



# Purpose Institute

## CATALOG

R4-39-401(A)(1)

4600 East Washington St, Suite 300,  
Phoenix, AZ 85034 Phone: 480-697-6073

Email completed Application to [admissions@learnpurpose.org](mailto:admissions@learnpurpose.org)

Fax to 984-999-9360

### A.

1. The licensee is The Purpose Institute

a. Purpose Institute

b. 4600 East Washington St, Suite 300, Phoenix, AZ 85034

; e-mail: [admissions@learnpurpose.org](mailto:admissions@learnpurpose.org); web site address: [learnpurpose.org](http://learnpurpose.org),

c. Telephone Phone: 480-697-6073, and fax number: Fax to 984-999-9360

2. If the licensee has not established headquarters in another state or jurisdiction

3. The effective date of the catalog is 6.25.2019

4. The names and titles of:

a. All members of the board of directors

**Dr. Henry McKoy**

North Carolina Central University

**Dr. Charles Davis, CPA**

Chief Financial Officer

**Dr. Gabrielle Foushee**

Apex School of Theology

**Derrick Drakeford, Ph.D.**

CEO of Drakeford, Scott, & Associates, LLC

**Dr. Robert Drakeford** (Former Mayor of Carrboro, NC)

CEO of Oasis of North Carolina

**Atty. Saveon Grenell**

PURPOSE INSTITUTE CATALOG

Assistant City Attorney at City of Milwaukee  
**Delvin Davis, MPA**  
Southern Poverty Law Center  
**Karyn Wilkerson**  
North Carolina Central University  
**Marcus Tyrance**  
CSX Railroad

**b.** All individuals responsible for managing the licensee in this state,  
Dr. Derrick Drakeford  
Mr. Barron Damon, MBM  
Dr. Rubye Braye

**c.** All members of executive management who live outside this state;  
Derrick Drakeford, Ph.D.

**5.** A list of all programs offered by the licensee;  
1. Bachelor's of Science in Social Entrepreneurship

**6.** For each program to be offered:

### **A topical outline of Bachelors of Science in Social Entrepreneurship**

Social entrepreneurs use innovative, business tools and responses to solve social and environmental problems. At the core of Purpose Institute's degree in Social Entrepreneurship is the belief that all of us have a purpose and a specific talent so unique we can build a purpose-driven business or nonprofit around our gift. At Purpose Institute all graduates leave with a legal corporate entity with a meaningful mission and multiple well-planned revenue streams. The degree is comprised of 124 total semester credits including 45 general studies credits and 79 major credits. Graduates will have achieved a mastery of business and nonprofit skills including; technical writing, needs assessments, program evaluation, qualitative and quantitative research skills, customer discovery research, commercialization skills, budgeting, financial projections, investments, effective communication and presentation skills, etc.

### **General Studies**

The General Studies Curriculum is a coordinated program of courses that provide opportunities for students enrolled in Purpose Institute to demonstrate the general education competencies. The General Studies Curriculum is a substantial component of each undergraduate degree, ensures a breadth of knowledge, and is based on a coherent rationale. The required coursework does not narrowly focus on skills, techniques, and procedures specific to a particular occupation or

profession; instead, coursework draws from the following areas: humanities/fine arts, social/behavioral sciences, and natural sciences/mathematics.

### **Core Mission**

Undergirding the General Studies Curriculum is the University's stated mission, "to help students to find their purpose in life and launch a business or nonprofit corporation." The General Studies Curriculum provides all students, regardless of major, with an education grounded in our mission and core values.

### **Philosophy and Rationale:**

The primary goal of the general education program at Purpose Institute is to provide a solid foundation in the areas of the curriculum that supports our Institutional Student Learning Outcomes. The Student Learning Outcomes are: The African-American Experience, Faith, Reasoning, Moral and Ethical Judgment, Knowledge of Human Cultures, Literacy and Communication, Leadership, Service and Entrepreneurship and Practical Knowledge and Skills.

