SCHOOL OF BUSINESS AND MANAGEMENT

NATIONAL UNIVERSITY

The University of Values

- CONVENIENT LOCATIONS -
- ONE COURSE PER MONTH
 - EVENING CLASSES -
- ON CAMPUS AND ONLINE
- YEAR-ROUND REGISTRATION







SCHOOL OF BUSINESS AND MANAGEMENT



DEGREE PROGRAMS THAT MEAN BUSINESS

A degree in business or management gives experienced professionals the education that validates their career achievements

Whether you are looking for the edge to advance in your current career or the tools to start a new one, a degree from the National University School of Business and Management provides you with the foundation and understanding of the global business practices that drive the world we live in. New and established companies are increasingly seeking managers who can help them gain a competitive edge in the marketplace. Because of this, the demand for managers and executives is expected to continue to grow.

In today's fast-paced economy, your business degree must be comprehensive and relevant to meet the needs of the marketplace today and in the years to come. With a bachelor's or master's degree in business from National University, you could be on your way to professional recognition, advancement, and higher income potential.





THE SCHOOL OF BUSINESS
AND MANAGEMENT OFFERS
MULTIMEDIA-RICH ONLINE
PROGRAMS WITH LIVE AND
ON-DEMAND WEB CLASSES,
INTERACTIVE ONLINE CLASSES
USING ADVANCED INTERNET
SOFTWARE, AND FLEXIBLE
HYBRID ONLINE AND ONCAMPUS OPTIONS.

SCHOOL OF BUSINESS AND MANAGEMENT

If you're looking to enter the corporate world, change careers, or advance in your current career, the National University School of Business and Management offers the skills you need to compete more effectively. The School provides convenient undergraduate and graduate degree programs taught by faculty who have extensive practical experience. Students gain the combination of theory, relevant knowledge, and tools necessary to succeed in today's global economy. As a leader in online education. National University also offers a number of business degree programs via the Internet in a dynamic, interactive learning environment.

Life and business are moving at a fast pace, and National University's one-course-per-month format allows students to finish their degrees more guickly than at traditional universities. The format also helps students apply tomorrow what they learn today, which can be critical for business. and for your career. Some degrees include transition programs, which enable students in undergraduate programs to take graduate level courses for a head start on a graduate degree. So whether you prefer a more traditional program like an MBA, or a new area like organizational leadership - the School offers many comprehensive degree programs in both traditional and emerging fields. In this way, the School's degree programs and curriculum help you learn the fundamentals while keeping pace with the changing world.



UNDERGRADUATE PROGRAMS



BACHELOR OF ARTS IN MANAGEMENT +

Today's workplace is in constant change. Common business practices ranging from global business to outsourcing and telecommuting have drastically changed how business leaders manage people, processes, and products. The Bachelor of Arts in Management from National University gives you a business-related degree with an emphasis on managing organizations and personnel in contemporary multicultural and global settings. If you really get the hunger for management theories and strategies, enjoy seamless transition between undergraduate and graduate studies in management. Concentrations available in the major are alternative dispute resolution, business law, economics, entrepreneurship, hospitality and casino management, marketing and project management. The economics, hospitality and casino management, human resource management and project management concentrations can be completed 100 percent online.



BACHELOR OF BUSINESS ADMINISTRATION +

Whether you're a budding entrepreneur or you're looking for a career in a Fortune 500 corporation, the Bachelor of Business Administration (BBA) will give you the tools to define your competitive edge and succeed in today's exciting business world. Gain core competencies in marketing, statistics, accounting, economics, finance, and management; then select a concentration that will help you make your mark in business and industry. Available concentrations include accountancy, alternative dispute resolution, business law, economics, entrepreneurship, finance, hospitality and casino management, human resource management, marketing, and project management. The accountancy, economics, finance, hospitality and casino management, human resource management, marketing and project management concentrations can be completed 100 percent online. And if you wish to pursue a graduate business education, you can seamlessly transition between BBA and MBA studies

BACHELOR OF SCIENCE IN ACCOUNTANCY +

Accounting – essential to all business - is one of the professional fields that continues to grow in demand. The Bachelor of Science in Accountancy provides the preparation necessary to enter the accounting profession and to take the exams leading to a Certified Public Accountant (CPA) designation. Transition into our MBA program is also available.

