



I.	Introduction	
	A. Mission Statement . . . . .	2
	B. Statement of Purpose . . . . .	2
	C. Accreditation . . . . .	2
II.	Program Offerings and Degree Requirements	
	A. Majors . . . . .	3 - 9
	B. Minors and Certificates . . . . .	10
	C. Core Curriculum . . . . .	11
III.	Additional Means to Earn Credit . . . . .	12
IV.	Admission Procedure. . . . .	13
V.	Academic Requirements . . . . .	14 - 16
	A. Grading	



## MAJOR: BUSINESS MANAGEMENT

The Business Management major includes study from a variety of disciplines which will enable the student to develop knowledge, skills, and attitudes to more effectively deal with managerial, human, and financial dynamics within an organization. Specific learning goals for the Business Management major include:

- the ability to use critical and creative thinking skills in the business context;
- knowledge of strategic decision-making to evaluate and manage business initiatives;
- knowledge of planning, organizing, leading and controlling the resources of an organization;
- knowledge of human resource issues within the business organization;
- dynamics of the marketing function, including product planning, pricing, promotion, channel management, and competition analysis;
- ability to apply basic accounting principles and construct and interpret financial statements;
- knowledge of business financing strategies and processes;
- entrepreneurial skills in the development of a business plan.

### 48 Credit Major Sequence (Bachelor or Associate Degree)

AL 107	Student Success Strategies	3 credits, 4 weeks
AL 234*	Speech Communication	3 credits, 4 weeks
AL 204*	College Writing	3 credits, 6 weeks
AL 159*	Heritage of Faith	3 credits, 5 weeks
AL 169	Statistical Methods	3 credits, 6 weeks
AL 356*	Critical Thinking and Creativity	3 credits, 4 weeks
AL 272	Organizational Management Principles	3 credits, 4 weeks
AL 366	Marketing Management	3 credits, 5 weeks
AL 359	Human Resource Management	3 credits, 4 weeks
AL 347*	Macroeconomics	3 credits, 6 weeks
AL 367	Global Dimensions in Business	3 credits, 4 weeks
AL 368	Philosophy of Values and Ethics	3 credits, 4 weeks
AL 365	Accounting	3 credits, 6 weeks
AL 346	Business Finance	3 credits, 6 weeks
AL 371	Business Policy	3 credits, 4 weeks
AL 474	Integrative Project: The Business Plan	3 credits, 8 weeks

\*Starred courses fulfill core requirements inside the major.

### Additional Core Requirements: 32 Credits (Associate: 9 Credits)

Civilization and World Views: History (3 credits)**	Christian Doctrine (3 credits)
Civilization and World Views: Literature (3 credits)	Culture (3 credits)**
Mathematics (3 credits)	Creative Arts (3 credits)**
Language and Culture (3 credits)	Social Science (3 credits)
Physical Development (2 credits)	Lab Science (3 credits)
Theology Elective (3 credits)	

\*\*Required for Associate Degree.

### Elective Requirements: 48 Credits (Associate: 7 Credits)

The Business Management major is available in an E-Learning format.

The Accounting major provides adult students with the opportunity to take accounting courses in the full-length semester format along with accelerated courses in other areas of the major to complete an undergraduate degree in Accounting. Those who want to sit for the CPA exam would continue with three additional semester length under-

<b>MAJOR:</b>	<b>HUMAN RESOURCE MANAGEMENT</b>
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The Human Resource Management major develops the knowledge and skills necessary for management of the human

The Liberal Arts curriculum provides core credits and electives for all career-field majors, or it stands by itself as a major or minor. The major sequence consists of integrated studies of mankind and civilization. The courses combine the history, literature, world view, great works, and major figures of each culture studied.

The goals of Liberal Arts are depth, breadth, creative thinking, and leadership development in all the disciplines and areas of the competencies. These are transferable skills that prepare the student for change and never go out of date.

Liberal Arts modules foster student development in each of the nine areas of competency that comprise the CUW curriculum: aesthetics, citizenship, communication, cultural understanding, numeracy, physical discipline, problem solving, scientific literacy, and spiritual development. In addition, the Liberal Arts major includes the following major-specific goals

The Management of Criminal Justice program provides professional growth and knowledge by affording the student





<b>MAJOR: THEOLOGY</b>
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God reveals Himself through His Word and, to a lesser degree, through His world. The Theology Major examines the Bible, God’s revealed Word, in broad introductory overviews of the Holy Scriptures (isagogics) as well as in close reading of a particular biblical book (exegetical studies). The major also studies God’s providence in history. In addition, students receive practical training in the application of their studies in ministry to others. For many Christians, the Theology Major offers the opportunity for a vocation in church, either as a primary or secondary calling.

Through participation in, and upon completion of, the Theology Major at Concordia University Wisconsin, students will:

- have a greater understanding of God’s Word, the Holy Scriptures
- appreciate the value of sound Christian doctrine based squarely on the Bible
- develop a heightened awareness of God’s working throughout history
- understand the relevance of God’s Word in today’s world
- be able to apply scriptural truths in ministry to others
- serve as effective leaders in the Church and community

With two additional courses and a semester-long internship in a congregation, Lutheran Church - Missouri Synod students are eligible for certification in the Synod’s Lay Ministry program.