In addition, the learning outcomes constitute the foundation upon which degree programs build specific knowledge, skills and disposition. The Institutional Student Learning Outcomes are:

- ***The African American Experience*** - Graduates demonstrate an understanding of the foundational social, political, economic, and cultural role African Americans played in the development of the United States.
- ***Faith*** - Graduates are able to articulate knowledge of Christian traditions and values, and apply this knowledge to analyze the faith commitments in other world religions.
- ***Reasoning*** - Graduates are able to reason, analyze, and think critically to solve complex problems quantitatively and scientifically in their professional and personal life.
- ***Moral and Ethical Judgment*** - Graduates are able to clearly articulate and apply their knowledge of ethics and aesthetic values, particularly in terms of a study of social justice, to determine and defend actions which improve our society.
- ***Knowledge of Human Cultures*** - Graduates are able to analyze, compare, and assess the values, arts, social structures, and material practices of world cultures.
- ***Literacy and Communication*** - Graduates are able to use technology to gather and evaluate information in order to interpret and communicate complex ideas using written, oral, and visual media. Graduates are able to use digital environments to communicate and work collaboratively.
- ***Leadership, Service and Entrepreneurship*** - Graduates demonstrate true servant-leadership in keeping with our mission. Graduates have vision, strategic planning and collaboration skills to translate ideas into action and to promote the growth and well-being of people and communities to which they belong.
- ***Practical Knowledge and Skills*** - When applying discipline-specific principles, graduates are able to discriminate among possible solutions, selecting and supporting those that

take into consideration societal impact (e.g., the health, safety, and empowerment of others).

**b.** A high school diploma or GED are required prerequisites for admissions.

**c.** Tuition and student fees:

Tuition: \$12,656

Supplies/e-books (included free with each course) \$0

Total Program Costs: \$12,656

Tuition period is 3-4 years from the date this contract is signed

**d.** Required Equipment: A computer and reliable internet connection are required equipment and technology, if a student is in need or can't afford either please email: admissions@learnpurpose.org

**e.** Required admissions competencies; Students are required to reading and typing skills consistent with a high school diploma or GED

**f.** The program features two; externships, internships, or apprenticeships

ENT 300 - Junior Seminar: Entrepreneurship	Credits 3
300 Level Business Elective Internship	Credits 9

**g.** Graduate Employment: There are graduate employment and contracting opportunities available such as photographer, videographer, web designer, teacher, evaluator, coach, etc.

**h.** Graduate Requirement to Practice: Graduates must comply with local, state, and federal business license requirements for each new (small business or nonprofit) entity's designated professional area of service.

**7.** Any allowable student tuition reductions, discounts, and scholarships and educational loans that comply with R4-39-308;

**8.** Any available student payment schedules and financing options that comply with R4-39-308;

**PAYMENT METHOD AND TERMS OF PAYMENT** (Payment to comply with R4-39-405)

1. No fees required for enrollment
2. Each course is \$99 per credit hour paid at the beginning of each course.
3. Payment methods accepted include cash, check, credit card and bank transfer
4. Monthly finance payment schedules are available.

**9.** All student's are eligible for tuition reductions, discounts, and scholarships, educational loans, payment schedules, and financing options on a case by case basis.

**10. Refund policies that comply with R4-39-308 and R4-39-404;**

**CANCELLATION AND REFUND POLICY (Complies with R4-39-404)**

An applicant denied admission by the school is entitled to a refund of all monies paid. **Three-Day Cancellation:** An applicant who provides written notice of cancellation within three days (excluding Saturday, Sunday and federal and state holidays) of signing an enrollment agreement is entitled to a refund of all monies paid. No later than 30 days of receiving the notice of cancellation, the school shall provide the 100% refund.

**Other Cancellations:** An applicant requesting cancellation more than three days after signing an enrollment agreement and making an initial payment, but prior to entering the school, is entitled to a refund of all monies paid.

**Refund after the commencement of course:** If for any reason a student chooses to withdraw from a program, the Institute has established this refund policy for the student’s protection. A student may terminate an enrollment at any time by notifying the Institute in any manner (in writing is preferred).

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If Purpose Institute is notified of cancellation within five (5) calendar days after midnight of the day on which the enrollment agreement is accepted, an applicant requesting cancellation in writing within this time will be given a refund of all money paid to the Purpose Institute .

After the Institute receives the first completed assignment and until the student completes half of the course, if the student requests cancellation before the course begins the student is entitled to a 100% refund. After the course begins the refund will be processed according to the following table:

12 Week Course	
% of the weeks attempted	Tuition refund amount
10% or less	90%
More than 10% and less than or equal to 20%	80%
More than 20% and less than or equal to 30%	70%
More than 30% and less than or equal to 40%	60%
More than 40% and less than or equal to 50%	50%
More than 50%	No refund is required

**11. Student Services:**

All students will be provided 1 on 1 coaching sessions throughout their program.

