Graduate Certificate in Sustainable Management

Program Overview

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

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

Interactive
Students study in a highly interactive online program by attending two 120-minute real time online meetings per course with their professor and interacting daily with their fellow students by discussing weekly topics in their free time.

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

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

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

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

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

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

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

Pay for only one course at a time, or receive a 10% discount on tuition by paying 100% of program fees at the time of enrollment.

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

Diplomatic and Military Service Discount: From January 1, 2006, those who have served their government through either diplomatic or military service may be eligible for a 10% discount. (This discount cannot be combined with Tuition Relief pricing).

Please see refund policy at back of catalog.

Payments can be made by check, credit card (Visa, MasterCard, American Express or Discover), money order or bank transfer. Tuition may be paid on a course-by-course basis. The application fee must be paid at the time of application, and prior to beginning the first term, students must pay the registration, tuition, and records fee. For the remaining five terms, students must pay the tuition and records fee. The graduation fee must be paid upon completion of all three courses.

**Maximum cost of program is $5650 (records fees of $200 for each additional term up to 12 months from commencement of program). Please note that this amount does not reflect any tuition relief discount that may be in place at the time of enrollment. For your specific program fee information, please refer to the payment message sent from Student Services at the time of acceptance.

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Graduate Certificate in Sustainable Management Program Fees

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<th>Fee Description</th>
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<tbody>
<tr>
<td>Application Fee (Non-Refundable)</td>
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<tr>
<td>Registration Fee (Non-Refundable)</td>
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<tr>
<td>Per Course Fees</td>
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<td>Tuition Fee ($375 per credit x four credits)</td>
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<td>Records Fee</td>
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<td>Transfer Credit Fee</td>
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<td>One Time Fees</td>
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<td>Graduation Fee</td>
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<td>Diploma</td>
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<tr>
<td>Replacement Certificate</td>
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<tr>
<td>Replacement Cover</td>
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</tr>
<tr>
<td>Course Completion Letter</td>
<td>$35 (optional)</td>
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<tr>
<td>Program Total</td>
<td>$4,450**</td>
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Educational Objectives
Upon completion of the Graduate Certificate in Sustainable Management program, students will be able to:

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

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

- 3 courses (6 weeks each)

Students select three of the following four courses:

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

Specific course descriptions can be found on page 12.

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

Program Study Suggestions
(total 22.5 hours a week for six weeks)

- Look briefly through set readings, weekly assignment questions, and any other assignments for the week. (.25 hours)
- Complete weekly reading assignments, making notes on the assignment questions as you do. (4 hours)
- Complete individual weekly written assignments. (3 hours)
- Review weekly Online Discussion Forum questions and research potential answers. (2.75 hours)
- Discuss Online Discussion Forum questions with other students via the Online Discussion Forum. (3 hrs)
- Preparation for & participation in real-time online class and review transcripts & make notes. (1.5 hours)*
- Preparation for and participation in team projects. (2 hours)*
- Conduct library/internet research, further reading and note taking to complete course projects. (6 hours)

*Note: In weeks when no real-time online class or team project is assigned, study time should be spent on library/internet research, further reading and note taking. For courses including a proctored examination, study schedule will vary.
Graduate Certificate in Sustainable Management
Program Overview

Text Books
- PROFIT WITH HONOR
- Sustainable Marketing

Online Discussion Forum
Daily free-time class discussion

Team Project
Complete team project in 3 to 4 member group

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

Case Study
Case 10
Lehman Brothers: Lehman’s New Street Smarts

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

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

Course Schedule & Evaluation Structure

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<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
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<tr>
<td>Live Online Webcast Seminar Participation</td>
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<tr>
<td>Online Discussion Forum Participation</td>
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<tr>
<td>Individual Written Assignments</td>
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<tr>
<td>Internet Assignment</td>
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<tr>
<td>Team Project</td>
<td>15%</td>
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<tr>
<td>Final Research Paper</td>
<td>20%</td>
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Robert Robertson, Ph.D.
Dean of the Akio Morita School of Business and Professor

Dr. Robert Robertson holds a Massachusetts Institute of Technology (MIT) Sloan School of Management Executive Certificate in Innovation and Strategy, Ph.D. in Management and Organization (Stirling University, Scotland); Post-Doctoral Professional Certificate, International Business and Leadership (Argosy University); Post Graduate Diploma in International Management-China (University of London); Master of Studies in Law (Vermont Law School); and Master of Public Administration (Dalhousie University, Canada); a Master of Arts (Eastern Kentucky University) and a Bachelor of Science (East Tennessee State University). He has more than 15 years of experience in academia as a Vice President of Academic Affairs, Dean of Business and MBA program director in the United States and in Kazakhstan. Dr. Robertson was selected by the United States Department of State Bureau of Educational and Cultural Affairs to the Fulbright Specialist Program. He has served as the Chief Academic Officer and Research Fellow at the University of Phoenix’s Center for Workforce Diversity, Central Florida campus in Orlando, Florida. Dr. Robertson is a Visiting Full Professor at the University of Ljubljana in Slovenia, Faculty of Economics; and, he serves as a Scientific Adviser to the Global Universities in Distance Education (GUIDE) association headquartered at Marconi University, Rome, Italy. He is an invited speaker on international business, strategy, online education and workforce training; and he regularly lectures in China, Taiwan, Vietnam, Kazakhstan, Europe, Brazil and the United States. In the public sector, he has more than 20 years of management experience including serving as the City Manager for the City of Hamilton, Ontario in Canada with more than 8,500 employees and a budget in excess of one billion dollars.

