



**Brenau University, Inc.
Adult and Graduate Programs
Florida Catalog Addendum**

2018 - 2019

Brenau University
The Undergraduate School
The Sydney O. Smith Jr. Graduate School
2018-2019

Statement of Non-Discrimination

Brenau University is an Equal Opportunity University open to any qualified individual without regard to race, religion, sex, age, color, national or ethnic origin, or disability. Pursuant to all applicable federal anti-discrimination laws and regulations, Brenau University does not discriminate against any of the protected categories of individuals in the administration of its policies, programs or activities. This non-discriminatory policy includes admission policies, scholarship and loan programs, employment practices, athletics, and other school-administered programs.

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Degree Programs Offered

The associate, bachelor, and graduate degrees offered by the Brenau programs are designed for working adults who have acquired learning through career experiences, professional or military schools, college or University courses, and in-service training. Degree program offerings at the Jacksonville Campus include the following:

Associate of Arts with a major of:

- Liberal Studies

Bachelor of Arts with a major of:

- Organizational Leadership

Bachelor of Business Administration with a major of:

- Accounting
- Business
- Financial Economics
- Human Resource Management
- Marketing

Master of Accountancy

Master of Business Administration with a major of:

- Accounting (Managerial and Public)
- Business Analytics
- Finance
- General Business
- Healthcare Management
- Human Resource Management
- Information Assurance
- Management
- Marketing
- Project Management

Master of Science with a major of:

- Organizational Leadership

Graduate Certificates in:

- Accounting (Managerial and Public)
- Business Analytics
- Finance
- Healthcare Management
- Human Resource Management
- Information Assurance
- Management
- Marketing
- Project Management

Florida Administration and Faculty

Administration

Alecia Webb, Campus Director of Jacksonville, Florida Campus
B.B.A., M.B.A., Brenau University

Alex Kalagian, Coordinator for Student Services
A.S., B.S., Full Sail University

Erick Aguilar, Assistant Professor
D.Mgmt. Organizational Leadership University of Phoenix; M.A. History, University of Nebraska; M.B.A., B.S. Computer Information Systems, A.A. Liberal Arts, St. Leo University

Faculty

Mark Addington, J.D. University of Florida; B.A. Business Economics, University of South Florida

Erick Aguilar, D.Mgmt. Organizational Leadership University of Phoenix; M.A. History, University of Nebraska; M.B.A., B.S. Computer Information Systems, A.A. Liberal Arts, St. Leo University

Linda Barton, Ph.D. Marketing, University of Manchester; M.B.A. Business Management, Durham University; B.S. Psychology Bradford University

Robert Shelton Bellew, Ph.D. Romance Languages, University of Georgia; Laurea Cultural Communication, University of Florence, Italy; B.A. Journalism, University of Georgia

John Christopher, Ph.D. Psychology, Wayne State University; M.A. Psychology

Russ Ciokiewicz, C.P.A., State of Florida, M.Acct. Mercer University; B.S. Accounting, University of South Florida; B.S. Business Administration, University of Wisconsin

David Cook, Ed.D. Educational Technology, University of Phoenix; M.S., B.M.E., Mechanical Engineering, B.S. Applied Math, Georgia Institute of Technology; M.B.A. Business Administration, University of Louisville

Leslie Corbitt, Ph.D. Social Sci-Labor & Industrial Relations, Michigan State; J.D. University of Mississippi; M.S. Management, B.S. Information and Computer Science, Georgia Institute of Technology; M.A. Social Science, Michigan State

Susan Daniels, M.B.A Jacksonville University; B.A Stetson University

Deane Desper, D.B.A. Walden University; M.B.A. Leadership, South University; B.S. Management, National Louis University

Debra Dobkins, Ph.D. Language Education, The University of Georgia; B.A. English, M.A.T. Teaching, Agnes Scott College

Valecia Dunbar, D.M. University of Maryland University College; M.P.A. Florida International University; B.S. University of Florida

Dana Edge, M.Ed. Middle Grades Education, Brenau University; B.S.Ed. Mathematics, The University of Georgia; A.S. Engineering Technology, Gainesville State College

Winter Elliot, Ph.D. English, A.B., English and Spanish, The University of Georgia

Suzanne Erickson, Ph.D. Finance, University of Washington; M.B.A. Accounting, Seattle University; B.A. Finance, University of Washington

Selcuk (Scott) Ertekin, Ph.D. Marketing, University of North Texas; MS Applied Financial Mathematics, Marmara University, Turkey; BS, Aerospace Engineering, Middle East Technical University, Turkey

James Ewing Jr., Ed.D. California Coast University; M.A. Geography, Indiana University of Pennsylvania; B.A. Geography, University of Pittsburg

Fassil Fanta, Ph.D. Economics, Southern Illinois University; M.A. Economics, Eastern Illinois University; M.Sc. Development and Resource Economics, Norwegian University of Life Science; B.Sc. Agriculture, Alemaya University of Agriculture