**48 Credit Major Sequence (Bachelor or Associate Degree)**

AL 107	Student Success Strategies	3 credits, 4 weeks
AL 204*	College Writing	3 credits, 6 weeks
AL 379*	Classical Greece and Rome	3 credits, 4 weeks
AL 380*	The Bible in History	3 credits, 4 weeks
REL 201	The Old Testament	3 credits, 5 weeks
REL 203	The New Testament	3 credits, 5 weeks
REL 383	The Gospel of Luke	3 credits, 5 weeks
AL 210*	Theology	3 credits, 4 weeks
REL 204	Biblical Theology	3 credits, 5 weeks
REL 376	Christian Ethics	3 credits, 5 weeks
REL 387	Christ’s People Throughout The Ages	3 credits, 5 weeks
REL 233	Communicating Bible Messages	3 credits, 5 weeks
REL 229	Religious Education for Youth and Adults	3 credits, 5 weeks
REL 287	Christian Care Giving	3 credits, 5 weeks
AL 407*	Christianity and World Religions	3 credits, 6 weeks
REL 312	Office of Professional Church Worker	3 credits, 5 weeks

\*Core courses taken in the Major Sequence.

**Additional Core Requirements: 32 Credits (Associate Degree: 9 Credits)**

Civilization and World Views: History (3 credits)**	Creative Arts (3 credits)**
Culture (3 credits)**	Mathematics (3 credits)
Social Science (3 credits)	Communication (3 credits)
Language and Culture (3 credits)	Citizenship (3 credits)
Physical Development (2 credits)	Lab Science (3 credits)
Civilization and World Views: Literature (3 credits)	

\*\*Required for Associate Degree.

**Elective Requirements: 48 Credits (Associate Degree: 7 Credits)**

Now you can add new job skills, enhance your career, broaden your education, or meet elective requirements by pursuing one of Concordia's certificate programs or adding a minor to your degree program. The certificates can be taken as a part of a degree program or can be taken independently by anyone wishing to enrich their learning. The certificates may be taken either for college credit or not-for-credit and may be offered in the Concordia classroom

# THE STANDARD CORE CURRICULUM

## BIBLE CONTENT

AL 159 Heritage of Faith  
AL 159 Heritage of Faith (EL)  
AL 380 The Bible in History

## CHRISTIAN DOCTRINE

AL 210 Theology  
AL 210 Theology (EL)  
REL 204 Biblical Theology

## CITIZENSHIP

AL 235 Voices in Democracy (T)  
AL 284 Civil War (T)  
AL 310 Constitutional Law  
AL 347 Macroeconomics  
AL 387 The Age of Enlightenment  
ECON 200 General Economics (EL)

## CIVILIZATION AND

### WORLD VIEWS: HISTORY

AL 161 World History  
AL 161 World History (EL)  
AL 285 Historical Methods

## CIVILIZATION AND

### WORLD VIEWS: LITERATURE

AL 105 Literature  
AL 136 Literary Visions (T)

## COMMUNICATION

AL 180 Interpersonal Communication  
AL 180 Interpersonal Communication (EL)  
AL 234 Speech Communication

## CREATIVE ARTS

AL 102 Art  
AL 103 Music  
AL 206 American Cinema (T)  
AL 208 Art of the Western World (T)

## CULTURE

AL 270 Intercultural Communication  
AL 270 Intercultural Communication (EL)  
AL 286 Faces of Culture (T)  
AL 289 Cross Cultural Studies  
AL 377 Americas (T)  
AL 378 Africa: History and Culture  
AL 381 The World of Islam  
AL 382 The Orient: History & Culture\*  
AL 425 Pacific Century (T)\*

## LAB SCIENCE

AL 153 Forensic Science  
AL 154 Race to Save the Planet (T)  
AL 158 Science  
AL 330 World of Chemistry (T)

## LANGUAGE

AL 201 English Language  
AL 391 Contemporary Studies

## MATHEMATICS

AL 125 Mathematics  
AL 125 Mathematics (EL)

## PHILOSOPHICAL FOUNDATIONS

AL 356 Critical Thinking & Creativity  
AL 356 Critical Thinking & Creativity (EL)  
AL 379 Classical Greece and Rome  
AL 390 Modernism: 1850-1950

## PHYSICAL DEVELOPMENT

AL 275 Fit and Well (2 cr)

## SOCIAL SCIENCE

AL 271 Social Psychology in  
the Workplace  
AL 271 Social Psychology in  
the Workplace (EL)  
AL 289 Cross Cultural Studies  
AL 322 Criminology  
AL 342 Eldercare  
AL 424 Abnormal Psychology  
AL 289 0 Tdpan d

A student's grade point average on the Concordia transcript will be based on the credits taken after entering the Adult Education Studies Program. It does not include the GPA for coursework taken prior to entering Concordia. College level courses in which the student earned a "C-" or better will be accepted in transfer from regionally accredited colleges and universities. There is a maximum of 80 credits allowed for transfer.

**Prior approval must be obtained before enrolling in any of the options listed below. All**

1. Attend an Information Session or personal appointment with a program representative.
2. Complete the Application Form and submit it along with the \$50 application fee to the director of the Center you plan to attend. This form is also available online.
3. Request that official transcripts from all colleges or universities attended be sent directly to the Center at which you are enrolling. In cases where the student has less than 12 transferable credits, a high school transcript must also be requested.
4. Prospective students for whom English is not their native language must submit scores from the Test of English as a Foreign Language (TOEFL). The exam is now computer based, and a score of 173 is required for admission.

**E - LEARNING**

**Computer Specifications** You must have access to a computer with Microsoft Office (Word, Excel, and Powerpoint) and stable Internet access. System requirements for best access to course software and resources include:

**Minimum Requirements**  
**Suggested Internet connection**

- 56K Modem
- Broadband

**Software**

- Word processor
- Specific courses may require other software
- MS Word 97, 98, 2000, XP, 2003 or 2007
- AntiVirus
- Firewall strongly suggested

**Plug-ins**

- Adobe Acrobat Reader
- Flash Player 7
- [www.adobe.com/products/acrobat/readstep2.html](http://www.adobe.com/products/acrobat/readstep2.html)  
(Adobe Acrobat Reader)
- [www.adobe.com](http://www.adobe.com) (Flash Player 10)
- [www.microsoft.com/silverlight](http://www.microsoft.com/silverlight) (Microsoft Silverlight)

**Peripherals**

- Sound card
- Speakers or headphones
- Video card capable of at least 1024 x 768 pixel resolution

**Operating System**

- Windows 2000, XP, Vista, Windows 7, Mac OS X or Linux

**Web Browser**

- MS Internet Explorer 7 or Mozilla Firefox 2 or higher

**Adaptive Equipment**

Adaptive equipment and/or software necessary to obtain access to a course. NOTE: For students with disabilities.

