a 10% discount on tuition by paying 100% of your program fees at the time you enroll.

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

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)

Please see refund policy at back of the Policies and Procedures catalog.

Payments can be made by check, credit card (Visa, MasterCard, American Express or Discover), money order or bank transfer. Tuition may 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 nineteen 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 coursework, comprehensive exam, and dissertation.

An extension may be granted by the Director of the DBA program to students requiring more time to complete the program.

**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.**
Doctor of Business Administration

**DBA Program Requirements**
Anaheim University’s Doctor of Business Administration (DBA) degree program is comprised of 60 graduate credit hours beyond a completed MBA. In the absence of an MBA from an accredited university, students must have completed a minimum of 30 graduate-level hours relevant to an MBA course of study before they can be admitted to the DBA program.

The DBA program consists of 6 foundational courses in business administration and research, a qualifying exam, 4 courses in the student’s chosen area of concentration, 2 elective courses, a comprehensive exam which the student must pass in order to advance to the dissertation phase, 2 dissertation studies courses, and a dissertation.* Each course in the DBA program is 3 credit hours, with the exception of the final dissertation course.

*Specific course descriptions begin on page 12.
Program Study Suggestions (devote 22.5 hours per week for each six week course)

Each week the student will:

- Look briefly through the week’s reading assignment; the weekly written questions to be answered and submitted the online discussion forum question for the week; the topic for the real time online seminar (weeks one and four); and any other assignments for the week. (.25 hours)

- Complete weekly reading assignments, making notes on material to be used in the written discussion questions or to answer topics posed in the online discussion forum. (3 hours)

- Review weekly Online Discussion Forum questions and search for other material to be used for potential answers. (1 hour)

- Discuss the Online Discussion Forum topic with other students and the professor via the Online Discussion Forum site using material from the assigned course material and additional material relevant to the topic. (4 hours)

- Review video presentations which may be 20 to 30 minutes in length and respond to the video questions which are posed at the end of the video. Otherwise, students will complete the internet assignment which is due the end of the 3rd week of the course. The length of the internet assignment will depend on whether video presentations are used in the course. (4 hours)

- Prepare for and participate in the Team Project by doing appropriate research and providing the written material for one’s area of responsibility in the project. (2 hours)*

- Conduct library/internet research, further reading and note taking to complete the final research project due at the end of week six. (3.75 hours)

*Note: Real-Time Online Classes are held twice in a course, typically at the end of Weeks 2 and 5. 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 which include a proctored examination, the study time schedule will vary.

Method of Instruction: Reading of textbooks and submission of assignments; a team project; two 90-minute live online webcam seminars and discussion forums with professor & students.

Course Duration: Each course is six weeks long. Courses begin every six weeks. There are eight six week terms in Anaheim University’s DBA academic calendar. Term one starts in early January and term eight ends in early December. There are no breaks between the terms during the academic year.
Robert Robertson, Ph.D.
Dean 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). In addition, he has an Executive Certificate in Innovation and Strategy from the Sloan School of Management, Massachusetts Institute of Technology. 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 the President of the Bahamas Technical and Vocational Institution and Chief Academic Officer and Research Fellow at the University of Phoenix’s Center for Workforce Diversity, Central Florida campus in Orlando, Florida. Dr. Robertson is a Visiting Full Professor at the University of Ljubljana in Slovenia, Faculty of Economics. 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.

Andrew E. Honeycutt, DBA
President and Professor

Dr. Andrew E. Honeycutt, President 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. He leveraged his experience with major corporations to assist students in achieving success by developing a success resource entitled CEO Success Letters: A Resource for Career and Life. The book was an outcome of a “Fortune 500 CEOs Success Advice Project” designed to provide business career success advice to students. 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.

William Hartley, Ph.D.
Professor and President Emeritus

Dr. Hartley’s background is a combination of education, private sector work, teaching and consulting. Holding a bachelor’s degree, three master degrees, and a Ph.D. from the University of Colorado, University of California at Berkeley and University of Wisconsin respectively, Dr. Hartley has had a variety of jobs from administrative manager of the R&D division of a Fortune 500 company to the executive training program of Ford Motor Company in Detroit, Michigan, as well as owning and operating an art gallery for a period of 12 years. In addition to many years teaching at the undergraduate level, Dr. Hartley has taught in MBA programs for 18 years at both Niagara University and Embry-Riddle Aeronautical University, and has taught on-line courses for the State University of New York. In the area of consulting, Dr. Hartley has worked primarily in management development and in strategic management consulting activities.