Andrew E. Honeycutt, DBA
President and Professor

Dr. Andrew E. Honeycutt, President of Anaheim University, is the recipient of a Harvard University Doctor of Business Administration (DBA) degree in Marketing and a Boston University Masters in Business Administration (MBA) degree in Organizational Behavior. Dr. Honeycutt has served as Dean of the College of Business and Technology of Argosy University Atlanta, Distinguished Fellow in Business Management at Shorter University, Vice Chairman of Edgenics, Inc. and Senior Partner of the Center for Collaborative Learning and Coaching. As a business professor and school of business administrator, he has been instrumental in the development of cooperative relationships with major companies - Colgate Palmolive, Dupont, Gulfstream Corporation, Savannah Foods, Simmons First National Bank, SC Johnson Wax, and others. He leveraged his experience with major corporations to assist students in achieving success by developing a success resource entitled CEO Success Letters: A Resource for Career and Life. The book was an outcome of a “Fortune 500 CEOs Success Advice Project” designed to provide business career success advice to students. His much utilized business expertise is evidenced by his service on business and governmental advisory boards and boards of directors. He has also served on the advisory boards of the Winthrop Rockefeller Foundation (Small Business Strategic Planning), the Ewing Marion Kauffman Foundation (Entrepreneurship Education) and the National Board of Directors of SCORE.

William Hartley, Ph.D.
Professor and President Emeritus

Holding a bachelor’s degree, three master degrees, and a Ph.D. from the University of Colorado, University of California at Berkeley and University of Wisconsin respectively, Dr. Hartley’s background is a combination of education, private sector work, teaching and consulting. Dr. Hartley has had a variety of jobs from administrative manager of the R&D division of a Fortune 500 company to the executive training program of Ford Motor Company in Detroit, Michigan, as well as owning and operating an art gallery for a period of 12 years. In addition to many years teaching at the undergraduate level, Dr. Hartley has taught in MBA programs for 18 years at both Niagara University and Embry-Riddle Aeronautical University, and has taught on-line courses for the State University of New York. In the area of consulting, Dr. Hartley has worked primarily in management development and in strategic management consulting activities.
Caryn Callahan, Ph.D.
Professor
Holding a Ph.D. in East Asian Languages in Civilizations with a specialization in Japan from Harvard University, and an MBA specializing in Finance-Accounting from the University of California Los Angeles (UCLA), Dr. Caryn Callahan is a former Vice President and International Equity Analyst for Merrill Lynch Japan as well as Financial Analyst for W.R. Grace & Co.. A professor of Anaheim University’s Akio Morita School of Business, Dr. Callahan has also taught courses in Corporate Finance, International Business, Organizational Behavior, and Management at Chaminade University in Hawaii. Dr. Callahan was chosen as number one analyst for the Japanese consumer electronics industry by Euromoney magazine and has been quoted in the New York Times, Wall Street Journal, Business Week, and Fortune magazine.

Carlos Aquino, Ph.D.
Professor
Holding a George Washington University MS in Structural Engineering and a University of Sao Paolo Ph.D. in Sciences and Technology, Dr. Carlos Tasso Eira De Aquino is an accomplished senior executive and educator combining over 25 years of experience in leadership and scholarship in Business, Education, IT, and Engineering. In his executive career, he has been strategically building, managing and guiding diverse teams to solve complex, systemic problems. As an educator, he has taught, developed and supervised, and published relevant research and scholarship. In that area, he is adept at developing and implementing academic programs, accreditation processes, operational, regulatory and quality procedures and policies, and corporate training programs that foster measurable performance improvements. Dr. Aquino has accumulated achievements and recognition as Executive-Director, Senior Director, Project Manager, Provost, Dean of Business, Dean of Accreditation, among other capacities in organizations in the USA and abroad, with followers that encompassed a clear diversity of cultures. Before moving to the United States in 2008, Dr. Aquino was responsible for directing a country-wide program, sponsored by the Brazilian Ministry of Science and Technology, focused on improving energy usage. Dr. Aquino prepared the Brazilian version of many business books, published by Pearson Education, Cengage Learning and McGraw-Hill, authored a book on Adult Higher Education (How to Learn: Andragogy and Learning Skills) for Pearson Education in Brazil in 2008, and is currently working on two books (Palgrave McMillan and Emerald Publishing), covering different aspects of diversity and inclusion in the workplace. Along his career, he has presented more than 45 articles in peer-reviewed conferences and published more than 40 papers in refereed journals and conference proceedings. Since 2014, he had 15 papers presented in venues such as Western Academy of Management, ACBSP, and GUIDE (Global Universities in Distance Education) Conferences and had 6 papers published in peer-reviewed journals.