Carolyn Fore, Ph.D. Organization and Management, Capella University; M.Ed. Business Education, The University of Georgia; B.A. Chemistry, University of North Carolina at Chapel Hill

Y. Florice Gregory, C.P.A. State of California; M.B.A. Business Administration, University of Florida; B.S.B.A. Accounting Theory & Practice, California State University Northridge

William Haney, Ph.D. Higher Education Business, M.S. Counseling and Human Systems, Florida State University; M.B.A. Business Administration, Golden State University; B.A. Psychology, Bryan College

Heather Hollimon, Ph.D. Political Science, M.A. Political Science, Pennsylvania State University; B.A. Politics and History, Converse College

Justin Hope, M.S. Management/Project Management, University of Maryland University College; B.S. Finance & Managerial Economics, Utah State University; PMP, Project Management Institute

Lucas Hopkins, D.B.A. Marketing, Kennesaw State University; M.B.A. Business Administration, Georgia College and State University; B.S. Business Information Technology/concentration Marketing, Macon State College

William Laing, Ph.D. Finance, Capella University; M.B.A. Business, University of Montana; B.S. General Studies, Granite State College

Kathryn Locey, Ph.D. English, The University of Georgia; M.A. English, North Carolina State University; M.R.E. Ministry Extension, Loyola University; B.A. English Methodist College

David Miller, Ph.D., M.A. Clinical Psychology, A.B. Psychology, University of Missouri Columbia

Humnath Panta, Ph.D. Finance, University of Texas at Arlington; M.A. Economics, Ohio University; M.Diplomacy & Trade, Monash University

Von Pouncey, Ph.D. Human Resource Management, Capella University; M.S. Management,

Capella University; B.B.A. Management Augusta State University

David Rogers, M.A. Management, Webster University; B.S. General Studies, Springhill College

James Sennett, Ph.D., M.A. University of Nebraska; M.B.A. Management, Brenau University; M.Div. Old Testament, Lincoln Christian Seminary; A.B. Ministry, Atlanta Christian College

Elveta Denise Smith, D.H.A. Executive Health Administration, Medical University of South Carolina at Charleston (MUSC); C.P.A., State of North Carolina; M.B.A. Healthcare Management, Brenau University; B.S. Business Administration, Gardner-Webb University

James Taylor, Ph.D. Technology Management (Quality Systems), Indiana State University; M.B.A., Marketing, University of Chicago; B.S. Mechanical Engineering, Tri-State University

Karine Tornieri, Ph.D. Biological Science, M.S. Biology, Georgia State University; B.S. Biology, University of Nice-Sophia Antipolis, France

John Troutman, D.B.A. Marketing (ABD), Argosy University; M.A. Mass Communication, University of Florida; B.S. Communications, University of Tennessee

Alecia Webb, M.B.A. Business Administration, Brenau University; B.B.A. Management, Brenau University

Claudia Wilburn, M.A. University of South Carolina; B.F.A, Clemson University

Kimberly Willis, J.D. Harvard Law School; B.B.A. Marketing, The University of Georgia

Barry Wolfe, J.D. University of Pittsburg School of Law; M.S. Industrial Relations, Marshall University; B.A. Government, West Virginia Wesleyan

Maja Zelihic, Ph.D. General Business, Capella University; M.B.A., University of Phoenix; B.A. Communications, University of North Florida

Refund Policy

Refund Policy

In the event a student must withdraw for medical or other verified reasons, two types of tuition adjustment may be made: a credit to the student's account for the current or next semester and/or a refund of that credit balance. If a course is cancelled, students receive a 100% refund. Refunds will be granted at 100% for all tuition and fees, other than a book and supply assessment for books, supplies, materials and kits which are not returnable because of use, within 3 working days from the student's signing an enrollment agreement or contract.

Brenau's institutional refund policy related to tuition charges is as follows:

100% of tuition	if student drops by the last day of the drop period which extends through Friday of the first week of term or session.
50% of tuition	if the student drops after the last day of drop/add but before the end of the first 25% of the enrollment period.
25% of tuition	if the student drops between 25% and 50% of the enrollment period.
No refund	If the student drops after the first 50% of the enrollment period.
**Department of Defense Tuition Assistance Programs:	
10% of tuition	if the student drops between 50% and 60% of the enrollment period.
No Refund	if the student drops after the first 60% of the enrollment period.

Refunds are processed within 30 days after all necessary documentation is submitted. All students receiving federal Title IV assistance who drop some or all classes will receive a tuition adjustment based on a variation of the policy as required by the U.S. Department of Education.

Associate of Arts Degree – Liberal Studies

Through its Associate of Arts degree Brenau University strives to honor and further the primary purpose of the University: to offer a liberal arts education as a basis for academic and professional competence.

