

American Sports University

School Catalog

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Home of the Screaming Eagles

January 1, 2012 to December 31, 2012

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MESSAGE FROM THE PRESIDENT

Dear Prospective Student from the United States and around the world:

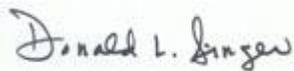
I would like to introduce you to ASU, the nation's only 4-year college dedicated to sports education. The American Sports University (ASU) is a new, independent, private degree-granting institution in the discipline of Sports Education. The undergraduate degree program leads to the Bachelor of Science Degree in Sports Education. Course work is available for students who wish to concentrate in: Sports Management; Sports Training and Fitness; Sports Health; Sports Marketing; Sports Coaching; Recreation Management; Sports and Special Education; Golf Management at both the degree and certificate level. Our programs emphasize theoretical and practical sport experiences in each of the emphasis areas.

The University is approved by the Bureau for Private Postsecondary Education (BPPE) of the State of California.

We are located in the heart of downtown San Bernardino, CA. The city is the gateway to the San Bernardino National Forest and mountains. This area provides a varied number of summer and winter recreational opportunities. San Bernardino has a rich history of serving a wide variety of youth sports competitions throughout the year. California State University San Bernardino and San Bernardino Valley College are located in our town. Many golf and recreational opportunities are available in the Inland Empire that surrounds the city. We are within an hour's drive to Palm Springs and Los Angeles.

Your academic instruction in Sports Education will be provided by working professionals in the sports world. They are dedicated to serving students who share their passion about a career in sports. Our faculty will provide you with personal attention and assistance in attaining your professional development objectives. When you graduate you will be prepared to succeed in the competitive world of the business of sports.

If you take action, you can be part of our freshman class in January, 2012. If I can serve you in preparing for this educational opportunity to embark on a sports-industry career, feel free to contact me personally at ASU. I am looking forward to getting to know you.



Dr. Donald L. Singer, Ph. D.
President
American Sports University

GENERAL INFORMATION

STATEMENT OF MISSION AND PURPOSE

American Sports University is an independent and private degree-granting institution serving students from the United States as well as around the world. American Sports University addresses the need for high quality management of sports-related programs, with its sole academic focus on the discipline of Sports Education. Instruction is offered at both undergraduate and graduate levels. The undergraduate program leads to a Bachelor of Science Degree, with concentrations in a variety of sport-related emphases. Coursework is available for students who wish to concentrate in: Sports Health; Management; Marketing; Coaching; Training & Fitness; Recreation Management or Sports and Special Education at both the degree and certificate level. Programs emphasize theoretical and practical objectives in each area.

The graduate level program - Master of Science in Sports Education - is intended to provide advanced study for academic growth and development in the management of sport-related fields of interest. This is accomplished by building on a foundation of core courses from undergraduate study, by emphasizing the physical performance of the discipline, and by transferring fundamental theories to practical applications in the sports industry.

These programs meet the needs of students who are interested in a dynamic sports career as an Athletic Director, Sports Marketing Director, Game Day Operations Director, Academic Advisor to athletes, Director of Fundraising and Development in the athletic arena, or Director/ Manager of Sports Operations, and want to learn successful sports business techniques.

UNIVERSITY OBJECTIVES

- To emphasize the theoretical and practical applications of the discipline of Sports Education
- To provide education and instruction for those who are passionate about a career in sports
- To provide an entry-level opportunity to enter an exciting career with a concentration on sports
- To provide education and focus to those who want to learn about the sports industry
- To provide a solid academic background for those who want to participate in the competitive world of the business of sports

DISCLOSURE OF APPROVAL STATUS

American Sports University is a private institution and that it is approved to operate from the California Bureau for Private Postsecondary Education pursuant to California Education Code Section 94909(a) (2). The Bureau's approval means that the institution and its operations comply with the standards established under the law for higher learning and instruction by private educational institutions and does not imply by endorsement or recommendation by the State of California, Bureau for Private Postsecondary Education (BPPE).

CAMPUS

American Sports University is located in the city of San Bernardino, California. The University Campus occupies almost three city blocks in the beautiful Downtown. Currently, all classrooms and offices are located in a central building, which is located at 399 North "D" Street. The 140,000 square foot building houses the classrooms, computer lab, library, and administrative offices. Also located within this building is the beautiful ASU Fox Theater which is used for school functions and private events. A dining hall is also located in this building.

The ASU Fitness Center is a full service 50,000 square foot gymnasium building at the eastern end of the University. Across the street from the gym is our 55,000 square foot student dormitory building which can accommodate up to 300 students. We have singles, doubles, and quadruples available for students with basic furniture in all rooms.

American Sports University Health and Science Building sits just on the west side of the Student Housing Building. The three-story 23,000 square foot building will contain the University Bookstore.

Class sessions are conducted at 399 North D Street, San Bernardino, California 92401.

DISCLOSURE STATEMENTS

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement.

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833, www.bppe.ca.gov, telephone numbers: (888) 370-7589, (916) 431-6959; fax number: (916) 263-1897.

A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling (888) 370-7589 or by completing a complaint form, which can be obtained on the bureau's internet web site, www.bppe.ca.gov.

American Sports University does not have a pending petition in bankruptcy, and is not operating as a debtor in possession. American Sports University has not filed a petition within the preceding five years, or has not had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code (11 U.S.C. Sec. 1101 et seq.)

American Sports University has an articulation agreement or transfer agreement with Pacific States University, Los Angeles, California.

American Sports University does not offer distance education and will not offer distance education in the future.

PROGRAMS OF STUDY

1. PHILOSOPHICAL FOUNDATION FOR ALL PROGRAMS

The curriculum of American Sports University has been designed to meet the standards set forth in the purpose, objectives, and philosophy of the institution, with particular attention paid to the ethics and integrity required in all of our academic disciplines. ASU has certain core-values that define us in all of our endeavors-whether in the classroom, on the athletic field, or in our interactions with one another. These values include self-discipline, high ethics, passion, and a focus on all-around excellence.