Bari Courts, Ph.D.
Professor
Dr. Courts holds a Ph.D. from Capella University In Organizational Management and an MBA in Management from the University of Cincinnati. He also holds a BS in Mathematics from Kenyon College. He has spent time in the insurance industry and has held the position of project manager for a major ERP software implementation. Dr. Courts has enjoyed teaching abroad, especially various courses in International Business, including e-Commerce, Economics, Management, Organizational Behavior, Research Methodology, and Statistics. Locally Dr. Courts is also a business owner of a small self-storage business in Cincinnati.

Howard Frederick, Ph.D.
Professor
After earning his bachelors degree at Stanford University, Dr. Howard Fredrick received his masters degree from San Francisco State University and his Ph.D. in International Economics and Relations from The American University. A recognized multilingual authority in the fields of business entrepreneurship and innovation, economic development, new technologies and sustainability, Prof. Frederick researches and teaches entrepreneurship, incubation, social development, climate change entrepreneurship, and strategy at Plymouth State University. He is the author of 197 journal articles and books with 20+ years experience in teaching, executive education, research business development, entrepreneurship and multimedia communications and 15 years experience as a company director. He has owned four businesses and received over $1,000,000 in external grant funding. He is a motivated researcher and practitioner whose expertise encompasses the private and public sectors within Mexico, Australia, Samoa, Tonga, Malaysia, Indonesia, Thailand, China, Hungary, Germany, Austria, Brazil, Ecuador, and Colombia. Dr. Howard Frederick is a dynamic teacher with high student evaluations, whose keen insight of worldwide markets, economic trends and political climates, inspires students to successfully enter the global marketplace.
**Perry Haan, DBA**
Professor

After earning his Bachelor of Business Administration (BBA) from The Ohio State University, Dr. Perry Haan earned his Master of Business Administration (MBA) from Xavier University and his Doctor of Business Administration (DBA) from the University of Sarasota. Professor Perry Haan has worked as a faculty member and administrator in higher education since 1986. He was won teaching awards at three different institutions of higher learning and taught in eight countries outside the U.S. In 2010, he was awarded a Fellowship by the International American Association of Financial Management for his teaching and academic work in international markets. He has authored or co-authored over 90 peer-reviewed articles that have appeared in conference proceedings and journals, including the Journal of Marketing in Higher Education and the International Journal of Sports Marketing & Sponsorship. He co-authored a textbook, Practical Statistics for Business. His research interests include entrepreneurship, international business, ethics, sales and sales management, education marketing, sports marketing, and leadership.

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**Scott A. Hipsher, Ph.D.**
Professor

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

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**Patricia Ray, J.D.**
Professor

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

After earning a Stanford University Master of Science in Engineering degree, Dr. Kwok Shum received his Ph.D. in Management of Technology from the Tokyo Institute of Technology. Dr. Shum’s research and teaching interests lie in new technologies, renewable energy industry and deployment, the business of renewable energy and clean technologies. Dr. Shum has taught at Hong Kong University of Science and Technology and conducted workshops for the Clinton Foundation’s C40 Large Cities Climate Summit, Tokyo Institute of Technology and Hong Kong Baptist University. He has served as a Reviewer for the International Journal of Innovation Management and the International Journal of Hydrogen Energy and has served as the Academic Committee Chairperson for the Technology and Management Sustainability Business Plan Competition organized by the University of Illinois Urbana Champagne, Seoul National University, the University of Sao Paulo, Hong Kong University of Science and Technology and London South Bank University.

Stavros Sindakis, Ph.D.  
Professor

With both a Ph.D. and MBA in Strategy, Enterprise & Innovation from the University of Portsmouth, Dr. Stavros Sindakis has made significant contributions to these fields through his research and publications on entrepreneurship and business innovation including his books Entrepreneurial Rise in Southeast Asia, and Analytics, Innovation and Excellence-Driven Enterprise Sustainability, with his third in progress. Dr. Stavros Sindakis is an educator, advisor, mentor and innovator in the fields of business innovation, management, entrepreneurship, and service design and development. As an educator, he has taught in several different countries at both the undergraduate and postgraduate levels and held a variety of advisory and mentoring positions for students and faculty at numerous schools including the Institute of Enterprise and Entrepreneurs and Laureate Online Education.

Barbara Son, Ph.D.  
Professor

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

Robert Diotalevi, J.D.  
Professor

Dr. Robert Diotalevi, Esq., LL.M., is serving in his 17th year as Associate Professor of Legal Studies at Florida Gulf Coast University in Fort Myers, Florida. He was the founding Legal Studies Program coordinator. He has been a lawyer for 33 years as a member of the Massachusetts and Florida bars. He possesses 4 degrees and has been internationally published with over 80 manuscripts in print. In 2009 Dr. Diotalevi had a book published by Cengage. It is entitled “The Florida Paralegal.” As an academician since 1985 he has instructed over 400 courses. Dr. Diotalevi was a professional broadcaster for 8 years and held managerial positions in radio news and production. Dr. Diotalevi’s works have been published in SMU School of Law’s Computer Law Review and Technology Journal, The Online Journal of Distance Learning Administration, The Paralegal Educator, The Journal of Paralegal Education and Practice and The National Paralegal Reporter.
John Wang, Ph.D. Professor

