



AMERICAN VISION
UNIVERSITY
California | United States of America



2023
2024

General Catalog

American Vision University
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155 N. Riverview Dr, Anaheim Hills, CA 92808, USA

This catalog reflects the current status of programs and policies of the American Vision University, and is effective June 2, 2023 to June 1, 2024. All new and re-entering students for the 2023 – 2024 academic years and following are bound by it. The catalog is updated annually and available in June of each year.

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American Vision University maintains the right to modify the provisions of this catalog, as well as its rules and procedures, at any time, with or without notice, in accordance with licensing requirements. It is important to note that this catalog does not constitute a contractual agreement or an offer to contract. Rather, it serves as a comprehensive overview of the programs presently available at the university.

Furthermore, American Vision University reserves the discretion to make changes, without prior notification, to the course structure and lecture delivery format, including the duration and method of lecture delivery currently utilized by the university. This is done to ensure that students are presented with a dynamic and challenging curriculum. Additionally, American Vision University retains the right to modify graduation requirements and make revisions or eliminations to courses as deemed necessary.

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President's Welcome

Welcome to American Vision University (AVU)! As the President of AVU, it is my utmost pleasure to extend my warmest greetings to you all.

At AVU, we strive to provide a transformative and enriching educational experience that transcends the traditional boundaries of time and space. With our cutting-edge online platform, we bring education directly to your fingertips, opening doors of opportunity for learners across the globe.

Our distinguished faculty members, renowned for their expertise and passion, are dedicated to your success. They are committed to fostering a dynamic learning environment where you can engage in lively discussions, collaborate with fellow students, and develop critical skills that will empower you in your personal and professional endeavors.

As you embark on your educational journey with us, you will find a diverse array of programs and courses meticulously designed to meet the evolving needs of today's rapidly changing world. Whether you are pursuing a degree, expanding your knowledge in a specific field, or seeking professional development, we offer a wide range of disciplines to suit your interests and aspirations.

We understand that flexibility is paramount in your educational pursuits. That's why our online platform provides you with the freedom to tailor your learning experience to fit your busy lifestyle. You can access course materials, participate in interactive discussions, and submit assignments at your convenience, ensuring that your education seamlessly integrates into your daily routine.

Furthermore, our comprehensive support services are here to guide and assist you every step of the way. From academic advisors who will help you chart your educational path to technical support teams ready to assist with any online platform inquiries, we are committed to ensuring that you have a seamless and rewarding learning experience.

I invite you to explore our catalog, which provides an overview of our programs, courses, and the wealth of opportunities awaiting you at AVU. As you peruse these pages, I encourage you to dream big, set ambitious goals, and envision the limitless possibilities that lie ahead.

Thank you for choosing AVU as your partner in education. We are honored to have you as part of our vibrant and diverse community. Together, let us embark on a remarkable journey of discovery, growth, and academic excellence.

Wishing you a successful and fulfilling educational experience!

Sincerely,

Ahmad Alhalak, Ph.D.
President/CEO

Mission and Goals

American Vision University is dedicated to providing high-quality graduate educational programs to adult learners using the most advanced distance learning methodologies.

We understand that adult learners have unique needs, which is why we are committed to offering an online educational environment that is based on academic integrity and intellectual curiosity. Our goal is to cultivate an atmosphere of creativity and innovation that inspires students to excel in their chosen fields.

We believe that education should be accessible to all, regardless of their financial or personal circumstances. That is why we offer affordable tuition rates and flexible payment options to help students achieve their academic goals without compromising their financial stability.

Our experienced faculty members are passionate about teaching and mentoring students to reach their full potential. They bring a wealth of knowledge and practical experience to the classroom, providing students with the skills and knowledge they need to succeed in their chosen fields.

At American Vision University, we are committed to providing a transformative educational experience that prepares students for success in their personal and professional lives. Join us today and unlock your potential for success!

Mission Statement

Our mission is to provide a high-quality and accessible online learning environment that empowers students to achieve their academic and career goals. Through innovative technology, rigorous coursework, and personalized support, we are committed to fostering a community of lifelong learners who can thrive in a rapidly changing world.

All our educational activities will be based on a commitment to promoting the highest levels of student engagement. We will challenge and empower our students to discover and reach their full potential, supporting and working with them to do so.

American Vision University Fulfills Its Mission By:

1. Providing world-class online education and closely monitoring, evaluating, and reporting the academic progress of our students through a healthy and productive faculty-student relationship.
2. Encouraging students to think critically about various facts and ideas, allowing them to draw clear conclusions.
3. Promoting intellectual inquiry among our students, leading to their social, cultural, and professional growth, regardless of their location.
4. Expanding the depth and scope of knowledge in various fields of study to enhance our students' personal enrichment, which stays with them for a lifetime.

Goals of Our University

AVU strives for excellence in education and is committed to the continuous development and evaluation of its programs to ensure that our students receive the best possible learning experience. Our goals at AVU are designed to enable our students to achieve their full potential and become successful professionals in their chosen field. Our goals include:

1. To provide students with comprehensive and up-to-date knowledge in their discipline of study.
2. To develop critical thinking skills and enhance students' abilities to the fullest extent possible.
3. To help students apply their knowledge to achieve economic success.
4. To improve students' self-esteem and confidence levels.
5. To provide lifelong learning experiences for our students to enhance their personal and professional growth.

Objectives as a University

At AVU, we are dedicated to providing our students with a dynamic and flexible learning experience that meets their educational and professional goals. We have identified the following objectives that guide our educational programs and ensure our students receive the best possible education:

1. Flexibility: We believe in allowing our students to complete their degrees at their own pace, giving them the freedom to balance their education with their personal and professional commitments.
2. Success: We are committed to helping our students successfully meet their coursework requirements online, providing them with the necessary resources and support to succeed.
3. Relevance: We aim to provide comprehensive and current information in each field of study, ensuring our students are equipped with the knowledge and skills needed to succeed in their chosen careers.
4. Support: We believe in providing the best support and guidance for our students when needed, ensuring they have access to the resources and assistance necessary to achieve their goals.

AVU offers a range of exceptional higher education opportunities aimed at empowering students to cultivate their knowledge and skills, enabling them to accomplish their personal and professional aspirations while making a meaningful impact on their communities. Take a proactive step towards your educational journey and connect with our dedicated counselors today to explore the various courses available for enrollment.

Contact Us

American Vision University is situated in the heart of Orange County in Greater Los Angeles area. The campus address at:

155 N. Riverview Dr., Anaheim Hills, CA 92808, USA

1-949-501-3701

www.avu.edu

info@avu.edu

Advisory Board

- Mr. David Creech, MS
- Ms. Ebony Jones, MA
- Ms. Lee Ann Pond, MBA
- Dr. Anish Desai, MD
- Ms. Brenda Mollohan, JD, MHA
- Dr. Trellany Thomas-Evans, DBA, MHA, MBA

Hours of Operation

(Pacific Standard/Daylight Time)

Monday through Friday

9:00 A.M. to 5:00 P.M.

Saturday: 10:00 A.M. to 2:30 P.M.

The university is closed on Sundays.

Holiday Schedule – 2023

- New Year's Day January 1 (Sunday)
- Memorial Day May 29 (Monday)
- Independence Day July 4 (Tuesday)
- Labor Day September 4 (Monday)
- Thanksgiving Day November 23 (Thursday)
- *Christmas Eve December 24 (Sunday)
- Christmas Day December 25 (Monday)
- *New Year's Eve December 31 (Sunday)

Holiday Schedule – 2024

- New Year's Day January 1 (Monday)
- Memorial Day May 27 (Monday)
- Independence Day July 4 (Thursday)
- Labor Day September 2 (Monday)
- Thanksgiving Day November 28 (Thursday)
- *Christmas Eve December 24 (Tuesday)
- Christmas Day December 25 (Wednesday)
- *New Year's Eve December 31 (Tuesday)

*American Vision University is closed on holidays listed above, except for Christmas Eve and New Year's Eve when those holidays are on business days. If the Christmas Eve and New Year's Eve fall on business days, the administrative office closes at 2:30 PM PST.

Important Registration and Term Dates for the 2023 - 2024 Academic Year

Term	Submission Deadlines	Term Dates
Winter 2023	December 2, 2022	January 3, 2023 – March 10, 2023
Spring 2023	March 3, 2023	March 27, 2023 – June 2, 2023
Summer 2023	June 2, 2023	June 26, 2023 – September 1, 2023
Fall 2023	September 1, 2023	September 25, 2023 – December 3, 2023
Winter 2024	December 3, 2023	January 8, 2024 – March 17, 2024
Spring 2024	March 17, 2024	April 1, 2024 – June 9, 2024
Summer 2024	June 9, 2024	July 1, 2024 – September 8, 2024
Fall 2024	September 8, 2024	September 30, 2024 – December 8, 2024

*Please Note: Dates and Schedules are subject to change.

California Bureau for Private Postsecondary Education (BPPE)

American Vision University operates in compliance with the California Education Code and the California Code of Regulations — under the authority of the California Bureau for Private Postsecondary Education. The University has been granted institutional approval from the Bureau for Private Postsecondary Education (BPPE) pursuant to California Education Code Section 94900.

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at 1747 N. Market Blvd. Ste 225 Sacramento, CA 95834, P.O. Box 980818, West Sacramento, CA 95798-0818, www.bppe.ca.gov, (888) 370-7589 or by fax (916) 263-1897.

The Office of Student Assistance and Relief is available to support prospective students, current students, or past students of private postsecondary educational institutions in making informed decisions, understanding their rights, and navigating available services and relief options. The office may be reached by calling (888) 370-7589 or by visiting www.osar.bppe.ca.gov.

A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling Toll-free telephone #: (888) 370-7589 or by completing a complaint form, which can be obtained on the bureau's Internet Web site: www.bppe.ca.gov.

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement.

Online Classroom Student Access

At American Vision University, we prioritize the availability and accessibility of our staff, ensuring that our students receive support whenever they need it. Our online classroom, the Student Learning Center (SLC), operates 24/7, including holidays, to cater to the diverse needs of our students. We understand the importance of uninterrupted learning, and therefore, we carry out maintenance and software updates with minimal disruption to the learning process.

A key component of our student experience is the exceptional work of our dedicated faculty members. Their expertise and commitment contribute significantly to creating a wonderful learning environment for our students. Through various communication channels such as email, chat, and discussion board postings, our students and staff stay connected, fostering meaningful engagement and collaboration.

To facilitate online learning, AVU has developed a user-friendly online learning powered by the Canvas Learning platform. Students can conveniently access their accounts through the university website. Upon logging in successfully, students gain access to a comprehensive view of their registered classes for the term, allowing them to interact with their instructors and peers. Study materials, including PowerPoint presentations, PDF notes, online quizzes, and case studies, are regularly posted on the student accounts, ensuring easy access to relevant resources.

At AVU, we are committed to providing an enriched and accessible online learning experience, empowering our students to succeed in their academic pursuits.

Admission Requirements and Processing

At AVU, our foremost commitment is to provide students with an academic structure that empowers them to achieve success in their chosen career fields. We have meticulously designed our policies and procedures to align with the unique needs and interests of students enrolling in our online programs.

To facilitate a seamless educational journey, AVU allows students to accumulate transfer credits from a variety of sources, including completed courses, learning programs, examination credits, military training, and coursework. We recognize the value of prior learning and aim to maximize the amount of credit that can be transferred into our university's learning programs.

By accepting transfer credits, AVU ensures that students can build upon their previous educational achievements and experiences, saving valuable time and effort. This approach enables students to focus on acquiring new skills and knowledge relevant to their desired career paths while still benefiting from their past educational endeavors.

At AVU, we are dedicated to supporting students in their academic pursuits by providing flexible pathways to degree completion and recognizing their prior accomplishments. Our commitment to maximizing transfer credits reflects our student-centered approach and our dedication to helping students succeed in their educational and professional goals.

High School Diploma or Equivalent Requirement

To pursue a master's degree at AVU, applicants must meet specific educational prerequisites. A bachelor's degree is a mandatory requirement for admission into our master's programs. This criterion ensures that students have already acquired a comprehensive understanding of their chosen field of study and are prepared to undertake advanced coursework and research.

For international or homeschooled applicants seeking admission to AVU, certain documentation requirements are in place to ensure a comprehensive evaluation of their educational background. It is necessary for these applicants to submit genuine and verified documents attesting to the completion of their educational program.

Students are required to provide any of the following official documents as proof of high school graduation:

1. High school diploma and official transcript indicating completion of high school.
2. Official General Education Development (GED) certificate.
3. Certificate of completion from an accredited homeschool program
4. Military service members and veterans may provide:
 - DD Form 1966 - Record of Military Processing.
 - DD Form 214 - Certificate of Release or Discharge from Active Duty.
 - Military Branch records that document high school graduation or equivalent.

Degree Programs Offered

AVU is dedicated to providing flexible and convenient learning programs to individuals who seek to complete their education while balancing personal and professional commitments. Our mission is centered around offering affordable and accessible education to students, ensuring that they can pursue their academic goals without compromising their other responsibilities.

AVU currently does not offer degree programs.

Non-degree Online Certificate Courses

The School of Professional and Continuing Education offers a wide range of professional certificate courses, graduate school preparation courses, professional advancement courses, and personal enrichment courses. These courses are specifically designed to cater to the needs of busy adults and provide flexible online learning options.

In today's rapidly evolving world, staying updated with the latest techniques and having the confidence to apply them effectively is invaluable. That's why the School of Professional and Continuing Education has curated a diverse selection of skills-focused short courses. These courses combine fresh perspectives with practical skills, ensuring that students can enhance their expertise and stay ahead in their respective fields.

The School of Professional and Continuing Education proudly offers the following short courses:

- Marketing Strategies and Operations
- Developing Management Skills
- Project Management Essentials
- Digital Marketing Strategies and Social Networks
- Leadership Development
- Negotiating Effectively
- Business Strategy for Managers
- Strategic Thinking
- Event Management
- Nutrition and Health
- Hospitality Management
- Leadership Roles in Health
- E-Commerce
- Fashion Business
- Small Business Management

These short courses provide a comprehensive learning experience and are delivered by experienced instructors who bring real-world knowledge and expertise to the virtual classroom. Whether you are seeking professional development, preparing for graduate school, or simply pursuing personal growth, our short courses are designed to meet your specific needs and goals.

Ability to Benefit Students

Students are required to possess a high school diploma, G.E.D, or a recognized equivalent in order to enroll in any of the aforementioned programs. If an applicant does not possess any of these certifications, an alternative option is available. They can take an independently conducted examination from the list of examinations recognized by the U.S. Department of Education, as provided below:

Wonderlic Basic Skills Test (WBST) Verbal Forms VS-1 & VS-2; Quantitative Forms QS-1 & QS-2 (Online & Paper and Pencil Versions)	Passing Score
	Verbal - 200 Quantitative - 210
ACCUPLACER (Reading Comprehension, Sentence Skills, and Arithmetic)	Reading Comprehension – 55 Sentence Skills – 60 Arithmetic – 34

Advantages of Earning a degree at AVU

1. **Skill and Knowledge Development:** AVU places a strong emphasis on developing the skills and knowledge of students in their chosen field. Through our comprehensive curriculum, students learn how to effectively navigate challenges and gain a better understanding of their own lives and communities. We prepare our students not only for

their present circumstances but also for their future success by equipping them with intellectual tools and valuable learning experiences.