Caryn Callahan, Ph.D.
Professor

Holding a Ph.D. in East Asian Languages in Civilizations with a specialization in Japan from Harvard University, and an MBA specializing in Finance-Accounting from the University of California Los Angeles (UCLA), Dr. Caryn Callahan is a former Vice President and International Equity Analyst for Merrill Lynch Japan as well as Financial Analyst for W.R. Grace & Co.. A professor of Anaheim University’s Akio Morita School of Business, Dr. Callahan has also taught courses in Corporate Finance, International Business, Organizational Behavior, and Management at Chaminade University in Hawaii. Dr. Callahan was chosen as number one analyst for the Japanese consumer electronics industry by Euromoney magazine and has been quoted in the New York Times, Wall Street Journal, Business Week, and Fortune magazine.
Bari Courts, Ph.D. 
Professor
Dr. Courts holds a Ph.D. from Capella University in Organizational Management and an MBA in Management from the University of Cincinnati. He also holds a BS in Mathematics from Kenyon College. He has spent time in the insurance industry and has held the position of project manager for a major ERP software implementation. Dr. Courts has enjoyed teaching abroad, especially various courses in International Business, including e-Commerce, Economics, Management, Organizational Behavior, Research Methodology, and Statistics. Locally Dr. Courts is also a business owner of a small self-storage business in Cincinnati.

Sara Garski, Ph.D. 
Professor
Dr. Sara Garski has earned a PhD in Organization and Management from Capella University, an MBA from Upper Iowa University and two BS degrees from the University of Wisconsin-Madison in Rehabilitation Psychology and Communicative Disorders. She is currently in the final stages of completing a MLA in Sustainability from Harvard University. Dr. Garski has professional experience in management and consulting since 2001, and has been teaching online courses and face to face courses in business, leadership, and psychology since 2010.

Scott A. Hipsher, Ph.D. 
Professor
Dr. Scott Hipsher’s educational background is diverse, having conducted research in Cambodia to earn his Ph.D. from Capella University in the U.S., and receiving his MBA from Bangkok University in Thailand and BS from the University of Maryland Asian Division in Japan. His professional experience is also global, as he has held a number of jobs including the Northeast Thailand Regional Manager for a Dutch-owned export company and the General Affairs Manager for ZOA Thailand. He has taught at a number of universities in Thailand, but primarily at Bangkok University. Dr. Hipsher has also written of a number of journal articles and conference papers, and is the author of “Expatriates in Asia: Breaking Free from the Colonial Paradigm” and lead author of “The Nature of Asian Firms: An Evolutionary Perspective,” both from Chandos Publishing (Oxford).

Beverly Little, Ph.D. 
Professor
In 1993, Dr. Little 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.

David Nye, Ph.D. 
Professor
In addition to teaching at Anaheim University, Dr. David Nye has worked as a Professor of Management at Athens State University in Athens, Alabama, with broad experience as an author, consultant, and human resources executive. Before devoting himself to teaching, he was corporate Manager of Personnel Administration for The Standard Oil Company. Dr. Nye has also held corporate management positions in human resources, and has served as a consultant for organizations such as AT&T, the State University of New York, and the Business Publishing Divisions of Prentice Hall Publishing and Thomson South-Western. Dr. Nye’s management articles and commentary have been published in business journals such as The Conference Board’s Across the Board and Harvard Business Review, and in scholarly publications such as The Academy of Management Perspectives. He has also authored a book entitled Alternative Staffing Strategies. He holds a B.S. in Business Administration from the University of Tennessee, an MBA from Virginia Commonwealth University, and a Ph.D. in Management from Auburn University.
Patricia Ray, J.D.  
Professor

