Graduate Certificate in Sustainable Management
January 1 – December 31, 2017

Anaheim University
Kisho Kurokawa Green Institute
Graduate Certificate in Sustainable Management

Program Overview

**Targeted Study**
Students select three Sustainable Management courses from a choice of four to target their studies in the areas of most interest to them.

**Socially Responsible**
The Graduate Certificate in Sustainable Management provides students with the opportunity to study key areas of sustainable management, including leadership, social responsibility and sustainable practices.

**Interactive**
Students study in a highly interactive online program by attending two 90-minute real time online meetings per course with their professor and interacting daily with their fellow students by discussing weekly topics in their free time.

**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 and sustainable management.

**18-Week Graduate Certificate**
Students who take one course per term will complete the program in 18 weeks.

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

**For Working Professionals**
The online system allows students the opportunity to complete the Graduate Certificate in Sustainable Management while at the same time holding down a full-time job.

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

**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.

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**Graduate Certificate in Sustainable Management Program Fees**

<table>
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<tr>
<th>Fee Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Application Fee (Non-Refundable)</td>
<td>$75</td>
</tr>
<tr>
<td>Registration Fee (Non-Refundable)</td>
<td>$100</td>
</tr>
<tr>
<td>Per Course Fees</td>
<td></td>
</tr>
<tr>
<td>Tuition Fee ($375 per credit x four credits)</td>
<td>$1,125/course taken</td>
</tr>
<tr>
<td>Records Fee</td>
<td>$200/term</td>
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<tr>
<td>Per Course Fee Total:</td>
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<tr>
<td>Transfer Credit Fee</td>
<td>$125/credit (optional)</td>
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<tr>
<td>One Time Fees</td>
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<tr>
<td>Graduation Fee</td>
<td>$300</td>
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<tr>
<td>Diploma</td>
<td>No cost</td>
</tr>
<tr>
<td>Replacement Diploma</td>
<td>$100 (optional)</td>
</tr>
<tr>
<td>Course Completion Letter</td>
<td>$35 (optional)</td>
</tr>
<tr>
<td>Program Total</td>
<td>$4,450**</td>
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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.

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**Note:** Books & materials will be extra, and are expected to average U.S. $200 per course.

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)

Please see refund policy at back of 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 five 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 three courses.

**Maximum cost of program is $5650 (records fees of $200 for each additional term up to 12 months from commencement of program).**
Educational Objectives
Upon completion of the Graduate Certificate in Sustainable Management program, students will be able to:

- Discuss significant research findings in selected fields of sustainability;
- Use analytical tools for decision making in a complex business world of issues and problems pertaining to targeted areas of sustainability;
- Identify skills and practices necessary to help move organizations into a decision-making framework necessary to deal with organizations’ impact on a variety of ecosystems;
- Demonstrate effective oral and written communication, presentation, and critical thinking skills necessary to help convey the importance of sustainability to various stakeholders;
- Use applied quantitative and/or behavioral tools of business analysis and decision-making to help to understand part or all of an organization’s impact on a variety of ecosystems;
- Describe various considerations in decision-making within the business world as they pertain to the necessity of developing sustainable operations.

Graduate Certificate in Sustainable Management Curriculum
Anaheim University’s Online Graduate Certificate in Sustainable Management is comprised of:

- 3 courses (6 weeks each)

Students select three of the following four courses:

1. Triple Bottom Line Accounting & Management
2. Green Marketing & Environmental Product Design/Recycling
3. Corporate Social Responsibility (CSR) & Ethics
4. Sustainable Enterprise Development & Leadership

Specific course descriptions can be found on page 12.

Students have the option of enrolling in one course or the entire Graduate Certificate program. Students completing the three courses will be conferred the Graduate Certificate in Sustainable Management by Anaheim University.

Program Study Suggestions
(total 22.5 hours a week for six weeks)
- Look briefly through set readings, 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. (4 hours)
- Complete individual weekly written assignments. (3 hours)
- Review weekly Online Discussion Forum questions and research potential answers. (2.75 hours)
- Discuss Online Discussion Forum questions with other students via the Online Discussion Forum. (3 hrs)
- Preparation for & participation in real-time online class and review transcripts & make notes. (1.5 hours)*
- Preparation for and participation in team projects. (2 hours)*
- Conduct library/internet research, further reading and note taking to complete course projects. (6 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.
# Graduate Certificate in Sustainable Management

## Program Overview

### Text Books
- PROFIT WITH HONOR
- Sustainable Marketing

### Online Discussion Forum
Daily free-time class discussion

### Team Project
Complete team project in 3 to 4 member group

### Research Project
Develop critical thinking skills through the Final Individual Project which can be focused on your own company or professional situation

### Reading Assignment Sample:
NASCAR: The Prince of NASCAR (Case 3-1, pp. 12-1: 12-5, [Sec.A of text, following p. 437: Business Week Cases]. Submit answers to the following questions:

- Briefly describe the antitrust suit alleging that the Frances unfairly use their control over NASCAR to favor ISC.
- Who are the stakeholders in the debate surrounding the anti-trust suit?

## Course Schedule & Evaluation Structure

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
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</thead>
<tbody>
<tr>
<td>Online Discussion Forum</td>
<td>Team Project</td>
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- Online Class Participation (in real time): 10%
- Discussion Forum: 15%
- Weekly Assignment: 15%
- Internet/Video Assignment: 15%
- Team Project: 20%
- Individual Project: 25%

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[Anaheim University]

www.anaheim.edu
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). 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 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
Kisho Kurokawa Green Institute Courses

Choose 3 of the 4 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 Graduate Certificate in Sustainable Management meet via webcam in real-time interactive online classes with their professors and fellow students for 90 minutes twice during a six-week course: at the end of the first and fourth weeks of the term. 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.

**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 University of 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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