This purpose is served by affording to each student opportunities to enhance communication skills, to develop a more international perspective and to gain an appreciation for the functions of history, government, literature and philosophy within a given culture. In brief, the student is encouraged to develop those individual creative abilities which are of utmost value in creating a meaningful and fulfilling life.

*All courses are 3.0 credits unless otherwise noted

General Education Courses

Communication & Language Fluency

EH 101 Written Communication
EH 102 Reading and Research Writing
EH 103 Oral Communication
SH 101 Spanish Language and Culture I
CS 101 Computer Literacy

Artistic & Creative Imagination

AH 100 Art Appreciation
HS 105 Healthy Lifestyle Habits
EH 245 Women's Literary Studies

Scientific & Analytic Curiosity

PS 104 Earth Science
BY 105 Human Biology with lab * (4)
MS 101 College Algebra
BA 107 Personal Finance

World Understanding

HY 201 History of The United States I
PO 101 American Government
IS 101 Current Global Issues

Liberal Education Total **46.0**

Elective Courses

AS 111 Foundations for Success
PY 101 Introduction to Psychology
BA 102 Introduction to Business
BA 203 Critical and Creative Thinking
BA 223 Principles of Leadership

Elective Total **15.0**

**Minimum Total Hours Required
for Graduation** **61.0**

Bachelor of Business Administration in Accounting

The purpose of the Accounting program is to produce graduates who are prepared for employment in accounting, who possess the knowledge needed to make decisions required by their job, and who have the technical and interpersonal skills needed to progress in their chosen career. The accounting major incorporates all of the core courses required for the Business degree program.

All students who complete this undergraduate degree will have the 20 semester hours in advanced accounting topics necessary to sit for the Certified Public Accountant (CPA) exam.

Upon completion of the Accounting program students should be able to:

1. Demonstrate an understanding of the accounting cycle by recording transactions and other required entries in the preparation of financial statements
2. Demonstrate the ability to research, understand and appropriately apply accounting standards to specific transactions
3. Apply quantitative and analytical skills to analyze a company's financial statements.

*All courses are 3.0 credits unless otherwise noted

^ Other Liberal Education options to this course choice are available. Equivalent Liberal Education alternatives may be applied based on transfer credit or schedule availability.

General Education Courses

Liberal Education:

Communication & Language Fluency

EH 102	Reading and Research Writing
EH 103	Oral Communication ^
SH 101	Spanish Language and Culture I ^
SH 102	Spanish Language and Culture II ^

Artistic & Creative Imagination

AH 100	Art Appreciation ^
HS 105	Healthy Lifestyle Habits ^
EH 245	Women's Literary Studies ^

Scientific & Analytic Curiosity

PS 104	Earth Science ^
BY 105	Human Biology with lab* (4) ^

World Understanding

HY 201	History of The United States I ^
PO 101	American Government ^
IS 101	Current Global Issues ^

Major Foundation Courses

EH 101	Written Communication
MS 101	College Algebra ^
MS 205	Introduction to Statistics

Component Total 46.0

General electives

(if needed to meet minimum graduation semester hours requirements)

Component Total 0.0

Business Core Courses

AS 111	Foundations for Success
MG 301	Management Principles
BA 208	Business Communications
AC 201	Accounting Principles I (Financial)
AC 202	Accounting Principles II (Managerial) (4)
MG 318	Organizational Behavior
BA 340	Strategic Thinking and Innovation
HR 333	Human Resource Management
MK 315	Marketing Principles
BA 303	Business Statistics
BA 206	Microeconomics
BA 207	Macroeconomics
BA 417	Business Ethics
BA 327	Managerial Finance
BA 316	Legal Environment of Business
BA 470	Value Chain Management
BA 499	Business Capstone

Component Total 52.0

Accounting Major:

AC 331	Intermediate Accounting I (4)
AC 332	Intermediate Accounting II
AC 333	Intermediate Accounting III
AC 323	Taxation
AC 325	Cost Accounting
AC 439	Auditing and Assurance Services
AC 440	Fraud Examination

Component Total 22.0

Minimum Total Hours Required for Graduation 120.0

Bachelor of Business Administration - Business

The Business major is designed for the student who wants a broad business background. Students take courses in the functional business areas of management, marketing, accounting, finance, operations and human resource management. Electives allow students to specialize or deepen their knowledge of several areas. The business major prepares students for positions in business analysis, management, sales and other corporate and small business functions.

Upon completion of the Business program, students should be able to

1. Effectively communicate, both in writing and orally, the results of an analysis targeted to a business audience.
2. Use financial information in the managerial functions of decision making, planning, controlling and problem solving.
3. Understand the legal and ethical environment in which business operates and consider the legal and ethical implications of business decisions.
4. Demonstrate ability to integrate and synthesize concepts from multiple business disciplines, including financial, managerial, operational, and marketing, and apply those concepts to the analysis of business strategy.