BACHELOR OF SCIENCE IN FINANCIAL MANAGEMENT +

The objective of the major in financial management is to provide the knowledge and problem-solving skills necessary to succeed in the field of corporate financial management, and prepare you for the Certified in Financial Management (CFM) exam which is the principal certification for corporate financial officers. It also prepares you to obtain the Certified Cash Manager (CCM) designation, which signifies a high degree of expertise in the field of cash and treasury management.

BACHELOR OF SCIENCE IN HOSPITALITY AND CASINO MANAGEMENT +

This degree is designed for those who seek entry or advancement in the management of hospitality and casino industries You'll learn from general business and management courses combined with casino-specific skill level and management courses. There is a wide and growing range of opportunities for graduates including management, marketing, and community relations in hotels, restaurants, tourism facilities. and visitors bureaus

BACHELOR OF SCIENCE IN ORGANIZATIONAL **LEADERSHIP** +

The Bachelor of Science in Organizational Leadership can help students develop a career as a business leader and supply you with skills valued across industries. Through your studies, you will develop skills such as research, critical analysis, communication, and negotiation that are needed to be an effective leader in team and group settings within organizations.



† DENOTES PROGRAM OFFERED COMPLETELY ONLINE.

GRADUATE PROGRAMS



MASTER OF ACCOUNTANCY +

A complex economy and stricter accounting rules are fueling growth in the accounting field, with an 18 percent increase in employment expected by 2016. The Master of Accountancy will prepare you for a professional accounting career in either the public or private sector. You'll gain the kind of advanced knowledge and skills needed in today's competitive environment. This program is designed for students with little or no previous accounting background who wish to enter the accounting profession and to sit for one of the recognized professional examinations including Certified Public Accountant (CPA), Certified Management Accountant (CMA), and Certified in Financial Management (CFM).

MUCH COMPETITION FOR MANAGEMENT AND EXECUTIVE POSITIONS IS EXPECTED THROUGH 2016.



MASTER OF ARTS IN HUMAN RESOURCE MANAGEMENT †

Designed for professionals in the human resources field the Master of Arts in Human Resource Management provides the tools to address today's most relevant workplace concerns. You'll explore issues including recruitment, benefits, labor relations, technology, ethics, and safety through a blend of theoretical knowledge and practical skills. Specializations available in this degree are organizational development and change management and organizational leadership.

MASTER OF ARTS IN MANAGEMENT †

You don't need an undergraduate degree in a business-related field to advance your studies and career in management! This degree offers an excellent opportunity to students who want to expand their management skills yet have a non-business undergraduate degree. Students will develop interpersonal, communication, teamwork. strategy, and decisionmaking skills. For students studying management at the undergraduate level, this degree is part of the Bachelor of Arts in Management/ Master of Arts in Management Transition Program and offers seamless promotion to graduate studies.

MASTER OF BUSINESS ADMINISTRATION †

If you're interested in the Master in Business Administration (MBA) degree, then you already know that the MBA is the most certain path to success in today's business world. Our program offers nine areas of specialization: accountancy, alternative dispute resolution, financial management, human resource management, international business, marketing, organizational leadership, and technology management. Each course of study will provide you with a strong foundation of business knowledge and the skills to manage organizations and solve problems throughout your career in business.

MASTER OF SCIENCE IN ORGANIZATIONAL LEADERSHIP †

The Master of Science in Organizational Leadership at National University will provide you with a comprehensive graduate education to exercise dynamic and effective leadership in today's global economy and any modern organization. In this program, you will study how to read the spin of complex and chaotic dynamics, develop the capacity to create a thriving organizational culture, and implement change initiatives. In addition you will learn ways to create high-performing teams, frame ethical issues, increase your authority, and develop multicultural sophistication.