Patricia Ray is an international educator and business lawyer. She received two law degrees: a Juris Doctor from Duquesne University in Pittsburgh Pennsylvania and the LLM from the National University of Singapore. She also holds a Master of Arts degree in Economics from the University of Pittsburgh and a Bachelor of Science in Mechanical Engineering from Carnegie Mellon University. Dr. Ray has worked as a lawyer for the U.S. International Trade Commission litigating international trade claims and later worked as a private corporate lawyer in New York City and Dallas Texas. From 1991 to 1998, Dr. Ray was Asia General Counsel for Texas Instruments Inc., stationed in Singapore. There she managed the company’s business and legal affairs in Asia. More recently, she has been teaching business law subjects worldwide in programs sponsored by the World Bank and United Nations. These courses include intellectual property, economic development, as well as commercial and business law topics. Mergers, acquisition and negotiations have been a part of Dr. Ray’s international business experience with Texas Instruments. She has also served as an expert consultant for other companies undergoing merger activity, including Exxon Mobil, Parametric Technologies, Loral Cyberstar, and Rockwell International.

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.

Barbara Son, Ph.D.  
Professor

Professor Barbara Son has taught online courses in Data Analysis, IT Management and Innovation & Entrepreneurship at Anaheim University. Holding a Ph.D. in Urban Business Economics from Portland State University, and a Masters in Urban Affairs with a concentration in Technology, Business, Economics and Public Administration from Boston University, Dr. Son is well-experienced in the field of online education and has held faculty positions at California State University, Los Angeles, University of Sarasota/Argosy University, National University and DeVry University, as well as served as a site reviewer for the California Bureau for Private Post-Secondary and Vocational Education. Her corporate experience includes positions at Pressure Profile Systems, Inc. and Medical Tactile Imaging, Inc. providing services to the U.S. Army, National Institute of Health (NIH), Johnson and Johnson Corporation, and university research labs., as well as serving as Vice-President/Co-Founder of the International Association Management Group.

John Wang, Ph.D.  
Professor

In addition to serving as a professor in the Anaheim University Akio Morita School of Business, Dr. John Wang is a professor in the Department of Information and Decision Sciences at Montclair State University. Having received a scholarship award, he came to the USA and completed his Ph.D. in Business Administration at Temple University in 1990. Dr. Wang received his tenure in 1997 and was promoted to full professor in 2000. Professor Wang has published 88 refereed papers and four books. He has served as session chairman and track chair 17 times on the most prestigious international and national conferences. He has also developed several computer software programs based on his research findings. He is on the editorial board of the International Journal of Cases on Electronic Commerce and has been a guest editor and referee for Operations Research, IEEE Transactions on Control Systems Technology, and many other highly prestigious journals. His long-term research goal is on the synergy of Operations Research, Data Mining and
All DBA Concentrations take 6 Foundational Courses:

DBA 602 Intellectual Property
DBA 605 International and Multinational Marketing
DBA 615 Leadership in Global and Multicultural Organizations
DBA 617 Supply Chain Management
DBA 625 Applied Research Methods - Qualitative and Quantitative
DBA 627 Business Analytics

Credit Hours: 18

Choose one area of concentration containing 4 courses

Credit Hours: 24

I. MANAGEMENT CONCENTRATION

Management Core Courses
DBA 613 Organizational Development and Change Management
DBA 623 Human Resource Management Science
DBA 633 Ethics in Business and Management
DBA 640 International Business Law and Practice

II. INTERNATIONAL BUSINESS CONCENTRATION

International Business Core Courses
DBA 610 International Financial Management
DBA 633 Ethics in Business and Management
DBA 640 International Business Law and Practice
DBA 710 Seminar in International Business

+ 2 electives, 1 in each of 2 of the other 3 concentrations

After completion of all course work, students must pass a comprehensive exam covering their specific area of concentration and general business knowledge before advancing to the dissertation stage of their program.