**12. A description of:**

**a. Educational delivery systems:**

All learning will be distance education online through a) live synchronous instruction, b) self-paced courses, c) e-books, and d) mobile app technology.

**b. Available library resources;**

The institution provides a sufficient number of qualified staff – with appropriate education or experiences in library and/or other learning/information resources – to accomplish the mission of the institution. Qualified staff include doctoral level researchers, and experience published authors.

All students will be provided online library access through Gale online higher education library. <https://www.gale.com>. Academic libraries support faculty and students by offering access to academic resources that can strengthen research and instruction. We partner with college and university librarians to collect, preserve, and organize rare content as part of our extensive collection of primary source archives and educational databases—making knowledge more accessible across campus and furthering research efforts. GALE PRIMARY SOURCES

**LITERATURE DATABASES**

Encourage digital research over an expansive array of literature resources. Researchers at all levels of their education will appreciate the database functionality of cross-searching collections to find the perfect literary publication. These academic databases help to broaden research and the study of authors, works, and movements across vast collections of journal articles and scholarly reviews.

Get immediate, firsthand accounts from the people who saw history happen. Gale Primary Sources brings hundreds of years of history to the forefront of the digital humanities with a vast selection of academic resources that are powered by thoughtfully developed search technologies.

**JOURNALS AND PERIODICAL DATABASES**

While journal research can seem foreign to new scholars, the more time they spend searching through their library’s collection of peer-reviewed articles, journals from top academic publishing houses, or bibliographic databases and indexes, the more comfortable they’ll be with the research process. Access to a wide selection of full-text academic resources like journals and periodical databases gives students more opportunities to gain broader insights and expand their understanding of peer-reviewed sources, scholarly papers, and academic research projects.

**LIBRARY INSTRUCTION RESOURCE**

Support college and university students during each phase of the academic calendar year. From academic advising to tutoring, this resource encourages students to explore general science and complex scientific subject areas. Interactive learning has proven to help students engage and retain more than traditional methods of study, leading to academic success.

## **eBooks**

The Gale eBooks platform takes content—and the way learners access it—in bold new directions with a modern approach to visual presentation and usage. Researchers can access a wealth of full-text, quality eBooks through their campus library or remotely, and cross-search similar resources that house content relevant to their research goals.

### **13. Calendar: Purpose Institute operates a three academic calendar year (Fall, Spring, Summer)**

- a.** The start of Fall is August 15<sup>th</sup> through December 15<sup>th</sup>, Spring starts January 11 through May 11<sup>th</sup> and Summer starts June 15 through August 10<sup>th</sup>. Supplemental and make-up courses are also offered self-paced at the student's schedule, live online courses are offered weekly throughout the year.
- b.** Vacation days includes all federal holidays Aug 10<sup>th</sup>-14<sup>th</sup>, December 15<sup>th</sup>-January 10<sup>th</sup>, and May 12<sup>th</sup>-June 14<sup>th</sup>.

### **14. Policies and regulations governing:**

#### **a. Admission requirements or program enrollment:**

Required admissions competencies; Students are required to reading and typing skills consistent with a high school diploma or GED.

#### **b. Program or course cancellation;**

Withdrawal or cancellation occurs on the calendar day that withdrawal is requested either online or in person at a Registrar site. Cancelled courses by faculty or administrators will be 100% refunded.

#### **c. Grading procedures**

A grading rubric will be clearly stated in the syllabus of each course. Students will be graded on the same scale and are not subject to a curve or mean.

#### **d. Change in student status, including:**

##### **i. Leave of absence;**

### **Undergraduate Leave of Absence**

The Undergraduate Student Leave of Absence assists and encourages students to return and graduate after one to six months. Students with this status need not apply for or pay readmission fees, and may register for classes during their priority registration period. Leave of Absence can be requested by emailing [admissions@learnpurpose.org](mailto:admissions@learnpurpose.org)

The deadline for a completed Leave of Absence request are the last regular business day before school starts. Final decisions regarding approval or disapproval of Leave of Absence requests will not be available until the posting of grades immediately preceding the term for which the leave is requested. Students should note that the timing of the final decision depends on the timing of the application. Therefore, students may not receive a decision on the request for

Leave of Absence before the first day of class if their application is received just before the opening of classes. Incomplete applications will be sent back to the colleges. If the deadline is missed by this action, the student will not be eligible for the leave.