When you decide to attend ASU, you will have made a "lifestyle-choice" to be among classmates and faculty who share and reflect these values. Like you, your fellow-students will have a passion for sports and a burning desire to pursue a sports-industry dream . . . a dream that will culminate in the reality of a career in which you will creatively capitalize on the concepts and skills you have learned at American Sports University to attain the financial and personal success you deserve.

All students enrolled in American Sports University are required to take two semester units of sports activity classes each semester. Students have a wide variety of activity courses to choose from at different skills levels.

2. DEGREES

American Sports University currently offers Bachelor's and Master's degree programs to its students.

1) BACHELOR OF SCIENCE IN SPORTS EDUCATION

Following concentrations are offered in the Bachelor of Science in Sports Education degrees:

- Golf Management
- Personal Security Management
- Recreation Management
- Sports and Special Education
- Sports Coaching
- Sports Health
- Sports Management
- Sports Marketing
- Sports Training & Fitness

A. Bachelor's degrees (except Golf Management) comprise:

- General Education, 42 Semester Units
 - Core Courses, 36 Semester Units
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- Program-Specific Courses, 30 Semester Units
- Sports Activity Courses, 16 Semester Units
- **Total: 124 Semester Units**

B. Bachelor's degrees in Golf Management comprise (to meet PGA Certification):

- General Education, 30 Semester Units
- Core Courses, 30 Semester Units
- Program-Specific Courses, 60 Semester Units
- Sports Internship Courses, 4 Semester Units
- **Total: 124 Semester Units**

2) **MASTER OF SCIENCE IN SPORTS EDUCATION**

Master of Science in Sports Education degree requires completion of 30 semester units.

3) **CERTIFICATES**

American Sports University also offers shorter Certificate Programs to students who are not interested in a degree program but rather interested in getting into the sports industry career and would like the necessary education to excel in the field.

The following certificate programs require completion of 30 semester units:

- Personal Security Management
- Recreation Management
- Sports and Special Education
- Sports Coaching
- Sports Health
- Sports Management
- Sports Marketing
- Sports Training & Fitness

3. **BACHELOR'S DEGREE COURSES**

The following courses are required of all bachelor-level programs:

- 1) **General Education** (Complete 30 units of required courses, plus an additional 12 units of electives for a total of 42 Semester Credit Units)

A well-rounded liberal arts course of study is essential for any undergraduate education. Future leaders in the world of sports need to be effective written and oral communicators; proficient in mathematics, general sciences, nutrition and health; and knowledgeable about United States and world history. All students must complete the following minimum units in General Education courses (any non-required course can serve as an elective; transferrable coursework will be credited at the Dean's discretion). Courses marked with an asterisk (*) are required:

- GE 101 - Introduction to Western Civilization (3)
- GE 102 - *United States History (3)
- GE 103 - General Psychology (3)
- GE 104 - Introduction to Sociology (3)
- GE 105 - Introduction to Philosophy (3)
- GE 106 - Introduction to the Arts (3)
- GE 107 - *Nutrition and Health (3)
- GE 108 - Ethnic, Culture, and Gender Issues in Health (3)
- GE 109 - College Algebra (3)
- GE 110 - Computer Concepts and Applications (3)
- GE 111 - *Speech Composition and Presentation (3)
- GE 112 - Communication and Interpersonal Relations (3)
- GE 113 - *English Composition (3)
- GE 114 - Literature (3)
- GE 115 - Principles of Modern Biology (3)
- GE 116 - Human Anatomy (3)
- GE 117 - Human Physiology (3)
- GE 118 - Ethics and Moral Development Seminar I (2)
- GE 119 - Ethics and Moral Development Seminar II (2)
- GE 120 - Ethics and Moral Development Seminar III (2)
- GE 121 - Ethics and Moral Development Seminar IV (2)

2) Core Courses

Because American Sports University's mission is to produce leaders in the sports industry, the foundation of the curriculum lies in the Core Courses. Students will select 12 of the 18 Core Courses to explore such topics as the history and rules of sports; social, cultural, gender, and ethnic issues; sports and health psychology; the science of performance; management skills; and law and ethics.

- ASU 101 - Organizational Behavior (3)
- ASU 102 - Leadership Principles (3)
- ASU 103 - Sports, Games, and Culture (3)
- ASU 104 - Ethics and Sports (3)
- ASU 105 - Sports Psychology (3)
- ASU 106 - Health Psychology (3)
- ASU 107 - Recreation and Leisure (3)
- ASU 108 - Principles of Learning and Skills Acquisition (3)
- ASU 109 - Analyses of Team Sports (3)
- ASU 110 - Analyses of Individual Sports (3)
- ASU 111 - Exercise Physiology (3)
- ASU 112 - Conceptual Basis of Kinesiology (3)

3) Program-Specific Courses

Each bachelor's program requires completion of thirty semester units of general education, the full complement of thirty six semester units of Core Courses, and the following discipline-specific courses -

A. Bachelor of Science – Golf Management

The Bachelor of Science undergraduate program in Golf Management stresses both theoretical and practical objectives. The program includes information on the history of the subject, information on designs and the principles of technique. The University offers courses planned to meet the interests of the students as they fulfill the general education and Core coursework requirements, with an emphasis on the business and practical aspects of the subject. The student selects forty-two units of credit from the following options, with the assistance of the Program Director -

- GM 101 - History of Golf (3)
- GM 102 - Rules of Golf (3)
- GM 103 - Golf Psychology (3)
- GM 104 - Tournament Golf (3)
- GM 105 - Golf Club Design - Fitting and Repair (3)
- GM 106 - Advanced Design and Manufacturing of Club (3)
- GM 107 - Fundamentals of Golf Course Design and Development (3)
- GM 108 - Essential of Turf Development and Maintenance 1 (3)
- GM 109 - Essential of Turf Development and Maintenance 2 (3)
- GM 110 - Analysis of Golf (3)
- GM 111 - Golf Shop Operation 1 (3)
- GM 112 - Golf Shop Operation 2 (3)
- GM 113 - Training (3)
- GM 114 - Coaching (3)
- GM 115 - Golf Management (Country Club/Golf Range) (3)
- GM 116 - Instructional Technique 1 (3)
- GM 117 - Instructional Technique 2 (3)
- GM 118 - Instructional Technique 3 (3)
- GM 119 - Competitive Golf Technique 1 (3)
- GM 120 - Competitive Golf Technique 2 (3)
- GM 121 - Competitive Golf Technique 3 (3)

B. Bachelor of Science – Personal Security Management

The Bachelor of Science undergraduate program in Personal Security Management stresses both theoretical and practical objectives. The program includes information on the history of the subject, information on designs and the principles of technique.