Dr. John Wang received a scholarship award to complete his Ph.D. in Business Administration at Temple University in 1990, after earning his M.S. in Systems Engineering from Harbin Institute of Technology. In addition to serving as a professor in the Anaheim University Akio Morita School of Business, Dr. John Wang is a professor in the Department of Information and Decision Sciences at Montclair State University. Dr. Wang received his tenure in 1997 and was promoted to full professor in 2000. Professor Wang has published over 100 refereed papers and six books. He has served as session chairman and track chair 17 times on the most prestigious international and national conferences. He has also developed several computer software programs based on his research findings. He is on the editorial board of the International Journal of Cases on Electronic Commerce and has been a guest editor and referee for Operations Research, IEEE Transactions on Control Systems Technology, and many other highly prestigious journals. His long-term research goal is on the synergy of Operations Research, Data Mining and Cybernetics.

Sara Willox, Ph.D. Professor

Dr. Sara Willox is working to complete an MLA degree in Sustainability from Harvard University, having earned an MBA from Upper Iowa University and a Ph.D. in Organization and Management from Capella University. She also completed two BS degrees from the University of Wisconsin-Madison. Dr. Willox has been teaching online courses and face to face courses in business, leadership, and psychology since 2010, and served as the department chair in business and technology for Edgewood High School. She publishes and presents at professional and academic conferences. Dr. Willox has professional experience in nonprofit management, human resources, operations, and development. She has held the positions of director of operations and development, department chair, human resources director, and program director. In addition, Sara does independent consulting with individuals and companies including nonprofit and corporate organizations, Grammy Award-winning artists, state government officials, and educational institutions.

Tamara Myatt, Ph.D. Professor

Holding a Ph.D. and Masters in Human and Organizational Systems from Fielding Graduate University, Tamara Myatt has spent more than a decade transforming the professional and educational lives of young and disadvantaged people in some of the poorest and most dangerous regions of the world, championing the causes of women, and orchestrating locally and globally scaled initiatives in the business sphere. The specialized focus of her Ph.D. in Human and Organizational Development was in in women’s entrepreneurship in regions of war. She is currently pursuing advanced studies/research in entrepreneurship in emerging economies, family business, innovation, and enterprise digital transformation. The former Executive Director of Goldman Sachs 10,000 Women in Afghanistan and Chair of Entrepreneurship and Assistant Professor of Small and Medium Enterprises at the American University of Nigeria, Tamara is an internationally recognized pioneer in enterprise development. She has led enterprise development initiatives in nations such as Afghanistan, Nigeria, Pakistan, Bosnia, Kenya, Croatia, Uganda, India, Myanmar, Liberia, and Rwanda.

Jim Carland, Ph.D. Carland Entrepreneurship Institute Director Emeritus

Dr. Jim Carland holds a Ph.D. in Management Policy and Systems from the University of Georgia as well as an MBA from Western Carolina University. He has held Certified Management Accountant (CMA), Certified Public Accountant (CPA) and Certified Valuation Analyst (CVA) qualifications. He has published more than 70 articles in scholarly journals, 200 articles in conference proceedings, and a dozen books. He is among the best known scholars in the entrepreneurship discipline in the world, and in the surest form of scholarly recognition, a current Google Scholar search will reveal more than 3,500 citations of his work. Dr. Carland has taught for more than 30 years and has been the recipient of many teaching awards and recognitions. He was involved in the development and implementation of the first Master of Entrepreneurship degree program in the U.S. His work was recognized for being the best example of graduate entrepreneurship training by the USASBE in 2005. He is particularly interested in innovation as it relates to entrepreneurship. He first proposed an inherent link in 1984 in a seminal journal article in the Academy of Management Review. That article became a major factor in the subsequent differentiation of entrepreneurs from small business owners in the literature. Subsequently, he has interviewed, surveyed, and worked with more than 2,000 entrepreneurs.
Kisho Kurokawa Green Institute Courses

Choose 3 of the 4 courses:

**BUS 535 Triple Bottom Line Accountability & Management**
The Triple Bottom Line Accounting and Management course is an expanded version of accounting for corporate activity. Contemporary society has moved away from the mere financial bottom line to a higher level of social responsibility where we account for the true social impact of our business activity. Through this expanded version of accounting and accountability, social and environmental impact is added to the equations. Thereby the report of corporate activity and management comprehensively reflects a true bottom line. The three prongs of the true bottom line become clear: economic prosperity, environmental quality, and social justice. This course provides the basis for business students to go forward and determine the true social effects of the businesses they are working for and to manage for the future.

**BUS 545 Green Marketing & Environmental Product Design/Recycling**
Green Marketing & Environmental Product Design/Recycling is a course structured around the traditional “4Ps” of marketing and explains how marketing mix decisions can and do influence environmental outcomes. Throughout the course, the emphasis will be on the conversion of consumption systems to a sustainable paradigm that represents a circular use of resources, not the linear approach (materials ->products ->consumption ->disposal) that leads to the pollution of ecosystems. The major theme of the course is that marketers can reinvent strategy and craft “win-win-win” solutions, where customers win (obtaining genuine benefits), organizations win (achieving financial objectives), and ecosystems win (ecosystem functioning is preserved or enhanced).