Comprehensive Examination

III. GLOBAL SUSTAINABLE MGMT CONCENTRATION

Global Sustainable Management Core Courses
DBA 611 Sustainable Lifecycle Management
DBA 621 Sustainable Project Management
DBA 651 Sustainable Accounting Management
DBA 711 Seminar in Global Business Sustainability

IV. ENTREPRENEURSHIP CONCENTRATION

Entrepreneurship Core Courses
DBA 612 Creative Entrepreneurship
DBA 622 Entrepreneurial Funding
DBA 632 Social Entrepreneurship
DBA 732 Organizational Change and Development

Doctoral Dissertation Studies Courses:
DBA 810 Writing the Doctoral Dissertation Proposal
DBA 820 Doctoral Dissertation Mentoring and Literature Search
DBA 850 Doctoral Dissertation Completion

Credit Hours: 24
Students will complete Foundation and Research courses and a qualifying exam before taking courses in one of four areas of concentration: Management, International Business, Global Sustainable Management, or Entrepreneurship. In addition, students will complete a comprehensive exam and a dissertation.

Core Courses

**FOUNDATION COURSES:**

**DBA 602 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.

**DBA 605 International and Multinational 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.

**DBA 615 Leadership in Global and Multicultural Corporations**
In the increasingly complex global environment, developing and creating strategic choices is necessary for success and is critical for long-term profitability. This course covers the major topics in managing multicultural organizations such as comparative management issues, the formation and implementation of appropriate strategies, building strategic alliances, negotiations, cross-culture communications, international human resource management, and business ethics.

**DBA 617 International 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.

**DBA 625 Applied Research Methods — Qualitative and Quantitative**
This course focuses on students’ acquisition of basic knowledge of the philosophy of science, including the review and critique of concepts and theories. Students learn about the qualitative and quantitative bases for inquiry and examine the ethical, social, and political components of conducting research. Quantitative based concepts include experimental, survey, and existing action research. The qualitative-based concepts include case study, grounded theory, and ethnography. Assignments consist of knowledge demonstration and problems solving for professional practice. Course assignments will emphasize the practical application of writing and critical-thinking skills and the integration of professional application at the doctoral level.

**DBA 627 Business Analytics**
This course is the blending of four overlapping areas of study: Data Mining, Business Process Optimization, Applied Business Statistics, and Information Systems/Business Intelligence. It is designed to provide students with new insights into business performance as a result of using different methods of analysis. The ultimate outcome is to provide organizations with the tools necessary to make frequent, faster, smarter, and data-driven real-time decisions.

Concentrations
I. MANAGEMENT

DBA 613 Organizational Development and Change Management
In this course, students will gain an understanding of the development of organizational structure, strategies and processes through a comprehensive blending of organizational theory and concepts in the behavioral sciences and their application to organizational development and change.

DBA 623 Management Science
This course will provide students with a conceptually sound understanding of the role of management science in the decision-making process within organizations. An applications approach to understanding a quantitative approach to decision will be used along with powerful examples to illustrate the applications.

DBA 633 Ethics in Business and Management
This course will prepare students to understand and apply ethical decision-making models within an organizational management model. These models will introduce students to ethical skills, vocabulary, and other tools necessary to behave in an ethical manner, not only within organizations but in society at large.

DBA 640 International Business Law and 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.

II. INTERNATIONAL BUSINESS

DBA 610 International Financial Management
This course has two distinctive parts. The first part focuses on basic financial functions while the second part emphasizes the management of financial functions. As international capital markets have become more complex, it is essential to have a solid understanding of international finance for astute corporate decision-making.

DBA 633 Ethics in Business and Management
This course will prepare students to understand and apply ethical decision-making models within an organizational management model. These models will introduce students to ethical skills, vocabulary, and other tools necessary to behave in an ethical manner, not only within organizations but in society at large.

DBA 640 International Business Law and 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.

DBA 710 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.

III. GLOBAL SUSTAINABLE MANAGEMENT
DBA 611 Sustainable Lifecycle Management
The field of industrial ecology is playing an instrumental role in the redesign and realignment of industrial systems and activities to be more ecologically and socially responsible. Critical to the field of industrial ecology is life cycle assessment (LCA), which involves methods, techniques, and process and procedures analysis of the full range of environmental impacts, product or service life cycles, and supply chains. This course enables participants to develop a hands-on, in-depth understanding of the frameworks, principles, advanced tools, and applications of life cycle assessment. As part of the course, students learn to address both social and environmental impacts from cradle-to-grave. Students will also review the state of life cycle practice and current initiatives involving companies, governments, and NGOs. Student will create a manual that details the step-by-step process for managing a sustainable lifecycle from cradle-to-grave.