- PS 101 – Physical Security and Security Administration (3)
- PS 102 – Contemporary Issues in Personal Security Management (3)
- PS 103 – Evaluation of Personal Security Management (3)
- PS 104 – Principles and Theory of Security Issues (3)
- PS 105 – Legal and Ethical Issues in Personal Security Management (3)
- PS 106 – Global Terrorism (3)
- PS 107 – Protective Services (3)
- PS 108 – Emergency Management of Injuries & Illnesses (3)
- PS 109 – Safety, First Aid, and Emergency Care (3)
- PS 110 – Senior Seminar in Personal Security Management (3)

C. Bachelor of Science - Recreation Management

The Bachelor of Science undergraduate program in Recreation Management stresses both theoretical and practical objectives. The program includes information on the history of the subject, and on the practical aspects of relating this discipline to the general public. The University offers courses planned to meet the interests of the students as they fulfill the general education and Core coursework requirements, with an emphasis on the business and practical aspects of the subject.

RM 101 - History and Philosophy of Recreation (3)

RM 102 - Sociology of Sports (3)

RM 103 - Commercial Recreation (3)

RM 104 - Recreation in the Multicultural Community (3)

RM 105 - Dynamics of Early Childhood Play (3)

RM 106 - Public Relations and Fundraising (3)

RM 107 - Sport, Recreation and Leisure Abroad (3)

RM 108 - Organization and Administration of Leisure Services (3)

RM 109 - Safety, First Aid, and Emergency Care (same as PS 109) (3)

RM 110 - Adventure Challenge and Outdoor Recreation (3)

D. Bachelor of Science - Sports Coaching

The Bachelor of Science undergraduate program in Sports Coaching stresses both theoretical and practical objectives. The program includes an introduction to the subject, and on the practical aspects of relating this discipline to the general public, as well as relating the subject to all aspects of the competitive world of sports. The University offers courses planned to meet the interests of the students as they fulfill the general education and Core coursework requirements, with an emphasis on the business and practical aspects of the subject.

SC 101 - Introduction to Athletic Training (3)

SC 102 - Principles of Conditioning (3)

SC 103 - Theory and Methodology of Coaching (3)

SC 104 - Teaching Techniques for School Physical Education (3)

SC 105 - Coaching Principles - Individual Sports (3)

SC 106 - Coaching Principles - Team Sports (3)

SC 107 - Introduction to Physical Education (3)

SC 108 - Emergency Management of Injuries & Illnesses (same as PS 108) (3)

SC 109 - Safety, First Aid, and Emergency Care (same as PS 109) (3)

SC 110 - Issues in Health Behavior Management (3)

E. Bachelor of Science - Sports Health

The Bachelor of Science undergraduate program in Sports Health stresses the physical performance and care and treatment of injuries. The program includes information on the history of athletic training and Sports Health, and on the practical aspects of injury. The University offers courses planned to meet the interests of the students as they fulfill the general education and Core coursework, with an emphasis on the business and practical aspects of the subject.

SH 101 - Introduction to Athletic Training (3)

- SH 102 - Introduction to Sports Health (3)
- SH 103 - Principles of Sports and Exercise Management (3)
- SH 104 - Prevention and Care of Athletic Injuries (3)
- SH 105 - Treatment Strategies in Sports Health (3)
- SH 106 - Biomechanics of Musculoskeletal Injury (3)
- SH 107 – Foundations of Nutrition (3)
- SH 108 – Sports and Drugs (3)
- SH 109 - Safety, First Aid, and Emergency Care (same as PS 109) (3)
- SH 110 – Recovery and Rehabilitation (3)

F. Bachelor of Science - Sports Management

The Bachelor of Science undergraduate program in Sports Management stresses both theoretical and practical objectives. The program includes information on the business aspects of the subject, and on the practical aspects of relating this discipline to the general public. The University offers courses planned to meet the interests of the students as they fulfill the general education and Core coursework, with an emphasis on the business and practical aspects of the subject.

- SM 101 - Sports Business and Personnel Management (3)
- SM 102 - Sports Administration and Finance (3)
- SM 103 - Public Relations and Fundraising (3)
- SM 104 - Managing Sports Facilities (3)
- SM 105 - Consumer Behavior (3)
- SM 106 - Public Relations and Fundraising (3)
- SM 107 - Personal Health Management - An Approach for a Lifetime (3)
- SM 108 - Foundations of Sport Management (3)
- SM 109 - Issues in Health Behavior Management (same as SC 110) (3)
- SM 110 - Leadership in Leisure and Sport Management (3)

G. Bachelor of Science - Sports Marketing

The Bachelor of Science undergraduate program in Sports Marketing stresses both theoretical and practical objectives of introducing the subject of sports into the competitive arena of business. The program includes information on marketing principles, consumer behavior, and on the practical aspects of relating this discipline to the general public. The University offers courses planned to meet the interests of the students as they fulfill the general education and Core coursework, with an emphasis on the business and practical aspects of the subject.

- SK 101 - Marketing Principles (3)
- SK 102 - Consumer Behavior (3)
- SK 103 - Public Relations and Fundraising (3)
- SK 104 - Sports Marketing (3)
- SK 105 - Sports Marketing Communication (3)
- SK 106 - Law and Sports Marketing (3)
- SK 107 - Social Media Marketing (3)
- SK 108 - Foundations of Sport Management (same as SM 108) (3)
- SK 109 – Strategic Internet Marketing (3)
- SK 110 – Public Relations (3)

H. Bachelor of Science - Sports and Special Education

The Bachelor of Science undergraduate program in Sports and Special Education is intended to develop awareness of the special education needs of physically and/or mentally restricted individuals. The program includes an introduction to special education needs and how to meet those needs within the framework of a physical fitness environment. The University offers courses planned to meet the interests of the students as they fulfill the general education and Core coursework, with an emphasis on the business and practical aspects of the subject.