**Tuition/Textbooks** Tuition for EL courses is the same as on campus courses. Textbooks are included in your tuition. Once your registration has been processed, you will receive an email with instructor information, and instructions on

## ABSENCES AND TARDINESS

Because modules in the program are only four to six weeks in length, **it is required that students attend each session.** If emergency circumstances dictate missing a session, please notify the center staff and the instructor. If absence patterns develop, students may be asked to meet with the center/program director to justify their continued participation in the program.

Students are expected to attend all class periods of the courses for which they have registered. Absence from a course may result in a lower grade, depending on the professor's grading policy. The determination of what constitutes excessive absence in any course rests with the professor conducting that course.



Concordia University offers Federal Title IV funding for Federal grants and the Federal Subsidized and Unsubsidized Loan programs. Students must complete the "Free Application for Federal Student Aid" ([www.fafsa.ed.gov](http://www.fafsa.ed.gov)) each academic year to gain eligibility for any of these financial aid options.

**FEDERAL PELL GRANT** - This federal grant is awarded to undergraduate students on the basis of financial need and is prorated per class enrollment. The maximum amount of this grant per semester is \$2775.

**FEDERAL DIRECT SUBSIDIZED LOAN** – This federal loan may be offered up to \$5,500 per year depending on financial need and grade level. It accrues no interest until repayment which begins 6 months after separation from the University or when a student is enrolled less than half time (6 credits) . The interest rate for the 2010-2011 academic year is at a fixed rate of 4.5%. A net Origination and Guarantee Fee of ½ % is deducted from the disbursement.

**FEDERAL DIRECT UNSUBSIDIZED LOAN** – This federal loan is an additional loan for educational expenses of up to \$7,000 per year depending on eligibility and grade level. Interest with a fixed rate of 6.8% begins when the loan is disbursed. A net Origination and Guarantee Fee of ½ % is deducted from the disbursement. Payments may be deferred while the student is enrolled but note that interest accrues during this time. Repayment with interest begins 6 months after separation from the University or when enrollment drops to less than half time (6 credits).

**VETERANS BENEFITS** - Veteran students can check on their eligibility for benefits by calling the Veterans Affairs Office in St. Louis at 888-442-4551. Students may research useful information concerning veteran benefits at the Concordia University website. Click on "resources." Students attending campuses outside of Wisconsin should contact their Center Directors for more information. All other students may contact Barb Ellmaker, the Certifying Official at the Mequon Center, at 262-243-4350.

**EMPLOYEE REIMBURSEMENT** - Many employers offer tuition reimbursement for students advancing their education. Students using Employer Reimbursement must have either the payment for each class or have financial aid in place on the start day of the class.

**Eligibility for Financial Assistance for the 2010-2011 academic year:**

A student is considered independent for financial aid eligibility if any one of the following questions can be answered "yes":

- 1.

**ACCT 101/101EL ACCOUNTING PRINCIPLES I** Emphasis is placed on the process of identifying, measuring, recording, and communicating the economic events of an organization. Areas of coverage include ethics; the accounting cycle (manual and computerized); financial statements presentation & analysis; merchandising; internal controls; cash; receivables; and long-lived assets. 3 credits.

**ACCT 102 ACCOUNTING PRINCIPLES II** is a continuation of ACCT 101 (Accounting Principles I). Topics of corporate operations are covered including capital stock and dividend transactions, stockholders' equity, and bond financing. The statement of cash flows, financial statement analysis, and partnerships as a form of business are also studied. The final third of the course is devoted to the introduction to managerial accounting. Prerequisite: ACCT 101. 3 credits.

**ACCT 223 MANAGERIAL ACCOUNTING** covers procedures for measuring managerial performance, developing budgets in the process of planning, and control within an organization. Emphasis is placed on the function and interpretation of accounting information for decision making by management. Prerequisite: ACCT 102 (or by permission of the instructor); sophomore standing. 3 credits.

**ACCT 310 INTERMEDIATE ACCOUNTING I**

**AL 107 / 107EL STUDENT SUCCESS STRATEGIES** engages students in cultivating the abilities necessary for academic and professional success, including study and research skills, learning styles, use of technology, and critical thinking skills. 3 credits, 4 weeks.

**AL 122 ALGEBRA** examines the basics of algebra including solving linear and quadratic equations, inequalities, exponents, polynomials, radicals, functions, and the graphing of linear equations and functions. Prerequisite: AL 096 or acceptable test score. 3 credits, 4 weeks.

**AL 125 / 125EL MATHEMATICS** studies problem solving, size and shape, growth, measurement and geometry, patterns, probability, statistics, street networks, planning and scheduling, and linear programming. A knowledge of high school algebra and geometry is required. Prerequisite: AL 122 or AL 096 or acceptable test score. 3 credits, 6 weeks.

**AL 128 COLLEGE ALGEBRA** studies linear, quadratic, polynomial, exponential and logarithmic functions and their graphs, asymptotes and end-behavior of functions, inverse functions, matrices, systems of equations, sequences and series, counting theory, and applications of these. Prerequisite: MATH 121, AL 122, or two years of college preparatory algebra at the secondary level. 3 credit hours.