*All courses are 3.0 credits unless otherwise noted

^ Other Liberal Education options to this course choice are available. Equivalent Liberal Education alternatives may be applied based on transfer credit or schedule availability.

General Education Courses

Liberal Education:

Communication & Language Fluency

EH 102	Reading and Research Writing
EH 103	Oral Communication ^
SH 101	Spanish Language and Culture I ^
SH 102	Spanish Language and Culture II ^

Artistic & Creative Imagination

AH 100	Art Appreciation ^
HS 105	Healthy Lifestyle Habits ^
EH 245	Women's Literary Studies ^

Scientific & Analytic Curiosity

PS 104	Earth Science ^
BY 105	Human Biology with lab* (4) ^

World Understanding

HY 201	History of The United States I ^
PO 101	American Government ^
IS 101	Current Global Issues ^

Major Foundation Courses

EH 101	Written Communication
MS 101	College Algebra ^
MS 205	Introduction to Statistics

Component Total 46.0

General electives

(if needed to meet minimum graduation semester hours requirements)

Component Total 4.0

Business Core Courses

AS 111	Foundations for Success
MG 301	Management Principles
BA 208	Business Communications
AC 201	Accounting Principles I (Financial)
AC 202	Accounting Principles II (Managerial) (4)
MG 318	Organizational Behavior
BA 340	Strategic Thinking and Innovation
HR 333	Human Resource Management
MK 315	Marketing Principles
BA 303	Business Statistics
BA 206	Microeconomics
BA 207	Macroeconomics
BA 417	Business Ethics
BA 327	Managerial Finance
BA 316	Legal Environment of Business
BA 470	Value Chain Management
BA 499	Business Capstone

Component Total

52.0

Business Major:

MG 302	Small Business Management
BA 330	Cultural Diversity in the Business Environment
OL 403	Leadership and Group Dynamics
MK 412	Sales Management
MG 420	Principles of Project Management
BA 447	International Business

Component Total

18.0

**Minimum Total Hours Required
for Graduation**

120.0

Bachelor of Business Administration - Financial Economics

The purpose of the BBA program in Financial Economics is to provide students with a strong foundation in the theory and application of financial economics principles, while molding the students into innovative, well-informed, and experienced finance professionals. Students will learn financial concepts and analytical tools used in the financial decision-making process. The program utilizes a "hands-on" approach using financial data visualization and econometric analysis. Consistent with Brenau University's mission, this program provides a global perspective into understanding the big picture and problem-solving skills. This program would also help students develop both quantitative and qualitative reasoning skills while also helping them learn how to apply those to the field of finance and economics.

Upon completion of the BBA in Financial Economics program, students should be able to:

1. Apply best practices to create, evaluate and rebalance financial portfolios to achieve investment outcomes based on the motivations and risk/reward profiles of investors
2. Analyze major financial markets, financial institutions, and major types of financial instruments encountered in business transactions and trades
3. Use business software applications (Excel, R, and SPSS) and data sources to perform financial and economic analyses, make sound inferences, make well-supported decisions, and effectively communicate results to other interested parties with limited backgrounds in finance
4. Understand the legal and ethical environment in which a business functions and consider the legal and ethical implications of business decisions in both domestic and global business environments

*All courses are 3.0 credits unless otherwise noted

^ Other Liberal Education options to this course choice are available. Equivalent Liberal Education alternatives may be applied based on transfer credit or schedule availability.

General Education Courses

Liberal Education:

Communication & Language Fluency

EH 102	Reading and Research Writing
EH 103	Oral Communication ^
SH 101	Spanish Language and Culture I ^
SH 102	Spanish Language and Culture II ^

Artistic & Creative Imagination

AH 100	Art Appreciation ^
HS 105	Healthy Lifestyle Habits ^
EH 245	Women's Literary Studies ^

Scientific & Analytic Curiosity

PS 104	Earth Science ^
BY 105	Human Biology with lab * (4) ^

World Understanding

HY 201	History of The United States I ^
PO 101	American Government ^
IS 101	Current Global Issues ^

Major Foundation Courses:

EH 101	Written Communication
MS 101	College Algebra ^
MS 205	Introduction to Statistics

Component Total 46.0

General electives

(if needed to meet minimum graduation semester hours requirements)

Component Total 4.0

Business Core Courses

AS 111	Foundations for Success
MG 301	Management Principles
BA 208	Business Communications
AC 201	Accounting Principles I (Financial)
AC 202	Accounting Principles II (Managerial) (4)
MG 318	Organizational Behavior
BA 340	Strategic Thinking and Innovation
HR 333	Human Resource Management
MK 315	Marketing Principles
BA 303	Business Statistics
BA 206	Microeconomics
BA 207	Macroeconomics
BA 417	Business Ethics
BA 327	Managerial Finance
BA 316	Legal Environment of Business
BA 470	Value Chain Management
BA 499	Business Capstone