2. **Experienced and Supportive Faculty:** Our faculty members are experienced and highly qualified individuals who are dedicated to the success of our students. They maintain direct contact with students and provide ongoing support and guidance throughout their academic journey. Our faculty's expertise ensures that students receive the necessary mentorship and assistance to make their learning experience smooth and enjoyable. Academic Progress Advisers also help students progress through their courses in an organized manner, ensuring a structured and efficient learning process.
3. **Comprehensive Assessment Methods:** To ensure effective learning outcomes, AVU employs various assessment methods such as assignments, quizzes, term papers, and final papers. These assessments gauge students' understanding of the course material and ensure that they have acquired the knowledge and skills taught during their studies. Additionally, course discussion boards provide a platform for students to engage with their peers, learn from different perspectives, and showcase their own skills and understanding.
4. **Interactive Learning Environment:** AVU has designed a learning system that prioritizes continuous practice, interaction, and feedback. We believe in creating an engaging and dynamic learning environment where students actively participate in their education. Through interactive learning activities, collaborative projects, and opportunities for feedback, students develop a deeper understanding of the subject matter and enhance their critical thinking and problem-solving skills.
5. **High-Quality and Affordable Education:** AVU is committed to providing high-quality education that is accessible and affordable. We strive to offer courses that meet rigorous academic standards while remaining affordable for students from diverse backgrounds. By making education accessible and affordable, we aim to help students advance their careers and achieve their professional goals.
6. **English Language Instruction:** At AVU, all instruction is conducted in the English language. This language focus ensures that students develop strong English language skills, which are vital for success in today's globalized world. Proficiency in English opens up opportunities for communication, collaboration, and professional growth on an international level.

Applicants with International Degrees and Credentials

AVU is committed to offering high-quality programs to students worldwide. We warmly welcome applications from students from any part of the world who aspire to further their education. As a distance learning institution, we do not offer I-20 services, as our programs are designed to be pursued from the comfort of one's own home, without attendance or residence obligations. We are dedicated to assisting students who seek to advance their education but are unable to attend traditional on-campus classes.

For students whose first language is not English or who have obtained a diploma or degree from a country other than the United States, additional documentation is required during the enrollment process. This ensures that we have a comprehensive understanding of their educational background and language proficiency. The additional documentation helps us assess their readiness for our programs and enables us to provide appropriate support and guidance throughout their academic journey.

At AVU, we understand the diverse backgrounds and experiences of our international students. We strive to create an inclusive and supportive learning environment that values cultural diversity. Our dedicated admissions team is available to assist international applicants throughout the enrollment process, providing guidance on required documentation and answering any questions they may have.

By embracing students from around the world, we foster a vibrant and enriching learning community where different perspectives and global insights are celebrated. At AVU, we are committed to empowering students to achieve their educational goals and realize their potential, regardless of their geographic location or cultural background.

Submitting Academic Documentation

International students are required to submit official transcripts from all secondary schools, colleges, and universities they have attended directly to the university. If the transcripts are not in English, they must be accompanied by a certified translation to ensure accurate evaluation.

For applicants who have completed university-level courses in a country other than the United States, and if these courses are deemed comparable to programs offered in the United States, a foreign transcript evaluation is necessary. This evaluation is conducted by an external credential evaluation company. We accept foreign transcript evaluations from agencies authorized by The National Association of Credential Evaluation Services, ensuring the reliability and consistency of the evaluation process.

At AVU, we value the diverse educational backgrounds of our international students. By carefully reviewing the academic documentation and conducting foreign transcript evaluations, we ensure that each student's educational achievements are appropriately assessed and considered during the admissions process.

We understand the importance of accurate and comprehensive evaluation to determine the transfer of credits and the suitability of prior coursework. Our admissions team is available to guide international applicants through this process and provide information on the accepted evaluation agencies.

By adhering to these procedures, we ensure fairness, transparency, and consistency in assessing the academic qualifications of international applicants. At AVU, we strive to provide equal opportunities for all students, regardless of their educational backgrounds and geographic origins.

Verifying English Proficiency

To ensure effective communication and academic success, AVU requires applicants who have not obtained a bachelor's or master's degree from a regionally or nationally accredited university or college in the United States to demonstrate English proficiency. There are several ways to fulfill this requirement:

1. Official Test Scores:

Applicants can arrange for an official score report to be sent directly to AVU from one of the following testing options. The test scores must be less than two years old:

- a. The Internet-based Test of English as a Foreign Language (TOEFL iBT) with a minimum score of 71 (The TOEFL score recovery code is 5804);
- b. The paper-based TOEFL with the Test of Written English (TWE) with a minimum score of 550 and a minimum score of 4 on the TWE;
- c. The International English Language Testing System (IELTS)—including both the academic writing and academic reading modules—with a minimum overall score of 6.5; or The EIKEN Test in Practical English Proficiency with a minimum grade of Pre-1.

2. Graduate Coursework:

Applicants can submit official transcripts indicating the completion of at least 12 credits of graduate coursework with a grade of "B" or higher from a regionally or nationally accredited degree-granting university or college. Coursework from other accredited institutions may be considered on a case-by-case basis. All credits will undergo review before being accepted as evidence of English proficiency.

3. Documentation of English Proficiency:

Applicants can submit documentation demonstrating significant experience in speaking and writing English at a university level. This may include a writing sample and letters of recommendation. Applicants seeking admission under this category are encouraged to contact Admissions Services for assistance in submitting appropriate documentation.

4. AVU English Proficiency Test:

AVU offers an English proficiency test for applicants. Students can choose to take the AVU English Test, and a minimum score of 80 or above is required to meet the English proficiency requirement for admission. This option provides an opportunity for students to demonstrate their language proficiency specifically within the context of AVU's academic programs. The AVU English Test is designed to assess students' abilities in reading, writing, speaking, and listening, ensuring that they possess the necessary English language skills to succeed in their studies at AVU.

Graduate Degree Program Requirements

To apply for a graduate degree program at AVU, it is important to submit the following documents:

- Application form: Fill out the online application form accurately and provide all the necessary information.
- Current government-issued photo ID: Submit a copy of a valid photo identification issued by the government to verify your identity.
- Official transcripts and Diploma: Provide official transcripts that indicate the successful completion of a related master's degree and bachelor's degree. These transcripts should be from a regionally or nationally accredited university. If you obtained your degrees from a non-U.S. institution, ensure that the institution has comparable accreditation. For the master's coursework, a minimum GPA of 2.5 on a 4.0 scale is required.
- Current resume: Submit a current resume that showcases your professional experience, specifically highlighting your progressive experience in a managerial capacity. This will help demonstrate your qualifications for the graduate degree program.

By submitting your official transcripts and diploma, you provide evidence of your educational background and academic achievements. This information helps us assess your eligibility and suitability for the graduate degree program at AVU.

Conditional Admission

Applicants who do not meet the minimum cumulative GPA requirement of 2.5 for admission may still be considered for conditional admission at AVU. The cumulative GPA calculation follows a straight 4.0 grading system without considering pluses and minuses in the calculation. In the case of conditional admission, the evaluation focuses on the applicant's last 60 hours of undergraduate coursework.

During the evaluation process, grades, goal statement, and resume are carefully considered to assess the applicant's potential for success in the graduate program. It is important for applicants to submit all required materials for full program admission. Additionally, in their goal statement, applicants should provide an explanation of any circumstances that support their candidacy for admission to AVU's graduate programs.

Conditional admission offers an opportunity for applicants to demonstrate their capabilities and dedication to their academic pursuits, even if their cumulative GPA falls below the minimum requirement. AVU recognizes that individual circumstances and experiences can contribute to a candidate's overall potential for success. Through the evaluation process, we aim to identify those individuals who show promise and determination in their pursuit of higher education.

Additional degree-specific requirements for conditional admission are listed below:

- Conditional admission is based on appropriate professional experience or other preparation. Students must earn a grade of C or higher in each of the first two graduate courses (8 hours) for which they are enrolled. When this condition has been met, students will automatically be updated to full program status.

Students admitted conditionally must complete the requirements of the program in order to be fully admitted to their graduate program. Once a student's conditional requirements have been successfully completed, the student's record will automatically be updated to reflect full admission at the beginning of the next academic term (i.e. Fall, Winter, Spring or Summer). The student will be notified of this change, and will then be eligible for graduate course enrollment.

Short Course Requirements

For admission to certificate short courses, official documentation must be provided showing that the applicant:

- Is at least 18 years old,
- International Students: In addition to the above requirements, international students have to demonstrate knowledge of the English Language (reading and writing).

Notice Concerning Transferability of Credits and Credentials Earned at Our Institution

The transferability of credits you earn at American Vision University is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the degree you earn in the educational program is also at the complete discretion of the institution to which you may seek to transfer. If the degree that you earn at this institution is not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason, you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending American Vision University to determine if your degree will transfer.

Transfer Credit Evaluation

At AVU, we understand the value of your prior academic achievements and strive to provide opportunities for credit transfer. For master's degree programs, we have established the following policy:

1. Maximum Credit Transfer: Up to 20% of the total credits required for program completion can be applied from credits transferred to American Vision University. This means that if a program requires 52 quarter credits, a maximum of eight (8) credits can be transferred.

Our aim is to ensure that the majority of the coursework is completed at AVU, allowing you to fully engage with our program and benefit from our unique educational experience. By limiting the number of transferred credits, we encourage students to actively participate in our curriculum and take advantage of the knowledge and skills offered through our courses.

Please note that the evaluation of transferable credits is subject to our credit transfer policies, as well as the specific requirements and standards of your chosen program. Our registrar will carefully review your transcripts and determine the eligible credits for transfer based on these guidelines.

We are committed to providing a fair and transparent credit transfer process, allowing you to make the most of your previous academic achievements while ensuring a comprehensive and meaningful educational journey at AVU.

For the current academic year, AVU has not entered into an articulation or transfer agreement with any other college or university.

General requirements for the documentation of coursework and/or credit hours

Coursework and credit hours are evaluated on the basis of the following criteria:

1. Recent Credits: Credits earned within the past seven years are given priority during the evaluation process. However, older credits may still be considered based on the subject area and the applicant's professional work history.
2. Academic Catalog and Course Documentation: To assess the transferability of credits, we require an academic catalog from the institution where the credits were earned, along with the syllabus and/or course outline for each course. This documentation helps us determine the content and rigor of the courses taken.
3. Credit Transfer Value: The credit transfer value should be equal to or less than the value of the equivalent course at AVU. This ensures that the transferred credits align appropriately with our program requirements and curriculum.
4. Transcripts from Non-U.S. Institutions: If you have completed coursework at a non-U.S. institution, official transcripts must be evaluated by a foreign credential evaluation service. We accept evaluations from members of www.naces.org, ensuring the accuracy and consistency of the evaluation process.

1. Academic Course Credit Requirements

When evaluating academic course credit for transfer, we consider the following criteria:

- a. Accredited Institutions: Credit earned from colleges and universities that are accredited by agencies recognized by the U.S. Department of Education (ED) is accepted.
- b. Minimum Grade Requirement: A minimum grade of "C-" or higher is required for the course to be eligible for transfer credit.
- c. Comparable Course Content and Level: The course content and level must be comparable to the courses offered in our program. This ensures that the transferred credits align with the educational standards and requirements of our curriculum.
- d. Quarter to Semester Credit Conversion: For courses with quarter credits (QC), we convert them to semester credits (SC) by multiplying 1 QC by 0.67 to determine

the equivalent semester credit. This conversion allows for consistency in credit calculation.

- e. Accreditation Consideration: Credit transfer will not be denied solely based on the accreditation of the sending institution. We evaluate the course content and level rather than focusing solely on the institution's accreditation status.

2. Credit by Examination

We recognize the following programs and exams for credit by examination:

- a. Advanced Placement (AP) Program - College Board: Students who have taken Advanced Placement courses and achieved a qualifying score on the corresponding AP exams administered by the College Board may be eligible for college credit.
- b. College Level Examination Program (CLEP): CLEP exams provide an opportunity for students to demonstrate their mastery of college-level material. Successful completion of CLEP exams can result in college credit.
- c. DSST Program (DANTES Subject Standardized Tests): DSST exams allow students to earn college credit by demonstrating their knowledge in specific subject areas.
- d. American Council of Education (ACE) - College Credit Recommendation: We consider college credit recommendations provided by the American Council of Education (ACE) for certain courses or examinations.
- e. Excelsior College Examinations: Excelsior College Examinations are recognized for credit transfer. These exams assess students' knowledge and understanding in various subject areas.
- f. Other Accepted Industry Certification or Institution-Developed Tests: We also consider credit for industry certifications or institution-developed tests that align with the content and level of our courses. These certifications and tests should be recognized as meeting academic standards.

3. Courses Offered Outside an Institutional Setting

We acknowledge the following programs and transcripts for courses taken outside of a traditional institutional setting:

- a. American Council of Education (ACE) Center for Adult Learning and Education (CAEL) recognized programs: We recognize the value of learning gained through ACE CAEL recognized programs and may award college credit based on the recommendations provided by ACE.
- b. Army/American Council on Education Registry Transcript (AARTS): We consider the AARTS transcript, which provides a record of military training and education completed by Army personnel, for potential college credit.
- c. Coast Guard Institute (CGI): The Coast Guard Institute offers a range of training programs, and we recognize the CGI transcript for the evaluation of potential college credit.
- d. Military Training Transcripts: We acknowledge the official transcripts of military training for all branches of the armed forces. These transcripts provide documentation of the training and education completed during military service.

- e. Sailor/Marine American Council on Education Registry Transcript (SMART): The SMART transcript provides a record of training and education completed by sailors and marines, and we consider it for potential college credit.
- f. Community College of the Air Force (CCAF): We recognize the CCAF transcript, which documents the completion of career and technical education courses by Air Force personnel, for potential college credit.

By accepting these transcripts and credentials, we acknowledge the value of learning obtained through non-traditional educational settings and military training. Our goal is to provide a seamless pathway for individuals who have gained knowledge and skills outside of traditional academic environments to earn college credit and advance their educational goals at AVU.

Academic term and enrollment status

At AVU, we take pride in our structured academic timeline. Our degree courses are specifically designed to be completed within a ten-week timeframe, ensuring that students can make efficient progress towards their goals. Additionally, our short courses provide a condensed and focused learning experience, with a duration of two weeks.

The academic term begins on Monday of each enrollment course term, and our short courses start every Monday. To determine a student's enrollment status, we consider the total number of courses they are enrolled in between the starting and ending dates of an academic term.

To enroll at AVU, students have the option to complete the online application form available at www.avu.education or visit our main administrative location. Our administrative office is open Monday through Friday from 9:00 A.M. to 5:00 P.M., and on Saturdays from 9:00 A.M. to 2:30 P.M. Please note that the university is closed on Sundays.

Students can conveniently fill out and submit the application form online, or they may choose to visit the registrar's office at the administrative location for assistance. Our dedicated registrar's office supports students with registration, maintains academic records, verifies transcripts, and provides assistance with course catalog maintenance and class scheduling. It's important to note that AVU offers exclusively online programs, and no classes are conducted at the administrative location.