**BUS 555 Corporate Social Responsibility (CSR) & Ethics**
Corporate Social Responsibility and Ethics is a comprehensive study of the core issues for business in the questions of sustainability, social responsibility and ethics. The course introduces the student, not only to relevant issues, but the views of corporate stakeholders. Approaches for presenting and carrying out a program of sustainability are presented, including strategic planning, targets, goals and alternative approaches. A principal part of the course is devoted to the ethics of business and issues of transparency, including discussion of the social impact of non ethical and non transparent business practices. Case studies, a team project and practice assignments assist in presenting these themes on a practical level. The course concludes with information and discussion on trends in sustainability and business ethics. A principal goal of the course is to show that community engagement and the maximization of profit/shareholder value are not mutually exclusive, but mutually reinforcing.

**BUS 565 Sustainable Enterprise Development & Leadership**
Sustainable Enterprise Development and Leadership is a course which provides a comprehensive and practical analysis of what sustainable business development is and how companies can use it to make a significant difference. Sustainable development involves articulating, integrating and achieving social, economic, and environmental objectives, and initiatives to protect humankind and the natural world from destructive behaviors. Sustainable business development is a holistic management approach which includes the entire value added system from the origins of raw materials, to production processes, to customer use, to product end of useful life. Sustainable outcomes are those that balance the performance objectives of the present with the needs and expectations of the future. To achieve these outcomes, there must be a profound change in strategic thinking, leadership and the management of businesses.
**Online Learning Resources**

**AU Online Classrooms**
Anaheim University students in the Graduate Certificate in Sustainable Management meet via webcam in real-time interactive online classes with their professors and fellow students for 120 minutes twice during a six-week course: at the end of the first and fourth weeks of the term. Chat transcripts and audio/video of all online classes are recorded and posted, allowing students to stay focused on the live discussion during the class, and the opportunity to review the class discussion afterwards. These classes are usually held on Friday evenings US time which is Saturday morning in Asia. Real-time class recordings may be accessed through the AU Online System for students who are unable to attend class or simply wish to review their class notes. Such transcripts may be viewed online at anytime or printed out in a neat, convenient format - the perfect alternative to distracting note taking during class.

**AU Online Discussion Forum**
The Online Discussion Forum is an electronic bulletin board and e-mail list facilitating lively communication and interaction among students and their professor. When a student posts a message to the Forum, the message is automatically redistributed to the professor and all other students in the course, allowing students to discuss the week’s readings in their free time. A weekly Student Host directs students to perform certain tasks as outlined in the online Course Guide. The Online Discussion Forum plays an integral part in AU’s online programs by facilitating the out-of-class interaction between students necessary for an effective exchange of ideas. The AU Online Discussion Forum ensures that learning and interaction does not end when the real-time class does.

**Online Bookstore**
The Online Bookstore is the one-stop source for textbook and course material needs. Designed for students to buy textbooks based on their course schedule, track their textbook orders, and sell their textbooks back from a previous semester, the Online Bookstore offers money-saving used books, multiple shipping options, and access to hundreds of academic items related to your studies. In an effort to provide additional savings, textbooks or course materials may be available for purchase in an electronic format. Purchases will be subject to the refund policy of the bookstore.

**Library**
Anaheim University requires all of its students to make extensive use of library facilities and resources in the course of their program. The University’s online resources provide a major boost in assisting and supporting a student’s academic work. The login ID and password provided by the University to the student upon enrollment will provide the student access to the online resources.

**AU Alumni Association**
Upon completion of their chosen programs of study, AU graduates have the privilege of becoming part of the university’s Alumni Association. The AU Alumni Association is a highly regarded online network established to ensure that an AU graduate’s learning never ends. The Alumni Association is an excellent way to network with other professionals in your field and keep abreast of recent developments. Members have access to the most recent updates regarding the latest news from the field, important events, suggested readings, cutting edge information and professional career opportunities.

**Student Services and TechSupport**
The policy of Student Services is “Students First, Always” and Anaheim University’s Student Services staff is committed to providing students with the administrative services they need for course registration, textbook ordering, graduation, etc. Technical issues are addressed by the TechSupport Division of the University.

**Graduation Store**
Alumni of Anaheim University have the opportunity to show Anaheim pride by ordering Anaheim University graduation rings and diploma frames online.
As President, it is my pleasure to welcome you to the Anaheim University global online learning community.

At Anaheim University, we offer relevant, application-based programs designed to help you, the student, make an immediate difference in your current employment or future career. If you want an affordable, high quality experience in a globally connected setting, and a diverse faculty deeply engaged in their fields and with lifetime connections to invigorate your drive for success, you are at the right place.

With our experienced faculty and staff, interactive learning environment, and the integration of traditional and innovative learning methods, Anaheim University’s mission is to provide exceptional learning opportunities to students who wish to benefit from a proven learning process. Upon completion of your academic program, you will join the worldwide Anaheim University Alumni Association with the many benefits it has to offer.

On behalf of the faculty and staff of Anaheim University, I wish you success in your chosen program of study.

Welcome to Anaheim University.