Component Total 52.0

Financial Economics Major

FI 401	Money, Banking and Financial Markets
FI 402	Econometrics
FI 403	Corporate Financial Policy
FI 404	Business Forecasting
FI 405	Investment Analysis and Portfolio Management
FI 406	Financial Risk Management

Component Total 18.0

Minimum Total Hours Required for Graduation

120.0

Bachelor of Business Administration - Human Resource Management

The purpose of the Human Resources Management program is to develop the students' knowledge, abilities and competence to recognize and evaluate the human assets in an organization and manage them for the mutual benefit of employers and employees in a proactive and strategic manner. Electives enable the student to further focus their knowledge in subjects related to their own interests and experience. This major prepares students for career opportunities in areas of an organization including employee selection, organizational change, human resource development, corporate culture, team-building, career planning, safety and health and global human resources issues.

Upon completion of the Human Resource Management program students should be able to

1. Demonstrate an understanding of compensation law, systems, and delivery methods.
2. Design and prioritize Human Resource Management strategies for reaching strategic organizational goals and objectives.
3. Demonstrate understanding of successful individual and group leadership behaviors and processes in organizations.
4. Demonstrate understanding of the elements of cultural competence (ethnocentricity, bias, prejudice, cultural universals, Hofstede's dimensions of culture) to effectively engage with a multicultural population.

*All courses are 3.0 credits unless otherwise noted

^ Other Liberal Education options to this course choice are available. Equivalent Liberal Education alternatives may be applied based on transfer credit or schedule availability.

General Education Courses

Liberal Education:

Communication & Language Fluency

EH 102	Reading and Research Writing
EH 103	Oral Communication ^
SH 101	Spanish Language and Culture I ^
SH 102	Spanish Language and Culture II ^

Artistic & Creative Imagination

AH 100	Art Appreciation ^
HS 105	Healthy Lifestyle Habits ^
EH 245	Women's Literary Studies ^

Scientific & Analytic Curiosity

PS 104	Earth Science ^
BY 105	Human Biology with lab* (4) ^

World Understanding

HY 201	History of The United States I ^
PO 101	American Government ^
IS 101	Current Global Issues ^

Major Foundation Courses

EH 101	Written Communication
MS 101	College Algebra ^
MS 205	Introduction to Statistics

Component Total 46.0

General electives

(if needed to meet minimum graduation semester hours requirements)

Component Total 1.0

Business Core Courses

AS 111	Foundations for Success
MG 301	Management Principles
BA 208	Business Communications
AC 201	Accounting Principles I (Financial)
AC 202	Accounting Principles II (Managerial) (4)
MG 318	Organizational Behavior
BA 340	Strategic Thinking and Innovation
HR 333	Human Resource Management
MK 315	Marketing Principles
BA 303	Business Statistics
BA 206	Microeconomics
BA 207	Macroeconomics
BA 417	Business Ethics
BA 327	Managerial Finance
BA 316	Legal Environment of Business
BA 470	Value Chain Management
BA 499	Business Capstone

Component Total 52.0

Human Resources Management Major:

BA 330	Cultural Diversity in the Business Environment
HR 301	Research Methods in Organizations
HR 312	Recruiting and Selection
HR 401	Benefits and Compensation
HR 414	Designing Training Programs
HR 422	HR Strategic Planning
HR 428	Measurement of Human Resource Management

Component Total 21.0

Minimum Total Hours Required for Graduation

120.0

Master of Business Administration - Accounting

The MBA in Accounting is designed for students who want a broad business background with specific accounting knowledge. Two specializations are available in this program: Managerial or Public Accounting.

The MBA in Managerial Accounting is designed for students who plan to work in industry. Employment opportunities include industry accounting as an accountant, accounting manager, or Chief Financial Officer. Credentials related to this concentration are the Certified Managerial Accounting (CMA), Chartered Accountant, and Certified Fraud Examiner (CFE).

The MBA in Public Accounting is designed for students who plan to take the CPA exam and practice in public accounting. Employment opportunities include auditing and other attest engagements, taxation, forensic accounting and client consulting. Credentials related to this concentration are the Certified Public Accounting (CPA), Chartered Accountant, Certified Fraud Examiner (CFE) and Certified Internal Auditor (CIA).

Upon completion of the Managerial Accounting MBA students should be able to:

1. Prepare and analyze financial statements and internal controls;
2. Create and analyze corporate budgets;
3. Prepare corporate income tax returns;
4. Evaluate, mitigate, and report corporate financial risks;
5. Create and measure corporate value.

Upon completion of the Public Accounting MBA, students should be able to

1. Analyze, evaluate, and audit financial statements and internal controls;
2. Prepare individual and corporate income tax returns;
3. Account for business combinations and mergers;
4. Interpret data and behaviors to recognize fraudulent behavior and propose controls to prevent it.

M.B.A. Prerequisite Sequence

Note: These are prerequisite hours and therefore not included in hours required for graduation.