- SS 101 - Introduction to Special Education (3)
- SS 102 - Education of Students with Special Needs (3)
- SS 103 - Measurement and Diagnosis in Special Education (3)
- SS 104 - Sports, Games and Culture (3)
- SS 105 - Community Sports and Recreation Resources (3)
- SS 106 - Physical Education for Students with Disabilities (3)
- SS 107 - Introduction to Physical Education (same as SC 107) (3)
- SS 108 - Introduction to Athletic Training (3)
- SS 109 - Safety, First Aid, and Emergency Care (same as SC 109) (3)
- SS 110 - Principles of Biology (3)

I. Bachelor of Science - Sports Training and Fitness

The Bachelor of Science undergraduate program in Sports Training and Fitness stresses the physical performance development and assessment of fitness needs. The program includes information on athletic training and the principles of conditioning. The University offers courses planned to meet the interests of the students as they fulfill the general education and Core coursework, with an emphasis on the business and practical aspects of the subject.

- ST 101 - Introduction to Athletic Training (3)
- ST 102 - Principles of Conditioning (3)
- ST 103 - Principles of Sports and Exercise Management (3)
- ST 104 - Principles of Teaching Group Fitness (3)
- ST 105 - Promoting Health and Fitness (3)
- ST 106 - Physical Activity and the Aging Process (3)
- ST 107 - Introduction to Physical Education (same as SC 107) (3)
- ST 108 – Training and Conditioning (3)
- ST 109 - Safety, First Aid, and Emergency Care (same as SC 109) (3)
- ST 110 - Nutrition Concepts (General Studies) (3)

4) Physical Education (16 Semester Units)

American Sports University requires all students to take at least 2 units of Physical education each semester. Each course may be taken up to four times.

PE classes offered are -

- PE 101 - Badminton (2)
- PE 102 - Golf (2)
- PE 103 - Judo (2)
- PE 104 - Swimming (2)

- PE 105 - Taekwondo (2)
- PE 106 - Table Tennis (2)
- PE 107 - Tennis (2)
- PE 108 - Weight Lifting (2)
- PE 109 - Soccer (2)

4. CERTIFICATE PROGRAMS

Certificate Programs are comprised of the program-specific courses that make up each discipline:

1) Certificate – Personal Security Management (30 Semester Units), 900 Clock Hours

- PS 101 – Physical Security and Security Administration (3)
- PS 102 – Contemporary Issues in Personal Security Management (3)
- PS 103 – Evaluation of Personal Security Management (3)
- PS 104 – Principles and Theory of Security Issues (3)
- PS 105 – Legal and Ethical Issues in Personal Security Management (3)
- PS 106 – Global Terrorism (3)
- PS 107 – Protective Services (3)
- PS 108 – Emergency Management of Injuries & Illnesses (3)
- PS 109 – Safety, First Aid, and Emergency Care (3)
- PS 110 – Senior Seminar in Personal Security Management (3)

2) Certificate - Recreation Management (30 Semester Units), 900 Clock Hours

- RM 101 - History and Philosophy of Recreation (3)
- RM 102 - Sociology of Sports (3)
- RM 103 - Commercial Recreation (3)
- RM 104 - Recreation in the Multicultural Community (3)
- RM 105 - Dynamics of Early Childhood Play (3)
- RM 106 - Public Relations and Fundraising (3)
- RM 107 - Sport, Recreation and Leisure Abroad (3)
- RM 108 - Organization and Administration of Leisure Services (3)
- RM 109 - Safety, First Aid, and Emergency Care (3)
- RM 110 - Adventure Challenge and Outdoor Recreation (3)

3) Certificate - Sports Coaching (30 Semester Units), 900 Clock Hours

- SC 101 - Introduction to Athletic Training (3)
- SC 102 - Principles of Conditioning (3)
- SC 103 - Theory and Methodology of Coaching (3)
- SC 104 - Teaching Techniques for School Physical Education (3)
- SC 105 - Coaching Principles - Individual Sports (3)
- SC 106 - Coaching Principles - Team Sports (3)
- SC 107 - Introduction to Physical Education (3)
- SC 108 - Emergency Management of Injuries & Illnesses (3)
- SC 109 - Safety, First Aid, and Emergency Care (3)
- SC 110 - Issues in Health Behavior Management (3)

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- 4) Certificate - Sports Health (18 Semester Units), 900 Clock Hours**
SH 101 - Introduction to Athletic Training (3)
SH 102 - Introduction to Sports Health (3)
SH 103 - Principles of Sports and Exercise Management (3)
SH 104 - Prevention and Care of Athletic Injuries (3)
SH 105 - Treatment Strategies in Sports Health (3)
SH 106 - Biomechanics of Musculoskeletal Injury (3)
SH 107 – Foundations of Nutrition (3)
SH 108 – Sports and Drugs (3)
SH 109 - Safety, First Aid, and Emergency Care (3)
SH 110 – Recovery and Rehabilitation (3)
- 5) Certificate - Sports Management (30 Semester Units), 900 Clock Hours**
SM 101 - Sports Business and Personnel Management (3)
SM 102 - Sports Administration and Finance (3)
SM 103 - Public Relations and Fundraising (3)
SM 104 - Managing Sports Facilities (3)
SM 105 - Consumer Behavior (3)
SM 106 - Public Relations and Fundraising (3)
SM 107 - Personal Health Management - An Approach for a Lifetime (3)
SM 108 - Foundations of Sport Management (3)
SM 109 - Issues in Health Behavior Management (3)
SM 110 - Leadership in Leisure and Sport Management (3)
- 6) Certificate - Sports Marketing (30 Semester Units), 900 Clock Hours**
SM 101 - Sports Business and Personnel Management (3)
SM 102 - Sports Administration and Finance (3)
SM 103 - Public Relations and Fundraising (3)
SM 104 - Managing Sports Facilities (3)
SM 105 - Consumer Behavior (3)
SM 106 - Public Relations and Fundraising (3)
SM 107 - Personal Health Management - An Approach for a Lifetime (3)
SM 108 - Foundations of Sport Management (3)
SM 109 - Issues in Health Behavior Management (3)
SM 110 - Leadership in Leisure and Sport Management (3)
- 7) Certificate - Sports and Special Education (30 Semester Units), 900 Clock Hours**
SS 101 - Introduction to Special Education (3)
SS 102 - Education of Students with Special Needs (3)
SS 103 - Measurement and Diagnosis in Special Education (3)
SS 104 - Sports, Games and Culture (3)
SS 105 - Community Sports and Recreation Resources (3)
SS 106 - Physical Education for Students with Disabilities (3)
SS 107 - Introduction to Physical Education (3)
SS 108 - Introduction to Athletic Training (3)
SS 109 - Safety, First Aid, and Emergency Care (3)
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SS 110 - Principles of Biology (3)