**AL 136EL LITERARY VISIONS** brings literature to life. /T12 1 Tf 4.404 0

## COURSE DESCRIPTIONS

**AL 210 / 210EL THEOLOGY** challenges the student to think theologically, yet concretely. Biblical, doctrinal, moral, and practical theology will be surveyed. This course will draw from various traditions, but a biblical foundation in the Christian tradition will be most prominent. Theological principles are applied to contemporary social and cultural issues. Prerequisite: AL 159. 3 credits, 4 weeks.

**AL 234 SPEECH COMMUNICATION** focuses on oral communication between the speaker and audience. Ethical speaking and critical thinking skills are developed as students gather information, organize, style, practice, and deliver formal speeches. The ability to speak with confidence is further developed through informal speech exercises. Topics include listening, research and use of visual aids. Application to workplace and community settings is emphasized. No duplication with AL 100 Public Communication. 3 credits, 4 weeks.

**AL 235 VOICES IN DEMOCRACY (Telecourse)** introduces the student to the study of American government, its structure, processes and actors. Students will examine the operations of the federal government as well as the roles of state and local governments. Also, the course will examine the role of the media and of public interest groups in American politics, as well as the nature of the electoral process. 3 credits, maximum 16 weeks.

**AL 245 / 245EL CRIMINAL JUSTICE RESEARCH METHODS** will acquaint the student with the various research skills and methods used in this discipline. Both quantitative and qualitative research strategies will be discussed, as well as issues in measurement, research design, and hypothesis formation. 3 credits, 6 weeks.

**AL 250 NONPROFIT MANAGEMENT PRINCIPLES** provides a foundation to introduce students to the strategic areas and fundamental skills for nonprofit sector success in a managerial role. Students will gain a general understanding of nonprofit practices, human resource development, organizational development and strategic management. 3 credits, 4 weeks.

**AL 265 / 265EL EMPLOYMENT AND LABOR RELATIONS** develops an appreciation for the application of federal laws, regulations and legal precedence affecting the employment relationship. Students examine major labor and employment topics such as the National Labor Relations Act and the major federal discrimination laws impacting union and non-union environments. Prerequisite: AL 359 Human Resource Management. 3 credits, 5 weeks.

**AL 266 / 266EL STAFFING** introduces students to the principles and functions of staffing to enable the design and management of a successful staffing process, including legal compliance, internal and external recruitment, interviewing and retention. Prerequisite: AL 359 Human Resource Management. 3 credits, 4 weeks.

**AL 267 / 267EL COMPENSATION AND BENEFITS** considers financial reward systems including relevant theoretical and legal perspectives, performance evaluation, wage equity and benefit plans. Prerequisite: AL 359 Human Resource Management. 3 credits, 6 weeks.

**AL 269 / 269EL WORKPLACE HEALTH AND SAFETY** will provide students with the basic knowledge and principles of the field of occupational safety and health. This course is designed to provide students with an understanding and appreciation for the fundamental safety technology and management needs of the safety director. Prerequisite: AL 359 Human Resource Management. 3 credits, 4 weeks.

**AL 270 / 270EL INTERCULTURAL COMMUNICATION** provides students with an opportunity to develop communication skills necessary for a diverse workforce. In this course students come to understand intercultural communication by discussing language, stereotypes, behavior and patterns. Students develop the ability to apply cultural concepts to modern business situations and relate across cultures within that setting. 3 credits, 4 weeks.

**AL 271 / 271EL SOCIAL PSYCHOLOGY IN THE WORKPLACE** introduces students to the study of persuasion, conformity, and social influence through exploration of perception, cognition, self-justification, and small group behavior. The course uses the workplace as the context in which these concepts are explored. Students learn how an individual's thoughts, feelings, and behaviors are influenced by others and learn methods social scientists use to study human behavior. 3 credits, 4 weeks.

**AL 272 / 272EL ORGANIZATIONAL MANAGEMENT PRINCIPLES** engages students in the art and science of management within an organization. The four functions of management, organizing, leading, planning and controlling, are considered in light of individual, group and organizational dynamics. Not open to students who have taken AL 352 Organizational Behavior or AL 358 Principles of Management. 3 credits, 4 weeks.

**AL 275 FIT AND WELL: ENHANCING ADULT HEALTH THROUGH ACTIVITY** explores various ways physical activity positively impacts one's life. Wellness areas include fitness, stress reduction, recreation, and other health enhancing topics. Personal assessment and goal setting is included. Students need to complete health questionnaire before the first night of class. Course meets 3 hours per session for six weeks. 2 credits, 6 weeks.

**AL 282 HOW ADULTS LEARN (Independent Study)** introduces the psychology of learning and various theories of adult development. This one credit independent study serves as an introduction to college thinking and learning or as a reflective culmination of the college experience. 1 credit.

**AL 284 THE CIVIL WAR (Telecourse)** explores the time period 1861-1865 when the United States was rent apart by the bloodiest and most divisive war in American history. The course examines the conflict which helped politically, socially, and economically to define the United States. Focusing on military and civilian angles, the course allows the student to examine an important aspect of history and the stories of individuals. 3 credits, maximum 16 weeks.

**AL 285 HISTORICAL METHODS** examines the nature of history, philosophies, and methodologies of major historians. Readings include selections from Thucydides to contemporary oral historians. Student presentations and essays will include problems in knowledge and explanation, historical criticism, research techniques, and questions of viewpoint arising from women's and minority studies. 3 credits, 4 weeks.

**AL 286EL FACES OF CULTURE** features dramatic and unique film footage from around the world, embracing cultures from all continents, highlighting major lifestyles, and illustrating human adaptation to environment from the beginnings of the human species to the present. An expanded study guide and the most recent edition of a widely accepted cultural anthropology text complement the prize-winning programs. 3 credits, maximum 16 weeks.