Student enrollment status – Full-Time and Part-Time

The American Vision University students are considered “full-time” if:

1. Enrollment and Degree Declaration: Students must be officially enrolled and declared as degree-seeking students at AVU.
2. Academic Program at the Master's Level: Full-time status is applicable to students who are selected for an academic program offered at the master's level.
3. Individual Degree Plan: Students must have a personalized degree plan that outlines their program requirements and guides their course selection.
4. Course Completion: To maintain full-time status, students should either be currently enrolled in or have successfully completed three courses within the calendar year.

It is important to note that these criteria are specific to AVU and are not intended to align with federal financial aid, GI Bill, or any other government-funded programs.

We value our online distance education students and provide them with a robust educational experience. While full-time status at AVU does not directly relate to financial aid or government programs, we are committed to supporting our students in accessing any available financial assistance and guiding them through the process.

Tuition and Fees

Students considering enrollment in any of AVU's master's programs should review the tuition and fee structure carefully. Our online education programs are designed to provide students with a high-quality education while maintaining reasonable tuition fees and expenses. It is important to note that fees and charges are subject to change by the university, and any changes will take effect on the date enacted. Please refer to the following table for the current fee structure at American Vision University:

Program: Master's Degree

- Total program tuition: \$6,000
- Tuition per term: \$1,000
- Registration fee: \$0
- Graduation fee: \$200 (upon program completion)
- Late payment fee: \$50 (if applicable)

At American Vision University, we strive to provide affordable and accessible education. The tuition for our Master's Degree program is \$6,000. Tuition can also be paid on a per-term basis at a rate of \$1,000 per term.

We value our students' achievements and celebrate their success. Upon completion of the program, there is a graduation fee of \$200. This fee covers the costs associated with the graduation ceremony.

We understand that unforeseen circumstances may arise, and in the event of a late payment, a fee of \$50 may be applicable.

Please note that the information provided is subject to change, and we recommend visiting our website or contacting our admissions office for the most up-to-date and accurate tuition and fee information. We are committed to providing transparent and reasonable pricing to help you pursue your Master's Degree at AVU.

Short Professional Courses

The total tuition fee for a 2-week online short course is \$990, which covers all essential aspects of the program. This fee includes registration, study notes, certificate processing, and issuance.

We strive to make our short courses accessible and affordable, ensuring that participants receive a high-quality learning experience at a reasonable cost.

Transfer Credit Offset to Tuition

We recognize the value of prior education and strive to make the transfer process seamless for our students. If you have previously earned semester units from an accredited institution, you may be eligible to receive transfer credit towards your degree program.

For master's degree programs, we offer a transfer credit option where 20% of the total required credits can be applied towards the program. This means that if you qualify for the maximum transfer credit tuition offset, you can save \$1,000 on your total program tuition.

Here is the breakdown of the tuition fees for students who receive the maximum transfer credit tuition offset:

- Percentage of Transfer Credits: 20%
- Maximum Transfer Credit Tuition Offset: \$1,000
- Total Program Tuition: \$5,000

By utilizing your transfer credits, you can not only accelerate your progress towards earning your degree but also reduce the overall cost of your program. At AVU, we are committed to providing affordable and accessible education to our students, and the transfer credit option is one way we support your academic journey.

Fees Schedule

We strive to provide transparent information regarding our fees and charges. Please note that the fees outlined below are non-refundable. We kindly ask all students to carefully review the fee structure and ensure timely payment according to the following schedule:

Application Fee	\$0
Student Tuition Recovery Fund (STRF) Fee	\$2.50**
Academic Resources (per year)	Free
Application/Transfer Credit Evaluation	Free
Change of Program	\$50
Course Extension or Repeat	\$50
Duplicate Diploma	\$50
Graduation	\$200
Late Tuition Fee	\$50
Leave of Absence	\$25
Registration (per program)	Free
Reinstatement	Free
Returned Checks/Credit Card Charge Back	\$20
Transcript, Official or Unofficial	Free

* Application fee is non-refundable.

**State of California is currently assessing the STRF fee of \$2.50 – non-refundable.

Please note that the fee structure outlined above is subject to change, and any modifications will become effective on the date enacted. We encourage students to stay updated with the latest fee information and make payments accordingly.

Textbooks and Study Materials

Students are responsible for acquiring the necessary textbooks for their courses. The average estimated cost of textbooks per course is approximately \$120. However, it's important to note that the actual cost may vary depending on the specific requirements of each course. Please note that the fees mentioned below are in addition to the tuition and exam fees.

To estimate the total cost of books for your degree program, you can multiply the average cost per course by the number of courses in your program. Please refer to the table below for the estimated cost of books for different programs:

Degree	Textbooks Costs
Master's	\$1,200

Estimated Cost of Attending American Vision University

We understand the importance of having a clear understanding of the estimated costs associated with attending American Vision University. The following breakdown provides an overview of the expenses involved. Please note that these figures are subject to change and should be used as a general guideline.

- a. Application fee: \$0
- b. Tuition – per term: \$1,000
- c. Late tuition fee – per month: \$50
- d. Graduation fee: \$200
- e. Entire program (total of 52 credits/6 terms): \$6,000

Total charges for a period of attendance: \$1,000

Estimated total charges for the entire educational program: \$7,400

This represents the estimated total cost of completing the entire Master of Business Administration program, taking into account the tuition fees for all 6 terms, as well as the graduation fee.

Please keep in mind that these figures are estimates and may vary depending on the specific program and the number of credits taken per term. It's always a good idea to refer to the Fee Schedule for the most up-to-date and accurate information regarding fees and charges.

Student Tuition Recovery Fund

The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic loss suffered by a student in an educational program at a qualifying

institution, who is or was a California resident while enrolled, or was enrolled in a residency program, if the student enrolled in the institution, prepaid tuition, and suffered an economic loss. Unless relieved of the obligation to do so, you must pay the state-imposed assessment for the STRF, or it must be paid on your behalf, if you are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if you are not a California resident, or are not enrolled in a residency program.

It is important that you keep copies of your enrollment agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the Bureau for Private Postsecondary Education, 1747 N. Market Blvd. Ste 225 Sacramento, CA 95834. P.O. Box 980818, West Sacramento, CA 95798-0818, (916) 574-8900 or (888) 370-7589.

To be eligible for STRF, you must be a California resident or are enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.
2. You were enrolled at an institution or a location of the institution within the 120 day period before the closure of the institution or location of the institution, or were enrolled in an educational program within the 120 day period before the program was discontinued.
3. You were enrolled at an institution or a location of the institution more than 120 days before the closure of the institution or location of the institution, in an educational program offered by the institution as to which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.
4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.
5. The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law, or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.
6. You have been awarded restitution, a refund, or other monetary award by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, but have been unable to collect the award from the institution.
7. You sought legal counsel that resulted in the cancellation of one or more of your student loans and have an invoice for services rendered and evidence of the cancellation of the student loan or loans.

To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF.

A student whose loan is revived by a loan holder or debt collector after a period of noncollection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed a written application for recovery within the original four (4) year period, unless the period has been extended by another act of law.

However, no claim can be paid to any student without a social security number or a taxpayer identification number.

Payment Plan Options

At American Vision University, we understand the importance of providing flexible payment options to help students manage their educational expenses. While we do not currently support federal or state student aid or loan programs, we offer various payment plan options and encourage students to explore alternative financing resources. Here are the details regarding payment plans and financial obligations:

1. **Private Loans and Other Resources:**

Eligible students have the option to acquire private loans, military tuition assistance, employer tuition reimbursement, veteran's education benefits, or any other financial resource to cover their educational expenses. It is important to note that any loans obtained from third parties are the sole responsibility of the student, including the repayment of the loan amount along with any accrued interest.

2. **Federal Financial Aid Programs:**

Please be aware that we do not participate in federal financial aid programs at this time. Students enrolled in an unaccredited institution approved to operate are not eligible for federal financial aid programs.

3. **Loan Repayment:**

Please note that if you obtain a loan to pay for your educational program, you are responsible for repaying the full amount of the loan plus interest, minus any refund you may receive. Additionally, if you receive federal student financial aid funds, you are entitled to a refund of the moneys that were not covered by these federal financial aid funds.

4. **Financial Obligations:**

Students are required to make full payment of tuition and fees upon completion of each course. Transcripts, diplomas, and other university privileges will only be issued once all financial obligations have been met. Failure to meet these obligations may result in the suspension of these privileges.

We are committed to assisting our students in finding suitable financial solutions and managing their financial responsibilities. If you have any further questions or need guidance regarding payment options, our administrative office is available to provide assistance and support. We strive to ensure that all students have a clear understanding of their financial obligations and access to the resources needed to pursue their education.

Direct Pay Plan

For students who prefer to pay tuition and fees directly to the university, we offer the convenient Direct Pay Plan. This plan allows you to spread your payments over six terms during a period of 18 months, without any interest charges.

Master's Programs

AVU Direct Pay Plan Policy and Requirements:

- \$500 tuition for a four-quarter credit program.
- Per-Term Basis: \$1,000 per term.
- \$250 down payment along with an enrollment agreement should be submitted.
- The balance of the tuition should be paid quarterly, details mentioned in Table 2 and 3.
- Quarterly payment is due 15 days before the commencement of term.
- Zero percent annual percentage rate (APR).
- All the rights and privileges may forfeit in case a student fails to make the complete payments.
- Students need to pay the complete tuition and fee to get enrolled into subsequent courses.
- Additional fees or charges (see Table 1) may change the final course payment.

Table 2: Direct Pay Plan
Master's degree Programs

Tuition & Payment	Number of Courses
Total Tuition	Two Courses
	\$1,000
Down Payment	\$250
Balance Due	\$750
Quarterly Payment Amount	\$1,000
Number of Quarterly Payments	(6)

Table 3: Total Tuition Fees (18-month program)

Tuition & Fees	Cost
Registration fee	Free
Master's degree total tuition (52 credits)	\$6,000
Estimated text books cost	\$1,200
Total	\$7,200

Cancellations, Withdrawal and Refund Policy

At AVU, we adhere to the standards set by the Bureau for Private Postsecondary Education (BPPE) for cancellation, withdrawal, and refund of tuition and fees. We understand that circumstances may change, and we strive to accommodate our students' needs.

Students at American Vision University are not subject to long-term contractual obligations. Enrollment is typically granted for two courses at a time, allowing flexibility and the opportunity to adjust your academic plan as needed. If you wish to cancel your enrollment or withdraw from a course, please contact our administration office for assistance.

Refund

AVU has a refund policy in place to ensure fairness and transparency for our students. If you have completed 60 percent or less of the course of instruction and have not canceled as explained above, you may be eligible for a pro rata refund.

The refund amount is calculated based on the number of hours of instruction you have not received but have already paid for, divided by the total number of hours of instruction for which you have paid. This ensures that you are only responsible for the educational services you have received and any unreturned equipment.

We understand the importance of timely processing of refund requests and strive to handle them promptly. If you have any questions or require further clarification regarding our refund policy, please reach out to our administration office for assistance.

Distance Education Specific Provisions for Instruction Not in Real Time:

This institution offers distance educational programs where the instruction is not offered in real time. The student has the right to cancel and obtain a refund of charges paid through attendance at the first-class session, or the seventh day after enrollment, whichever is later. The student has the right to cancel the agreement and receive a full refund as described above before the first lesson and materials are received. Cancellation is effective on the date written notice of cancellation is sent. If the institution sent the first lesson and materials before an effective cancellation notice was received, the institution shall make a refund within 30 days after the student's return of the materials.

An institution must transmit all of the lessons and other materials to the student if the student has fully paid for the educational program, and after having received the first lesson and initial materials, requests in writing that all of the material be sent. If the institution transmits the balance of the material as the student requests, the institution must remain obligated to provide the other educational services it agreed to provide, such as responses to student inquiries, student and faculty interaction, and evaluation and comment on lessons submitted by the student, but shall not be obligated to pay any refund after all of the lessons and material are transmitted.

Withdraw

You have the option to withdraw from the University at any time. If your withdrawal occurs when you have completed 60 percent or less of the scheduled days in the current payment period of your program, you will be eligible for a pro rata refund. The refund amount will be calculated based on the remaining scheduled days of attendance. Please note that a registration or administration fee, not exceeding \$250.00, will be deducted from the refund. Additionally, any deduction for books and materials not returned in new condition, as specified in the enrollment agreement, will also be subtracted from the refund. We will process the refund within 30 days of your withdrawal.

Withdrawal from the program can occur in the following instances:

- You notify the institution of your withdrawal.
- The institution terminates your enrollment due to failure to maintain satisfactory progress, failure to adhere to the rules and regulations of the institution, or failure to fulfill financial obligations to the University.

To determine the refund amount, the date of your withdrawal will be considered the last recorded date of attendance. The amount owed will be calculated by multiplying the daily charge for the program (total institutional charge minus non-refundable fees) by the number of scheduled days attended prior to withdrawal. For distance education students, the scheduled days are based on a five-day week, excluding Saturdays, Sundays, and specific holidays listed in our catalog as defined in Section 6700 of the California Government Code.

If a portion of your tuition was paid from a loan or by a third party, the refund will be sent directly to the respective lender, third party, or, if applicable, to the state or federal agency that guaranteed or reinsured the loan. Any refund amount exceeding the unpaid balance of the loan will be allocated to repay student financial aid programs from which you received benefits, proportionate to the amount of benefits received. Any remaining amount will be refunded to you.

We aim to ensure a smooth and efficient withdrawal process, and we will provide any necessary assistance and guidance throughout the refund procedure. If you have any questions or require further clarification regarding the withdrawal and refund policy, please contact our administration office.

Students' Right to Cancel

We value your decision to enroll at our institution and understand that circumstances may arise where you need to cancel your enrollment. As a student, you have the right to cancel your enrollment and receive a refund of charges paid within a specific timeframe. You can exercise your right to cancel and obtain a refund of charges paid through attendance at the first class session, or within seven days after enrollment, whichever is later.

To initiate the cancellation process, you are required to provide written notice of cancellation. Please address the notice of cancellation to the following address:

155 N. Riverview Dr, Anaheim Hills, CA 92808, USA or via email to registrar@avu.education

It is important that you send the notice of cancellation to the address stated above, which is also indicated at the top of the first page of the Enrollment Agreement.

If a student withdraws from the university before the commencement of any courses, we will provide a refund of the tuition and fees for the courses that were not commenced. However, please note that the refund does not include the non-refundable Student Tuition Recovery Fund assessment amount for California residents.

If a student pays the tuition and fees of an educational program through a loan, then he/she is liable to repay the complete amount of the loan along with the interest, except the amount of any refund. If a student gets qualified for a loan by the federal or state government and due to some reason he/she goes into default, both of the following may occur:

1. The federal or state government or a loan guarantee agency may take action against the student, including applying any income tax refund to which the person is entitled to reduce the balance owed on the loan; or
2. The student may not be eligible for any other federal student financial aid at another institution or other government assistance until the loan is repaid.

Approval

American Vision University is proud to be approved by the Bureau for Private Postsecondary Education in the state of California, as mandated by CEC §94909(a)(12). Since 2018, our institution has been operating in Anaheim Hills, California, providing quality education to our students.

We invite prospective students to explore our catalog, which contains comprehensive information about our graduate programs and professional short courses, including detailed policies and procedures. It is important for students to review this information before accepting an enrollment agreement to ensure they have a clear understanding of our offerings.

Bankruptcy Statement

- American Vision University is financially solvent and does not have a pending petition in bankruptcy;
- It is not operating as a debtor in possession;
- It has not had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code (11 U.S.C. §§ 1101 et seq.).