To qualify, students must satisfy the following criteria:

- a. be registered immediately prior to the beginning of the leave;
- b. have a cumulative GPA of at least 2.0 -- both at the time of application for leave and following the posting of grades immediately preceding the term of the requested leave of absence;
- c. have their accounts paid in full, both at the time of leave application and following the posting of grades immediately preceding the term of the requested leave of absence

Students, when they do not return at the end of the approved leave, must apply for readmission and comply with readmission rules.

While on Leave of Absence, the school:

- a. reports enrollment status to lenders and loan service entities as "not attending" (students are advised to contact their lender(s) for repayment information and grace period expiration); **and**
- b. suspends student's insurance and use of University facilities.

**e. Re-admission/ Re-enrollment**

1. Students who left in good academic standing and were absent for more than six months must apply for readmission
  2. Students required to apply for readmission must submit official transcripts of all course work completed elsewhere in order to be reviewed for readmission. College transcripts should be sent to the Office of the Registrar.
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1. Students on academic probation who have attended another post-secondary institution must submit an official of all course work. A minimum cumulative GPA of 2.0 on a 4.0 scale is required for course work completed at other institutions. If the student's interim coursework GPA is below 2.0 the readmission application will be referred to the college for review. The Office of Admissions will process the application for readmission according to the written recommendation of a staff or faculty member.
  2. Students seeking readmission who left will be required to submit a 2-page personal statement and post-secondary transcripts if they attend another college during their absence. A minimum cumulative grade-point-average (GPA) of 2.0 on a 4.0 scale is required for course work completed at other institutions. Send information to [admissions@learnpurpose.org](mailto:admissions@learnpurpose.org)



f. Probation, suspension, or expulsion;

### **Academic Probation Degree-seeking Students**

Students enrolled in a degree program must maintain a 2.0 grade-point-average (GPA) and meet their departments academic progress criteria toward degree completion. The minimum 2.0 GPA is based on all course work taken for credit, whether or not the courses are offered in satisfaction of the specific requirements for a specific graduate degree. Failure to meet those academic progress requirements will result in the student being placed on academic probation by the Dean. Students on probation are required to meet with their Advisor, discuss the steps to be taken to remediate the problems that led to the probationary status, and devise a written plan of action. After a student completes an annual cumulative GPA less than 2.0 or fails to make satisfactory progress, they will be allowed to register for one additional six-month period.

Disqualified students may:

- Apply as non-degree seeking and continue to take e-courses in non-degree status. Students can apply for readmission to a degree program as early as six months after their disqualification if they achieve a cumulative grade point average of at least 2.0 through additional course work. A re-admission request must be supported by staff or faculty. There is no guarantee of re-admission.

Standards for satisfactory academic progress entails maintaining a 2.0 GPA

Graduation requirements include successful completion of all 124 credit hours

**h.** Grade reports and transcripts will be provided quarterly via online portal or email  
As applicable:

**j.** Student are allowed 2 unexcused absences per course.

**k.** Credit may be given on a limited basis upon an individual review basis for previous education, training, work, or life experience;

**15.** Student grievance procedure meets the requirements at R4-39-104(D)(12).

### **STUDENT GRIEVANCE PROCEDURE**

**Purpose:** The primary objectives of this Student Grievance Procedure are to ensure that students have the opportunity to present grievances to the Institute regarding a certain action or inaction by a member of the Institute community and that the Institute has a consistent way of resolving those grievances in a fair and just manner.

**Informal Resolution:** Prior to invoking the procedures described below, the student is strongly encouraged, but is not required, to discuss his or her grievance with the person alleged to have caused the

grievance. The discussion should be held as soon as the student first becomes aware of the act or condition that is the basis of the grievance.

Review: If a student decides to file a grievance, he or she may present the grievance in writing to the President of Purpose Institute. The student is encouraged to submit the grievance within 45 calendar days after the student first became aware of the facts that caused the grievance. The President will conduct an investigation, make a determination and submit his or her decision in writing to the student and to the person alleged to have caused the grievance within ten calendar days of receipt of the grievance. The written determination shall include the reasons for the decision and indicate the remedial action to be taken if any.