Note: There are two options to satisfying the Prerequisite Sequence.

- Option 1: two graduate courses that can be taken at Brenau (listed below):

BA 508 - Applied Economics for Managers

BA 514 - Business Essentials for Managers

- Option 2: a series of undergraduate courses which could have been taken at Brenau, or transferred in as appropriate undergraduate courses from a regionally accredited university. For either option, the course must be taken within the last 5 years with a minimum grade of B.

Students may use Option 1 for one course and Option 2 for the other.

In place of BA 508: BA 206 - Microeconomics and BA 207 - Macroeconomics

In place of BA 514: AC 201 - Accounting Principles I and BA 327 - Managerial Finance

M.B.A. Introduction Sequence

BA 507 Introduction to Business Communications

OL 703 Critical Thinking and Business Innovation

Component Total 6.0

M.B.A. Core Courses

BA 670 Integrated Business Operations

MK 715 Marketing Management

BA 717 Business Law and Ethics

AC 721 Budgeting for Managers

BA 723 Financial Management

MG 729 Management and Organizational Behavior

BA 799 Strategic Management and Policy

Component Total 21.0

Global Sequence

(Choose **one** course from the list below.)

BA 642 Cross-Cultural Business Challenges

BA 787 Global Economics

MK 782 International Marketing

BA 749 International Finance

MG 785 International Organizational Behavior

BA 780 International Travel Experience

Component Total 3.0

**All courses are 3.0 credits unless otherwise noted)*

Master of Business Administration - Accounting (continued)

Accounting (Managerial) Prerequisite Courses:

(Note: Can be transferred to Brenau. These are prerequisite hours and therefore not included in hours required for graduation.)

AC 331	Intermediate Accounting I (4)
AC 332	Intermediate Accounting II
AC 333	Intermediate Accounting III
AC 325	Cost Accounting

Managerial Accounting Major Specialization Courses:

AC 725	Fraud Prevention and Internal Control
AC 724	Taxation
BA 756	Valuation
BA 754	Corporate Risk Management
AC 755	Financial Statement and Business Analysis

Component Total **15.0**

OR:

Accounting (Public) Prerequisite Courses:

(Note: Can be transferred to Brenau. These are prerequisite hours and therefore not included in hours required for graduation.)

MS 101	College Algebra (If the student has no AC 201.)
AC 201	Accounting Principles I (Financial)
AC 331	Intermediate Accounting I (4)
AC 332	Intermediate Accounting II
AC 333	Intermediate Accounting III
AC 439	Auditing and Assurance Services

Public Accounting Major Specialization Courses:

AC 722	Advanced Accounting
AC 725	Fraud Prevention and Internal Control
AC 724	Taxation
AC 739	Advanced Auditing and Assurance Services
AC 755	Financial Statement and Business Analysis

Component Total **15.0**

**Minimum Total Hours Required
for Graduation**

45.0

Master of Business Administration - Healthcare Management

The MBA in Healthcare Management provides graduates with comprehensive knowledge of leadership and management principles in an increasingly competitive healthcare environment. The Healthcare Management MBA is a 15 course, 45 credit hour degree program which leads to a Masters of Business Administration degree and a certificate in Healthcare Management.

Graduates of the program will be able to apply management tools and techniques relative to achieving organizational goals and objectives; identify strengths and weaknesses in individual leadership skills; apply decision-making models and systematic problem-solving methods to enhance and improve individual and organizational performance; apply critical thinking skills to real-world strategies in the healthcare industry; and develop networking skills to enhance the potential for individual growth. The Healthcare Management MBA is well-suited for clinical professionals, such as physicians, nurses, and associated healthcare professionals to expand their potential for promotion and leadership responsibility.

Upon completion of the MBA in Healthcare Management students should be able to:

1. Analyze and evaluate the influence and constraints imposed by structural limits in the development and implementation of health policy.
2. Analyze and explain how the organizational structure of the US healthcare system affects the management of direct patient care.
3. Perform a comprehensive financial analysis for a healthcare organization, including recommendations for future growth.

M.B.A. Prerequisite Sequence

Note: These are prerequisite hours and therefore not included in hours required for graduation.

Note: There are two options to satisfying the Prerequisite Sequence.

- Option 1: two graduate courses that can be taken at Brenau (listed below):

BA 508 - Applied Economics for Managers

BA 514 - Business Essentials for Managers

- Option 2: a series of undergraduate courses which could have been taken at Brenau, or transferred in as appropriate undergraduate courses from a regionally accredited university. For either option, the course must be taken within the last 5 years with a minimum grade of B.

Students may use Option 1 for one course and Option 2 for the other.

In place of BA 508: BA 206 - Microeconomics and BA 207 - Macroeconomics

In place of BA 514: AC 201 - Accounting Principles I and BA 327 - Managerial Finance.