Academic Affairs and Instruction

AVU's president serves as the senior academic leader, guiding and overseeing all academic activities within the institution. With a wealth of experience and expertise, the president plays a pivotal role in shaping our academic environment.

One of the primary responsibilities of the university president is the development and management of academic policies. This includes conducting research on curriculum, overseeing instructional design processes, and ensuring the continuous improvement of our learning programs. The president is dedicated to creating a robust academic framework that aligns with the needs of our students and the evolving landscape of education.

Online Distance Education Course Structure and Delivery

American Vision University is dedicated to providing inspiring and engaging online distance education courses. We prioritize accessibility and accountability, ensuring that our graduate programs are accessible to students worldwide. Our course structure and delivery format are carefully designed to enhance the student experience, leveraging innovative online technology and a professional learning structure.

The enrollment structure for our programs includes the following components:

- Enrollments for educational programs are processed weekly, with 52 start dates per calendar year.
- Enrollment dates begin on Monday of each week.
- Each enrollment has fixed starting and ending dates.
- We provide personalized learning experiences by assigning qualified faculty members to each student.
- We foster a "cohort of one" relationship between the student and the instructor, facilitating one-on-one interaction.
- In some cases, a cohort of multiple students may be created based on the learning program and course objectives.

Our study materials are delivered according to the course structure and assessment schedule:

- Prior to starting the first course, enrolled students are required to complete an online orientation.
- The course completion time is ten weeks.
- Students have the option to apply for extension petitions, which are approved based on their individual needs.
- Submission of two or more assessments per module is mandatory for students.
- For specific core or major courses, students are required to take final exams.

Student and Faculty Interaction

At American Vision University, we prioritize personalized learning experiences for our students. To ensure this, our instructional model follows a one-on-one approach, where each student is assigned a dedicated faculty member. We believe in maintaining consistent and meaningful student-faculty interaction throughout the learning program, facilitated by our online Student Learning Center (SLC) portal.

Through the SLC portal, students and faculty members can stay connected via various communication channels such as email, chat, and discussion board postings. These interactions are tailored to the specific learning modules and individual needs of each student, providing them with the personalized attention they deserve.

Our primary objective is to assist students in mastering the course objectives and successfully completing all the modules within the ten-week schedule. Faculty members play a crucial role in guiding students through the course materials, monitoring their progress, and providing necessary support. Assignments, grading, and participation in discussion boards serve as valuable tools for monitoring and evaluating student progress. This approach allows our faculty to identify areas that require additional focus and provide targeted assistance to strengthen students' knowledge and skills.

We are committed to fostering a supportive and engaging learning environment where students receive individualized attention and guidance from our dedicated faculty members.

Academic Calendar

American Vision University follows a dynamic academic calendar that ensures regular enrollment opportunities for master's degree programs. Our enrollment process operates on a weekly basis, with a new start date every Monday. This means that students have the flexibility to begin their studies at various points throughout the year, with a total of 52 start dates available annually.

Each enrollment program has a fixed duration of ten weeks, providing a structured timeframe for students to engage with the course materials, complete assignments, and participate in discussions. This allows for a focused and immersive learning experience within a defined period.

Our carefully designed academic calendar ensures that students have multiple entry points throughout the year, enabling them to start their master's degree program at a time that best suits their personal and professional commitments. We are dedicated to providing accessible and flexible educational opportunities for our students.

Master's Degree

The Master's Degree program at American Vision University is designed to be completed within a timeframe of 18 months. It consists of six terms, each lasting approximately ten (10) weeks. Throughout the program, students can earn a maximum of 52 credit hours.

The course structure follows a fixed schedule with specific start and end dates for each term. This allows students to plan their studies and progression through the program effectively. The duration of each course provides ample time for in-depth learning, assignments, and engagement with faculty and peers.

Online Short Course

The Online Short Course at American Vision University is designed to be completed within a concise timeframe of two (2) weeks. The course follows a fixed schedule with specific start and end dates, ensuring a structured and focused learning experience.

During the two-week duration, students will engage in targeted learning activities, discussions, and assignments that are designed to deliver valuable insights and practical knowledge. Our experienced faculty members provide guidance and support throughout the course, fostering an interactive and engaging learning environment.

Outcomes Assessment

At American Vision University, we prioritize the assessment of student learning outcomes to ensure academic progress and program effectiveness. Our assessment process encompasses both formative and summative evaluations, providing students with valuable feedback on their knowledge and skills.

Throughout the learning program, students are required to submit written assignments, such as essays or short responses, allowing them to demonstrate their understanding of the course material. Ongoing discussions and question sessions are facilitated to address any queries and enable learners to meet specific learning objectives. Additionally, summative assessments, including written research papers or final exams, may be administered to evaluate students' comprehensive understanding of the subject matter. Some courses may also involve the evaluation of case studies, providing practical application opportunities.

Each course is structured into ten modules, designed to be completed within a ten-week timeframe. Within this period, students will encounter three assessments, comprising written essays, mid-term case study, and a final research paper. These assessments serve as checkpoints to gauge students' progress and mastery of the course content.

To ensure continuous improvement, we value the feedback provided by our students. At the end of each course, students are required to complete an end-of-course survey. This survey covers a wide range of topics, including course materials, student support services, faculty engagement, technology usage, and demographic information. These survey responses play a crucial role in refining our educational system and enhancing the overall learning experience.

Our assessment process follows a systematic approach, adhering to procedural and analytical criteria:

- Identifying key factors that must be accomplished at the institution, program, and course levels.
- Establishing accountable goals and performance indicators to assess the achievement of desired outcomes.
- Utilizing appropriate qualitative and quantitative tools and techniques to measure student progress.

- Thoroughly analyzing assessment results, considering both intended and unintended consequences.
- Implementing changes based on the analysis to advance our services and continuously improve the learning experience.

Credit Evaluation Policy

At American Vision University, we have a comprehensive credit evaluation policy in place to assess the prior educational achievements of our applicants. Before the start of any course of study or training program, we carefully review and analyze the academic records and transcripts of previous institutions attended by each applicant. This evaluation process also takes into account any military training, relevant coursework, and vocational guidance completed by the applicant.

Our dedicated team evaluates the transcripts to determine the eligibility for transfer credits, if applicable. Upon a thorough evaluation, any transferable credits are identified and integrated into the selected program of study. To ensure a clear and organized path to graduation, we develop a personalized learning plan for each applicant. This plan outlines the transfer credits awarded and maps out the remaining courses required to complete the chosen program.

By providing a transparent and detailed overview of the transfer credit evaluation, we aim to assist applicants in understanding how their prior educational accomplishments align with their chosen program of study. This personalized learning plan serves as a guide throughout the academic journey, helping students stay on track towards achieving their educational goals.

Satisfactory Academic Progress (SAP)

Maintaining satisfactory academic progress (SAP) is a crucial requirement for students pursuing their degree program at American Vision University. SAP is evaluated based on two key criteria:

- **Quantitative Measure:** This criterion considers the total credit hours attempted and earned by the student. It ensures that students are making steady progress towards the completion of their degree program.
- **Qualitative Measure:** The cumulative grade point average (GPA) provided by the institution is used as a qualitative measure to assess the academic performance of students. It reflects their overall mastery of the course material and their ability to meet the academic standards set by the university.

The SAP status of a degree-seeking student is reviewed annually, beginning from the second term following their initial enrollment. It's important to note that the SAP status may vary depending on the degree program pursued and any changes in degree status.

Students who meet the prescribed standards for both the quantitative and qualitative measures will be considered in SAP GOOD STANDING. This indicates that they are progressing satisfactorily and are on track to successfully complete their degree program.

Quantitative Criteria – Credit Hours Attempted and Earned

The quantitative criteria for satisfactory academic progress (SAP) at American Vision University is based on the credit hours attempted and earned by students. To meet SAP, students must fulfill the following requirements:

1. **Passing Grade:** Students are required to earn a minimum grade of C or higher in their courses. This ensures that they have demonstrated satisfactory understanding and mastery of the course material.
2. **Credit Completion:** Students must attempt at least two-thirds (67%) of the total credits scheduled for a given term. For example, if a student is enrolled in 8 credits for a term, they should successfully complete courses worth five or more credits.

To calculate the credit completion rate, the number of credits earned is divided by the number of credits attempted. This ratio reflects the student's progress in successfully completing their scheduled coursework.

Meeting both the passing grade requirement and the minimum credit completion rate is essential to maintain satisfactory academic progress and stay on track towards degree completion.

At American Vision University, we emphasize the importance of maintaining a strong academic foundation and encourage students to actively engage in their studies to meet the quantitative criteria for SAP.

Qualitative Criteria – Grade Point Average (GPA)

The qualitative criteria for satisfactory academic progress (SAP) at American Vision University is based on the grade point average (GPA) achieved by students. To meet SAP, students must fulfill the following requirements:

1. **Institutional GPA:** Students must maintain a minimum institutional GPA of 2.0, equivalent to a grade of C or higher. This ensures that students are making satisfactory progress in their academic performance and meeting the established standards set by the university.

In the event that a student fails to meet the SAP standards at American Vision University, the following steps will be taken:

1. **Academic Probation:** The student will be placed on academic probation for a period of two terms. During this time, the student is provided with an opportunity to improve their academic performance and meet the required GPA standard.
2. **Termination:** If, after the probationary period, the student still fails to achieve the satisfactory grades and meet the SAP requirements, the university will proceed with termination. In such cases, all educational benefits, including those provided by the US Department of Veterans Affairs, will be suspended.

At American Vision University, we are committed to supporting our students' academic success and provide resources and guidance to help them meet the qualitative criteria for SAP. We

encourage students to seek academic assistance, engage in effective study strategies, and take advantage of the university's support services to maintain a strong GPA and progress towards their educational goals.

Good Standing, Probation and Dismissal

American Vision University upholds the academic policies set forth by the Academic Standards Committee (ASC) to ensure the maintenance of satisfactory academic progress. The ASC grants the school the authority to implement these policies and exercise discretion when applying them to students.

If a student fails to meet the satisfactory standards of SAP and is unable to maintain good standing, their academic standing will be placed on probation. During this probationary period, an academic review is conducted to assess the student's performance and determine the appropriateness of probation or dismissal.

If the ASC finds that a probationary period is warranted, the Committee will work closely with the student to develop a personalized plan aimed at improving their academic performance. This plan may include additional support, resources, or academic interventions to assist the student in overcoming any challenges they may be facing.

However, if despite these efforts, the student's academic performance does not show improvement, the university may proceed with dismissing the student from the learning program. The dismissal decision is made after careful consideration and is intended to maintain the academic standards and integrity of the institution.

In the event of a dismissal, students have the right to appeal the decision through the established appeal process. The appeal provides an opportunity for the student to present any relevant information or circumstances that may warrant a reconsideration of the dismissal decision.

Dismissal Appeal Process

If a student has been dismissed from American Vision University and wishes to seek reinstatement, they have the opportunity to appeal the dismissal by submitting a written petition to the university. The appeal petition should be accompanied by documented evidence of any mitigating circumstances that contributed to the decline in academic performance.

It is important to note that the appeal must be received by the university within 30 days of the date on the dismissal notice. This timeframe allows for a timely review and consideration of the appeal by the appropriate authorities.

The appeal process provides a platform for students to present their case and provide additional information that may not have been previously considered. It is essential for the student to include any relevant supporting documents or explanations that shed light on the circumstances surrounding their academic performance.

Upon receiving the appeal petition, the university will carefully review the provided documentation and consider all the relevant factors in reaching a decision. The appeals committee or designated authority will assess the merits of the appeal and determine whether reinstatement is appropriate based on the presented evidence and the university's policies.

It is important for students to understand that the appeal process is meant to ensure fairness and provide an opportunity for reconsideration. The university will make every effort to conduct a thorough and unbiased evaluation of the appeal, taking into account the student's circumstances and their potential for future academic success.

At American Vision University, we understand that each student's situation is unique, and we strive to approach the dismissal appeal process with compassion and fairness. We encourage students to provide complete and compelling information in their appeal petition to give themselves the best chance for a successful outcome.

Appeal Approval

If the appeal is approved by the university authority, the student will be granted the opportunity to re-enroll in the next term. However, as a condition of re-admission, the student must successfully complete the first course upon re-enrollment. During this period, the student will be placed on academic probation and will be expected to demonstrate improved academic performance.

While on probation, the student will be closely monitored to ensure that they are making satisfactory progress towards meeting the academic standards of the university. The probationary period serves as a supportive framework that encourages the student to actively engage in their studies, seek academic support if needed, and take proactive steps towards improving their performance.

During this time, it is crucial for the student to fully utilize the resources and support services available to them, such as academic advising, tutoring, and study skills workshops. These resources are designed to assist the student in overcoming any academic challenges they may encounter and help them succeed in their coursework.

By successfully completing the first course and meeting the requirements of the probationary period, the student demonstrates their ability to meet the academic standards and regain good standing within the university. This achievement signifies their commitment to academic success and paves the way for continued enrollment and progress towards their educational goals.

At American Vision University, we recognize the importance of providing students with a second chance and supporting their academic journey. Our aim is to help students overcome obstacles, develop their full potential, and achieve academic excellence.

Academic Honesty – Original Work Requirement

At American Vision University, we prioritize the importance of academic honesty and the submission of original work. We have high expectations for our students to demonstrate their

understanding of the material taught by our faculty and to meet the academic standards set by the university.

When assigning assignments, we aim to assess students' progress and improvement. We expect students to produce original work that reflects their own ideas and words. If any external sources are used in the process, proper citation and acknowledgment of those sources are required. This includes all forms of communication, whether they are hard copy or electronic publications, copyrighted or not, or verbal or graphical content derived from recognized sources.

It is important to note that acts of academic misconduct may not be immediately detected and may only come to light after credits are awarded or a degree is conferred. In such cases, American Vision University reserves the right to withdraw credits or revoke a degree based on the discovery of misconduct.

In instances where a violation of the academic honesty policy is found, faculty members have the authority to fail a student for a course or exam. The circumstances surrounding the violation will be thoroughly reviewed by the Academic Standards Committee, which will determine the appropriate course of action. In cases of severe or repeated offenses, the Dean has the authority to expel or fail a student found guilty of cheating.

It is crucial for students to understand that submitting copied or non-original work will not earn them any credit. Genuine and original work is the only basis for credit issuance. Plagiarism is considered a serious violation of our campus rules and can result in dismissal from the university.

We are committed to upholding academic integrity and providing a fair and equitable learning environment for all students. By adhering to the principles of academic honesty and producing original work, students contribute to the credibility of their own achievements and foster a culture of integrity within our university community.

Grading, Evaluation Response Time and Grading Scale

At American Vision University, we recognize the significance of grading as a fundamental aspect of the learning process. Our dedicated faculty members and qualified graders meticulously evaluate students' performance based on objective and subjective questions, spreadsheets, homework assignments, and examinations. When determining grades, we consider factors such as accuracy, presentation, analysis, organization, swiftness, and overall quality to provide a comprehensive assessment of students' achievements.

Evaluation Response Time

We understand the importance of timely feedback in the learning process. Therefore, we have established the following schedule for returning graded assignments:

- Multiple-choice or other assignments administered within the Student Learning Center (SLC) will be returned within one (1) day.
- Writing, spreadsheet, or other assignments that do not require extensive feedback will be returned within five (5) days.
- Essays, detailed spreadsheets, or assessments that require in-depth analysis and feedback

will be returned within ten (10) days.