If the complaint cannot be resolved after exhausting the institution's grievance procedure, the student may file a complaint with the Arizona State Board for Private Postsecondary Education. The student must contact the State Board for further details. The State Board address is 1740 W. Adams St. #3008 Phoenix, AZ 85007, phone # 602-542-5709, website address: [www.azppse.gov](http://www.azppse.gov)

### **Acknowledgements**

1. As licensee offering non-accredited programs Purpose Institute makes the catalog available to students and prospective students in a written or electronic format on the website at [learnpurpose.org](http://learnpurpose.org). To request a hardcopy call Phone: 480-697-6073
2. Within 10 days from the date a licensee offering a non-accredited program revises the catalog required under subsection (A) or publishes a new catalog, Purpose Institute shall submit to the Board a written or electronic copy of the revised or new catalog.

Ariz. Admin. Code § R4-39-301

Adopted effective May 21, 1985 (Supp. 85-3). Amended by final rulemaking at 11 A.A.R. 2262, effective August 6, 2005 (Supp. 05-2). Amended by final rulemaking at 22 A.A.R. 921, effective 6/4/2016.

### **Catalog Courses for the Bachelor of Science in Social Entrepreneurship**

<b>Course</b>	<b>Credit Hours</b>	<b>Cost</b>
GEN 101 American History I	3 Credit Hours	\$299
GEN 102 English I	3 Credit Hours	\$299
GEN 103 English II	3 Credit Hours	\$299
GEN 104 Social Entrepreneurship	1 Credit Hour	\$99
GEN 105 Ethics	2 Credit Hours	\$199

GEN 106 Fine Arts and Humanities	3 Credit Hours	\$299
GEN 107 Freshman Seminar	2 Credit Hours	\$199
GEN 108 Health and Wellness	1 Credit Hour	\$99
GEN 109 Leadership	1 Credit Hour	\$99
GEN 110 Mathematics I	3 Credit Hours	\$299
GEN 111 Mathematics II	3 Credit Hours	\$299
GEN 112 Modern Language I	3 Credit Hours	\$299
GEN 113 Modern Language II	3 Credit Hours	\$299
GEN 114 Oral Communication	2 Credit Hours	\$199
GEN 115 Religion	3 Credit Hours	\$299
GEN 116 Science I	3 Credit Hours	\$299
GEN 117 Science II	3 Credit Hours	\$299
GEN 118 Social Science	3 Credit Hours	\$299
	<b>SUBTOTAL</b>	<b>\$4,782</b>
<b>Social Entrepreneurship Total Semester Hours= 124 (79 Major Credits)</b>		
<b>Course</b>	<b>Credit Hours</b>	
POL 230 - American Government	2	\$199
POL 236 - State and Local Government	3	\$299
BA 210 - Business Computer Applications	3	\$299
AC 231 - Principles of Accounting I	3	\$299
BA 231 - Microeconomics 3	3	\$299
BA 280 - Business Professional Seminar	1	\$99
AC 232 - Principles of Accounting II	3	\$299
BA 232 - Macroeconomics	3	\$299
BA 237 - Quantitative Tools & Methods	3	\$299
SO 231 - Introduction to Social Welfare	3	\$299
BA 360 - Business Communication	3	\$299
FI 335 - Corporate Financial Management	3	\$299
MG 300 - Management & Organizational Behavior	3	\$299
MK 341 - Principles of Marketing	3	\$299
BA 380 - Business Professional Seminar	4	\$399

ENT 300 - Junior Seminar: Entrepreneurship	3	\$299
300 Level Business Elective Internship	9	\$899
SO 432 - Community Organization	3	\$299
BA 405 - Capstone I	3	\$299
IB 350 - International Business	3	\$299
MG 350 - Production and Operations Management	3	\$299
BA 380 - Business Professional Seminar	3	\$299
400 Level Business Elective	3	\$299
BA 499 - Capstone II	3	\$299
IB 470 - International Management	3	\$299
BA 481 - Professional Development	3	\$299
	<b>SUBTOTAL</b>	<b>\$7,874</b>
*Each graduate will leave employed by starting a new business or nonprofit organization which fits their individual concept of purposeful work		

### Course Descriptions

Course	Description
<b>General Studies</b>	
GEN 101 American History I	A survey of the history of Americans and African Americans. Consideration is given to the African background; the enslavement of Africans in the Caribbean and in the United States; the efforts of African descendants to achieve freedom and equality after slavery, and significant events of the twentieth century.
GEN 102 English I	Prerequisite: EN 095 or an acceptable score on the placement test, SAT, or ACT. This is the first of two sequential courses in freshman writing covering various rhetorical strategies. This course emphasizes developing skills for navigating the stages of writing, including pre-writing, organizing, drafting, revising and editing. Students are required to write a minimum of 6,000 words through informal writing activities, formal essays, and a documented paper. Students should be prepared to write extensively in this course and have their work reviewed by the instructor.
GEN 103 English II	This is the second of two sequential courses in freshman writing covering a variety of rhetorical strategies with an emphasis on choosing the most effective approach to suit purpose and audience.