8) Certificate - Sports Training and Fitness (30 Semester Units), 900 Clock Hours

ST 101 - Introduction to Athletic Training (3)

ST 102 - Principles of Conditioning (3)

ST 103 - Principles of Sports and Exercise Management (3)

ST 104 - Principles of Teaching Group Fitness (3)

ST 105 - Promoting Health and Fitness (3)

ST 106 - Physical Activity and the Aging Process (3)

ST 107 - Introduction to Physical Education (3)

ST 108 – Training and Conditioning (3)

ST 109 - Safety, First Aid, and Emergency Care (3)

ST 110 - Nutrition Concepts (General Studies) (3)

5. MASTER OF SCIENCE IN SPORTS EDUCATION

The graduate level program, Master of Science in Sports Education, is intended to provide advanced study for academic growth and development in the education and management of sport-related fields of interest. This objective is accomplished by building on foundation Core courses from undergraduate study, emphasizing the physical performance of the discipline, and applying the foundational theory to the practical application in the industry of sports.

Course Requirements (30 Semester Units)

ASU 301 - Adapted Physical Activity (3)

ASU 302 - Philosophy of Human Performance (3)

ASU 303 - Historical Interpretation of Human Performance (3)

ASU 304 - International Physical Education and Sport (3)

ASU 305 - Sport Sociology (3)

ASU 306 - Principles & Concepts of Perceptual Motor Learning (3)

ASU 307 - Legal and Ethical Aspects of Sport (3)

ASU 308 - Marketing and Social Aspects of Sport (3)

ASU 309 - Management, Leadership and Communication in Sport (3)

ASU 310 - Graduate Project (3)

6. INTENSIVE ENGLISH PROGRAM, 40 Semester Units, 720 Clock Hours

The curriculum emphasizes all four language skills - listening, speaking, writing, and reading. Students then learn to communicate in English, which in turn helps them to understand the many facets of American culture.

1) Intensive English Language I – Beginner, 160 Clock Hours, 8 Semester Units

2) Intensive English Language II – Intermediate, 160 Clock Hours, 8 Semester Units

3) Intensive English Language III – Advanced, 160 Clock Hours, 8 Semester Units

4) TOEFL Instruction, 240 Clock Hours, 16 Semester Units

University Courses

The University reserves the right to cancel any course for which there is insufficient enrollment.

1. General Education

GE 101 - Introductions to Western Civilization (3 Semester Units)

This course presents the roots of modern civilization in the West as revealed by a study of significant cultures and societies of the past from the earliest times with emphasis upon the historical development of basic elements of culture and problems of contemporary times.

GE 102 - United States History (3 Semester Units)

United States History is an interpretation of the more meaningful and significant issues, events, and ideas that have played a major role in shaping present day America. Main attention is focused upon political and economic aspects with some treatment of social and cultural developments.

GE 103 - General Psychology (3 Semester Units)

General Psychology is an intensive study of human behavior. The course examines scientific principles, biological basis of behavior, sensation, perception, learning memory, motivation, thinking, individual differences, intelligence, personality, behavior disorders, and therapeutic behavior change.

GE 105 - Introductions to Philosophy (3 Semester Units)

Introduction to Philosophy is an overview of the classical and modern problems of philosophy. A consideration of the nature of knowledge, views of the cosmos or world, and the problems of truth, beauty, ethics, and theology.

GE 106 - Introduction to the Arts (3 Semester Units)

The objective of this course is to trace the history and development of sport art through the ages. The influences of culture, technology, and artistic expression on sport art will also be reviewed.

GE 107 - Nutrition and Health (3 Semester Units)

Nutrition and Health is a course in nutrition and physical fitness. It provides the student with an overall study of the relationship between nutrition and physical fitness. The effects of nutrition on the anatomical and physiological aspects of the body are emphasized. The course also examines the production of energy from the intake of a variety of nutritional sources. The process of metabolism as a means toward energy production and physical activity is also discussed. Meal planning, basic physiology, current nutritional practices, eating disorders, weight control, and athletic training are examined as they relate to the nutritional aspects of physical fitness.

GE 108 - Ethnic, Culture, and Gender Issues in Health (3 Semester Units)

The course is the study of sports from a global perspective, from the viewpoint of ethnic minorities, differing cultures and women in sports.

GE 109 - College Algebra (3 Semester Units)

This course includes problem solving elementary number theory, algebra, logic, and measurement. Selected problems are explored and extended across content strands. Various instructional methods and assessment alternatives are modeled.

GE 110 - Computer Concepts and Applications (3 Semester Units)

For students with little or no computer experience, students will learn topics that include history of computing, computer applications, program translation, hardware, and technology and society.

GE 111 - Speech Composition and Presentation (3 Semester Units)

The course is a combination of theory and techniques of public speaking in a democratic society. An introduction to a variety of perspectives and approaches used to research, organize, deliver, and evaluate public presentations.

GE 112 - Communication and Interpersonal Relations (3 Semester Units)

Communication and Interpersonal Relations is designed to teach communication and interpersonal relations skills that are crucial in the sports industry.