NATIONAL UNIVERSITY IS A MEMBER OF THE ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (AACSB).

CERTIFICATE PROGRAMS



The coursework and accompanying credits from these certificates may be transferred to appropriate degree programs if all other requirements for admission are met.

ACCOUNTANCY +

This certificate is for students who wish to prepare for entry into the accounting profession and may be considering one of the recognized professional accounting designations other than the Certified Public Accountant (CPA). (CPA Exam candidates should consider the B.S. in Accountancy or Master in Accountancy which provide much greater in-depth preparation for the CPA Exam.)

BASIC HUMAN RESOURCE MANAGEMENT

The Certificate in Basic Human Resource Management provides fundamental knowledge and skills for students seeking entry-level and supervisory positions in the field of human resource management. Students gain basic knowledge of the foundations of managing human resources, including recruitment, selection, retention, compensation, development, and legal compliance in the workplace.



BASIC SALES AND MARKETING

This program encompasses the foundations of the most important areas in sales and marketing including the fundamentals, advertising, consumer behavior and personal selling. Students will obtain valuable knowledge and skills in marketing and customer service to pursue entry and mid-level positions in a wide range of fields and industries

BASICS OF CASINO MANAGEMENT

Covering one of the fastest growing industries, the Basics of Casino Management Certificate will provide learners with a fundamental understanding of the knowledge and skills required for successful transition into supervisory positions. Courses in the program focus upon common supervisory competencies found in fastpaced hospitality and casino organizations.

FINANCE +

Expertise in finance is a sought after and unique skill. This certificate is designed for students who are interested in strengthening their business acumen. acquiring analytical skills, or supplementing their financial background. The program prepares you for managerial responsibilities in organizations such as banks, insurance companies, securities firms, commercial. and not-for-profit organizations.

HOSPITALITY AND CASINO MANAGEMENT +

The Certificate in Hospitality and Casino Management covers the principles of hospitality and casino accounting, law, marketing, and staffing, as well as providing instruction in cultural diversity and Native American tribal community development.

HUMAN RESOURCE MANAGEMENT +

This certificate is designed for those who wish to gain the knowledge and skills necessary for professional and supervisory careers in the field of human resource management.

INTERNATIONAL **BUSINESS** +

Expertise in international business is in high demand throughout the world. This program is designed for students who are either employed by a multinational company or are interested in an international business career. Courses provide a

comprehensive overview of trade principles and practices as well as knowledge of global markets. Students will develop skills enabling them to match markets with goods and services from a global perspective.

MARKETING +

The Certificate in Marketing covers the fundamentals of marketing, consumer behavior, market research, and advertising.

THOSE WITH CURRENT INFORMATION TECHNOLOGY SKILLS PAIRED WITH BUSINESS KNOW-HOW WILL BE IN HIGH-DEMAND IN THE 21ST CENTURY AS MORE AND MORE ORGANIZATIONS DEPEND ON SOPHISTICATED TECHNOLOGIES TO OPERATE **FFFFCTIVFLY**

† DENOTES PROGRAM OFFERED COMPLETELY ONLINE.

SCHOOL OF BUSINESS AND MANAGEMENT



UNDERGRADUATE DEGREES

Bachelor of Arts in Management †

Bachelor of Business Administration †

Bachelor of Science in Accountancy †

Bachelor of Science in Financial Management †

Bachelor of Science in Hospitality and Casino Management †

Bachelor of Science in Organizational Leadership †

AT NATIONAL UNIVERSITY, CLASSES ARE SMALL. WITH AN AVERAGE CLASS SIZE OF 20 STUDENTS, YOU GET THE ONE-ON-ONE FACULTY INTERACTION YOU DESERVE.