	An emphasis is placed on using literature to inspire writing on a variety of relevant issues and subjects while continuing to reinforce the stages of the writing process. Students are required to write a minimum of 6,000 words through informal activities, formal essays, and a documented paper. Research and documentation are included. Students should be prepared to write extensively and have their work reviewed by the teacher.
GEN 104 Social Entrepreneurship	This is a survey course covering fundamental concepts, theories and skills needed when running a successful social enterprise. It covers small business challenges and critical issues, managing under adversity, start-up, marketing and financial concerns, managing a social enterprise with rapid growth, and building a sound infrastructure. The course is organized around interactive and experiential opportunities where students, grouped in teams, work with real world projects. The course integrates ethics, purpose, diversity and change issues.
GEN 105 Ethics	This course will introduce students to the study of religious ethics by focusing on four traditional Christian principles used in the process of Christian moral deliberation (Scripture, tradition, experience, and reason) and applying said principles to specific moral problems/issues such as human rights, social concerns, politics, economics, environmentalism, and biomedicine. After a careful perusal of prominent ethical theories and theorists from a historical perspective, we will explore how moral judgments are made and how religious views influence these judgments. The course will also examine how Christian ethics has been informed by the teachings of Jesus Christ, the role of the Holy Spirit in the development of conscience. The end goal of this course is to develop ethical maturity, love for others and patience in decision making.
GEN 106 Fine Arts and Humanities	This course provides a chronologically arranged, global survey of the period from the 19th century to the present. It focuses on the key events, cultural movements, literature, music, theater, dance, sciences, philosophy, and visual arts (painting, architecture, and sculpture) that express and define the values of cultures in broad eras along this time span. It includes attention to Romanticism, Realism, Modernism, and Postmodernism from an international and cross-cultural perspective.
GEN 107 Freshman Seminar	This course is required of all students who are not transferring in 30 Credit Hours of college Credit. This seminar is designed to help first year students in making the transition from high school to college with emphasis upon goal setting, study skills, advising, and wellness. Returning students retaking this course may choose to do service learning.

GEN 108 Health and Wellness	During this course, students will learn practical ways in which they can attain and sustain healthy bodies and personal wellness. Instruction and practice are offered in selected activities including: basketball, soccer, physical fitness, volleyball, flag football, bowling, golf, yoga, aikido, badminton, weightlifting, aerobics, dance, and water exercise.
GEN 109 Leadership	This course is designed to teach students the fundamentals necessary for exercising effective professional leadership skills and to meet challenges of managerial responsibilities. The rigorous coursework, includes teamwork while addressing challenging “real world” business problems, interviewing styles and strategies, written forms of business communication, business etiquette and protocol, professional developmental workshops, experiential learning projects, case study competitions, independent projects, guest lecture series, seminars and conferences. Additionally, students connect knowledge gained through coursework to the world outside of the classroom
GEN 110 Mathematics I	Prerequisite: An appropriate score on a mathematics placement test and/ or a grade of “C” or higher in any college-level mathematics course. This course is intended to instill critical thinking skills and algebra skills necessary for further studies in mathematics and science. Topics include functions; function properties; graphs; operations on functions; working with a variety equations, functions, and expressions including linear, quadratic, absolute value, radical, exponential, and logarithmic; inverse functions; applications
GEN 111 Mathematics II	This course presents the fundamental concept of quantitative methods to business decision making. It is intended to present students with a sound theoretical comprehension of the role that management science occupies in the decision-making process. It highlights the use of a widespread mixture of quantitative techniques to the solution of business and economic problems
GEN 112 Modern Language I	Foundation course, emphasizing basic skills: listening, writing, speaking and reading. Introduction to important grammatical principles. Laboratory required.
GEN 113 Modern Language II	A foundation course, emphasizing basic skills: listening, writing, speaking and reading. Introduction to important grammatical principles. Laboratory required.
GEN 114 Oral Communication	The mission is to provide undergraduates with a conceptual framework and specific tools for communicating in complex environments and accomplishing strategic academic and professional business goals. This core course provides writing, oral, and collaborative skills necessary for future business courses, internships, and professional positions. Additionally, through information