GE 113 - English Composition (3 Semester Units)

Topics in this course include development of analytical, comparative skills in reading and writing. Academic (interpretive, analytical, argumentative) writing based largely on reading of literary/imaginative texts linked by a common theme or issue will be emphasized. Outside research leading to analysis, comparison, and synthesis in documented research paper.

GE 114 - Literature (3 Semester Units)

The course offers a study of selected literature since the Second World War from the Middle East, Europe, Latin America, Africa, India, and Asia with emphasis on non-European literatures.

GE 116 - Human Anatomy (3 Semester Units)

Human Anatomy comprehensively covers the systems of the human body. The laboratory includes the study of tissues using the microscope and a detailed study of the human skeleton. Dissections on the cat muscles and blood vessels, sheep brain, and cow eye are included to illustrate comparative parts of human anatomy.

GE 117 - Human Physiology (3 Semester Units)

Human Physiology focuses on how organ systems operate and interact to maintain homeostasis including responses to common challenges and disorders.

2. Core Courses

ASU 101 - Organizational Behavior (3 Semester Units)

Organizational Behavior is a presentation of major concepts of the behavioral sciences that apply to the management of sports organizations. The focus is on understanding

factors and developing skills that affect the behavior and ultimately the performance of individuals and groups within organizations.

ASU 102 - Leadership Principles (3 Semester Units)

Leadership Principles is a course designed to teach the students basic skills of leadership in the business world.

ASU 103 - Sports, Games, and Culture (3 Semester Units)

Sports, Games, and Culture is designed to help students understand the role of sports in society with a special emphasis on drug use and abuse as well as differences on how sports are viewed in different cultures.

ASU 104 - Sports Psychology (3 Semester Units)

Sports Psychology starts the semester providing a basic background in general psychology. During the second half of the semester, this class presents the dynamics of group and individual interaction in sports.

ASU 105 - Sports and Law (3 Semester Units)

Sports and Law is a course designed to introduce the rules of law as they relate to the sports industry and its transactions. The class defines and classifies the different types of law, court systems and procedures.

ASU 106 - Health Psychology (3 Semester Units)

The course presents areas of health, illness, injury, treatment, delivery of treatment, and rehabilitation that are understood by psychological principles, including perception and emotions. The course also includes the use of psychological principles in the rehabilitation process from illness and injury and to the sustaining of optimal health.

ASU 107 - Recreation and Leisure (3 Semester Units)

Recreation and Leisure is the examination of the fundamental concepts, principles, and the process of planning, construction, use and management of leisure facilities (sport, fitness, physical education, recreation, resort, park, and tourism). It is also the study of positive and negative economical, social, environmental, and political implications of leisure facility development as well as recommendation for planning, construction, use, and operation of recreation facilities.

ASU 108 - Principles of Learning and Skills Acquisition (3 Semester Units)

This course focuses on the domain of human learning and how individuals gain skills. The course uses experimental findings of human cognitive conditioning, retention, transfer of training, and the relationship between motivation and learning. Genetic, behavioral, cognitive and social environment aspects are discussed. Individual differences that effect learning and skill acquisitions (e.g., anxiety, culture, prior knowledge, perception, values, and motivation) are explored.

ASU 109 - Analysis of Team Sports (3 Semester Units)

Analysis of Team Sports is a course designed to introduce students to the rules and strategies of team sports.

ASU 110 - Analysis of Individual Sports (3 Semester Units)

Analysis of Individual Sports is a course designed to introduce students to the rules and strategies of individual sports.

ASU 111 - Exercise Physiology (3 Semester Units)

Exercise Physiology studies the various factors which can affect human performance including regulatory mechanisms, responses, and adaptations that occur as a result of physical activities.

ASU 112 - Conceptual Basis of Kinesiology (3 Semester Units)

This course addresses the broad spectrum of human performance as a discipline; the concept of humans as moving beings. Aims and objectives of physical education as well as current issues and professional responsibilities will be emphasized.

3. Program Specific Courses**1) Golf Management****GM 101 - History of Golf (3 Semester Units)**

The course provides a historical perspective of the development and growth of golf from inception to the beginning of the Modern Era.

GM 102 - Rules of Golf (3 Semester Units)

This subject will give the student an in-depth knowledge of the rules of the golf. The decisions of the rules of the will also be discussed and analyzed.

GM 103 - Golf Psychology (3 Semester Units)

Advanced study of the human brain's function as it relates to motor activities. The student will attempt to apply theory to improving his or her own sport performance

GM 104 - Tournament Golf (3 Semester Units)

This is a course on the application of the rules of golf, analysis of the golf swing, including correcting errors, and effective shot selection under tournament conditions. This class is a combination of tournament using varying formats and skills development sessions for effective competition in tournaments. Each course must be taken sequentially.

GM 105 - Golf Club Design - Fitting and Repair (3 Semester Units)

This course covers the basic theory of golf club design and the fundamentals of proper fitting as they relate to effective merchandising and customer needs. Students will learn to properly fit clubs to the needs of the customer as well as how to repair clubs.

GM 106 - Advanced Design and Manufacturing of Club (3 Semester Units)

This course covers advanced topics in golf club design, casting and forging clubs; trading clubs; the custom-made manufacturing process and advanced technology in club materials.

GM 107 - Fundamentals of Golf Course Design and Development (3 Semester Units)

This subject provides the students with the fundamentals of golf course design and development. Topics covered include essentials of golf course design taking into the consideration of given landscape, identification of golf course, landscaping requirement, irrigation principles and how they relate to the design of an ideal golf course in a given location.

GM 108 - Essential of Turf Development and Maintenance 1 (3 Semester Units)

The course provides a general overview of golf course maintenance, soil preparation, planting, fertilizing, and care of special lawn and turf grasses. It also covers the treatment for diseases, and insect pests, characteristics of various grasses, and identification of golf course and landscaping requirements.

GM 109 - Essential of Turf Development and Maintenance 2 (3 Semester Units)

This subject covers the construction, caring and maintenance of turf grasses. Topics covered include characteristics of various grasses, soil preparation, planting, fertilizing, maintenance of common and special lawn and turf grasses, treatment for diseases and insect and pest control

GM 110 - Analysis of Golf (3 Semester Units)

The course is a study of proven methods of golf analysis, golf swing analysis, including correcting errors.