M.B.A. Introduction Sequence

BA 507 Introduction to Business Communications
 OL 703 Critical Thinking and Business Innovation

Component Total 6.0

M.B.A. Core Courses

BA 670 Integrated Business Operations
 MK 715 Marketing Management
 BA 717 Business Law and Ethics
 AC 721 Budgeting for Managers
 BA 723 Financial Management
 MG 729 Management and Organizational Behavior
 BA 799 Strategic Management and Policy

Component Total 21.0

Global Sequence

(Choose one course from the list below.)

BA 642 Cross-Cultural Business Challenges

BA 787 Global Economics

MK 782 International Marketing

BA 749 International Finance

MG 785 International Organizational Behavior

BA 780 International Travel Experience

Component Total 3.0

Healthcare Management Major Concentration

HC 750 Ethics and Leadership in Healthcare

HC 760 Law and Policy Development in Healthcare

HC 770 Organizational Systems in Healthcare

HC 780 Financial Management in Healthcare

HC 790 Advanced Topics in Healthcare

Component Total 15.0

*All courses are 3.0 credits unless otherwise noted.

Minimum Total Hours Required for Graduation

45.0

Master of Business Administration - Marketing

The Marketing M.B.A. prepares students for advancement in their careers to positions in marketing management. The program provides the strategic thinking, analytical tools, and tactical skills required by marketers to build strong brands, implement growth strategies, and direct the marketing planning efforts of an organization. Electives afford students the opportunity to develop a deeper understanding of areas of interest to them through practice-based learning. In particular, the major prepares students for positions in strategic marketing, new product development and innovation, social media marketing, services marketing, and sales management.

Upon completion of the Marketing MBA program, students should be able to:

1. Effectively communicate the results of a market analysis targeted toward a business audience.
2. Apply a consumer behavior concept to a specific marketing strategy for a business organization.
3. Design an innovative new product and formulate a launch plan for a business organization.
4. Strategically integrate new and traditional media to build/develop brands in a business organization.
5. Assess services marketing problems and articulate recommendations for improvement.
6. Analyze a business-to-business situation and formulate a sales force plan to manage the selling efforts of an organization.

M.B.A. Prerequisite Sequence

Note: These are prerequisite hours and therefore not included in hours required for graduation.

Note: There are two options to satisfying the Prerequisite Sequence.

- Option 1: two graduate courses that can be taken at Brenau (listed below):

BA 508 - Applied Economics for Managers

BA 514 - Business Essentials for Managers

- Option 2: a series of undergraduate courses which could have been taken at Brenau, or transferred in as appropriate undergraduate courses from a regionally accredited university. For either option, the course must be taken within the last 5 years with a minimum grade of B.

Students may use Option 1 for one course and Option 2 for the other.

In place of BA 508: BA 206 - Microeconomics and BA 207 - Macroeconomics

In place of BA 514: AC 201 - Accounting Principles I and BA 327 - Managerial Finance.

M.B.A. Introduction Sequence

BA 507 Introduction to Business Communications
 OL 703 Critical Thinking and Business Innovation

Component Total 6.0

M.B.A. Core Courses

BA 670 Integrated Business Operations
 MK 715 Marketing Management
 BA 717 Business Law and Ethics
 AC 721 Budgeting for Managers
 BA 723 Financial Management
 MG 729 Management and Organizational Behavior
 BA 799 Strategic Management and Policy

Component Total 21.0

*All courses are 3.0 credits unless otherwise noted.

Global Sequence

(Choose one course from the list below.)

BA 642 Cross-Cultural Business Challenges
 BA 787 Global Economics
 MK 782 International Marketing
 BA 749 International Finance
 MG 785 International Organizational Behavior
 BA 780 International Travel Experience

Component Total 3.0

Marketing Major Concentration

Take 5 of the six courses listed below:

BA 701 Special Topics
 MK 762 Channel Development and Key Account Management
 MK 758 New Media and Marketing Communication
 MK 780 Product Development and Innovation
 MK 782 International Marketing
 MK 778 Services Marketing and Differentiation

Component Total 15.0

Minimum Total Hours Required for Graduation

45.0

Master of Science - Organizational Leadership

The M.S. degree in Organizational Leadership is designed for individuals from a variety of academic and work backgrounds aspiring who desire to positively influence the human dynamics within organizations.

Coursework provides students with the opportunities to learn about and apply contemporary theory in organization change and development, critical and creative thinking, organizational learning, leadership, conflict resolution, and strategic planning.

Organizational Leadership Major Courses

OL 500	Foundations in Organizational Leadership
BA 507	Introduction to Business Communications
OL 703	Critical Thinking and Business Innovation
CR 620	Negotiation and Mediation
MG 730	Managerial Leadership
OL 675	Resource Management
BA 642	Cross-Cultural Business Challenges
MG 729	Management and Organizational Behavior
OL 713	Organizational Culture and Learning
OL 755	Leading the Learning Organization
OL 799	Strategic Planning
MG 732	Topics in Advanced Management
	<u>or</u>
BA 780	International Travel Experience

Component Total	36.0
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Minimum Total Hours Required for Graduation	36.0
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**All courses are 3.0 credits unless otherwise noted.*

Accounting Certificate

Brenau's Accounting graduate certificate program is designed for students who want specific accounting knowledge. Two specializations are available in this program: Managerial or Public Accounting.