DBA 621 Sustainable Project Management
Sustainability and Corporate Citizenship are playing a more important role, both in how consumers, stakeholders, employees, and competitors view organizations, and in the demand for skilled project managers who can manage a project from a triple bottom line. Organizations need to know that the individuals managing their projects can integrate methods to achieve corporate responsibility goals and still achieve project specific objectives. Project Managers need credentials that demonstrate these specialized qualities. As part of the course, students learn how to develop a project plan that accomplishes the purpose and need of the project, while factoring in the impacts that the project will have on the environment and society. Student will create a manual that details the step-by-step process of sustainable project management, including the challenges, sustainable solutions and impacts to the project budget.

DBA 651 Sustainable Accounting Management
Accounting for sustainability involves linking sustainability initiatives to company strategy, evaluating risks and opportunities, and providing measurement, accounting and performance management skills to ensure that sustainability is embedded into the day-to-day operations of the company. Sustainability accounting is the term used to describe new information management and accounting methods that attempt to create and provide high quality, relevant information to support corporations in relation to their sustainable development. As part of the course, students learn how to manage sustainability accounting with activities, methods and systems that analyze and report environmentally and socially induced financial impacts. Student will create a manual that details the step-by-step process of managing sustainable marketing, including strategy, risks and opportunities.

DBA 711 Seminar in Global Business Sustainability
International economic development is the biggest challenge that global businesses face today. Companies are increasingly being held responsible for impacts of their products, processes and services on society and the environment. These impacts concern environmental effects and social effects in balance with the economic aspects of the company. This responsibility is called Corporate Responsibility or Corporate Citizenship and can include, but is not limited to, climate change, clean water, child labor, biodiversity, human rights, occupational health and safety, and poverty. As part of the course, students learn how global companies interpret their responsibility and try to manage and improve these issues in balance with their daily operations. Students will learn how sustainable companies publish sustainability reports and use management systems and sustainability programs to implement this Corporate Responsibility in their organization. Student will create a manual that details the step-by-step process for managing global business sustainability.

IV. ENTREPRENEURSHIP

DBA 612 Creative Entrepreneurship
Creative Entrepreneurship is a course that provides a comprehensive and practical analysis of creativity and innovation and their roles in entrepreneurship. The course explores the factors and issues involved in creative problem solving; developing a creative mindset; thinking creatively; finding, developing and evaluating ideas; and building a creative climate within an organization. Finally, the course looks at the entrepreneurial economy, the practice of innovation, entrepreneurial strategies, and the practice of entrepreneurship.

DBA 622 Entrepreneurial Funding
Entrepreneurial Funding is a course that applies the theory and methods of finance and economics to the rapidly evolving field of entrepreneurial finance. The course explores how entrepreneurs, venture capitalists,
and outside investors can rely on academic foundations as a framework to guide decision making. It focuses on value creation as the objective of each strategic and financial choice that an entrepreneur or investor makes. The course explores the influences of risk and uncertainty on new venture success, and presents a comprehensive survey of approaches to venture valuation.

**DBA 632 Social Entrepreneurship**
Social Entrepreneurship examines how entrepreneurs creatively solve social problems. The course explores theories of social change and investigates how personality impacts the decision to become a social entrepreneur. The course continues with a study on the process of creating a sustainable social enterprise and achieving maximum impact through social entrepreneurship. Finally, the course explores the distinctive characteristics of the social enterprise context.

**DBA 732 Organizational Change and Development**
Organizational Change and Development is a course that explores leaders and leadership, with an emphasis on how to becomes a leader. The course examines how leaders are responsible for organizational effectiveness, providing organizational stability and establishing organizational integrity. It also explores the ingredients that encompass leadership, including the development of a guiding vision, passion and integrity. Students will learn the importance of building trust, which requires consistency, congruity, reliability and integrity, and they will explore the issues of personality typologies and the importance of learning to deal with different personalities.