GM 111 - Golf Shop Operation 1 (3 Semester Units)

The course covers an introduction to the fundamental components of establishing and running a successful golf operation. Special emphasis is placed on the role of the golf professional, pro-shop operation, outside service, as well as comprehensive personnel related and daily management and operational issues.

GM 112 - Golf Shop Operation 2 (3 Semester Units)

The course is the study of basic golf shop operations including the role of the golf professional in the golf shop. The course includes staffing, planning, budgeting, accounting, retailing and merchandising.

GM 113 - Training (3 Semester Units)

Introduction to Training focuses upon the acquisition of strength and the improvement of cardiovascular enhance as a means of enhancing sport performance. The application of sound nutritional for athletes is also reviewed.

GM 114 - Coaching (3 Semester Units)

The course is a study of proven methods of teaching golf, including practical experience in teaching, the planning, organization, and conducting of golf lesson and clinics, and the development of an understanding of the need for a motivational approach to instruction.

GM 115 - Golf Management (Country Club/Golf Range) (3 Semester Units)

Topics in this course include the management, operation and maintenance of country clubs, including member-owned, private corporate-owned, and city/county owned. This course covers board organization, financing, personnel, legal and legislative requirement, marketing, insurance membership recruitment and retention, communications and public relations.

GM 116 - Instructional Technique 1 (3 Semester Units)

This course introduces the techniques used in teaching the short game including putting, chipping, and sand play. Student will be giving golf lesson to the general public, allowing them practical experience in the method of teaching. Students must keep a notebook on all lessons given, which the instructor will analyze.

GM 117 - Instructional Technique 2 (3 Semester Units)

This course introduces the techniques used in teaching the short game including putting, chipping, and sand play. Student will be giving golf lesson to the general public, allowing them practical experience in the method of teaching. Students must keep a notebook on all lessons given, which the instructor will analyze.

GM 118 - Instructional Technique 3 (3 Semester Units)

This course introduces the techniques used in teaching the short game including putting, chipping, and sand play. Student will be giving golf lesson to the general public, allowing them practical experience in the method of teaching. Students must keep a notebook on all lessons given, which the instructor will analyze.

GM 119 - Competitive Golf Technique 1 (3 Semester Units)

This is the first part of two-part series on competitive golf techniques, teaching all the fundamentals of teaching golf. Topics covered include the grip, setup, alignment and correcting errors in swing fundamentals.

GM 120 - Competitive Golf Technique 2 (3 Semester Units)

The second part of competitive golf techniques students is the scientific study of the golf swing. The lever system in the golf swing and many different methods of teaching are analyzed.

GM 121 - Competitive Golf Technique 3 (3 Semester Units)

Covered in this course on advanced golf techniques are practical application of competitive golf techniques and the approach to effective shot selection in a playing environment. Also covered are organizing and conducting playing lessons.

2) Personal Security Management

PS 101 – Physical Security and Security Administration (3 Semester Units)

This course focuses on principles and practices that security managers can put to immediate use. The bedrock requirements of effective organization, staff selection, and daily operating procedures are emphasized over abstract concepts.

PS 102 – Contemporary Issues in Personal Security Management (3 Semester Units)

This course focuses on the contemporary issues of security management such as substance abuse, violence, ideologies, adjudication and reconsideration reviews, security countermeasures, case management, use of examinations such as polygraphs, report writing, international commercial sales, and media relations.

PS 103 – Evaluation of Personal Security Management (3 Semester Units)

This course explores industry standards, practices and methods of determining the adequacy of security management programs. It reviews the interplay of management structures, functions and processes.

PS 104 – Principles and Theory of Security Issues (3 Semester Units)

This course is an overview of the principles and issues in business and organizational security management. It reviews the classical management functions including the role of the Chief Security Officer and the principles of organizing the security function.

PS 105 – Legal and Ethical Issues in Personal Security Management (3 Semester Units)

This course assesses legal and ethical issues that inevitably affect security managers. It examines dimensions of security management including pertinent points of civil, criminal law, and personnel law.

PS 106 – Global Terrorism (3 Semester Units)

This course examines various elements and aspects of International and Domestic Terrorism. Students explore the cultural and ideological philosophies, as well as the social, economic, political, and religious conditions of select states, groups, and individuals that comprise the phenomena of terrorism.

PS 107 – Protective Services (3 Semester Units)

Executive protection is a growth industry. This course provides a thorough overview of the subject. Topics covered include basic principles, training opportunities, technological considerations, and self-defense fundamentals.

PS 108 – Emergency Management of Injuries & Illnesses (3 Semester Units)

The course covers emergency management of life-threatening and non-life-threatening injuries and illnesses. Includes CPR skills and initial and secondary assessments; first aid for wounds, burns, heat illnesses, and cold illnesses; and injuries to the head, spine, chest, and extremities.

PS 109 – Safety, First Aid, and Emergency Care (3 Semester Units)

The purpose of this course is to help participants identify and eliminate potentially hazardous conditions in their environment, recognize emergencies and make appropriate decisions for first aid care.

PS 110 – Senior Seminar in Personal Security Management (3 Semester Units)

The Capstone course is a senior level course designed to allow the student to review, analyze and integrate the work the student has completed toward a degree in Security Management.

3) Recreation Management

RM 101 - History and Philosophy of Recreation (3 Semester Units)

History and Philosophy of Recreation covers the major historical and philosophical developments in sports and recreation.

RM 102 - Sociology of Sports (3 Semester Units)

The course provides a critical exploration of the function of sports in American culture. The course takes an interdisciplinary view in studying sports as a social, community, religious, political, business and economic phenomena. The course covers all level of sports, including, youth, high school, college and professional. It reviews sports from a historical framework to the contemporary scene.

RM 103 - Commercial Recreation (3 Semester Units)

This course provides the student with an introduction to community and commercial leisure enterprises including - history, types of services, trends, careers relationship between business and leisure programs, services and products.

