

1.800.NAT.UNIV
www.nu.edu

School of Business and Management

The University of Values



Convenient Locations

One Course Per Month

Evening Classes

On-Campus and Online

Open Enrollment

Accounting & Finance

Leadership & Business Administration

Management & Marketing



The University of Values

TAKE THE FIRST STEP TODAY

School of Business and Management

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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 National University's School of Business and Management provides you with the foundation and understanding of the global business practices that drive the world in which we live. Increasingly, new and established companies are 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 grow by an average of 10 percent through 2016.

In today's fast-paced economy, your business degree must be comprehensive and relevant to meet the needs of companies 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, or higher income potential in no time.





A degree from National University's School of Business and Management provides a strong foundation and a comprehensive understanding of global business practices.

The School launched the Center for Organizational Excellence, an organizational consulting practice collaborating with the business school. The Center offers executive seminars designed exclusively for specific business sectors.



School of Business and Management

If you're looking to enter the business world, change careers, or advance in your current one, National University's School of Business and Management offers the skills you need to compete more effectively in this global economy. The School provides convenient undergraduate and graduate degree programs taught by experienced faculty and business professionals in their fields. Students gain a combination of theory, relevant knowledge, and tools that are needed to succeed. As a leader in online education, National University 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's one-course-per-month format allows students to finish their degrees more quickly 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. So whether you prefer a more traditional program like a BBA or an MBA, or you are looking for a degree in 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 ▶

Accounting graduates from the School of Business and Management have generally fared well in the CPA exam pass rate among California universities, including those with AACSB-accredited accounting 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 provides you with 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 a seamless transition between undergraduate and graduate studies in management.

Bachelor of Arts in Marketing ○

The field of marketing promises a future of interesting and challenging work. The Bachelor of Arts in Marketing gives you a solid foundation in strategic marketing concepts with special attention given to the application of marketing theory and practice in the global marketplace. In this program, you'll develop the technical marketing skills and knowledge, strategic planning and decision-making know how, and communication concepts you'll need

to succeed in the global community. You'll learn skills useful in developing reports, press releases and research findings, hone your presentation skills, and learn how to successfully apply key marketing components to maximize success.

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 you need 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 where you intend to make your mark in business and industry. Available concentrations include accountancy, alternative dispute resolution, business law, economics, entrepreneurship, hospitality and casino management, marketing, and sports management. And if you really get the hunger for business education, you can seamlessly transition between BBA and MBA studies.

The demand for managers and executives is expected to grow by an average of 10 percent through 2016.

Bachelor of Science in Accountancy

Accounting – essentially the backbone of all business – and one of the professional fields that continues to grow in demand and necessity. The Bachelor of Science in Accountancy provides the basis for an exciting and challenging future in this field with numerous possibilities. With the option to work towards a Certified Public Accountant (CPA), Certified Financial Manager (CFM), or Certified Management Accountant (CMA) designation, you'll be prepared for a career in the four major branches of accounting: public, management, government accounting, and internal auditing.

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 Organizational Leadership

Do people naturally follow your lead? Do they consider you a great communicator? Then the Bachelor of Science in Organizational Leadership can help you develop a career as a business leader and supply you with skills valued across all industries. Career possibilities include corporate recruiter, special events manager, management consultant, efficiency and quality control analyst, and many other choices. Through your studies, you will develop acute skills in research methodology, critical analysis, communication, and negotiation.



Graduate Degrees ▶

The School of Business and Management is accredited by the International Assembly for Collegiate Business Education (IACBE).

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 between 2006 and 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).