**Doctoral Dissertation Studies**

**DBA 810 Writing the Doctoral Dissertation Proposal**
In this course, students focus on writing in their discipline. Students should expect to spend a significant amount of time writing, including weekly writing assignments, several short writing projects, one long writing project, and a final portfolio. Students will develop a research topic related to their dissertation topic, conduct and write a short literature review, develop an argumentative essay of significant length concerning their dissertation proposal, and document sources appropriately while focusing on the critical thinking and writing skills established in DBA 605. Students will select their major professor from their functional area. This selection must be approved by the Dean of the Business School. They also select their dissertation committee members and the chair of their dissertation committee with whom they establish and maintain strong working relationships and on whom they rely to mentor and approve their proposal and final study.

**DBA 820 Doctoral Dissertation Mentoring and Literature Search**
The purpose of this course is to assist doctoral students in making steady progress toward the completion of the dissertation. Students use this course as a forum for the ongoing exchange of ideas, input, and feedback with peers and their major professor. They engage in a variety of activities, gathering the tools needed to complete the dissertation successfully. Students gain practice with various research methods and data-gathering techniques; determine best practices; explore the various resources available; and prepare a draft and final version of their doctoral study prospectus. This course is required to proceed with the final doctoral study.

**DBA 850 Doctoral Dissertation Completion**
The final doctoral study demonstrates students’ scholarly ability to examine, critique, and synthesize knowledge, theory, and experience, so that new ideas can be tested; best practices identified, established, and verified; and theoretical, practice, or policy constructs evaluated and advanced. In all cases, students engage in rigorous inquiry that results in new knowledge, insight, or practice, demonstrating efficacy in the world of business and management. This course assists students in working through the process of the doctoral study. Students design personal best practices for completing their study within a designated context. They will also work with their major professor and their dissertation committee members, with whom they establish and maintain strong working relationships and on whom they rely to mentor and approve their proposal and final study. Ultimately, students completing the doctoral study make a fresh contribution to the field of practice in the professional business environment.
General

All students will be required to complete a dissertation. Students will be able to enroll for dissertation credits once all course work has been successfully completed and students have taken and passed the Comprehensive Examination.

The Dissertation is the culminating component of the DBA. The dissertation should report an original piece of research and should make a significant contribution to the field of business administration. The following are criteria that students should bear in mind when preparing their proposal:

- The topic should be interesting and substantial.
- The research should aim to fill a gap in the scholarly literature.
- The methodology chosen for the research should be appropriate and the student should be able to provide a rationale for the choice of methodology.
- The dissertation should be written in accordance with the standard conventions for reporting research (i.e., those of the American Psychological Association Manual, 6th Edition).
- The author should provide implications of the findings of the research for business practice.

Procedure for planning and writing the dissertation

1. Students should identify the topic they are interested in and approach a relevant member of the academic faculty to engage in a preliminary discussion of the topic. This should take place before students commence DBA 810 Writing the Doctoral Dissertation Proposal.
2. Before enrolling in DBA 810, students will select a Major Professor in their functional area and the chair of their Dissertation Committee (see below).
3. Students will work with their Major Professor and chair of the Dissertation Committee during DBA 810 to complete a draft research proposal.
4. Students enrolled in DBA 820 will be required to post their draft research proposal on the course webpage for discussion. They will also be expected to engage critically with other students’ draft proposals.
5. Students revise their research proposal, taking into account comments received from fellow students and their Major Professor and Dissertation Committee.
6. The Major Professor and members of the Dissertation Committee must sign off on the proposal.
7. Students can then begin work on their dissertation and will register for DBA 850 each term until the dissertation is complete. They should maintain regular contact with their Major Professor and members of their Dissertation Committee by email to discuss any issues that arise and to present draft chapters of the dissertation for comment.
8. A draft copy of the dissertation should be presented to the Major Professor and Dissertation Committee for comment.
9. After making appropriate revisions, the student will submit the dissertation electronically.
10. Anaheim University will schedule an oral defense of the thesis before the students’ Major Professor and Dissertation Committee.

Major Professor

The Major Professor and chair of the Dissertation Committee will be from the functional business area in which the student will write the dissertation.

Dissertation Committee

A Dissertation Committee will consist of a minimum of three academic staff members as advisors, one of whom will be the chair of the dissertation committee and will serve as the main advisor, along with the major professor. Usually, the Dissertation Committee members will be Anaheim University academic faculty. If Anaheim University faculty do not have the necessary expertise in the dissertation field, AU may appoint academic faculty from other institutions, as long as at least one committee member is on the faculty of Anaheim University. Students may request the faculty to serve on their dissertation committee, but the Dean of the Business School must approve all members of the committee.