**AL 289 CROSS CULTURAL STUDIES** introduces students to broad concepts of culture while emphasizing the cultural characteristics of ethnicity in the United States. This course is a study in modern problems and their ramifications in America with cultural applications in community development, family, religion, eimum 16 weeks.

## COURSE DESCRIPTIONS

**AL 340 HEALTH CARE ETHICS** explores systems of moral reasoning and their impact upon the legal and ethical decision making process within health care organizations and professionals. Themes to be explored include confidentiality, informed consent, decision making capacity, treatment refusal, end of life decisions and care, and legal issues related to initiating or withdrawing treatment. Exposes students to the breadth of legal aspects of Health Care Management in order to assist health care professionals in identifying when a situation is likely to be subject to a law or regulation. 3 credits, 4 weeks.

**AL 341 HEALTH CARE MARKETING** studies marketing principles, concepts, and operations and provides the student with the necessary marketing skills to promote health care services or products. The course introduces the student to the complex world of health care marketing and promotion and examines marketing plans and focus groups. 3 credits, 5 weeks.

**AL 342 ELDERCARE** provides in-depth knowledge and understanding of the psychosocial needs and illnesses of the elderly, recognizing systems, and selecting and applying appropriate therapies. Case studies of dementia, toxicities, depression, ageism, etc. will be presented and appropriate therapies outlined. 3 credits, 4 weeks.

**AL 345 BUSINESS LAW** familiarizes the student with the court system, the sources of laws, contracts, the forms of business organization and the basic legal principles which underlie and control all business transactions. The student will learn to apply these legal theories to practical business situations. 3 credits, 4 weeks.

**AL 346 BUSINESS FINANCE** provides students with an overview of finance in the world of business, drawing heavily on the principles of accounting. Students learn the role of finance and learn to identify issues relevant to ethical financial decision-making. Topics include investment instruments, ratio analysis, cash management, capital structure, and capital budgeting. Prerequisite: AL 365 Accounting. 3 credits, 6 weeks.

**AL 347 MACROECONOMICS** studies methodology of economic analysis, economics terminology and the economic problem. The economic problem includes such topics as supply and demand, national output, inflation and unemployment, aggregate supply and demand, fiscal and monetary policy, money, and rational expectations. 3 credits, 6 weeks.

**AL 348 MICROECONOMICS** provides a unifying theme of microeconomics, showing how micro-economics is the synthesis of theories, decision sciences, and the various fields of business administration studies. The special emphasis is placed on the interaction between the firm's business strategy and the market structure as the firm attempts to reach optimal performance in the face of economic constraints. 3 credit, 6 weeks.

**AL 355 MANAGEMENT INFORMATION SYSTEMS/PROJECT MANAGEMENT** presents an overview of the management information system. Students gain experience in preparing and presenting information useful in the management function. Students develop a project plan for project management in EXCEL. Pre-requisite: Completion of an Introduction to Office or EXCEL course or the equivalent skill level. 3 credits, 6 weeks.

**AL 356 / 356EL CRITICAL THINKING AND CREATIVITY** applies logical reasoning and critical thinking to reading and writing processes. The course includes divergent thinking and ways of developing creative ability and considers both "left brain" and "right brain" processes. Doing is as important as understanding. Therefore, exercises and practical applications involving analysis of arguments and supporting ideas, as well as opening to creativity are included. Students complete the activities by weighing, judging, and evaluating qualitatively. 3 credits, 4 weeks.

**AL 357 / 357EL JUVENILE JUSTICE** analyzes all aspects of the juvenile justice system, including the law, the police, the courts and different types of interventions used. The course will also examine subthemes within juvenile justice, including female delinquency and gang delinquency. 3 credits, 4 weeks.

**AL 359 / 359EL HUMAN RESOURCE MANAGEMENT** examines the principles, methods, and procedures in personnel management, including: staffing, compensation and benefits, employee and labor/management relations, planning, employee development, health, safety and security, and equal opportunity issues This is a survey course which may serve as the foundation for further study in the Human Resource Management major, minor or certificate program. 3 credits, 4 weeks.

**AL 365 ACCOUNTING** is a broad overview course that includes comprehensive instruction in basic accounting principles, with an emphasis on accounting as a necessary tool in the control and management of business. The application of management policies and practices required for effective planning and controlling of resources is considered. Prerequisite: AL 096 or acceptable assessment score. 3 credits, 6 weeks.

**AL 366 / 366EL MARKETING MANAGEMENT** focuses on the role of marketing within an organization from the manager's perspective. Students gain an understanding of buyer behavior, evaluation of the marketplace, marketing research, and new product development. 3 credits, 5 weeks.

**AL 367 / 367EL GLOBAL DIMENSIONS IN BUSINESS** focuses on international trade theory, marketing, the interaction of foreign businesses, politics, and intercultural communication and business protocol. Students appreciate the importance of understanding cultural differences in working with others with different cultural backgrounds. 3 credits, 4 weeks.

**AL 368 / 368EL PHILOSOPHY OF VALUES AND ETHICS** studies both theory and ethics in business. These issues are examined in reading, classroom discussion and debates. Students develop a system for making ethical decisions in the workplace which can be applied to personal and public issues as well. 3 credits, 4 weeks.

**AL 371 / 371EL BUSINESS POLICY** requires a knowledge of all functional business areas. The course considers strategic management including management decision-making, using the case-study approach. Students apply problem-solving and critical thinking skills in a management context and demonstrate effective writing and speaking skills. Prerequisites: AL 204 College Writing, AL 169 Statistical Methods, AL 366 Marketing Management, AL 365 Accounting, AL 346 Business Finance. 3 credits, 4 weeks.

