

William Howard Taft University

The W. Edwards Deming School of Business

Master of Business Administration Program

(with a concentration in Professional Practice Management)

(MBA-PPMSM Program)

(A Non-Resident Independent Study Degree Program)

Catalog Supplement

(Revised March 2008)

This catalog supplement should be carefully reviewed in conjunction with the general University Catalog by individuals considering application to the *Master of Business Administration Program (with a concentration in Professional Practice Management)*. Additional catalog supplements are available for other University degree programs.

The University's School of Business is dedicated to the memory of W. Edwards Deming (1900-93), a consultant and academic scholar recognized as the father of the total quality management movement and a proponent of lifelong learning.

Any further questions on the information contained in this catalog supplement should be directed to the Admissions Office at the address or telephone numbers below:

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Master of Business Administration Program
(with a concentration in Professional Practice Management)

OVERVIEW

The Master of Business Administration Program (with a concentration in Professional Practice Management), hereinafter the *Program*, is a directed independent study graduate degree program. The objective of the *Program* is to provide students with a foundation of knowledge useful in the successful management of professional practices in the fields of accounting and law. In addition to licensed professionals, the *Program* is also of interest to individuals providing consulting services to professional practices.

PRESENTATION

The *Program* is presented on a trimester basis. Students are generally enrolled in 14 units per trimester. Each trimester consists of a minimum time period of 16 weeks from the date study commences. Students not completing all trimester coursework in 16 weeks will be granted an extension of time to complete the trimester. Such extensions normally may not exceed 32 weeks. Students may take a leave-of-absence between trimesters. However, except in special circumstances, the entire degree program (3 trimesters) must be completed within 5 years.

The *Program* utilizes a directed independent study modality and requires no classroom attendance. Prior students have resided in all regions of the United States as well as Asia, Europe, and the Middle East.

INSTRUCTIONAL POLICIES AND METHODS

Each course in the *Program* contains a series of lesson assignments generally consisting of reading assignments and occasionally audio or video tapes. Students are tested through objective examinations and written projects.

Certain courses require business research fieldwork. Students are required to interview and evaluate individuals and analyze business opportunities. For example, the *Commercial Leasing* course requires the student to evaluate three actual lease opportunities.

Students have the option of concluding the *Program* with a traditional thesis or the preparation of a comprehensive business plan. Most students in the past have selected the business plan alternative since it provides the most practical benefit to professionals.

FACULTY

The University employs faculty qualified to undertake the level of instruction or course development that they are assigned. They possess degrees or credentials appropriate to the degree program and level they teach. A complete listing of faculty and their qualifications is set forth in a separate *Catalog Supplement*.

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ADMISSION POLICIES AND REQUIREMENTS

Regular Applicants

Applicants who have earned a bachelor's or first professional degree from a college or university accredited by an accrediting agency recognized by the United States Department of Education are considered regular applicants to the *Program*. The majority of applicants to this *Program* are mature adults working in a variety of professional settings. Many have not attended college for several years. Consequently, prior class rank and grade point average are not significant factors in the admission process.

Special Applicants

Individuals not qualifying as a Regular Applicant may apply as a Special Applicant. Special Applicants are evaluated on a case-by-case basis but must have an academic and/or professional background equivalent to a bachelor's degree. As a general rule, Special Applicants must have ten or more years of professional or managerial experience. In addition to the information provided on the standard *Application for Admission* form, a Special Applicant must provide a statement of his or her personal and professional goals, how completion of the *Program* would assist in the attainment of those goals, and submit three letters of recommendation attesting to the applicant's capabilities and personal integrity.

CURRICULUM

First Trimester

<i>Introduction to Entrepreneurship</i> (BUS 501)	4
<i>Business Law</i> *	3
<i>Business Research Methods/Business Plans</i> (BUS 509)	4
<i>Commercial Leasing</i> (BUS 506)	<u>3</u>
	<u>14</u>

Second Trimester

<i>Valuing a Small Business or Professional Practice</i> (BUS 503)	4
<i>Financing the Business Venture</i> (FIN 502)	4
<i>Managerial Perspectives</i> (MGT 501)	3
<i>Elective</i> ***	<u>3</u>
	<u>14</u>

Third Trimester

<i>Managerial Accounting</i> (ACC 503)**	3
<i>Elective</i> ***	3
<i>Elective</i> ***	3
<i>Business Plan</i> (BUS 598) or <i>Thesis</i> (BUS 599)	<u>5</u>
	<u>14</u>
	<u>42</u>

Total Semester Units Required for Graduation

*Students may select from *The Legal and Regulatory Environment of Business* (BLW 503) or *Legal Aspects of Health Care Administration* (BLW 502). Law students or law school graduates may substitute an elective.