TRANSITION PROGRAMS

Bachelor of Arts in Management to Master of Arts in Management

Bachelor of Business Administration to Master of Business Administration

Bachelor of Science in Accountancy to Master of Business Administration

GRADUATE DEGREES

Master of Accountancy †

Master of Arts in Human Resource Management †

Master of Arts in Management †

Master of Business Administration †

Master of Science in Organizational Leadership †

CERTIFICATE PROGRAMS

Accountancy †

Basic Human Resource Management

Basic Sales and Marketing

Basics of Casino Management

Finance †

Hospitality and Casino Management †

Human Resource Management †

International Business †

Marketing †

NOTE: Not all courses or programs listed in this catalog are available at every campus.

TAKE THE FIRST STEP!

ADMISSION TO NATIONAL UNIVERSITY IS SIMPLE. TO SPEAK WITH YOUR OWN PERSONAL ADVISOR, CALL US TODAY AT **1.800.NAT.UNIV**, OR VISIT OUR WEBSITE AT **WWW.NU.EDU** TO APPLY ONLINE.



NATIONAL UNIVERSITY



YOU DECIDE WHERE TO GO. WE'LL HELP YOU GET THERE.

At National University, we've simplified the admissions process because we know our students demand accessibility. Our evening-focused, accelerated format means earning your associate's, bachelor's, or master's degree won't interfere with your personal or professional obligations.

We make attending your classes simple while maintaining high quality degree offerings. National infuses quality into all of its programs, from business to information technology to psychology and education. Our curriculum combines concept, theory, and application so that what you learn in the classroom is relevant to the workplace.

OUR REPUTATION SPEAKS FOR ITSELF

The second-largest nonprofit, private institution of higher learning in California, National provides more master's degrees in education to minority students than any other college or university in California. National University also ranks in the Top 10 nationally in granting master's degrees to women.

EARN YOUR DEGREE ON YOUR SCHEDULE

Because National has 26 campuses throughout California and one in Nevada, there's probably a location near your work or home. You can also find program information, talk with a counselor to create an education plan to meet your goals, and learn about financial aid options at National University



Online Information Centers located in Sacramento, Temecula, and West Covina in. California: Summerlin. Nevada: Orlando Florida: and Lima. Peru. And since National offers many of its credentials and degrees online, your education goes where you go.

LEARNING RESOURCES AT YOUR FINGERTIPS

National University provides you with modern technology in its classrooms, onsite labs, and beyond. You can access your grades, class schedules, and financial aid information from your online student portal. The National University Library System offers numerous services to help you complete your coursework and contains one of the larger e-book collections in the U.S.

When you need answers or assistance, Student Concierge Services is your one-stop center. Advocates are trained in a range of areas such as financial aid, credentials, admissions, and graduation. They can be reached by phone and e-mail 24 hours a day, seven days a week.

THE UNIVERSITY OF VALUES

Our University is dedicated to educational access and academic excellence, and provides challenging and relevant programs that are learner-centered. success-oriented. and responsive to technology. National University is anchored by the core values of quality, access, relevance, accelerated pace, affordability, and community.

A HISTORY OF LIFELONG **LEARNING**

Since 1971, National University has been dedicated to making lifelong learning opportunities accessible, challenging, and relevant to a diverse student population. National's academic and administrative headquarters are located in La Jolla, California,

FUNDING YOUR EDUCATION

Financial aid advisors can help you navigate the financial aid process so you can find a way to pay for school. Funding may also be available in the form of state and federal grants, scholarships, loans, or tuition reimbursement

ACCREDITATIONS AND APPROVALS:

- Accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges (WASC)
- Approved by the Commission on Teacher Credentialing (CTC)
- Approved by the Commission on Collegiate Nursing Education
- Accredited by the California Board of Registered Nursing (BRN)
- Approved by the Nevada Department of Education (NDE)
- Approved by the Nevada State Board of Education/Nevada State Board for Career and Technical Education
- Approved as meeting the requirements mandated by the Board of Examiners for the State of Nevada
- Provisionally approved by the Nevada State Board of Nursing (NSBN)
- Accredited by the International Assembly for Collegiate Business Education (IACBE)