Committee members from outside of AU must be holders of a doctorate degree, have faculty status in an accredited university, and have knowledge that is related directly to the topic of the dissertation. Outside faculty must also submit a CV to the Dean of the Business School, who decides whether the person is qualified to serve on the committee. The student will be able to suggest members of the committee, but the Dean of the Business School reserves the right to make the final decision regarding committee members.
Students are expected to demonstrate an ability to work independently on their dissertation. However, to students will also be expected to keep in regular email contact with their major professor, chair of their dissertation committee, and, where appropriate, other committee members.

When the final draft of the thesis is ready and has been signed off by the students’ Major Professor and Dissertation Committee, it should be submitted electronically to AU Student Services at support@anaheim.edu.

**Responsibilities of the Chair**

The Chair will be selected on the basis of content expertise. This should include topic interest or subject matter expertise, experience in dissertation direction, or methodology expertise. The Chair is responsible for guiding the candidate to produce doctoral level, original scholarship in the proposed topic area. The Chair must hold senior graduate faculty status.

The Chair’s responsibilities include:

- Advising the candidate from the Prospectus stage through the final defense of the Dissertation
- Guiding the candidate in the selection of Dissertation committee members
- Setting clear expectations for timely completion of the Dissertation
- Responsibly assigning the candidate a grade of SP (successful progress) or NP (no progress) each semester
- Guiding the candidate toward achieving a high level of technical and ethical quality in the Dissertation research
- Assisting the candidate in developing a quality Prospectus and in navigating the Prospectus approval process
- Providing guidance on the research proposal structure, formatting, and content, and setting clear expectations for timely completion of the Proposal
- Guiding the candidate in the selection of methods/procedures for data collection and analysis
- Assisting the candidate in the Dissertation Proposal defense process
- Assisting the candidate in navigating the IRB approval process
- Assisting the candidate in data collection and analysis
- Preparing the candidate for the defense process

**Responsibilities of the Committee Members**

All members of the candidate’s committee share responsibility in ensuring that the candidate produces high-quality scholarship. Committee members are responsible for reading manuscripts within the agreed-upon minimum 14 day time frame, suggesting substantive editorial changes, and providing rationale for their support and critiques. Committee members who perceive major flaws that are likely to result in a candidate’s unsuccessful defense should discuss these concerns with the candidate and the Chair immediately.

Committee member’s responsibilities include:

- In cooperation with the Chair, advising the candidate from the Prospectus stage through the final defense of the Dissertation
- Provide subject matter expertise as requested by Chair or candidate
- Reading drafts and providing meaningful feedback at each defense stage of the dissertation process
- Guiding the candidate in the selection of methods/procedures for data collection and analysis
- Assisting the candidate in data collection and analysis
- Corresponding with the Chair and candidate as needed for clarification/resolution of methodological issues during the Dissertation process

**Responsibilities of the Dissertation Candidate**

The candidate is expected to engage in active preparation of the Dissertation process from the onset of the doctoral program. Candidates are responsible for choosing a topic, submitting proofread drafts of materials to the Chair, preparing adequately for meetings, thoroughly reviewing all Dissertation policies and procedures, and communicating on a regular basis with the Chair via email, phone, or other communication modality. The candidate is expected to maintain a respectful and professional attitude at all times.

Candidates are expected to maintain contact with the Chair and the Major Professor throughout the Dissertation process to ensure that the research and writing adhere to the agreed-upon plan. As the project is the candidate’s responsibility, s/he must frequently keep the Chair informed of progress. The candidate should contact the Chair in the event of any significant changes in his/her personal or professional life which may interfere with program completion. In addition, candidates are expected to maintain regular contact with the Program Office via email.
Communicating with the Committee
The Chair will determine when a document is ready for electronic review by the committee and will initiate communication amongst committee members. The candidate should avoid consulting the full committee for feedback without prior approval of the Chair. A minimum of four meetings with the committee is required: Prospectus defense, Proposal defense, Pre-defense of the final manuscript, and the final Dissertation defense. The Chair will notify the Program Office via email of the date/time/location of all committee defense meetings. Committee participation from a distance may be facilitated through video conference, phone conference, or other electronic media as approved.