**Accounting graduates or CPA's may substitute an elective.

***One elective must be either *Management of an Accounting Practice* (MGT 504) or *Management of a Law Practice* (MGT 505)

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COURSE DESCRIPTIONS

(FIN 505) ***Money and Capital Markets*** 3 Units

The principal objective of this course is to give students a clearer picture of how the money and capital markets, which now completely circle the globe, function to provide the many services and fulfill the many roles they are expected to perform in today's world.

(MGT 501) ***Managerial Perspectives*** 3 Units

This course focuses on managerial careers, development of critical executive and managerial abilities, and the dynamics of organizational environment and systems as they impact managerial progression and work.

(MGT 503) ***Management Principles for Health Care Professionals*** 4 Units

This course is an introduction to the management concepts essential to the understanding of the organizational environment within which the functions of the manager are performed. It includes challenges to assumptions about such concepts as power, authority, influence, and leadership. The course is presented in sufficient detail to enable the practitioner to apply the concepts in day-to-day situations.

(MGT 504) ***Management of an Accounting Practice*** 3 Units

This course presents a comprehensive analysis of the concepts of management applicable to the accounting profession.

(MGT 505) ***Management of a Law Practice*** 3 Units

This course presents a comprehensive analysis of the concepts of management applicable to the legal profession.

(MKT 501) ***Marketing Management*** 3 Units

This course emphasizes the importance of teamwork between marketing and all the other functions of the business, strategic market planning, and presents company examples of creative, market-focused, and customer-driven action.

(MKT 503) ***Introduction to Public Relations*** 3 Units

This course presents the basic information about public relations practice, presents a brief summary of its development, and addresses trends that might predict the future.

DEGREE REQUIREMENTS

To earn the *Master of Business Administration (with a concentration in Professional Practice Management)* degree, a student must complete the curriculum described in this *Catalog Supplement* with a cumulative grade point average of at least 3.00. The requirements may be completed in as little as twelve months and must be completed within five years from the date of initial enrollment.

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HOW TO ENROLL

To apply for admission to the *Program*, an applicant must first complete the University's *Application for Admission* form and mail it to the Admissions Office, along with the required \$35.00 application fee (\$55.00 for Special Applicants and Regular Applicants seeking transfer credit). It is not necessary to submit official transcripts at the time of application. However, official transcripts will be required within 60 days of enrollment.

If the applicant is accepted for admission to the *Program*, enrollment materials will be prepared and mailed to the applicant for review and signature. All payments submitted for tuition and fees must be payable in U.S. dollars. Payments may be made by MasterCard®/Visa® or personal/business check as described in Section VI of the *Application for Admission* form.

FINANCIAL INFORMATION

The tuition for the *Program* is \$225.00 per unit for all residents of the United States. Tuition for individuals outside the United States is \$250.00 per unit. The non-resident surcharge can be avoided if the non-resident maintains a mailing address within the U.S. Additional information on financial aid and tuition financing is set forth in the *General Catalog*.

Fee Schedule

Application Fee	\$ 35.00
<i>(\$55.00 for Special Applicants and Regular Applicants Seeking Transfer Credit)</i>	
Registration Fee <i>(Per Trimester)</i>	40.00
Graduation Check/Diploma Fee	75.00
Computer Library Fee <i>(Per Trimester)</i>	35.00
Administrative Accounting Fee <i>(Per Trimester)</i>	25.00
<i>(Installment Payment Option Only)</i>	
Transcript Fee <i>(Two Provided at No Cost)</i>	7.50
Returned Check Fee	25.00
Thesis Fee <i>(Applies only to students enrolled in BUS 599)</i>	250.00

The cost of books and materials, other than each course syllabus, is not included in the tuition. Most books and materials may be purchased at local colleges, retail bookstores, directly from publishers or over the Internet. The cost is estimated to average approximately \$75.00 per course.