**AL 377 AMERICAS (Telecourse)** explores the twentieth century history of Central and South America and the Caribbean in a multi-disciplinary fashion. Through the use of videos and primary sources, students will gain a greater understanding of the Latin American neighbors of the United States. 3 credits, maximum 16 weeks.

**AL 378 AFRICA: HISTORY AND CULTURE** uses methods of geography, history, anthropology, and ethnography to examine political, cultural, and physical evidence to study Africa. 3 credits, 6 weeks.

**AL 379 CLASSICAL GREECE AND ROME** is an interdisciplinary study of the civilization of the Ancient Greeks and Romans - their culture, philosophy, and arts - and the continuing heritage of classical thought. 3 credits, 4 weeks.

**AL 380 THE BIBLE IN HISTORY** surveys the Judeo-Christian scriptures in their historical contexts. Selected readings will be supplemented by ancient Near-Eastern texts. The influence of this heritage on Western civilization will be examined with applications to such contemporary issues as one God, patriarchal authority, linear thinking, hierarchal order, and the foundation of the empirical method in Western culture. 3 credits, 4 weeks.

**AL 381 THE WORLD OF ISLAM** explores Islamic culture in the medieval and modern world. Topics include Muhammad and the Qur'an; Sunnism, Shi-ism, and Sufism; literature and art; and modern Islam. The impact of Islamic contributions to Western civilization in the areas of empirics and symbolics will be considered including pharmacology, astronomy, optics, and algebra. 3 credits, 4 weeks.

**AL 382 THE ORIENT: HISTORY AND CULTURE** examines the people of Pacific Asia on a topical basis comprising geographical and historical background, literature, music and fine arts, ideology, culture, social life, political systems, and religion. An emphasis will be placed on the contrast between Eastern and Western thought, comparing Japan, China, and India with the United States. No duplication with AL 425. 3 credits, 4 weeks.

**AL 384 MEDIEVAL HISTORY AND LITERATURE** reviews the Middle Ages as an important transitional period in the

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**AL 444 HEALTH CARE PRACTICUM** is the capstone course for the Health Care Management major which engages students in a meaningful and practical on-the-job experience in a health care setting. The course requires students complete a journal of activities and learning, a reflective plan for personal or professional development, and a research paper on a topic related to the site of the practicum. Minimum of 60 hours over at least 6 weeks required in the health care setting. Students wishing to take the Nursing Home Administrator examination must do the practicum in a nursing home setting and the research paper on a related topic. Prerequisites: complete all other courses in the major sequence. 6 credits, 8 weeks.

**AL 472 MANAGING CHANGE** engages students in the analysis of an organization's needs and the development of a plan to influence major organizational change from the human resources perspective. Prerequisites: AL 359 Human Resource Management and AL 272 Organizational Management Principles or AL 358 Principles of Management. 3 credits, 5 weeks.

**AL 474 / 474EL INTEGRATIVE PROJECT: THE BUSINESS PLAN** is the capstone course in the Business Management major. Students learn entrepreneurial skills in the creation of a business plan which includes financial, human resource and marketing components. Prerequisites: AL 169 Statistical Methods, AL 204 College Writing, AL 346 Business Finance, AL 347 Macroeconomics, AL 358 Principles of Management or AL 272 Organizational Management Principles, AL 359 Human Resource Management, AL 365 Accounting, AL 366 Marketing Management, AL 371 Business Policy. 3 credits, 8 weeks.

**ECON 200 / 200EL PRINCIPLES OF ECONOMICS** offers a single semester introduction to both Micro and Macro Economics. Students emerge with a basic understanding of the concepts behind economists analysis of labor and product markets as well as business decisions. They also learn to recognize the perspectives of macroeconomists and evaluate how fiscal and monetary policy may adversely or positively impact the macro-economy, (fulfills the requirement for ALementsster pa9(a )39(my.matboth )39(Micro )39(and )39(MacFTj E)39(weeks.)TJ /Sp



# MASTER OF BUSINESS ADMINISTRATION

The Master of Business Administration (MBA) Program is based upon the University's stated mission of developing in students the "professional competencies and commitment required for responsible participation and leadership in a complex society."

Concordia University Wisconsin's MBA Program is designed to prepare men and women to meet the challenges of a changing administrative environment. The program is designed to provide the opportunity of a professional education for the working student. The curriculum provides the broad base of knowledge needed by middle and upper level managers. While the MBA program is designed for those in business professions, it is readily adapted to meet the needs of students from engineering, health, non-profit, religious, and other fields.

The MBA degree requires 39 semester hours of credit comprising 13 courses. No thesis is required for this degree. Students ordinarily take one course at a time. This allows the program to accommodate a student's professional and personal schedule to the maximum degree possible. The capstone course, MBA 590, must be taken at the end of the degree program. Students must complete all requirements for the MBA degree within five (5) years of entry.

Our flexible program gives you the choice of pursuing your MBA in accelerated eight week classroom courses or through E-Learning where you have up to 16 weeks to complete a course.

You are given the flexibility to design your MBA program. With our guidance you decide the course load and courses you wish to take.

## FREQUENTLY ASKED QUESTIONS

### Are the GMAT or GRE tests required for admission?

No. Your undergraduate cumulative grade point, work experience, and letters of reference are used to determine your acceptance into the MBA program. A 3.0 minimum undergraduate cumulative GPA is required for full acceptance. In addition, all MBA applicants are required to have earned their bachelor's degree from an accredited college or university.

### When can I start?

Terms begin every eight weeks for the accelerated classroom program, or you can start at any point in the flexible E-Learning format.

### Is our MBA program accredited?

The MBA program is accredited by the International Assembly for Collegiate Business Education (IACBE).