- Accredited by the American Association of Intensive English Programs (AAIEP) for its English Language Programs
- Accredited by the International Assembly for Collegiate Business Education (IACBE)
- A Member of American Association of Colleges for Teacher Education
- A Member of the Council of Colleges of Arts and Sciences (CCAS)
- A Member of the National Association of International Educators (NAFSA)
- A Member of the American Association of Intensive English Programs (AAIEP)
- A Member of the National Association of Self-Instructional Language Programs (NASILP)
- Authorized by the State of Nevada Commission on Postsecondary Education (NCPE)

Call our toll-free number and a personal advisor will help you meet your individual educational goals. Call 1.800.NAT.UNIV or visit www.nu.edu for details or to apply online.

You can also find us on:











NATIONAL UNIVERSITY **LOCATIONS**

SAN DIEGO COUNTY

NATIONAL UNIVERSITY ADMINISTRATIVE HEADQUARTERS 11355 North Torrey Pines Road La Jolla, CA 92037-1013 [858] 642-8000

NATIONAL UNIVERSITY ACADEMIC HEADQUARTERS 11255 North Torrey Pines Road La Jolla, CA 92037-1011

(858) 642-8800

NATIONAL UNIVERSITY LIBRARY AT SPECTRUM BUSINESS PARK 9393 Lightwave Avenue San Diego, CA 92123-1447 [858] 541-7900

SPECTRUM BUSINESS PARK CAMPUS 9388 Lightwave Avenue San Diego, CA 92123-1426 [858] 541-7700

TECHNOLOGY & HEALTH SCIENCES CENTER 3678 Aero Court

San Diego, CA 92123-1788 (858) 309-3400

SOUTH BAY CAMPUS 660 Bay Boulevard, Suite 110 Chula Vista, CA 91910-5200 [619] 563-7400

LA MESA CAMPUS 7787 Alvarado Road La Mesa, CA 91942-8243 [619] 337-7500

CARLSBAD CAMPUS
705 Palomar Airport Road, Suite 150
Carlsbad, CA 92011-1064
[760] 268-1500

RANCHO BERNARDO CAMPUS 16875 West Bernardo Drive, Suite 150 San Diego, CA 92127-1674 [858] 521-3900

ADMISSIONS AND STUDENT CONCIERGE SERVICES CENTER 4141 Camino del Rio South San Diego, CA 92108-4103

NATIONAL UNIVERSITY GOLF ACADEMY 705 Palomar Airport Road, Suite 150 Carlsbad, CA 92011-1064 (760) 268-1500 [877] NUGOLF1 MILITARY LEARNING CENTERS

Marine Corps Air Station Miramar Building 5305 San Diego, CA 92145 (619) 563-7355

NAVAL AIR STATION NORTH ISLAND Building 650 San Diego, CA 92135-7024 [619] 563-7478

NAVAL BASE SAN DIEGO Building 151 San Diego, CA 92136-5000 (619) 563-7474

FLEET ANTISUBMARINE WARFARE TRAINING Building 7 San Diego, CA 92147-5090 [619] 563-7488

NAVAL BASE CORONADO Building 650 San Diego, CA 92135-7024 [619] 563-7478

MARINE CORPS RECRUIT DEPOT Building 111 San Diego, CA 92140-5000 (619) 563-7482

MARINE CORPS BASE CAMP PENDLETON Building 1331 Camp Pendleton, CA 92055-5020

TWENTYNINE PALMS MARINE AIR GROUND TASK FORCE TRAINING CENTER Building 15265 Twentynine Palms, CA 92278-1118 [760] 830-6887

MILITARY ADMISSIONS OFFICES NAVAL HOSPITAL Building 26, Room 3B9BS San Diego, CA 92134-5000 [619] 563-7470