	competency/library research and electronic database information gathering, this course prepares students to critically analyze cases, interpret data, research alternative solutions, solve problems, organize, and write case reports.
GEN 115 Religion	This course examines the origin of Liberation Theologies and their diverse expressions. Black Theology is also considered in its global context; in its roots in Latin American and African American religious thought; and in its dialogue with other theologies such as feminist and Womanist theologies. In so doing, the course introduces students to the relevant conditions, primary issues and themes of American, African and African American history that contributed to the formation of religion, theological thought and moral reflection. The course will also critically examine the four basic building blocks of Black Theology that were used to construct a Black Theology of liberation in response to the question - What does it mean to be Black and Christian? The course will also examine and critically analyze the theological thoughts of first-generation black theologians.
GEN 116 Science I	An introduction to basic concepts concerning the relationships among the physical, chemical, and biological components of the environment, and the impact upon them due to the activities of our own populations. The interaction between humans and the environment will be explored from organismal, ecosystem, and global perspectives
GEN 117 Science II	A general course for the non-science major that stresses the basic principles of life, including cell biology, genetics, cancer, and evolution as unifying integrative concepts. Special attention is devoted to the study of human structure and function.
GEN 118 Social Science	Interdisciplinary Social Science is designed to introduce students to the study of human society through an exploration of the values, arts, social structures, and material practices of world cultures.
<b>Social-Entrepreneurship Major Courses</b>	
<b>Course</b>	<b>Credit Hours</b>
POL 230 - American Government	This course is designed to introduce the student to the discipline and its varied sub fields American and comparative politics, international relations, political economy, political theory, and public policy. A study of the dynamics and organization of the federal government, its powers, functions and problems
POL 236 - State and Local Government	A study of the basic principles of state and local governments, including the similarities and differences of their powers, structure, development, and interrelationships

BA 210 - Business Computer Applications	Students are given a practical introduction to the most utilized software productivity tools by developing a working knowledge of word processing, spreadsheets, database management systems, and advanced presentation techniques. This course introduces tools and techniques used to create web pages on the World Wide Web. Student learns basic HTML (hypertext markup language), and practices of developing, producing, and publishing of digital images online. Emphasis is placed on the communication of meaning through the creation and management of digital images using industry-standard Web authoring software.
AC 231 - Principles of Accounting I	Introduction to the basic records and procedures used by service and merchandising organizations in accumulating financial data with emphasis on statement presentation.
BA 231 - Microeconomics	Considers the problem of scarcity and resource allocation. An introduction to principles, analysis, and policies, with major emphasis on the pricing behavior of business firms, on agriculture and business, the consumer, the labor unions, and the market systems.
BA 280 - Business Professional Seminar	Students must enroll in this course each Credit, beginning at the sophomore year, except during student teaching. This course provides education majors with relevant information about matriculation and professional development as necessary to complete the program
AC 232 - Principles of Accounting II	A continuation of Principles of Accounting I. Emphasis on financial statement interpretation and the uses of accounting information by management for planning, controlling and decision making
BA 232 - Macroeconomics	This is an introduction to macroeconomic analysis and its application to the American economic system. It includes such topics as the economic role of government and the banking system. The principles, policies, the determination and measurement of national income, economic growth, and the elements of monetary and fiscal theory and the performance of the aggregate economy.
BA 237 - Quantitative Tools & Methods	This course presents the fundamental concept of quantitative methods to business decision making. It is intended to present students with a sound theoretical comprehension of the role that management science occupies in the decision making process. It highlights the use of a widespread mixture of quantitative techniques to the solution of business and economic problems.
SO 231 - Introduction to Social Welfare	An overview of the field of sociology. Emphasis is placed on the practices and institutions which humans develop in the processes of social maintenance and change. A survey of the field of social welfare with emphasis upon qualifications; employment opportunities, general principles and techniques relative to each area