## THE MBA CORE

In keeping with the purpose of a MBA, our curriculum is designed to provide the student with a broad spectrum of the business scene. To this end, the courses provide advanced instruction in many areas of business. The utilization of a concentration allows the student at the same time develop an area of expertise. The MBA program consist of 39 credits which include eight core courses and five courses in concentration area. The MBA program has six prerequisite courses. They are Accounting, Finance, Management, Marketing, Economics, and Statistics.

MBA 500/800	Managerial Economics	MBA 575/875	Business Ethics
MBA 510/815	Applied Statistic Methods	MBA 580/880	Leadership and Organizational Behavior
MBA 530/830	Corporate Finance	MBA 610/910	Human Resources Management
MBA 540/840	Accounting: Financial Analysis for Decision Making	MBA 590/890	Strategic Management (Capstone-taken last)

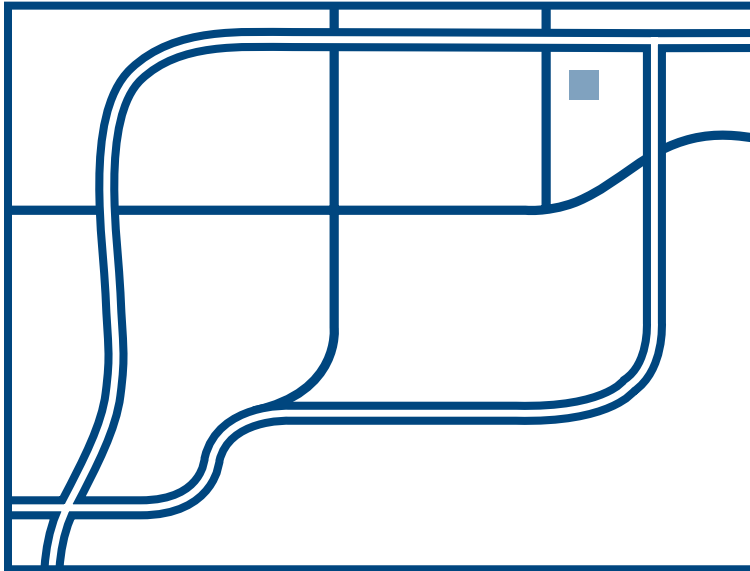
## MBA CONCENTRATION COURSES

CHOOSE FIVE COURSES IN ONE AREA

### **Management**

527/827	Project Management
550/850	Strategic Marketing
554/854	Advertising Management
555/855	

## CENTER DESCRIPTIONS



### APPLETON CENTER

The Appleton Center is located in the American Family Insurance Building just South of Highway 41, on Ballard Rd. and only a few blocks South of Thrivent Financial.

#### **Concordia University Appleton Center**

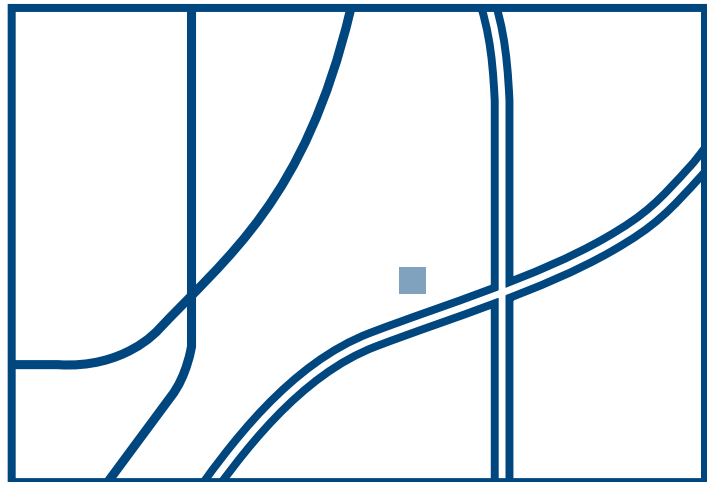
3232 N. Ballard Road  
Appleton, WI 54911  
920-968-0933 (FAX 920-968-0935)  
Toll Free: 866-289-6212

### BELOIT CENTER

The Beloit Center is conveniently located just East of I-90/39 on Highway 81 (Sutler Avenue) in the Morgan Square Shopping Plaza. The Center is open at times convenient to serve working adults and is but a short drive from the thriving communities of Rockford, Beloit and Janesville.