- Graduate capstone courses, term papers, and similar assessments will be returned within fourteen (14) days.

Grading Scale

Grades are assigned based solely on the quality of work and the level of understanding demonstrated in the assessments. Faculty members post grades through the Student Learning Center (SLC), where students can access their grade reports. Please note that results will not be provided via phone or email.

If a student wishes to request a review of their grades, they must submit a written statement with the date and signature to the Student Affairs department within two weeks of receiving the grade report.

At American Vision University, we adhere to the standard 100-point grading scale, as outlined in Table 5 below:

Table 5: 100 Point Grading Scale

Grade	Description	Scale	Quality Points
A+	Excellent	97-100	4.00
A		94-96	4.00
A-		90-93	3.67
B+	Above Average	87-89	3.33
B		84-86	3.00
B-		80-83	2.67
C+	Average	77-79	2.33
C		74-76	2.00
C-		70-73	1.67
D+	Below Average	67-69	1.33
D		65-66	1.00
D-		60-64	0.67
F	Failure	Below 60	0.00
P	Credit Earned/ Pass	NA	0.00
I	Incomplete	NA	0.00
W	Withdraw	NA	0.00

Attendance Requirements and Student Participation

At American Vision University, we understand the importance of student engagement and active participation in the learning process. To ensure a productive and enriching academic experience, we have established attendance requirements and encourage student involvement through various activities.

Assignment Submission and Course Completion

Students are responsible for submitting all completed assignments through the Student Learning Center (SLC) within 24 hours of the scheduled deadline. Our faculty staff will review and grade these assignments within the timeframe mentioned in the catalog. However, we understand that certain justifiable situations may arise, and in such cases, students can seek assistance from their instructors to make alternate arrangements for submission. These arrangements should be agreed upon based on the student's ability to complete the work and master the required skills. It is important to note that the university has a specified timeframe of 10 weeks for the completion of each course, and students are expected to submit their coursework within this period.

Attendance and Participation

As an online education institution, American Vision University does not require traditional in-person attendance. However, we emphasize the importance of active participation in the learning process. While students have the flexibility to study at their own pace, their participation in various academic activities is monitored by the university. This includes assignment submission, engagement in the discussion board, and time logged in the SLC.

Weekly Assignments and Discussion Board

To ensure a consistent learning experience, students are expected to adhere to a study schedule and submit module assignments on the scheduled dates. These assignments should be completed on a weekly basis rather than waiting until the end of the course. Regular feedback from instructors will help students better understand and master the content of the learning program.

In addition to assignments, there will be a weekly course discussion facilitated by the instructor. Active participation in these discussions is a requirement for all students. Points will be awarded to students who actively engage in the discussion, as it promotes in-depth knowledge of the course material, peer-to-peer interaction, and guidance from instructors. It is important for students to actively participate in these discussions to maximize their learning opportunities. Failure to participate may result in a deduction of marks from the final grade.

At American Vision University, we believe that student engagement and participation play a vital role in the learning process. By adhering to assignment submission deadlines, actively participating in discussions, and maintaining a consistent study schedule, students can make the most of their educational journey and achieve their academic goals.

Non-Participation

In order to ensure a comprehensive and engaging learning experience, active participation from students is essential. At American Vision University, we closely monitor student participation and take appropriate measures to support their academic progress.

Lack of Assignment Submission and Inadequate Discussion Contribution

Failure to submit assignments and insufficient contribution to the course discussions may result in a deduction of marks in the final evaluation. Our faculty members and Academic Progress

Advisors (APA) monitor student participation and engagement throughout the learning program. In cases where students are not actively participating, both the faculty and APA will investigate the reasons behind the lack of engagement.

Support and Guidance

We understand that students may face extraordinary circumstances that can hinder their ability to submit assignments or actively participate in discussions. In such cases, our faculty and advisors are dedicated to providing support and guidance to help students overcome these challenges. We encourage students to reach out to their instructors or advisors to discuss any difficulties they may be experiencing. By working together, we can find solutions and create a conducive learning environment.

Direct Feedback and Individual Contact

Instructors play a crucial role in providing direct feedback to students, both positive and constructive. The aim of this feedback is to motivate and encourage students to meet the academic learning requirements. If a student is not actively participating, instructors may directly contact the student to discuss their academic progress and provide guidance to help them succeed. These individual contacts allow for personalized support and intervention when necessary.

At American Vision University, we value the active participation of our students and recognize its importance in their academic journey. Through ongoing monitoring, support, and direct feedback, we strive to create an inclusive and dynamic learning environment that promotes student success and growth.

Graduation Requirements

At American Vision University, we have clear graduation requirements in place to ensure that students successfully complete their degree programs and are prepared for their future endeavors. To be eligible for graduation, students must meet the following criteria:

1. **Successful Course Completion:** Students must pass all the required courses specified in their degree program's curriculum. This includes meeting the minimum credit units as determined by the program.
2. **Minimum Credit Units:** Each degree program has a specified number of credit units that students need to fulfill in order to graduate. These credit units are based on the program's academic standards and requirements.
3. **Application for Graduation:** Once students are close to completing their final course(s) and meeting all the graduation requirements, they can submit an application for graduation. This application serves as a formal request for the university to evaluate their eligibility for graduation.

4. Degree Conferral: After the application for graduation is reviewed and approved, the university will confer the degree upon the student. This signifies the successful completion of all the necessary requirements and the awarding of the degree.

We encourage students to consult with their academic advisors throughout their program to ensure they are on track to meet the graduation requirements. Advisors can provide guidance and support, helping students make informed decisions about their course selection and progress towards graduation.

At American Vision University, we are committed to ensuring that our students have a clear path towards graduation and are equipped with the knowledge and skills needed to succeed in their chosen fields.

American Vision University Faculty

At American Vision University, we take great pride in our exceptional faculty members who play a vital role in providing a high-quality online education experience to our students. Our faculty members possess a wealth of knowledge and expertise in their respective fields, ensuring that students receive the best education and practical insights.

Our faculty members are dedicated to online teaching and have mastered the art of delivering engaging and interactive lessons through digital platforms. They understand the unique needs and interests of online learners, including those who are working full-time or managing other personal commitments. By leveraging technology and innovative teaching methods, our faculty members create a dynamic learning environment that fosters student success.

Name		School	Area of Specialty
Dr. Allison Kunerth	BS, MS, Ph.D	Saint Louis University	Healthcare Policy / Data analytics
Ann Marie	BA, MBA	Drexel University	Healthcare / Management
Ashley Stancil	BA, MBA	East Carolina University College of Business Greenville	Education / Management
Dr. Baran Erdik	MD, MHPA	Washington State University	Management / Healthcare
Dr. Christine R. Smith	BS, MBA, Ed.D	Lindenwood University	Organizational Leadership / Management
Dr. Ericka Williams	BA, MBA, Ed.D	Argosy University	Organizational Leadership / Human Resources
Fancy Mills	BS, MS	Texas A&M University	HRM / Education
Dr. Genevieve Dobson	BS, MBA, DBA	University of South Florida	Management / Finance
Heather	BA, MBA	Ashford University	HRM / Leadership

McKamey			
Dr. Jason Cherubini	MS, DBA	Tulane University	Finance / Management
Dr. Karl Hellman	BA, MS, DBA	Georgia State University	Marketing / Economics
Dr. Katie Necas	BS, MBA, PharmD	University of Washington	Healthcare / Management
Dr. Kei Alegria-Flores	BS, MPH, Ph.D	University of North Carolina	Healthcare / Public Health / Management
Dr. Kelley McConnell	BS, MS, Ph.D	Marywood University	Leadership / Management
Dr. Kelly Lynne Mounts	BS, MS, EdD	University of St. Augustine	Healthcare / Education
Dr. Kyle Neely	BS, MEd, EdD	St. Thomas University	Leadership / Education
Phillip DiCenso	BS, MBA	Wayne State University	IT / Management
Dr. Robert Stojanovic	BS, MBA, DBA	Colorado Technical University	Management / Finance / Human Resources
Dr. Samantha Calvin	BS, MBA, Ph.D	Arizona State University	Healthcare Innovation / Leadership
Dr. Shaneequa Parker	JD, MSW, MPA, CDE	City University of New York School of Law	Law / Healthcare / Public Administration
Dr. Tina White Potter	BS, MBA, DBA	University of Sarasota	Management / Marketing
Dr. Thomas Young	BA, BS, Ph.D.	University of Utah	Finance / Economics
Dr. Weiqi Zhang	BA, MA, Ph.D	University of Georgia	Data Analytics / Business Statistics

Academic Freedom

At American Vision University, we value and uphold the principles of academic freedom, which create an environment that fosters the pursuit of knowledge, truth, and mutual respect. We believe in providing an open and inclusive platform that encourages the exploration of diverse ideas and perspectives. While promoting academic freedom, we also expect our students and faculty to adhere to the following university standards:

Academic integrity: We emphasize the importance of academic integrity, which encompasses honesty, fairness, and ethical behavior in all academic endeavors. Cheating, plagiarism, stealing, and dishonesty in any form related to academic work are strictly prohibited and not tolerated at our university.

High ethical standards: We strive for the highest level of academic excellence and ethical conduct. Students, faculty, teaching assistants, staff, and graders are expected to maintain high standards of integrity in all aspects of their academic and professional pursuits.

Professionalism: We place great emphasis on professionalism and believe it should be deeply rooted in individuals' values of tolerance, honesty, respect, knowledge, and fairness. Any form of academic dishonesty that compromises the quality and authenticity of academic study is strictly forbidden.

We understand and appreciate the diversity of opinions, voices, and teaching styles within the teaching and learning environment. Different approaches and perspectives can contribute to the achievement of common learning goals. Faculty members have the freedom to express their philosophies and opinions without censorship. However, it is important for faculty members to clarify that their personal opinions and expressions do not represent those of American Vision University.

While we encourage thorough discussions on diverse topics, we strongly discourage faculty members from engaging in discussions on controversial matters outside their area of expertise. It is their responsibility to guide students and create an environment that promotes respectful and informed discourse.

By upholding academic freedom while adhering to our ethical standards, American Vision University aims to cultivate an environment that fosters intellectual growth, critical thinking, and the pursuit of knowledge in a respectful and inclusive manner.

Academic Advising

At American Vision University, we have a dedicated team of professionals in our Student Services department who are committed to supporting and guiding students throughout their academic journey. This team consists of various key members, including Admissions team members, Academic Progress Advisors (APAs), the Registrar, and the University President.

The Student Services department takes responsibility for managing student records from the time of enrollment until graduation. They handle a range of important tasks, including transfer credit evaluation, tuition billing, coordination of veteran affairs, retention efforts, and academic progress advising.

The Admissions team members are available to assist students during the enrollment process, providing information about the university, program options, and admission requirements. They guide students through the application process, helping them make informed decisions about their education.

Academic Progress Advisors (APAs) play a crucial role in supporting students' progress throughout their degree program. They serve as mentors and advisors, offering guidance on course selection, academic planning, and ensuring that students are meeting the requirements for

graduation. APAs work closely with students to create personalized academic plans, monitor progress, and provide support when challenges arise.

The Registrar's office is responsible for maintaining accurate and up-to-date student records. They handle tasks related to course registration, transcript requests, and the overall management of student academic records. The Registrar's office ensures the integrity and security of student information and provides essential administrative support to both students and faculty.

Finally, the University President oversees the academic operations and ensures the overall quality and success of the university. They work collaboratively with the Student Services department and other stakeholders to establish and maintain a supportive learning environment.

Together, these dedicated professionals in the Student Services department are committed to providing comprehensive support and guidance to students, assisting them in achieving their academic goals and ensuring a successful educational experience at American Vision University.

Change of Address

At American Vision University, it is important for students to maintain accurate and current contact information. To ensure effective communication and timely updates, we encourage students to promptly notify the university of any changes in their address or contact details.

Updating your contact information is a simple process. Students can conveniently update their address by submitting a Change of Address form to the Student Center. This form is designed to collect the necessary information required to update your records accurately.

By promptly submitting the Change of Address form, students can ensure that important university communications, such as academic updates, administrative notifications, and other relevant information, reach them without delay. It is essential to provide accurate contact information to avoid any disruptions in communication or missed deadlines.

Leave of Absence

At American Vision University, we understand that students may encounter circumstances that require them to take a temporary break from their studies. In such cases, students have the option to request a Leave of Absence, which allows them to pause their studies while remaining enrolled in their program for a period of up to one year. However, it is important to note that all tuition accounts must be settled before the Leave of Absence becomes effective.

To initiate a Leave of Absence, students are required to submit a letter of explanation along with any supporting documentation that may be requested by the university. The letter should clearly outline the circumstances necessitating the leave and include a statement expressing the student's intention to successfully complete the program in the future.

For veterans, reservists, and military tuition assistance students who experience deployment, temporary duty, or training assignments, a brief statement signed by their education service office or chain of command is sufficient to notify the university of the situation. We recognize

and respect the sensitive nature of military operations, and detailed explanations are not required for such leaves of absence.

It is important to note that students who request a Leave of Absence exceeding ten weeks while currently enrolled in a program may be required to withdraw from their courses and pay any applicable administrative fees to the university.

The approval of a Leave of Absence request is subject to the administration's discretion at American Vision University. We carefully review each request and consider the individual circumstances of the student. Our goal is to support students in their educational journey while providing the necessary flexibility to manage personal challenges and obligations.

If you find yourself in a situation where a Leave of Absence is necessary, we encourage you to reach out to the university's administration, who will guide you through the process and provide any additional information or assistance you may require.

Course Incompletes and Extensions

At American Vision University, we understand that unforeseen circumstances may arise that can prevent students from completing their courses within the scheduled ten-week timeframe. In such situations, students have the option to request an extension, and a temporary incomplete grade, Grade I, can be assigned until the course is completed. It's important to note that faculty members do not have the authority to grant Grade I grades directly, but they can refer students to the university's Student Affairs department for further assistance.

Students can request an extension by submitting a Request for Extension form to the Student Affairs department. Along with the form, students should provide a detailed explanation of the circumstances necessitating the extension and any supporting documents as requested by the administration. The approval of extension requests is solely dependent on American Vision University's decision.

It's crucial for students to submit the Request for Extension form after the fourth week and before the course ends. This ensures that the university has sufficient time to review and process the request. Once the request is evaluated, the Student Affairs department will send a letter to the student, informing them of the status of their extension request.

Please keep in mind that allowable extensions are typically granted for a maximum of four weeks beyond the end date of the course. Students are allowed a maximum of two extensions per course. However, the exact duration and conditions of the extension will be determined on a case-by-case basis by the university.

If you find yourself in a situation where you require an extension, we encourage you to promptly submit the Request for Extension form and provide all the necessary information to support your request. The Student Affairs department is available to assist you throughout the process and address any questions or concerns you may have.

Examination Date Changes

At American Vision University, we understand that unforeseen circumstances may arise that can affect a student's ability to take an examination on the pre-scheduled date. In such cases, we have specific guidelines and procedures in place to accommodate students while ensuring the integrity of the examination process.