Andrew Honeycutt, DBA
President

About Andrew Honeycutt

Dr. Andrew E. Honeycutt, President of Anaheim University and former Dean of the Anaheim University Akio Morita School of Business, received a Doctor of Business Administration degree in Marketing from Harvard University and a Masters in Business Administration degree in Organizational Behavior from Boston University. Dr. Honeycutt has served as Dean of the College of Business and Technology of Argosy University Atlanta, Vice Chairman of Edgenics, Inc. and Senior Partner of the Center for Collaborative Learning and Coaching. As a business professor and school of business administrator, he has been instrumental in the development of cooperative relationships with major companies - Colgate Palmolive, Dupont, Gulfstream Corporation, Savannah Foods, Simmons First National Bank, SC Johnson Wax, and others. His much utilized business expertise is evidenced by his service on business and governmental advisory boards and boards of directors. He has also served on the advisory boards of the Winthrop Rockefeller Foundation (Small Business Strategic Planning), the Ewing Marion Kauffman Foundation (Entrepreneurship Education) and the National Board of Directors of SCORE.
**Mission**
Anaheim University was established as a unique, innovative and sustainable institution of higher learning to meet the educational needs of a diverse and global student body through academic programs of the highest quality. Dedicated to a student-centered philosophy, Anaheim University makes higher education accessible to qualified students worldwide through interactive and real-time courses conducted 100% online.

**Anaheim University Objectives**
Taking advantage of the newest technological innovations, Anaheim University is designed to be a sustainable global institution with a multicultural perspective, with programs designed to meet the needs of its diverse student population. To accomplish this, Anaheim University has the following objectives:

- Excellence of academic instruction through the guidance and expertise of dedicated faculty
- Utilization of the newest technologies
- Deployment of technology-based learning resources
- Development of interactive learning environments in both synchronous and asynchronous settings
- Meeting the educational needs of our students by offering instructional programs otherwise unavailable because of access, cost, or work schedule
- Provision of an instructional environment where students can take an active role in their own learning
- Support of an academic environment where professors are able to deliver the highest quality educational programs and take advantage of the University’s learning resources
- Regular course and program assessments and evaluation to constantly improve our offerings
- Development and maintenance of a University alumni support system to advance alumni professional skills, knowledge, and expertise and help them realize their lifelong educational goals
- Development of University culture and programs promoting sustainability

**About Us**
Anaheim University was founded in Orange County, California in 1996. The University is accredited by the Distance Education Accrediting Commission (DEAC). The DEAC is listed by the U.S. Department of Education as a nationally-recognized accrediting agency. Anaheim University and its programs have been examined and found to meet the educational and business ethics standards set by the DEAC. The DEAC is recognized by the Council for Higher Education Accreditation (CHEA).

The University also operates under the full approval of the State of California in accordance with the requirements set forth by the Bureau for Private Post-Secondary Education. “Approval to operate” means that the Bureau has determined and certified that the institution meets minimum standards established by the Bureau for integrity, financial stability and educational quality, including the offering of bona fide instruction by qualified faculty and the appropriate assessment of students’ achievements prior to, during, and at the end of each program. The University is authorized to grant graduate degrees at the masters and doctoral level under the degree-granting authority of the Bureau for Private Post-Secondary Education.

**Policies and Procedures**
Click here to download the university’s policies and procedures:
Andrew E. Honeycutt, DBA
President
Dr. Andrew E. Honeycutt, President of Anaheim University and former Dean of the Anaheim University Akio Morita School of Business, received a Doctor of Business Administration degree in Marketing from Harvard University and a Masters in Business Administration degree in Organizational Behavior from Boston University. Dr. Honeycutt has served as Dean of the College of Business and Technology of Argosy University Atlanta, Vice Chairman of Edgenics, Inc. and Senior Partner of the Center for Collaborative Learning and Coaching. As a business professor and school of business administrator, he has been instrumental in the development of cooperative relationships with major companies - Colgate Palmolive, Dupont, Gulfstream Corporation, Savannah Foods, Simmons First National Bank, SC Johnson Wax, and others. His much utilized business expertise is evidenced by his service on business and governmental advisory boards and boards of directors. He has also served on the advisory boards of the Winthrop Rockefeller Foundation (Small Business Strategic Planning), the Ewing Marion Kauffman Foundation (Entrepreneurship Education) and the National Board of Directors of SCORE.

Peter Langenburg, J.D.
Chancellor and Government Affairs Liaison
Peter Langenburg, J.D. serves as the Chancellor and Government Affairs Liaison for Anaheim University. He graduated from Princeton University summa cum laude with an A.B., and the University of California, Hastings College of Law with a Juris Doctorate. Peter Langenberg lived in Japan for a number of years, speaks Japanese fluently, and is former Chair of the Los Angeles Nagoya Sister City Affiliation. Mr. Langenberg was admitted to the California Bar in 1977 and serves as Hughes, Hubbard & Reed Senior Counsel. His areas of concentration include General Commercial and Business Law; Corporate Law; Intellectual Property (Trademarks, Copyrights, Licensing); and Employment Law.