BA 360 - Business Communication	The mission of BA 360 is to provide School of Business undergraduates with a conceptual framework and specific tools for communicating in complex environments and accomplishing strategic academic and professional business goals. This core course provides writing, oral, and collaborative skills necessary for future business courses, internships, and professional positions. Additionally, through information competency/library research and electronic database information gathering, this course prepares students to critically analyze cases, interpret data, research alternative solutions, solve problems, organize, and write case reports.
FI 335 - Corporate Financial Management	Study of risk and return, portfolio theory, capital structure, capital budgeting, dividend policy and long-term financing decisions, liquidity and concepts for planning and measuring profitability
MG 300 - Management & Organizational Behavior	This course explores the area of human behavior in business organizations. The course content identifies individual, group and organizational processes and studies how these processes relate to job performance, thereby influencing organizational effectiveness.
MK 341 - Principles of Marketing	A survey of the nature, scope, and economic importance of marketing. Analysis of marketing functions, institutions, pricing, demand creation, cost; survey of the influence of environmental, social, economic, ethical, legal, and technological forces on marketing
BA 380 - Business Professional Seminar	A seminar that provides guest lecturers and experts to build a foundation on the study of the basic fundamentals of business by identifying, examining and explaining these elements and applying them to the challenge of conducting business.
ENT 300 - Junior Seminar: Entrepreneurship	Students must enroll in this course each Credit, beginning at the sophomore year, except during student teaching. This course provides education majors with relevant information about matriculation and professional development as necessary to complete the program.
300 Level Business Elective Internship	Internship requires pre-approved learning plan and should align with course of study.
SO 432 - Community Organization	A course designed to give the student insight into the philosophy and processes used in determining and meeting community needs
BA 405 - Capstone I	This course is designed to provide the foundation leading to the final draft of the senior thesis. It introduces students to the APA format manuscript preparation and using primary research to investigate business related problems
IB 350 - International Business	An introductory course that provides a foundation on the study of the basic fundamentals of international business by identifying, examining and explaining these elements and applying them to the challenge of conducting international business. Emphasis will be on

	the dynamics afforded by conducting business in the global arena through the analysis of case studies
MG 350 - Production and Operations Management	An analytical and inter-related approach to the planning, operation, and control of the production process. Problem areas such as facilities location, work design, work measurement, production planning and control, materials management, quality control and capital investment policy are to be examined.
BA 380 - Business Professional Seminar	Seminar includes guest lecturers and experts in the field of Business, Social Enterprises, Cause Marketing, Nonprofit Corporations, and Law.
400 Level Business Elective	<p>415 Financing New Ventures-This is an in-depth assessment of successful techniques used to finance new business ventures. Discussion includes traditional and creative approaches. Emphasis is on new start-up, buyouts and franchises. (FA)</p> <p>416 Marketing- The Seminar Series in Marketing provides a Credit long, in-depth focus on specialized areas within and closely integrated with the marketing discipline. Each course offering is specifically associated with a definite, targeted area of marketing to increase the student's background and knowledge in specialized area</p> <p>417 The Sales Process- The course is an introduction to sales and sales management and presents a concise portrayal of selling in the contemporary business environment, focusing on creating and communicating value for customers and managing the buyer-seller relationship process. In addition to role playing and in-basket exercises for developing skills in professional selling, the course addresses training, supervision and compensation of the sales force; cooperation between middlemen, wholesalers, retail outlets, and integration with other components of the promotion mix.</p> <p>418 Consume Behavior- An analysis of the social, cultural, economic, and psychological factors that influence the decision-making process of consumers. Methods of measuring and analyzing consumers and consumer markets are introduced.</p> <p>419 Promotions- A study of promotion, public relations and advertising in the sale of goods and services. Rationale behind creative selling, advertising, public relations, and sales management is stressed</p>
BA 499 - Capstone II	A focus on two elements (1) professional development and (2) research methods. Professional development seeks to provide a technical competence through the creation of structured opportunities

	to develop oral and written communication and positive personal qualities. Additionally, guidelines and assistance will be given to finalizing a senior research paper/business plan and presenting that paper. The student will launch a business or nonprofit corporation.
IB 470 - International Management	Study in global management and business strategy. The focus is on understanding globalization and how government and market interact with various environments in which managers need to make an effective decision in order to survive in today's global economy
BA 481 - Professional Development	Seminar provides students with to provide students with the opportunity to become better acquainted with their chosen field. This is designed to help students receive critical feedback and growth for each student's purpose-driven startup.