#### **Concordia University Beloit Center**

2040 Sutler Avenue  
Beloit, WI 53511  
608-361-1830 (FAX 608-361-1831)  
Toll Free: 866-216-0253

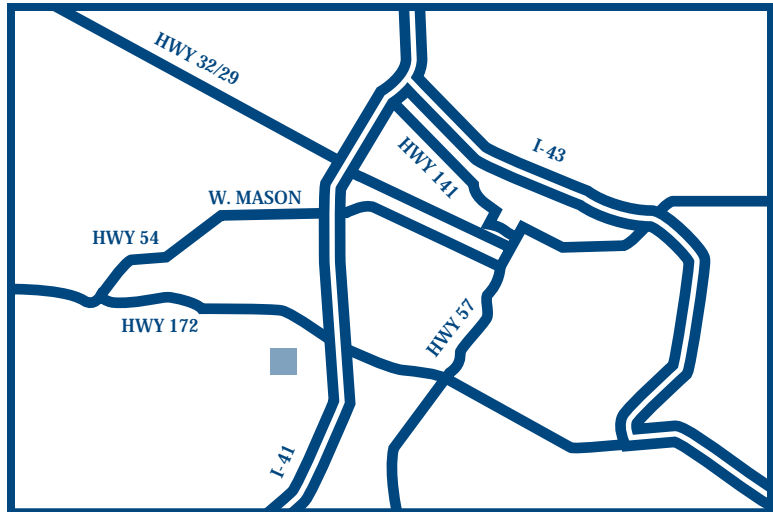


## CENTER DESCRIPTIONS

### GREEN BAY CENTER

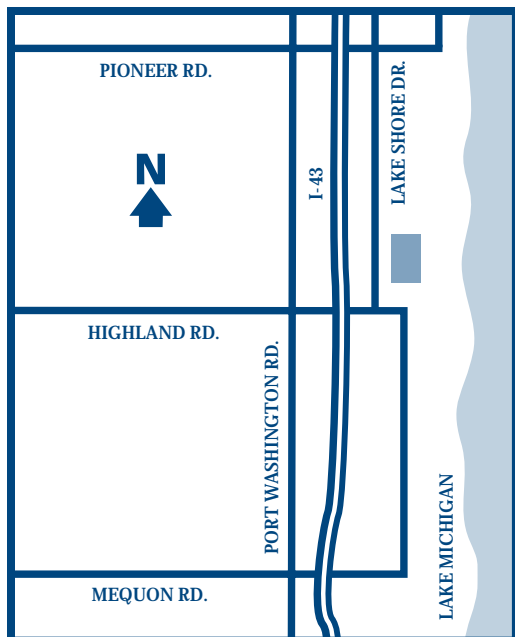
The Green Bay Center is located in Ashwaubenon, at 1150 Springhurst Drive, Suite 101, off of Hansen Road and Oneida Street, 2 blocks west of the Wellington Restaurant.

**Concordia University Green Bay Center**  
Executive Center II  
1150 Springhurst Drive, Suite 101  
Green Bay, WI 54304  
920-498-2551 (FAX 920-498-1077)  
Toll Free: 888-425-3206



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## CENTER DESCRIPTIONS



### MEQUON CENTER

The Mequon Center is a part of the main campus of Concordia University Wisconsin. The campus is located on the shore of Lake Michigan just north of Milwaukee. Classes meet in various rooms of the University which are set up specifically to meet the needs of adult students.

#### **Concordia University Mequon Center**

12800 N. Lake Shore Drive  
Mequon, WI 53097-2402  
262-243-4399 (FAX 262-243-4438)  
Toll Free: 888-969-4289

### MILWAUKEE MIDTOWN

The Milwaukee Midtown Center is centrally located in the new Midtown Mall on 56th Street just north of Capitol Drive. As it is located in the Mall, there is ample free, secure, well-lighted off-street parking available.

#### **Concordia University Milwaukee Midtown Center**

4151 North 56th Street, Milwaukee, WI 53216  
414-444-0734 (FAX 414-444-1908)

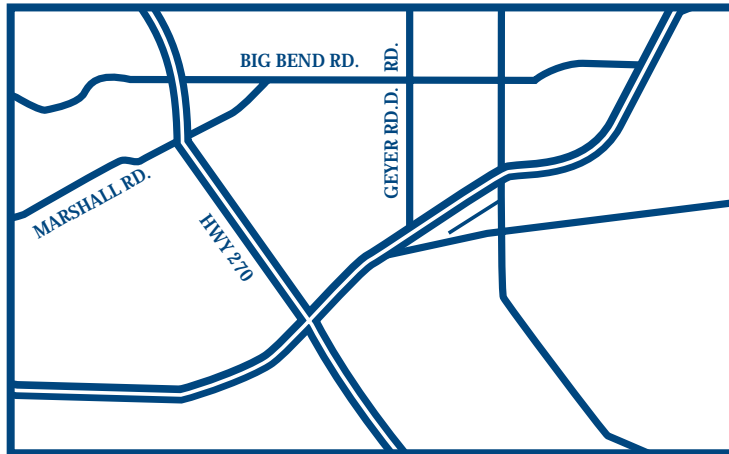
## CENTER DESCRIPTIONS

### NEW ORLEANS CENTER

The New Orleans Center is conveniently located at 3864 17th St., Metairie, LA, on the corner of Cleary Avenue and 17th Street. It is now a part of the New Orleans Lutheran High School educational campus.

#### **Concordia University New Orleans Center**

3864 17th Street  
Metairie, LA 70002  
504-828-3802 (FAX 504-828-2008)  
Toll Free: 866-883-0289



The St. Louis Center is located at 10825 Watson Road, Suite 204, Sunset Hills, Missouri, at the intersection of Highways 44 and 270. The two-story, red brick building is situated across from the Borders Bookstore.

#### **Concordia University St. Louis Center**

10825 Watson Road, Suite 200  
Sunset Hills, MO 63127  
314-984-8840 (FAX 314-984-0078)  
Toll Free: 866-880-3289

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Appleton/Green Bay, MBA

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Executive M.B.A., University of Wisconsin -  
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Roosevelt University, Chicago, IL







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M.S., University of Wisconsin - Oshkosh  
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M.B.A., University of New Orleans  
B.A., University of New Orleans  
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Fort Wayne, Liberal Arts  
Indianapolis, Liberal Arts

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M.A., Webster University  
M.A.T., Webster University  
St. Louis, Liberal Arts

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M.B.A., University of Dayton  
M.S., Iowa State University  
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M.P.A., Concordia University Wisconsin  
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**Kelley, Kendall**

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**Kelly, Alonzo**

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**McClain, Rondald**

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Columbus School of Law  
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**Miller, Phyllis**

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### Piret, Dale

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### Pockat, Steven

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Psych Chicago School of Professional  
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Management

### Pratt, Wayne

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### Randall, David

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### Raube, Gregory

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### Reckert, Bill

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### Retcher, Greda

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### Rhoades, Thomas

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**Roberson, Russell**

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Ph.D., Argosy University  
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Appleton, Green Bay, MBA

**Rosanske, Karen**

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Human Resource Management

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**Prior to the start of class:**

A student is entitled to a full refund of both deposit and application fee if one (1) or more of the following criteria are met:

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