Rod Ellis, Ph.D.
Vice President of Academic Affairs
Doctor of Education in TESOL Program Designer
Senior Professor, Graduate School of Education
Dr. Rod Ellis is a world-renowned thought leader in the field of Second Language Acquisition. Prof. Ellis, who is former Vice-President of Academic Affairs and former Dean of AU’s Graduate School of Education, received his Doctorate from the University of London and his Master of Education from the University of Bristol. A former professor at Temple University both in Japan and the US, Prof. Ellis has served as the Director of the Institute of Language Teaching and Learning at the University of Auckland and has taught in numerous positions in England, Japan, the US, Zambia and New Zealand. Dr. Ellis, who is known as an expert in Second Language Acquisition, is author of the Oxford University Press Duke of Edinburgh Award-Winning Classic “The Study of Second Language Acquisition”, as well as numerous student and teacher-training textbooks for Prentice Hall and Oxford University Press. Prof. Ellis’s textbooks on Second Language Acquisition and Grammar are core textbooks in TESOL and Linguistics programs around the world.

Kate Strauss, MA
Vice President of Administrative Affairs
Kate Strauss is the Administrative Director at Anaheim University. Ms. Strauss holds a BA in English from Princeton University, and an MA in English from the University of California, Irvine. Ms. Strauss brings over 10 years of experience in the human relations and marketing fields, and has won numerous civic awards in her role as Marketing Director for One Colorado in Old Pasadena, CA for her innovative contributions to cultural life and leadership. She has also enjoyed success using her communication skills as a teacher and training professional for the Orange County Human Relations Council.

Robert Robertson, Ph.D.
Dean Emeritus of the Akio Morita School of Business and Professor
Dr. Robert Robertson has more than 15 years of experience in academia as a Vice President of Academic Affairs, Dean of Business and MBA program director. He holds a Ph.D. in Management and Organization (Stirling University, Scotland); Master of Studies in Law (Vermont Law School); Master of Public Administration (Dalhousie University, Canada); a Master of Arts (Eastern Kentucky University) and a Bachelor of Science (East Tennessee State University). Dr. Robertson was selected by the United States Department of State Bureau of Educational and Cultural Affairs to the Fulbright Specialist Program. He has served as the Chief Academic Officer and Research Fellow at the University of Phoenix’s Center for Workforce Diversity, Central Florida campus in Orlando, Florida. He is an invited speaker on international business, strategy, online education and workforce training; and he regularly lectures in China, Taiwan, Vietnam, Kazakhstan, Europe, Brazil and the United States. In the public sector, he has more than 20 years of management experience including serving as the City Manager for the City of Hamilton, Ontario in Canada with more than 8,500 employees and a budget in excess of one billion dollars.
David Nunan, Ph.D.
President Emeritus
Designer, MA in TESOL Program
Director, David Nunan TESOL Institute

David Nunan, President Emeritus, has been with the California-based institution since its founding in 1996, when he played a central part in the development of the University’s ground-breaking interactive online learning system. Dr. Nunan is a world-renowned linguist and best-selling author of English Language Teaching textbooks for Cambridge University Press, Oxford University Press, and Thomson Learning. His ELT textbook series “Go For It” is the largest selling textbook series in the world with sales exceeding 2.5 billion. In 2000, David Nunan served as President of TESOL, the world’s largest language teaching association. David Nunan has served as Chair and Professor of Applied Linguistics at the University of Hong Kong since 1994 and has been involved in the teaching of graduate programs for such prestigious institutions as Columbia University, the University of Hawaii, Monterey Institute for International Studies, and many more. In 2002 Dr. Nunan received a congressional citation from the United States House of Representatives for his services to English language education through his pioneering work in online education at Anaheim University, and in 2003 he was ranked the 7th most influential Australian in Asia by Business Review Weekly.

Hayo Reinders, Ph.D.
Director, Ed.D. in TESOL program

Holding a Ph.D. in Language Teaching and Learning from the University of Auckland, Dr. Hayo Reinders is also Professor of Education and Head of Department at Unitec in Auckland, New Zealand. His previous positions include Head of Learner Development at Middlesex University in London, Director of the English Language Self Access Centre at the University of Auckland in New Zealand and associate professor at RELC in Singapore. He has worked with teachers from a large number of countries worldwide and has been visiting professor in Japan, Thailand, Mexico and the Netherlands. Dr. Reinders edits the journal ‘Innovation in Language Learning and Teaching’ as well as a book series on ‘New Language Learning and Teaching Environments’ for Palgrave Macmillan. He is Editor of Innovation in Language Learning and Teaching, and Convener of the AILA Research Network for CALL and the Learner. Dr. Reinders’ interests are in technology in education, learner autonomy, and out-of-class learning, and he is a speaker on these subjects for the Royal Society of New Zealand. His most recent books are on teacher autonomy, teaching methodologies, and second language acquisition.