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

The School of Business and Management offers multimedia-rich online programs such as live and on-demand web classes, interactive online classes using advanced Internet software, and flexible hybrid online and on-campus options.

and practical skills. Choice of specialization available in this degree consists of organizational development and change management or 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 leadership skills yet have a non-business undergraduate degree. Students will develop interpersonal, communication, teamwork, strategy, and decision-making

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 eight areas of specialization: accountancy, alternative dispute resolution, electronic

business, 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 Corporate and International Finance

The Master of Science in Corporate and International Finance will give you the advanced instruction needed to achieve continued success in today's global

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marketplace. Upon completing this graduate degree, you'll be equipped with expertise in applied finance, analysis techniques, market transactions, financial systems design, and more. Your in-depth comprehension of financial statements will enable you to ascertain an organization's financial health and make accurate recommendations for maximizing value. In addition, you will gain advanced knowledge of accounting, economics, and taxation.

Master of Science in Knowledge Management

In business, knowledge is key. That's why information resource managers have achieved an important place in many organizations. The Master of Science in Knowledge Management will prepare you for a career as an information resource manager. You'll study management support systems such as mind mapping and expert systems, identify knowledge gaps through the use of knowledge maps, and managing them through exploration and exploitation. This program's distinctive and challenging curriculum integrates business, information systems,

and leadership development. With this degree, you'll gain the skills needed to implement strategic management and sustain competitive advantages.

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.

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 effectively.

Undergraduate Degrees

Bachelor of Arts in Management*

with Concentrations in:

- Alternative Dispute Resolution
- Business Law
- Economics
- Entrepreneurship
- Hospitality and Casino Management*
- Human Resource Management*
- Marketing*
- Project Management*
- Sports Management*

Bachelor of Arts in Marketing*

Bachelor of Business Administration*

with Concentrations in:

- Accountancy
- Alternative Dispute Resolution
- Business Law
- Economics
- Entrepreneurship
- Finance
- Hospitality and Casino Management*
- Human Resource Management*
- Marketing
- Project Management*
- Sports Management*

Bachelor of Science in Accountancy*

Bachelor of Science in Financial Management

Bachelor of Science in Organizational Leadership*

Graduate Degrees

Master of Accountancy*

Master of Arts in Human Resource Management*

Master of Arts in Management*

Master of Business Administration*

with Specializations in:

- Accountancy*
- Alternative Dispute Resolution
- Electronic Business*
- Financial Management
- Human Resource Management*
- International Business*
- Marketing*
- Organizational Leadership*
- Technology Management

Master of Science in Corporate and

International Finance

Master of Science in Knowledge Management

Master of Science in Organizational Leadership*

Certificate Programs

Accountancy*

Basic Human Resource Management*

Basic Sales and Marketing

Basics of Casino Management*

Electronic Business*

Finance*

Hospitality and Casino Management

Human Resource Management*

International Business

Marketing*

Sports Management*

** Denotes program also offered 100% online.*

Note: Consult an admissions advisor for online course availability. Not all courses or programs listed in this brochure 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.

Going to school is a big decision, and you don't need complicated admission processes to slow you down. At National University, we've simplified entry because we know our students demand accessibility. Our evening-focused, accelerated format means earning your bachelor's or master's degree won't interfere with your personal or professional obligations.

National University makes 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.

We award more master's degrees to Hispanics and African Americans than any other higher learning institution in California.





Our Reputation Speaks for Itself ▶

National University is 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. Annually, 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 28 campuses throughout California including one in Nevada, there's probably a location near your work or home. And since National offers many of its credentials and degrees online, your education goes where you go.

The mace, a symbol of National University, is inscribed with the Latin motto, *discendo vivimus* — "we live through learning."

At National University, classes are small. With an average class size of 20 students, you get the one-on-one faculty interaction you deserve.

As a nonprofit institution, National University invests in its students by providing them with superior faculty, cutting-edge technology and library resources.

The University is:

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 (CCNE)
Accredited by the International Assembly for Collegiate Business Education (IACBE)
A member of the American Association of Colleges for Teacher Education (AACTE)
A member of the Council of Colleges of Arts and Sciences (CCAS)

National University's English Language Programs are accredited by the American Association of Intensive English Programs (AAIEP)



National University possesses one of the largest e-Book collections in the United States. It is accessible 24 hours a day, seven days a week through the library's home page at www.nu.edu/library.