If a student needs to change the date of an examination, they are required to submit a petition to the university. It is important to note that these petitions will only be considered if they are filed on or before seven (7) days prior to the original examination date. This allows the university sufficient time to review the request and make necessary arrangements. Failure to undertake the exam within the pre-scheduled course/module completion time, without an approved date change, will result in a zero grade for the student for that specific examination.

In the event of an emergency situation that prevents a student from taking the final exam on the pre-assigned date, the student may submit a petition to the university for a late exam. This petition must be filed within one week of the original exam date and should be supported by proper documentation that clearly explains the gravity of the emergency situation.

We understand that emergencies can arise unexpectedly, and we are committed to supporting our students during challenging times. Our university will carefully review each petition on a case-by-case basis, taking into consideration the documentation provided and the nature of the emergency. The decision to grant a late exam will be made by the university based on the merits of each individual case.

We encourage students facing such situations to reach out to the university as soon as possible to initiate the petition process. Our goal is to ensure that students have a fair opportunity to demonstrate their knowledge and skills while maintaining the academic standards of American Vision University.

Please note that it is important to follow the university's guidelines and procedures regarding examination date changes to ensure a smooth and efficient process. Our dedicated staff is available to provide guidance and support throughout the petition process, and we are here to assist you during this time.

Course Repeat Policy

If a student receives an "F" (failure) grade in a course, they will be required to enroll again in the course and pay the necessary tuition fees to repeat it. Upon successfully passing the course in their subsequent attempt, the failing grade will be replaced with an "I" grade, indicating improvement, which will not impact the student's GPA.

Students are permitted to repeat a course in which they have failed up to two times. However, if a student fails the same course three times, an "F" grade will be factored into their GPA, and it will be reflected on their transcript. It is important to note that if a student fails a core course three times, they will not be eligible to graduate in that degree program. However, if the course is an elective, the student still has the opportunity to take other elective courses and remain eligible for graduation, provided they achieve the necessary GPA.

In certain circumstances, students may also petition to retake a course that they have already passed. To be eligible for retaking a course, students must wait a minimum of six months from the completion date of the course. Additionally, students will be required to pay the full tuition for the course. It is important to note that students are only allowed to retake a course once, and the grade received after the final enrollment will be considered their final grade, even if it is lower than the previous grade obtained.

We understand that each student's academic journey is unique, and our course repeat policy is designed to provide opportunities for improvement and growth. Our dedicated staff is available to guide and support students throughout the process, ensuring a fair and transparent evaluation of each individual case.

Please note that it is important to familiarize yourself with the specific requirements and procedures outlined in our course repeat policy. Our university is committed to helping students achieve their academic goals and we are here to assist you in every step of your educational journey.

Continuous Enrolment

Our continuous enrollment policy is designed to support students in achieving their degree within a specific timeframe. Here are the details of our continuous enrollment policy:

1. Master's Degree – 4 years.

To ensure students stay on track towards completing their degree, our continuous enrollment policy requires students to complete a minimum of ten courses per calendar year to maintain active status in their program. This policy helps students maintain regular engagement with their coursework and progress steadily towards their educational goals.

We understand that there may be circumstances where students require additional time to complete their program. In such cases, students have the option to file a petition to the Academic Standards Committee for an extension of their program. The petition should be accompanied by supporting documentation that explains the need for an extension.

To be considered as "full-time" status, students are required to be enrolled in or have successfully completed a minimum of five courses per calendar year. This ensures that students maintain a consistent level of academic engagement and progress towards their degree requirements.

We recognize that each student's educational journey is unique, and our continuous enrollment policy is designed to provide structure and support while allowing flexibility for individual circumstances. Our dedicated academic advisors are available to guide and assist students throughout their program, ensuring they have the necessary resources and support to succeed.

It is important for students to familiarize themselves with the specific requirements and deadlines outlined in our continuous enrollment policy to effectively plan their course load and

progression. Our university is committed to providing a supportive learning environment that promotes timely completion of degrees while accommodating the needs of our students.

Please note that it is essential for students to regularly communicate with their academic advisors and adhere to the guidelines and procedures set forth in our continuous enrollment policy. By actively participating in their coursework and seeking timely support when needed, students can stay on track and make steady progress towards their academic goals at American Vision University.

Technology Requirements

We strive to ensure that our students have the necessary technology and skills to successfully engage in online learning. To support a smooth learning experience, we have outlined the technology requirements and provided access to student services and educational resources. Here are the details:

Learning Management System:

Our online courses utilize the Canvas learning management system. We recommend using the following browsers for optimal performance: Chrome, Firefox, Edge, and Safari. These browsers should be the current or first major releases.

Device and Operating System:

Canvas is compatible with various devices, including Windows, Mac, Linux, iOS, Android, and others, as long as they have a modern web browser. Please ensure that your operating system is capable of running the latest compatible web browsers. It is important to keep your operating system up to date with the latest recommended security updates and upgrades.

Recommended Computer Settings

Computer Hardware:

- **Processor:** Intel Core i3 or higher, AMD Ryzen 3 or higher, or equivalent.
- **RAM:** Minimum of 4GB (8GB recommended).
- **Hard Drive:** At least 256GB of storage.
- **Webcam and Microphone:** Essential for video conferences and online discussions.

Operating System:

- Compatible with Windows 10 or later, macOS X 10.13 (High Sierra) or later

Software Requirements:

- **Web Browser:** Updated version of Chrome, Firefox, Safari, or Edge.
- **Office Suite:** Microsoft Office or equivalent, such as Google Docs.
- **Antivirus Software:** To protect against malware.

- **PDF Reader:** For viewing and annotating PDFs.

Internet Connection:

A minimum download speed of 1.5 Mbps is required for admission, which is typically associated with basic DSL or cellular/satellite connections. A faster connection, such as cable or fiber service, will enhance the online experience. Wi-Fi connection is generally acceptable, provided it meets the speed requirements mentioned above.

Skill Requirements:

Students need to possess basic computer skills, such as:

- Using a web browser and word processor
- Sending and receiving email
- Locating and attaching files to an email
- Copying and pasting

Technical Support:

- For assistance with technology requirements and Canvas, AVU provides technical support. Contact the Help Desk at HelpDesk@avu.edu for support related to hardware, software, internet connectivity, and Canvas.
- Students are encouraged to utilize AVU's technical resources and support services to address any technical issues promptly.

Student Services and Educational Resources

American Vision University offers a range of student services designed to support students in achieving their educational goals. We strongly encourage students to take full advantage of these services throughout their educational journey. Our dedicated staff is available to provide assistance and support when needed.

By meeting the technology requirements and utilizing the available student services and educational resources, students can enhance their online learning experience and make the most of their education at American Vision University.

Consulting and Guidance

At American Vision University, we are committed to providing comprehensive support and guidance to help our students achieve their educational goals. Our consulting and guidance services are designed to ensure a successful academic experience. Here's how we assist our students:

Orientation:

We provide an orientation program to help students familiarize themselves with American Vision University and its resources. This program equips students with essential information and tools to navigate their academic journey effectively.

Clarifying Career and Academic Goals:

Our dedicated advisors are available to assist students in clarifying their career aspirations and academic goals. Through personalized consultations, we help students explore different career paths, understand program requirements, and align their academic choices with their long-term objectives.

Course Selection and Program Planning:

We offer support in course selection and program planning. Our advisors work closely with students to help them choose the right courses that align with their interests, academic requirements, and career goals. We assist students in creating a well-rounded program plan that optimizes their learning experience.

It is important to note that while we provide extensive consulting and guidance services, it is the responsibility of each student to actively seek assistance from their department regularly. Proactive engagement with advisors allows students to address any concerns, seek clarification, and receive timely support. Waiting until encountering a problem may hinder progress, so we encourage students to reach out to their department regularly for ongoing guidance and support.

Our university is dedicated to empowering students to take ownership of their education and make informed decisions. By actively seeking consulting and guidance, students can maximize their educational experience and achieve their academic and career aspirations at American Vision University.

Library Learning Resources

American Vision University is dedicated to providing students with extensive library resources to support their academic endeavors. Our library resources are made available through the Library and Information Resources Network (LIRN), a consortium of more than 140 educational institutions serving over 500 campuses. By accessing LIRN, students gain access to a wealth of online library resources.

LIRN offers a comprehensive collection that includes more than 60 million resources, such as journal articles, encyclopedias, books, magazines, newspapers, and audio/video clips. These resources cover a wide range of subjects and are designed to support various academic programs.

The core collection within LIRN consists of databases from reputable sources such as Gale/InfoTrac, ProQuest, Informa, eLibrary, RCL Web, Credo, and Books in Print. These databases provide students with access to a wealth of online research materials, including

complete articles with graphics and full-text content. The resources are available 24 hours a day, allowing students to engage in research and learning at their convenience.

By utilizing the library resources provided through LIRN, students at American Vision University can enhance their academic studies, conduct comprehensive research, and access authoritative information to support their coursework. The extensive collection of resources ensures that students have the tools they need to excel in their studies and deepen their understanding of their chosen subjects.

We encourage all students to explore the LIRN collection and take full advantage of the rich variety of resources available to them. The library resources provided through LIRN are an invaluable asset for academic success at American Vision University.

Bookstore

At American Vision University, we understand the importance of accessible and affordable learning materials for our students. While we do not operate a physical bookstore, we provide alternative options to ensure students have access to the required textbooks and reference materials for their courses.

Our university's online library serves as a valuable resource for accessing the necessary materials. Through the online library, students can find a wide range of textbooks, reference books, e-books, and other relevant materials needed for their studies. This convenient and digital approach allows students to access the materials from anywhere and at any time, making the learning process more flexible and convenient.

By utilizing the online library, students can explore the collection of resources, search for specific textbooks or reference materials, and access them digitally. This eliminates the need to purchase physical books or rely on traditional bookstore options.

Additionally, our university prioritizes affordability and aims to provide cost-effective solutions for students. We encourage students to explore alternative options such as e-books, open educational resources (OER), and library resources to reduce the financial burden associated with purchasing textbooks.

Furthermore, our academic advisors and faculty members are available to assist students in finding the required materials and navigating the online library resources. They can provide guidance on accessing specific textbooks or suggest alternative resources to support students' learning needs.

At American Vision University, we are committed to ensuring that our students have access to the necessary learning materials in a convenient and cost-effective manner. Our online library serves as a comprehensive resource center to support students' academic success and provide them with the materials they need to excel in their studies.

Placement Services

At American Vision University, we are dedicated to equipping our students with the necessary knowledge and skills to thrive in their chosen career paths. While we do not offer direct placement services, we provide comprehensive career support and resources to empower our students in their job search and career development.

Our university offers personalized one-on-one career advising to assist students in creating a strategic career plan aligned with their goals and aspirations. Our experienced career advisors are available to guide students through the process of resume building, ensuring their resumes effectively highlight their qualifications and achievements. They also provide valuable feedback and suggestions to improve resumes and make them stand out to potential employers.

To enhance students' interview skills, we conduct mock interviews to simulate real-world interview scenarios. This gives students the opportunity to practice and refine their interviewing techniques, allowing them to feel more confident and prepared when facing actual job interviews.

We understand the importance of job search preparation, and our career services team provides guidance on effective job search strategies, including networking tips, job search platforms, and industry-specific resources. We aim to empower our students with the tools and knowledge they need to navigate the competitive job market successfully.

While it is important to note that employment opportunities ultimately depend on the individual student's qualifications, experience, and market conditions, we strive to equip our students with the skills and resources necessary for career success.

Additionally, it is important for students to be aware of the significance of accreditation when it comes to certain employment positions. While our degree programs are designed to provide valuable education, it is essential for students to understand that positions with specific requirements, such as those with the State of California, may have accreditation criteria. We encourage our students to research and understand the accreditation requirements specific to their desired career paths to make informed decisions.

At American Vision University, we are committed to supporting our students' career development through individualized career advising, comprehensive resources, and preparation for success in their respective fields. We strive to empower our students to achieve their career goals and excel in the professional world.

Commencement Ceremony

American Vision University takes pride in celebrating the achievements of our graduating students through a memorable commencement ceremony held annually in July. The ceremony is a significant milestone that honors our students who have successfully completed their degrees and fulfilled all other requirements set forth by the University.

To participate in the commencement ceremony, prospective graduates are required to submit the Application for Graduation and pay the designated graduation fee. This process ensures that

students who have completed their program within the graduating academic year are eligible to be a part of the ceremony.

To ensure effective communication, candidates for graduation will receive timely notifications via phone or email regarding important details related to the commencement ceremony. This includes information about cap and gown distribution, ceremony schedule, guest invitations, and any other relevant updates.

The commencement ceremony is a momentous occasion where graduates, their families, faculty, and staff come together to celebrate academic accomplishments. It provides an opportunity for our students to commemorate their hard work, dedication, and personal growth throughout their educational journey.

During the ceremony, graduates will be recognized for their achievements, and distinguished guests and speakers may deliver inspiring speeches to motivate and encourage the graduating class. It is a time to reflect on the significant accomplishments of our students and celebrate their successful transition into the next phase of their lives.

American Vision University is committed to ensuring that the commencement ceremony is a memorable and enjoyable experience for all participants. We strive to create a warm and inclusive atmosphere that allows graduates to share this special moment with their loved ones and the university community.

We understand the importance of this occasion and the pride that comes with earning a degree. As such, our commencement ceremony is designed to be a fitting tribute to the hard work, perseverance, and dedication exhibited by our graduates throughout their educational journey at American Vision University.

Housing

American Vision University takes pride in being a leading online distance learning institution, offering a diverse range of educational programs to students worldwide. As an online university, we provide flexible and accessible learning opportunities without the need for physical classroom attendance.

Given the nature of our online learning environment, American Vision University does not offer housing facilities to students. We understand that students pursuing their education with us may be located in various parts of the world and have different housing arrangements. Therefore, it is the responsibility of our students to secure their own housing accommodations that suit their needs and preferences.

While we do not directly assist in locating housing, we are committed to supporting our students throughout their educational journey.

Student Rights and Responsibilities

Maintenance and Confidentiality of Student Privacy and Records

American Vision University recognizes the importance of maintaining the accuracy, confidentiality, and security of student records and upholding student privacy rights. We adhere to the guidelines and regulations set forth by the U.S. Family Educational Rights and Privacy Act (FERPA) and the California Administrative Code Section 18804(a) to ensure the proper handling and protection of student information.

As per FERPA guidelines, students have the following rights regarding their education records:

1. Right to inspect and review records: Students have the right to access and review their education records maintained by the institution. Requests for access to records are processed within 45 days of receiving the request.
2. Consent for disclosure of personal information: Students have the right to control the disclosure of their personal information contained in their academic records, except for information that FERPA allows to be disclosed without consent.
3. Disclosure to school officials: Under FERPA, the institution may disclose education records to school officials who have legitimate educational interests. These officials may include faculty members and other individuals or entities working for the institution.
4. Disclosure to other educational institutions: AVU may disclose academic records to other educational institutions upon request, if a student intends to enroll in an educational program at the requesting institution.
5. Right to file a complaint: If AVU fails to meet the requirements of FERPA, students have the right to file a complaint with the U.S. Department of Education.

AVU also follows the guidelines regarding the disclosure of directory information. Directory information includes details that are not considered harmful or an invasion of privacy if disclosed. The disclosure of directory information requires approval from the registrar, and students have the option to refuse the disclosure of their directory information to other educational authorities by providing a written request.