Luke Plonsky, Ph.D.
Master or Arts in TESOL Program Director


David Desser, Ph.D.
Dean, Akira Kurosawa School of Film

Dr. David Desser is Dean of the Anaheim University Akira Kurosawa School of Film. He is also Professor Emeritus of Cinema Studies, University of Illinois, where he was Professor of Cinema Studies, Comparative and World Literatures, East Asian Languages and Cultures and Research Professor of Communication. He has taught at the University of Michigan, Kansai University in Japan, Hong Kong Baptist University, the University of Pennsylvania, UCLA, Chapman University and the University of Southern California (USC). He received his Ph.D. from USC in the Cinema program with a minor in Japanese.
Yukuo Takenaka, CPA
Executive Strategy Advisor
Yukuo Takenaka is Chairman, CEO and President of the Takenaka Partners Group. Prior to forming The Takenaka Partners Group in 1989, he was a partner and National Director of KPMG Peat Marwick’s Japanese practice. He also served as Chairman of Project Japan for the parent company, KPMG. A graduate of the University of Utah, Mr. Takenaka is recognized for his expertise in cross-border M&A and joint venture transactions. On both sides of the Pacific, he serves as senior advisor to companies in a wide range of industries including high technology, electronics, manufacturing, financial services and real estate. He is the author of the Japanese best seller, Merger and Acquisition Strategy.

David R. Bracey
Distance Learning / Development
David Bracey works to develop and promote the University’s programs worldwide and to ensure that students of Anaheim University receive quality care and attention. A major in International Communications and Psychology, Mr. Bracey has over 18 years of experience working in Japan.

Elizabeth Mays, MM
Director of Student Services and Admissions
Holding a Master’s degree from Azusa Pacific University and a Bachelor’s degree from University of Redlands, Elizabeth Mays is the Student Services & Admissions Director at Anaheim University. In this role, she oversees Anaheim University’s various student services tasks from admissions through graduation. Prior to joining Anaheim University, Ms. Mays held management positions at technology firms and a faculty position at APU, where she founded the Master’s of Music Handbell performance program. She has also volunteered for various nonprofit organizations including the Handbell Musicians of America and Habitat for Humanity.

Andrea Anzalone, MLIS
Online Librarian
Andrea Anzalone manages the university’s online library and is responsible for the ongoing development of library resources and services. She holds a master’s degree in Library and Information Studies from the University of California, Berkeley, and a bachelor’s degree in English Literature from UCLA. She brings over 25 years of experience in the library field and has worked in a variety of educational institutions, including Woodbury University, Phillips Graduate Institute, Getty Research Institute, and Los Angeles Public Library.

Garnet E. Birch, Ph.D. (1935 - 2013)
Chancellor Emeritus
Dr. Garnet E. Birch had over forty years’ experience in higher education in multiethnic and multicultural settings. He also had vast experience in both traditional and non-traditional, adult and continuing education. Holding a Ph.D. in Higher Education Administration from the University of Arizona and an MA in Asian Studies and History from the University of Hawaii, Dr. Birch was the former Vice-Chancellor of National University’s Los Angeles campus and Dean of Curriculum and Standards at the San Diego Campus. Following his work with National University, he went on to become the Director of the Los Angeles Center of United States International University. Dr. Birch was the third President of Anaheim University before becoming Chancellor.
## How to contact Anaheim University

<table>
<thead>
<tr>
<th>Position</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>President</td>
<td><a href="mailto:president@anaheim.edu">president@anaheim.edu</a></td>
</tr>
<tr>
<td>Dr. Andrew Honeycutt</td>
<td></td>
</tr>
<tr>
<td>Managing Director of Development</td>
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<tr>
<td>Vice President of Administrative Affairs</td>
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<tr>
<td>Technical Support</td>
<td><a href="mailto:techsupport@anaheim.edu">techsupport@anaheim.edu</a></td>
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### Anaheim University Office of Admissions

Hours of operation: Monday - Friday 9 a.m. to 6 p.m. (Closed major U.S. holidays)

1240 S. State College Blvd., Room 110
Anaheim, CA 92806-5150
USA

Toll-Free: 1-800-955-6040
Tel: 714-772-3330
Fax: 714-772-3331
Email: admissions@anaheim.edu

### Officers: Anaheim University, Inc.

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Andrew E. Honeycutt, DBA</td>
<td>CEO, Director</td>
</tr>
<tr>
<td>Elaine Parker-Gills, Ed.D.</td>
<td>Secretary, Director</td>
</tr>
<tr>
<td>David Bracey</td>
<td>CFO, Director</td>
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### Business Advisory Council

<table>
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<th>Name</th>
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<tr>
<td>Hideo Morita</td>
<td>CEO of RayKay Corporation</td>
</tr>
<tr>
<td>Yukuo Takenaka, CPA</td>
<td>CEO of Takenaka &amp; Partners</td>
</tr>
<tr>
<td>Masakatsu Mori</td>
<td>Chairman, Accenture Japan, Ltd.</td>
</tr>
<tr>
<td>David Bracey</td>
<td>Anaheim University Managing Director of Development/Chief Communications Officer</td>
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### Board of Trustees

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<tr>
<td>Elaine Parker-Gills, Ed.D.</td>
<td>Chair/Voting Member</td>
</tr>
<tr>
<td>Andrew E. Honeycutt, DBA</td>
<td>Voting Member</td>
</tr>
<tr>
<td>Robert E. Garrity, M.S.</td>
<td>Voting Member</td>
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</tbody>
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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 P.O. Box 980818, West Sacramento, CA 95798-0818. Phone: (916) 431-6959. Fax: (916) 263-1897. Website: www.bppe.ca.gov. Questions may also be directed to the Distance Education Accrediting Commission (DEAC) at www.deac.org.