Learning Resources at Your Fingertips

National University provides you with modern technology in its classrooms, onsite labs, and beyond. You can access your current 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 largest e-book collections in the U.S.

The University of Values

National 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

National University's 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.

CHANGE YOUR FUTURE!

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.

SAN DIEGO COUNTY

National University System
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 91941-3643
(619) 337-7500

Carlsbad Campus
705 Palomar Airport Road, Suite 150
Carlsbad, CA 92009-1029
(760) 268-1500

Rancho Bernardo Campus
16875 West Bernardo Drive, Suite 150
San Diego, CA 92127-1675
(858) 521-3900

Military Learning Centers

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

Naval Air Station North Island
Learning Center
Building 650
San Diego, CA 92135-7024
(619) 563-7478

Naval Base San Diego
Learning Center
Building 151
San Diego, CA 92136-5000
(619) 563-7474

Fleet AntiSubmarine Warfare Training
Learning Center
Building 7
San Diego, CA 92147-5090
(619) 563-7488

Naval Base Coronado
Learning Center
Building 650
San Diego, CA 92135-7024
(619) 563-7478

Marine Corps Recruit Depot
Learning Center
Building 111
San Diego, CA 92140-5000
(619) 563-7482

Naval Submarine Base
Admissions Office
140 Sylvester Road, Building 140
San Diego, CA 92106-3521
(619) 563-7490

Naval Hospital Admissions Office
Building 26, Room 3B9BS
San Diego, CA 92134-5000
(619) 563-7470

Marine Corps Base Camp Pendleton
Learning Center
Building 1331
Camp Pendleton, CA 92055-5020
(760) 268-1533

Twentynine Palms Learning Center
Marine Air Ground Task Force
Training Center
Building 1526, P.O. Box 6051
Twentynine Palms, CA 92278-1118
(760) 830-6887

Naval Base Bremerton
Admissions Office
2255 Cole Avenue
Building 853, Room 106
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 Concourse, Suite 150
Ontario, CA 91764-5904
(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 91403-3501
(818) 817-2460

VENTURA COUNTY

Camarillo Campus
761 East Daily Drive, Suite 120
Camarillo, CA 93010-0767
(805) 437-3000

ORANGE COUNTY

Orange Campus
765 The City Drive South, Suite 207
Orange, CA 92868-4942
(714) 429-5300

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 95128-2541
(408) 236-1100

SAN JOAQUIN COUNTY

Stockton Campus
3520 Brookside Road
Stockton, CA 95219-2319
(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

Nevada

Henderson, Nevada Campus
2850 West Horizon Ridge Parkway,
Suite 301
Henderson, NV 89052-4395
(702) 531-7800

ONLINE INFORMATION CENTERS

Temecula Online Information Center
40705 Winchester Road, Suite 5
Temecula, CA 92591-5516
(951) 296-1220

West Covina Online Information Center
2498 Plaza Drive
West Covina, CA 91790
(626) 939-1600

Sacramento Online Information Center
5911 Sunrise Mall
Citrus Heights, CA 95610-6901
(916) 855-4340

Summerlin Online Information Center
10870 West Charleston Boulevard,
Suite 180
Las Vegas, NV 89135-1171
(702) 531-7850

Call Toll-free
1-800-NAT-UNIV
(628-8648)

or Current Students Call
1-866-NU-ACCESS
(682-2237)

Student Concierge
Services
1-866-628-8988
scs@nu.edu

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www.nu.edu

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University Online
(619) 563-7285
www.nu.edu/online

Visit our Library
www.nu.edu/library

**National University
System Affiliates**

National University

Division of Pre-College
Programs

National Polytechnic
College of Science

National University
International

Spectrum Pacific Learning
Company LLC

WestMed College



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