The graduate certificate in Managerial Accounting is designed for students who plan to work in industry. Employment opportunities include industry accounting as an accountant, accounting manager, or Chief Financial Officer. Credentials related to this concentration are the Certified Managerial Accounting (CMA), Chartered Accountant, and Certified Fraud Examiner (CFE).

The graduate certificate in Public Accounting is designed for students who plan to take the CPA exam and practice in public accounting. Employment opportunities include auditing and other attest engagements, taxation, forensic accounting and client consulting. Credentials related to this concentration are the Certified Public Accountant (CPA), Chartered Accountant, Certified Fraud Examiner (CFE) and Certified Internal Auditor (CIA).

Upon completion of the Managerial Accounting graduate certificate, student should be able to:

1. Prepare and analyze financial statements and internal controls;
2. Create and analyze corporate budgets;
3. Prepare corporate income tax returns;
4. Evaluate, mitigate, and report corporate financial risks;
5. Create and measure corporate value.

Upon completion of the Public Accounting graduate certificate, students should be able to:

1. Analyze, evaluate, and audit financial statements and internal controls;
2. Prepare individual and corporate income tax returns;
3. Account for business combinations and mergers;
4. Interpret data and behaviors to recognize fraudulent behavior and propose controls to prevent it.

Accounting (Managerial) Prerequisite Courses

Note: These are prerequisite hours and therefore not included in hours required for the certificate. Accounting prerequisite courses can be transferred to Brenau. Standard undergraduate transfer policy rules apply to undergraduate accounting foundation courses.

AC 331	Intermediate Accounting I (4)
AC 332	Intermediate Accounting II
AC 333	Intermediate Accounting III
AC 325	Cost Accounting

Accounting (Managerial) Certificate Courses:

AC 725	Fraud Prevention and Internal Control
AC 724	Taxation
BA 756	Valuation
BA 754	Corporate Risk Management
AC 755	Financial Statement and Business Analysis

**Minimum Total Hours Required
for Certificate**

15.0

OR

Accounting (Public) Prerequisite Courses:

Note: These are prerequisite hours and therefore not included in hours required for the certificate. Accounting prerequisite courses can be transferred to Brenau. Standard undergraduate transfer policy rules apply to undergraduate accounting foundation courses.

MS 101	College Algebra (If the student has no AC 201.)
AC 201	Accounting Principles I (Financial)
AC 331	Intermediate Accounting I (4)
AC 332	Intermediate Accounting II
AC 333	Intermediate Accounting III
AC 439	Auditing and Assurance Services

Accounting (Public) Certificate courses:

AC 722	Advanced Accounting
AC 725	Fraud Prevention and Internal Control
AC 724	Taxation
AC 739	Advanced Auditing and Assurance Services
AC 755	Financial Statement and Business Analysis

**Minimum Total Hours Required
for Certificate**

15.0

Course Descriptions

Biology

BY 105 - Human Biology with Lab (4)

Designated for non-biology major students who wish to fulfill their liberal education requirement for a laboratory science. Introduces the following basic biological principles and content: scientific method, biological chemistry, cellular biology, ecology and environmental impact of humans, heredity and inherited diseases, evolution, the circulatory system, the digestive system, the senses and brain function, and the reproductive system. Focuses on the details of the biological material to include the impact of that knowledge on society and the student's future lives. Term paper, oral presentation, and in-class discussion required. Laboratory mandatory.

Healthcare

HC 780 - Financial Management in Healthcare (3)

This course examines cash flow, analysis of financial statements, and asset acquisition for both non-profit and for-profit health care organizations. In addition to traditional financial management analysis techniques, this course covers agency relationship unique to health care organizations and impact on the financial management of the firm. Finally, the mixture of government agencies, managed care, third party pay insurance, and health care organizations are analyzed so that decision makers can reach the goals of the organization, as well as operate within the boundaries of regulatory agencies. Prerequisite: BA 723

HC 790 - Advanced Topics in Healthcare (3)

This course examines current issues in the health care environment through analysis of articles in journals such as Health Affairs and websites such as the Kaiser Family Foundation, Brookings Institute, Cato Institute, and Heritage Foundation. The effects of these developments will be analyzed in the context of health care delivery and financial viability.

Human Resources

HR 760 – Human Resource Management Total Rewards (3)

The learner will examine the total rewards strategy of combining compensation, benefits, work life, and recognition for performance and career development into a tailored function. The purpose of such design is to engage employees and achieve competitive advantage and desired business results. Prerequisite: HR 733