Presenting Drafts to Committee Members
It is common practice to share Dissertation drafts with committee members via email. The document should be saved in Microsoft Word format and clearly labeled with the researcher's name and stage in the process (example: Jane Smith Prospectus Chapter 2). The document should include consecutively numbered pages and should adhere to program formatting and style guidelines. All drafts of defense documents should be shared with the entire committee at least 14 days prior to any defense date(s).

Oral Dissertation Defense
The Dissertation Examining Committee is responsible for evaluating the quality of the dissertation. The Examining Committee will consist of the members of the student’s Dissertation Committee, plus one other member of AU's academic faculty who has not been involved in the dissertation and who will be appointed by the Dean to chair the defense.

The Defense will be conducted in an online classroom. It will normally last between 1 and 2 hours. It will start with a brief presentation of the dissertation by the student. There will then be an interactive discussion where the student will be expected to address any points raised by the examiners. The Dissertation Examining Committee will evaluate both the dissertation and the candidate’s performance in the oral examination to determine whether or not the candidate passes.

The Dissertation Examining Committee may request a number of revisions to be made to the dissertation. These will be presented to the student in writing. The student will be given up to 45 days to complete these revisions before submitting a copy of the revised dissertation electronically to the Major Professor. The Major Professor will consult with the other members of the dissertation examining committee to determine whether they approve of the final dissertation. The degree will be awarded when a majority of the dissertation examining committee approves the dissertation. Once the thesis has been accepted by the main advisor it can be submitted electronically to AU and stored in their DBA Dissertation Data Base.

Ethics Policy
All students and staff intending to undertake research involving human participants must obtain signed permission from the Chair of the Ethics Committee before the research commences. The purpose of this is to ensure that any research conducted in the name of Anaheim University adheres to the standards of ethical research.

Ethical research is research:

- Where the informed voluntary consent of the participants has been obtained, including the consent of a parent/guardian if the participant is a minor.
- Where the participants are made fully aware of the purpose of the research and what will be asked of them.
- Where the participants are informed of any remuneration they will receive before the research commences.
- Where the researcher ensures the anonymity of the participants in any report or publication emanating from the research.
- Where the participants are recruited without coercion or the appearance thereof.
- Where participants are informed as to any risks or benefits the research may have for them.
- Where the participants are informed that they can withdraw from the research at any time they wish with no adverse effect to them.
- Where the participants are informed that any data collected as part of the research will be destroyed six years after award of the degree.
- Where participants are informed that any data collected as part of the research will be held in a secure place (e.g., locked cabinets, password protected computer) until they are destroyed.
- Where the faculty supervisor agrees to the procedures the student uses to protect the participants.
- Where the participants are given the contact details of the primary researcher and the Chair of the Ethics Committee so that they can contact them whenever they wish.

The Ethics Application Form, Participant Information Form and Participant Consent Form must be submitted and approved before the student may proceed with his or her research.
**AU Live Online Webcam Seminars**

Anaheim University DBA students meet with expert guest speakers, their professors and fellow students via webcam in real-time interactive online classes for 90 minutes twice during each six-week course, typically at the end of the second and fifth weeks of the term. Chat transcripts and audio/video of online seminars are recorded and posted, allowing students to stay focused on the live discussion during the class and to review the class discussion afterwards. These classes are usually held on Friday evenings US time, which is Saturday morning in Asia. Seminar recordings may be accessed through the AU Online System for students who are unable to attend or who simply wish to review their class notes.

**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 do 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 the Division 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 both online and on-campus study.

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:

- Meeting the educational needs of our students by offering instructional programs otherwise unavailable because of access, cost, or work schedule
- Excellence of academic instruction through the guidance and expertise of dedicated faculty
- Provision of an instructional environment where students can take an active role in their own learning
- Utilization of the newest technologies
- Deployment of technology-based learning resources
- Development of interactive learning environments in both synchronous and asynchronous settings
- 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 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:
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 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 the President of the Bahamas Technical and Vocational Institution and 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.
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