NAVAL SUBMARINE BASE 140 Sylvester Road, Building 140 San Diego, CA 92106-3521 [619] 563-7490

NAVAL BASE BREMERTON 2255 Cole Avenue, Bldg. 853, Room 201 Bremerton, WA 98314 [360] 476-8428

SAN BERNARDINO COUNTY

SAN BERNARDINO CAMPUS 804 East Brier Drive San Bernardino, CA 92408-2815 [909] 806-3300

ONTARIO CAMPUS 3800 E. Concours, Suite 150 Ontario, CA 91764-5905 [909] 919-7600

LOS ANGELES COUNTY

LOS ANGELES CAMPUS 5245 Pacific Concourse Drive, Suite 100 Los Angeles, CA 90045-6905 (310) 662-2000

SHERMAN OAKS CAMPUS 14724 Ventura Boulevard, Suite 801 Sherman Oaks, CA 91403-3508 [818] 817-2460

VENTURA COUNTY

CAMARILLO CAMPUS 761 East Daily Drive, Suite 120 Camarillo, CA 93010-0777 [805] 437-3000

ORANGE COUNTY

COSTA MESA CAMPUS 3390 Harbor Boulevard Costa Mesa, CA 92626-1502 [714] 429-5100

KERN COUNTY

BAKERSFIELD CAMPUS 4560 California Avenue, Suite 300 Bakersfield, CA 93309-1150 [661] 864-2360

FRESNO COUNTY

FRESNO CAMPUS 20 River Park Place West Fresno, CA 93720-1551 (559) 256-4900

SANTA CLARA COUNTY

SAN JOSE CAMPUS 3031 Tisch Way, 100 Plaza East San Jose, CA 95128-2530 [408] 236-1100

SAN JOAQUIN COUNTY

STOCKTON CAMPUS 3520 Brookside Road Stockton, CA 95219-231 (209) 475-1400

SACRAMENTO COUNTY

SACRAMENTO CAMPUS 9320 Tech Center Drive Sacramento, CA 95826-2558 (916) 855-4100

SHASTA COUNTY

REDDING CAMPUS 2195 Larkspur Lane, Suite 200 Redding, CA 96002-0629 [530] 226-4000

CLARK COUNTY, NEVADA

HENDERSON, NEVADA CAMPUS 2850 W. Horizon Ridge Pkwy., Suite 301 Henderson, NV 89052-4395 [702] 531-7800

ONLINE INFORMATION CENTERS

ORLANDO ONLINE INFORMATION CENTER 25 West Crystal Lake Street, Suite 157 Orlando, FL 32806-4475 [407] 254-1230

PERU ONLINE INFORMATION CENTER CRONOS Business Center N°055 El Derby Avenue, Tower 1, Office 201, Santiago de Surco, Lima, Peru (511) 625-3730 or 0800-00-787

SACRAMENTO ONLINE INFORMATION CENTER 5911 Sunrise Mall Citrus Heights, CA 95610-6901

(916) 855-4340

SUMMERLIN ONLINE INFORMATION CENTER

10870 W. Charleston Blvd., Suite 180 Las Vegas, NV 89135-5007 (702) 531-7850

TEMECULA ONLINE INFORMATION CENTER 40705 Winchester Road, Suite 5 Temecula, CA 92591-5516 (951) 296-1220

WEST COVINA ONLINE INFORMATION CENTER 591 Plaza Drive West Covina, CA 91790-2835 (626) 939-1600 CALL TOLL-FREE
1-800-NAT-UNIV (628-8648)

CURRENT STUDENTS CALL
1-866-NU-ACCESS [682-2237]

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scs@nu.edu

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www.nu.edu/online

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- DIVISION OF PRE-COLLEGE PROGRAMS

NATIONAL UNIVERSITY VIRTUAL HIGH SCHOOL

NATIONAL UNIVERSITY ACADEMY

- SPECTRUM PACIFIC LEARNING COMPANY

- WESTMED COLLEGE



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