Financial records are maintained separately from academic documentation to ensure their confidentiality. These records are accessible to authorized institutional officers and regulatory authorities. Additionally, AVU retains all data and records regarding completion, placement, licensure (if applicable), and salary disclosure requirements for graduates employed in their field for a period of not less than five years.

Academic records, including information on a Transcript of Academic Record, are retained indefinitely to maintain a comprehensive and accurate historical record of a student's academic achievements.

At American Vision University, we are committed to safeguarding student privacy and maintaining the integrity and confidentiality of student records. By adhering to FERPA guidelines and implementing stringent security measures, we strive to provide a secure and trusted environment for our students' academic information.

Student Record Retention Policy

We recognize the importance of maintaining student records in a responsible and secure manner. In compliance with the Title 5 California Code of Regulations §71920, we have established a student record retention policy that ensures the proper storage and retention of pertinent student records.

AVU will retain the relevant student records for a period of 5 years from the student's date of completion or withdrawal. This includes academic records, enrollment information, and any other records required by the regulation. By retaining these records, we are able to meet legal and regulatory requirements and provide necessary documentation when needed.

Our record retention policy aims to balance the need for maintaining student information with the importance of privacy and data protection. We ensure that all student records are stored securely and access is limited to authorized personnel only.

If students require access to their records within the retention period, they can request the necessary information by following the established procedures. We strive to process such requests in a timely manner, typically within 45 days, in accordance with applicable laws and regulations.

At the end of the 5-year retention period, student records will be securely disposed of in a manner that ensures confidentiality and privacy. This disposal process follows industry best practices and applicable legal requirements.

Student Record	Retention Period
Student's application for admission	Five years
Transcripts from prior colleges/universities attended	Five years from admissions date and three years after AVU graduation date
Registration forms	Five years
Add/drop forms	One year
AVU transcripts	Permanently
Application for graduation	One year
Change of grade form	Permanently
Grade report forms	Five years

Non-Discrimination Policy

The American Vision University is dedicated to fostering an inclusive and diverse community that upholds the values of equality and respect. Our non-discrimination policy reflects our unwavering commitment to providing an environment that promotes fairness, prohibits discriminatory behavior, and ensures equal opportunities for all individuals.

The University is firmly committed to maintaining a welcoming and respectful work and educational environment, where every member of our community can contribute their unique perspectives and engage in meaningful dialogue. We recognize the importance of mutual respect and the appreciation of diverse viewpoints as integral to the growth and development of our institution.

In accordance with state and federal laws, the American Vision University strictly prohibits discrimination in any form. We do not tolerate discrimination based on race, color, religion, creed, sex, age, marital status, national origin, mental or physical disability, political belief or affiliation, veteran status, sexual orientation, gender identity and expression, genetic information, or any other class protected by applicable law. This applies to all aspects of our programs and activities, including access, admission, treatment of students, as well as employment and the application process.

Furthermore, the University's policy extends to encompass the prevention of harassment, including but not limited to racial harassment, sexual harassment, and retaliation for filing complaints of discrimination. We are dedicated to maintaining an environment free from such misconduct, where individuals can thrive academically and professionally without fear or intimidation.

The American Vision University is committed to thoroughly investigating any reports of discrimination or harassment and taking appropriate action to address and remedy such behavior. We encourage members of our community to promptly report any concerns to the appropriate channels so that we can ensure a safe and inclusive environment for all.

By upholding this non-discrimination policy, the American Vision University reaffirms its commitment to equality, diversity, and respect, fostering a vibrant and inclusive community where every individual has the opportunity to succeed and thrive.

Drug Abuse Prevention Policy

The American Vision University is fully committed to maintaining a drug-free educational environment that prioritizes the well-being and safety of our faculty and students. Our objective is to foster a healthy and conducive learning environment where individuals can flourish academically and personally. We firmly believe that performance-impairing drugs not only pose a risk of injury but also undermine the overall learning experience by impairing judgment and cognitive abilities.

In accordance with the Drug-Free Schools and Communities Act Amendments of 1989 (Public Law 101-226), all members of our university community, including students and faculty, are expected to adhere to federal, state, and local laws, as well as campus regulations. Violation of these laws and policies will result in strict disciplinary action.

The possession, use, or distribution of dangerous drugs, including illegal substances like marijuana, is strictly prohibited on campus, except when authorized by legal authorities. Any violation of these laws is considered a breach of both legal and campus policy.

In the event that an individual is found to be in violation, they will be required to participate in and successfully complete a rehabilitation program sanctioned by federal, state, or local authorities. We emphasize that substance abuse, including drug and alcohol use, can have severe psychological and physiological health consequences. These substances directly impact vital organs such as the liver and kidneys and can lead to addiction with a high risk of relapse.

The American Vision University provides resources and support to assist employees who may be facing challenges related to chemical abuse. We offer a range of confidential services aimed at helping individuals overcome substance abuse issues and regain control of their lives. These resources are available to employees who may need assistance, and we encourage individuals to seek help without fear of judgment or reprisal.

The following resources are available to employees who may be dealing with chemical abuse issues:

<http://www.aa.org/?Media=PlayFlash> - Alcoholics Anonymous Support Group

<http://www.niaaa.nih.gov/Pages/default.aspx> - National Institute on Alcohol Abuse and Alcoholism

<http://www.ncadd.org/> - National Council on Alcoholism and Drug Dependence

<http://www.mayoclinic.com/health/alcoholism/DS00340> - Mayo Clinic

Effects and Symptoms of Overdose, Withdrawal and Misuse of Alcohol and Drugs

To ensure the well-being and safety of our students and employees, it is essential to understand the effects, symptoms, and risks associated with the overdose, withdrawal, and misuse of alcohol and drugs. The following resources provide valuable information on these topics:

- **Substance Abuse and Mental Health Services Administration (SAMHSA):** SAMHSA's website (<http://ncadi.samhsa.gov/>) offers comprehensive information on substance abuse and mental health. It provides educational resources, research, and treatment options for individuals seeking assistance or information regarding alcohol and drug-related issues.
- **Drug Enforcement Administration (DEA):** The DEA, a division of the U.S. Department of Justice, is dedicated to combating drug abuse and illicit drug trafficking. Their website (<http://www.usdoj.gov/dea/concern/concern.htm>) provides information on various drugs, their effects, potential risks, and legal implications.
- **Federal Trafficking Penalties:** The U.S. Department of Justice's DEA website (<http://www.usdoj.gov/dea/agency/penalties.htm>) provides an overview of federal trafficking penalties for different controlled substances. It offers insight into the legal consequences associated with drug misuse and trafficking.

Americans with Disabilities Act

To ensure a fair, inclusive, and accessible learning environment, American Vision University is committed to upholding the provisions of the Americans with Disabilities Act (ADA) and other relevant federal, local, and state regulations pertaining to disabled students. We strive to empower and support students with disabilities, providing them with reasonable accommodations and ensuring equal access to educational opportunities. Our university welcomes and supports all qualified students who meet the ADA criteria.

Our faculty members diligently adhere to Section 504 of the Rehabilitation Act, a national law that protects the rights of qualified individuals and prohibits discrimination based on disability.

At American Vision University, we believe that every qualified person with a disability has the right to participate in educational programs and perform the necessary functions to meet the academic standards and requirements of their chosen courses and programs.

Requests for accommodations must be accompanied by appropriate documentation that meets the university's criteria. It is important to note that accommodations should not create "undue hardships." Undue hardships refer to actions that pose significant difficulties or expenses when considering factors such as the university's size, financial resources, and the structure of academic and service operations. Accommodations should not compromise the academic integrity of the courses and programs. Students are expected to fulfill course requirements and meet the specified academic standards. Course content and learning programs will not be altered to cater solely to the needs of individuals with disabilities.

By adhering to the principles of the ADA and related legislation, American Vision University strives to create an inclusive and supportive environment where all students have an equal opportunity to succeed. We encourage students with disabilities to come forward, engage in open communication, and work collaboratively with our university to ensure their educational needs are met effectively and with respect for their individual circumstances.

Requesting Disability Accommodations

Requesting Disability Accommodations at American Vision University is a straightforward process designed to ensure that qualified students receive the necessary support. To initiate the accommodation request, students must follow the steps outlined below:

- **Qualification Notification:** Qualified students need to formally notify American Vision University of their disability status. Accommodations will only be considered for students who have notified the university of their qualification. It is the student's responsibility to inform the university.
- **Submission of Documentation:** Students should submit accurate and complete documentation supporting their disability at least 30 days prior to the accommodation request. Timely submission of documentation is solely the responsibility of the student, and the university cannot be held liable for any delays.
- **Early Accommodation Request:** Students with pre-existing conditions are advised to submit their accommodation request during the admission process or before enrolling in any learning program. For existing students, the required documentation for accommodations should be submitted before completing their course program. Accommodation requests cannot be retroactively applied to coursework already completed before the request.
- **Documentation Review:** The submitted documentation will be reviewed by the staff at American Vision University who are responsible for evaluating disability accommodations.
- **Written Notification:** Within 30 days of receiving the accommodation request and

associated documentation, American Vision University will provide written notification to the applicant regarding the accommodation decision.

- **Incomplete Documentation:** In the event that the university determines the submitted documentation to be incomplete, the applicant will not be notified to complete or clarify the documents. It is the responsibility of the student to ensure that all required documentation is complete and accurate.
- **Confidentiality:** American Vision University is committed to maintaining the confidentiality of all medical and accommodation-related information. Information related to accommodations will only be shared within the university and will be treated as confidential.

By following this process, American Vision University aims to ensure that qualified students receive the necessary accommodations to support their educational journey while upholding confidentiality and adhering to relevant regulations.

Required Disability Accommodation Documentation

To ensure that your disability accommodation request is properly evaluated, it is important to provide accurate and comprehensive documentation to American Vision University. The required documentation may vary depending on the type of disability. Please make sure to include the following documents when submitting your accommodation request:

1. **Medical Report:** Provide a detailed medical report that clearly identifies the type of disability, including mental, learning, or physical limitations. The report should be accurate and prepared by a qualified medical professional.
2. **Test Results:** Include the name, dates, and complete results of any tests or assessments conducted by a certified professional that support your disability claim.
3. **Description of Limitations:** Provide a comprehensive description of your limitations in performing various enrollment and learning program activities offered by American Vision University. This should demonstrate how the disability impacts your ability to fully participate in the academic programs.
4. **Accommodation Recommendations:** If applicable, include any specific recommendations for accommodations that align with the academic activities provided by American Vision University. These recommendations should be based on professional assessment and align with your needs.
5. **Professional Credentials:** Include the professional credentials, licenses, and experience of the evaluator who conducted the disability assessment. This helps establish the credibility of the documentation.

For more information on documentation requirements specific to certain disabilities, you can visit the College Board website. Please note that the provided link may be subject to change, so if the link is inactive, you can visit the student home page at <http://student.collegeboard.org/> and search for "documenting specific disabilities" to access the relevant information.

By submitting accurate and comprehensive documentation, you can ensure that your disability accommodation request is properly evaluated by American Vision University, enabling them to provide appropriate support and accommodations tailored to your needs.

Documentation Time Limits

The documentation time limits for disability accommodation requests may vary depending on the type of disability. Please take note of the following guidelines:

- **Learning Disability:**

1. Applicants under 21 years of age: The documentation for a learning disability should generally be within the past three years.
2. Applicants above 21 years of age: If the medical test was conducted when the applicant was 18 years old, the documentation should be within the past three years.

- **Mental Disability:**

1. Qualified mental disability documentation is generally accepted within the past six months.

- **Physical Disability:**

1. Documentation requirements for physical disabilities may vary.
2. For students with permanent physical conditions, the documentation will be considered regardless of the date, as long as it fulfills the university's requirements.
3. Students with temporary physical disabilities should provide documentation within the past one year.

Appeal of Denied or Modified Accommodation Requests

To ensure a fair process, American Vision University provides an avenue for students to appeal denied or modified accommodation requests. Here are the steps to follow for appealing:

1. Submitting the Appeal:

- Students must submit the appeal in writing within 15 days of the accommodation denial.
- The appeal should clearly state the reasons for disagreeing with the decision and provide any additional supporting documentation or information.

2. Non-Retaliation Policy:

- American Vision University maintains a non-retaliation policy. If a student files a discrimination charge, participates in an investigation, or engages in any legal action under the ADA, the university will not retaliate but will cooperate to ensure a fair resolution.

For further information regarding the Americans with Disabilities Act or any inquiries related to disability accommodations, students can contact AVU through the following channels:

- Email: info@avu.edu
- Phone number: 949-501-3701

Students can reach out to student support team who will be available to answer questions and address any concerns regarding American Vision University's compliance with the Americans with Disabilities Act.

When sending disability accommodation requests to Student Affairs at AVU, students can choose from the following methods:

1. Email Submission:
 - Attach the necessary documents to an email and send it to info@avu.edu
2. Mailed Submission:
 - Use a carrier service with document tracking capability.
 - Address the envelope to: American Vision University 155 N. Riverview Dr, Anaheim Hills, CA 92808, USA.

By following the appropriate steps and channels, students can initiate an appeal process for denied or modified accommodation requests and seek clarification or resolution in accordance with American Vision University's policies and the Americans with Disabilities Act.

Student Code of Conduct

The American Vision University recognizes that academic success and a positive learning environment are built upon a foundation of shared values and mutual respect. Therefore, all students are expected to adhere to the following code of conduct:

1. Respect for Others:
 - Treat all members of the AVU community, including faculty, staff, and fellow students, with respect, fairness, and dignity.
 - Engage in constructive and inclusive dialogue, promoting a welcoming and diverse learning environment.
 - Refrain from engaging in any form of discrimination, harassment, or bullying based on race, color, religion, gender, sexual orientation, disability, or any other protected characteristic.

2. Academic Integrity:
 - Uphold the highest standards of academic integrity and honesty in all coursework and assessments.
 - Refrain from plagiarism, cheating, or engaging in any other dishonest practices.
 - Give proper credit to all sources used in academic work and adhere to citation guidelines.
3. Compliance with Policies and Procedures:
 - Familiarize yourself with and abide by all published policies and procedures of AVU.
 - Take responsibility for understanding and adhering to academic and administrative requirements, including course prerequisites, registration deadlines, and academic program guidelines.
4. Responsible Use of Resources:
 - Use AVU's facilities, technology, and resources responsibly and in accordance with their intended purposes.
 - Respect intellectual property rights and the privacy of others in online discussions and communications.
5. Personal Conduct:
 - Conduct yourself in a manner that promotes a safe and inclusive learning environment.
 - Refrain from engaging in disruptive behavior, violence, threats, or any conduct that poses a risk to the well-being of others.

Failure to comply with the AVU Student Code of Conduct may result in disciplinary actions, including but not limited to warnings, probation, suspension, or expulsion, as deemed appropriate by AVU.

Students are encouraged to seek guidance and support from AVU's student services and resources to address any questions or concerns related to the Student Code of Conduct.

Accreditation and Enrollment Information

In compliance with California Education Code (CEC) §§94909(a)(16) and 94897(p), we disclose that American Vision University (AVU) is not accredited by an agency recognized by the U.S. Department of Education. Here are the key implications for students considering enrollment:

- **Licensure and Certification:** AVU does not offer programs intended to prepare students for licensure exams in California or other states. Consequently, graduates from AVU may not be eligible for such exams.
- **Employment Recognition:** An unaccredited degree may not be recognized for certain jobs, particularly within the State of California.
- **Federal Financial Aid:** Students at AVU are ineligible for federal financial aid.