INCOME TAX DEDUCTIBILITY

Educational expenses are generally deductible (even if they lead to a degree) if the education that is undertaken maintains or improves a skill required by the individual in their employment or meets the express requirements of the student's employer. Accordingly, tuition, fees, and materials for this *Program* should generally be tax deductible as ordinary business expenses for self-employed individuals and as itemized deductions for students who are employees.

Employer paid educational expenses related to an employee's employment are not taxable to the employee. Applicants and students are encouraged to contact their professional tax advisor to ascertain the income tax ramifications in their specific circumstances.

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ANSWERS TO THE MOST FREQUENTLY ASKED QUESTIONS

1. Q. How long does it take to complete the Program?

A. The University's commitment to the Accrediting Commission of the Distance Education and Training Council precludes any student graduating from a University degree program in less than one year. Students may take as long as five years to complete the Program. Experience has shown the typical student will complete the Program in two to three years.

2. Q. Will you accept transfer credits from other M.B.A. programs?

A. Regulations of the California Bureau for Private Postsecondary Education limit transfer credits to 6 semester units or the equivalent. Applicants seeking transfer credit should include complete information on prior graduate studies at the time of application.

3. Q. I don't have a lot of computer knowledge. Will I have difficulty completing the assignments?

A. Computer requirements are detailed in the *General Catalog*. Basic knowledge of Microsoft Windows® and Word® is necessary to complete some of the assignments. Internet access is necessary to utilize the Lexis®/Nexis® electronic library. An e-mail address is necessary to effectively communicate with University personnel and fellow students. If you have no computer experience, enrollment in one-day courses in Windows®, Word®, and the Internet, such as those offered by CompUSA and other companies, will provide the necessary computer skills to complete the assignments.

4. Q. I'm presently a law student at another school. Can I enroll in the MBA-PPMSM Program now?

A. Yes, provided you're in good standing at your law school and meet our admission requirements. Some students utilize the Summer months to commence the Program and enroll in a subsequent trimester the following Summer.

5. Q. I'm not sure I want to complete the entire Program, can I take just one course rather than enroll in the entire Program?

A. No. Students are enrolled in 14 units (4 courses) each trimester. However, a student who elects not to complete the Program or enroll in additional trimesters has no financial obligation to the University beyond the current trimester.

6. Q. What financial aid and tuition financing alternatives are available?

A. Many students are eligible for financial aid through employer tuition reimbursement programs and/or the University's *Partners in Professional EducationSM (PIPESM) Program*. One hundred percent financing of tuition and books is available through SLM Financing, a Sallie Mae company, to qualified borrowers. In addition, the University offers a no interest financing alternative, which permits students to pay approximately 30% of tuition at the time of enrollment and the balance over a 5 month period.

7. Q. I'm employed by a large international corporation and have no interest in small or developing businesses. Is this the right M.B.A. program for me?

A. Probably not – the focus of the Program relates to the goals, objectives, concerns, and problems of the management of a professional practice. While many of the courses address matters equally applicable to multi-national corporations, there are M.B.A. programs offered at other institutions probably better suited to your needs.

8. Q. Is there ever a need to come to California?

A. No. Academic and administrative procedures are carefully designed so that students can complete all requirements for graduation entirely by independent study, without disrupting their work and family lives. Students may elect to take examinations at the University or at over 250 approved testing sites. If a testing site is not convenient to a student, procedures are in place for the student to nominate a proctor.

9. Q. Will I need to complete courses pursuant to a rigid timetable?

A. No. Each trimester must generally be completed in not less than 16 nor more than 48 weeks. However, completion of assignments within this time period is at the discretion of the student. There are no assignments that must be submitted on a weekly or monthly schedule and students may take time off between trimesters. However, except in special circumstances, the degree program must be completed within five years from the date of matriculation.

10. Q. How soon can I get started?

A. The University maintains open enrollment throughout the year. Applications are reviewed weekly and most students commence study within three weeks from the date of application.