Student Grievance Policy

The American Vision University always strives to maintain a healthy learning environment. Our grievance policy is designed to focus and resolve any issues that arise within the university or student and faculty. We always work with honesty and dignity and make sure that both the students and the instructors are having a great experience. The policy is applicable to all the students, faculty members and other officials or any third party who believe that the American Vision University doesn't work in accordance with the Bureau for Private Postsecondary Education, policies or procedures.

A grievance can be defined as any decision or action undertaken by any of the faculty member during their official duty that violates any of the policies or procedures of the institution. We believe that such violations that can harm the reputation of the university and also disrupt the academic career of the students must be resolved in a timely manner. Students generally complaint on any of the following matters:

- Administrative issues
- Technical issues
- Financial issues
- Issue with the faculty performance
- Grading
- Program service and program effectiveness/expectations
- Issues with library services

The university always aims to resolve through cooperation and promote mutual understanding among the students, faculty and staff officials. At the American Vision University, we take every possible step to resolve grievances in an effective manner. The steps are as follows:

Step 1: We encourage our students to have one-on-one conversation with the faculty or staff to resolve the issues.

Step 2: In case Step 1 doesn't work for the student, he/she has the right to directly communicate with the supervisor of the staff or faculty member.

Step 3: If Step 2 doesn't work, then students can write to Students Affairs, explaining all the things in detail, and attaching the supporting documents if any. Make sure the letter reaches the university within one month after occurrence of the grievance. Students have the privilege to overlook the first two steps and directly submit a letter of grievance to Student Affairs.

Step 4: Once the letter of grievance is received, required action will be taken by the Chief Academic Officer to resolve the problem to the satisfaction of all the parties.

Step 5: If nothing works at all, then Academic Standards Committee (ASC) will conduct a hearing. The grievance will be reviewed carefully by the Committee and a precise decision in provided in writing, within the 30 days of the submission of the letter.

Step 6: The student may send an appeal, in writing, any decision rendered by the Committee to the President of the American Vision University. Students can also make an appeal to the president regarding the suspension, expulsion or any other strict action. At the end president's verdict in writing will be final.

Students or members are also allowed to file a complaint with the following entities:

California Bureau for Private Postsecondary Education

Physical address: 1747 N. Market Blvd. Ste 225 Sacramento, CA 95834

Mailing address: P.O. Box 980818, West Sacramento, CA 95798-0818

Toll-free: (888) 370-7589

Local: (916) 574-8900

Fax: (916) 263-1897

Online complaint forms are accessible at www.bppe.ca.gov

Programs and Objectives

American Vision University (AVU) offers the following short courses and degree programs at graduate levels.

Non-degree Online Certificate Courses

All first-time AVU students must complete the AVU Online Orientation (ORT 100).

- MSO101 - Marketing Strategies and Operations
- DMS101 - Developing Management Skills
- PME101 - Project Management Essentials
- DMSS101 - Digital Marketing Strategies & Social Networks
- LD101 - Leadership Development
- NE101 - Negotiating Effectively
- BSM101 - Business Strategy for Managers
- ST101 - Strategic Thinking
- EM101 - Event Management
- NU101 - Nutrition and Health
- HM101 - Hospitality Management
- LRH101 - Leadership Roles in Health
- EC101 - E-Commerce
- FB101 - Fashion Business
- SBM101 - Small Business Management
- ESL101 - English as a Second Language

MSO101 - Marketing Strategies and Operations

Course Description

2-week online course provides an introduction to the purpose, processes and methodologies of marketing management at strategic and operational levels. The student will explore campaign planning, as well as the strategic, operational and tactical issues that affect its on-going success.

Course Objectives

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Identify the components of a well-defined marketing strategy and how it might influence overall business strategy.
- Perform a market analysis and learn to apply the six stages of research to a marketing initiative
- Create and communicate the value of your brand
- Identify new marketing channels and learn how to communicate value to potential consumers

Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course.

Curriculum Outline

Week 1:

- Marketing in a Changing World: Creating Customer Value and Satisfaction
- Strategic Planning and the Marketing Process
- The Global Marketing Environment

Week 2:

- Marketing Research and Information Systems
- Product and Services Strategy
- Marketing and Society: Social Responsibility and Marketing Ethics

DMS101 - Developing Management Skills

Course Description

2-week online course in Developing Management Skills. The course is for those aspiring to management positions to learn and improve their skills, for the benefit of themselves and their businesses.

Course Objectives

This course provides an opportunity for students to improve many key managerial and leadership skills. In particular, the course provides an opportunity for students to learn about their strengths and weaknesses around many traits and skills required of an effective manager and leader, particularly those skills that focus on interpersonal competence required to work effectively with individuals and within teams. These include:

- Communication skills
- Empowering and engaging others
- Gaining power and influence
- Managing conflict
- Managing stress
- Problem solving skills
- Admissions requirements

Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology resources.

Curriculum Outline

Week 1:

- What Are Management Skills?
- Developing Self-Awareness:
 - Skill Development Objectives:
 - Increase personal awareness of your sensitive line, emotional intelligence, personal values and moral maturity, cognitive style, orientation toward change, and core self-evaluation

Week 2:

- Managing Personal Stress
 - Skill Development Objectives:
 - Eliminate stressors
 - Develop resiliency
 - Cope with stress in the short term
- Solving Problems Analytically and Creatively
 - Skill Development Objectives:
 - Increase proficiency in analytical problem solving
 - Recognize personal conceptual blocks
 - Enhance creativity by overcoming conceptual blocks
 - Foster innovation among others

PME101 - Project Management Essentials

Course Description

2-week online course will discuss the fundamental principles of project managing. It will also discuss the tools and techniques that you need to help achieve your goals. The course looks at the fundamental principles of project management.

Course Objectives

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- A sound understanding of the core principles of project management
- A detailed knowledge of what's needed to competently manage a project including how to:
 - Initiate a project
 - Plan a project
 - Execute a project
 - Monitor & control a project
- Manage & close a project

Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course.

Curriculum Outline

Week 1:

- Developing Project Management Skills
- Initiating the Project

Week 2:

- Planning and Acquiring Resources
- Executing the Project
- Controlling the Project

DMSS101 - Digital Marketing Strategies & Social Networks

Course Description

Traditional marketing has always been about the 4Ps: Product, Price, Place, and Promotion. This course will examine how the digital revolution has transformed all of the above, and augmented them with the 5th P of Participation (by consumers).

In this 2-week online short course, we will examine best-practices related to the business use of social media and digital marketing. The course will discuss how specific firms can create a comprehensive social media and digital marketing plan and execute it. At the end of two weeks, you will be able to speak the digital language and use it effectively.

Course Objectives

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Introduce current and core practices of Digital and Social Media Marketing that will allow participants to analyze, plan, execute and evaluate a digital marketing strategy.
- Develop an understanding of Search Engine Optimization (SEO), Social Media Optimization, Affiliate and other relevant communication channels for engagement of digital communities.

Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course.

Curriculum Outline

Week 1:

- Digital Marketing
- Social Media

Week 2:

- Integrated Marketing Communications
- Evaluating an Integrated Marketing Program

LD101 - Leadership Development

Course Description

Leadership is about change: being able to make things happen with, and through, other people. Yet the world within which leaders operate is complex, dynamic, and unpredictable. As you rise in your career, you will need multiple and often conflicting constituencies on board to follow your vision. But if you don't lead, others will not follow.

Course Objectives

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Understanding what leadership is and is not.

- Developing the skills needed to lead.
- Understanding your own mindscape as a leader.
- Developing a personal leadership plan.

Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course.

Curriculum Outline

Week 1:

- Strategic vision and setting direction
- Developing people

Week 2:

- Developing organizations
- Managing effectively

NE101 - Negotiating Effectively

Course Description

Whether you need to reach an agreement, bargain, or influence others, this 2-week short course will develop your negotiation skills so you're able to communicate confidently. This online short course will teach you everything you need to know to plan for a negotiation, create an effective proposal, and diagnose barriers.

Course Objectives

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Effectively plan for negotiations.
- Apply assertive communication techniques during negotiations.
- Select the right approach to facilitate desired outcomes in different situations.
- Manage the negotiation process.

Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course.

Curriculum Outline

Week 1:

- Negotiation: The Mind and the Heart
- Integrative Negotiation: Expanding the Pie

Week 2:

- Creativity, Problem-Solving, and Learning in Negotiation
- Negotiating in a Virtual World

BSM101 - Business Strategy for Managers

Course Description

Managing people effectively requires a basic understanding of human nature—your own and others’—and of the dynamic, complex world around you. It can be learned—as can the communication skills you need to convey your strategic vision and propel your organization ahead. Develop a personal strategy for leading and strengthening your presence and presentation for more effective leadership and your organization’s optimal performance.

Course Objectives

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Understand the rationale and the tools behind successful business strategies.
- Make better decisions that create long term value.
- Apply strategic thinking and planning in your department.
- Include a plan for successful deployment and execution in your strategy.

Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course.

Curriculum Outline

Week 1:

- Strategic Planning: Strategies, Tactics, and Competitive Dynamics
- Influencing and Communication

Week 2:

- Leadership
- Building Organization Culture

ST101 - Strategic Thinking

Course Description

A successful strategy relies on clear leadership choices, based on a deep understanding of strategic context and company ambition. The course will explore the complete strategy process. It builds on the Strategic Awareness and Business Acumen program, extending its core principles, to take your knowledge to a deeper level and equip you with the tools you need to formulate, communicate and execute strategy that drives sustained competitive advantage for your organization.

Course Objectives

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Develop strategies.
- Communicate strategy effectively.
- Build and maintain competitive advantage.
- Gain an integrated perspective of business systems and processes.
- Align people, culture and structure.

Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course.

Curriculum Outline

Week 1:

- What Is Strategy?
- Strategy Within and Across Industries
- Competing Globally

Week 2:

- Strategy in the Digital Age
- Building Corporate Advantage
- Putting It All Together

EV101 - Event Management

Course Description

The online 2-week short course will equip participants with essential knowledge and skills needed to excel within each stage of the event management process. The course provides the

tools and comprehensive education in the essentials of event management from conception to evaluation to meet the goals in each one of the events you execute!

Course Objectives

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Event planning essentials.
- Keeping your event on budget.
- Risk management.
- Adding the finishing touches.

Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course.

Curriculum Outline

Week 1:

- Introduction to Event Management
- Strategic Planning in Meetings, Expositions, Events and Conventions

Week 2:

- Risk Management for Meetings, Expositions, Events and Conventions
- Accounting and Financial Planning

NH101 - Nutrition and Health

Course Description

This 2-week course will provide basic and specialized knowledge to individuals within the nutritional/natural products field (retail, fitness or clinical setting) in order to enhance their knowledge and credibility. It is also well suited for those who seek to further their own personal knowledge in nutrition in order to help family and friends.

Course Objectives

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Learn about the nutrient value.
- Find out how can you boost the immune system and alleviate health conditions.
- Learn about the relationship between free radicals and antioxidants.
- Discover how to include in natural products your everyday diet.

Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course.

Curriculum Outline

Week 1:

- Introduction to Nutrition and Health
- Food Choices: Nutrients and Nourishment
- Nutrition Guidelines: Tools for a Healthful Diet

Week 2:

- The Human Body: From Food to Fuel
- Carbohydrates: Simple Sugars and Complex Chains
- Nutrition for Physical Performance

HM101 - Hospitality Management

Course Description

This online short course will explore the role of Customer Service, personnel and Hospitality Management. Participants will be able to analyze and evaluate the policies and principles that best promote a customer-focused culture and learn how to successfully manage a team to obtain this objective. Participants will be able to analyze and evaluate the policies and principles that best promote a customer-focused culture and learn how to successfully manage a team to obtain this objective.

Course Objectives

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Explain the characteristics of the hospitality industry.
- Explain the characteristics of the accommodation product.
- Define the classification of hotel departments.
- Define security procedures.

Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course.

Curriculum Outline

Week 1:

- Introduction to Hospitality Management
- Organization of the Hotel Workplace
- Staff Management in Hotels

Week 2:

- Control Systems
- Front Desk Management (Reception)
- Servicing Rooms and General Cleaning

LRH101 - Leadership Roles in Health**Course Description**

This online 2-week short course is designed to provide participants with an overview of contemporary thought on leadership, the leader's role, and to explore applications of that role.

Course Objectives

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Explore the competencies required to be an effective leader.
- Assess the relationship between leadership competencies and organizational effectiveness.
- Formulate an understanding of contemporary leadership thought.
- Critique your personal leadership capabilities identified during the course.

Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course.

Curriculum Outline**Week 1:**

- The leadership challenge & LPI self-assessment
- The role and responsibilities of Leaders in today's healthcare environment

Week 2:

- Ethical behavior and professional accountability
- The leader as a continuous learner
- Reflective leadership

EC101 - E-Commerce

Course Description

This 2-week online course will help participants examine how the Internet is rapidly becoming one of the primary communications, marketing, and commercial mediums for businesses in almost every industry, and how managers can effectively use this tool to execute their organization's strategic plans.

Course Objectives

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Exploring the Internet environment, introduction to Internet marketing, e-commerce opportunities.
- Understanding customer experience and interface, ethical and legal issues, online branding, e- marketing opportunities, traffic building, online consumer behavior.
- Understanding the online product development and pricing, Web traffic analysis and measuring for success, and social media.

Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course.

Curriculum Outline

Week 1:

- Setting the scene
- Product, stock and proposition
- Online merchandising and selling

Week 2:

- Retention and insight
- Usability, testing and user experience
- Integration across channels

FB101 - Fashion Business

Course Description

The online 2-week short-course will introduce participants to the business side of the fashion industry. Participants will be learning the fundamentals of the design process, branding, promotion and marketing in order to sell the designs. By the end of the course, participants will

have basic understanding of the fashion industry as a whole and the business behind making it one of the most dynamic industries in the world.

Course Objectives

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- How to research potential markets to ensure you have a business opportunity with potential, customer profiling and market positioning, how to give your brand a name, how to write a basic business plan and raise funding for a business.
- Researching trends and range planning, sourcing and managing supplier relationships.
- Launching a transactional website from design to customer service, the changing business of fashion.
- How to use appropriate marketing media for your business, how PR can help your business.

Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course.

Curriculum Outline

Week 1:

- Turning your fashion retail business idea into reality
- Stocking up, Buying and Merchandising

Week 2:

- Setting up shop, creating your fashion retail environment
- The big sell, marketing your business

SBM101 - Small Business Management

Course Description

This online 2-week short course will start by discussing building on new venture creation which takes a new small business from the planning stage to start-up, participants will examine how to successfully operate an up-and-running venture.

Course Objectives

Upon successful completion of the program, students will have acquired the knowledge and skills needed to:

- Discussing problem solving and creativity.

- Understanding how to communicate with people.
- Discussing developing merchandising plans; operations management; marketing management; electronic commerce; managing human resources.

Technical Requirements

As the program is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. The student should also have back-up access to the required electronic resources is necessary for successfully completing this course.

Curriculum Outline

Week 1:

- Entrepreneurs: The Driving Force
- New Business Planning Process

Week 2:

- Building a Bootstrap Marketing Plan
- Managing Inventory Staffing and Leading a Growing Company