RM 104 - Recreation in the Multicultural Community (3 Semester Units)

Recreation in the Multicultural Community is a combination of classroom and field-based learning approaches that introduce the student to the role of leisure services and recreation as a socializing force in the multicultural urban environment. Emphasis is on discussion, reflection and analysis of course materials and experiences.

RM 105 - Dynamics of Early Childhood Play (3 Semester Units)

Dynamics of Early Childhood Play is the study of play in relation to the child's early growth and development. The course focuses on the implications for functional, environmental, and leadership dimensions of organized play experiences in early years.

RM 106 - Public Relations and Fundraising (3 Semester Units)

Public Relations and Fundraising is a study of the nature, content, and application of public relations in sport programs. The course also includes concepts of sport fundraising activities.

RM 107 - Sport, Recreation and Leisure Abroad (3 Semester Units)

The course includes exploring the roles of sport, recreation and leisure in different international societies as part of a study abroad program. Includes opportunities to participate in and study popular sport, recreation, and leisure activities and may include visiting world class sporting events and facilities.

RM 108 - Organization and Administration of Leisure Services (3 Semester Units)

The course covers the s of operation and management of sport, recreation and fitness facilities. Emphasis placed on developing skills necessary to conduct day-to-day operations and manage these types of facilities.

RM 109 - Safety, First Aid, and Emergency Care (same as PS 109) (3 Semester Units)

The purpose of this course is to help participants identify and eliminate potentially hazardous conditions in their environment, recognize emergencies and make appropriate decisions for first aid care.

RM 110 - Adventure Challenge and Outdoor Recreation (3 Semester Units)

Provides opportunity to develop skills and techniques, learn methods and acquire knowledge of designated outdoor recreation skills and adventure challenge activities. Emphasis is on developing readiness for presenting such activities in group settings.

4) Sports Coaching**SC 101 - Introduction to Athletic Training (3 Semester Units)**

Introduction to Athletic Training focuses upon the acquisition of strength and the improvement of cardiovascular enhance as a means of enhancing sport performance. The application of sound nutritional principles for athletes is also reviewed.

SC 102 - Principles of Conditioning (3 Semester Units)

Conditioning is a very important part of an athlete. Principles of Conditioning is a course designed to teach Sports Coaching major students the correct way of conditioning one's body to be in the best shape for competition.

SC 103 - Theory and Methodology of Coaching (3 Semester Units)

Theory and Methodology of Coaching is the study of theory, philosophy, methods, and techniques relating to the coaching of a variety of sports. The class emphasizes practice and event preparation, individual and team fundamentals, and program administration and evaluation.

SC 104 - Teaching Techniques for School Physical Education (3 Semester Units)

Teaching Techniques for School Physical Education is advanced instruction in and practice of teaching competencies in physical education. Additional emphasis is placed on teaching strategies, developing lesson plans, class organization, discipline, safety, and performance evaluation.

SC 105 - Coaching Principles - Individual Sports (3 Semester Units)

Coaching Principles - Individual Sports is the advanced study of theory, philosophy, methods, and techniques relating to the coaching of various individual sports. Emphasis is placed on practice and class preparation; offensive and defensive techniques and strategies; motivation, training, and conditioning.

SC 106 - Coaching Principles - Team Sports (3 Semester Units)

Coaching Principles - Team Sports is the advanced study of theory, philosophy, methods, and techniques relating to the coaching of various team sports. Emphasis is placed on practice and class preparation; offensive and defensive techniques and strategies; motivation, training, and conditioning.

SC 107 - Introduction to Physical Education (3 Semester Units)

The course focuses on curriculum and teaching methods for K-12 physical education and examines student characteristics, domains of learning, movement concepts, planning and assessment to meet national and state content standards.

SC 108 - Emergency Management of Injuries & Illnesses (same as PS 108) (3 Semester Units)

The course explores the emergency management of life-threatening and non-life-threatening injuries and illnesses. Includes CPR skills and initial and secondary assessments; first aid for wounds, burns, heat illnesses, and cold illnesses, and injuries to the head, spine, chest, and extremities.

SC 109 - Safety, First Aid, and Emergency Care (same as PS 109), (3 Semester Units)

The purpose of this course is to help participants identify and eliminate potentially hazardous conditions in their environment, recognize emergencies and make appropriate decisions for first aid care.

SC 110 - Issues in Health Behavior Management (3 Semester Units)

Issues surrounding health behavior science, with emphasis on role of the professional in promoting individual and community behavior change.

5) Sports Health**SH 101 Introduction to Athletic Training (3 Semester Units)**

Introduction to Athletic Training focuses upon the acquisition of strength and the improvement of cardiovascular enhance as a means of enhancing sport performance. The application of sound nutritional principles for athletes is also reviewed.

SH 102 Introduction to Sports Health (3 Semester Units)

Introduction to Sports Health is the study of modalities including the physiological effects, rationale, principles, and methods of applying physical agents, therapeutic exercises and evaluation, and treatment planning in the practice of Sports Health.

SH 103- Principles of Sports and Exercise Management (3 Semester Units)

Principles of Sports and Exercise Management combines sport science and entrepreneurial principles in the design and implementation of a sports and/or personal training business.

SH 104 - Prevention and Care of Athletic Injuries (3 Semester Units)

The course explores the theories and methods of prevention, assessment, treatment, and rehabilitation of sports injuries.

SH 105 - Treatment Strategies in Sports Health (3 Semester Units)

Treatment Strategies in Sports Health is designed as the in-depth study of treatment strategies in the practice of Sports Health.

SH 106 - Biomechanics of Musculoskeletal Injury (3 Semester Units)

Biomechanics of Musculoskeletal Injury examines the methods of in-depth analysis of normal and abnormal human movement and function. Lectures will focus on the understanding of joint structure and function as applied to the human body in health and injuries. Laboratory sessions will focus on evaluation procedures for assessing joint mobility, muscle strength and function, limb length and girth, and analysis of human movement.

SH 107 – Foundations of Nutrition (3 Semester Units)

This course introduces students to the scientific principles of nutrition pertinent to the function of nutrients in the body and the physiological processes involved in digestion and absorption.

SH 108 – Sports and Drugs (3 Semester Units)

This course is a broad investigation into the types and categories of pharmacological and nutritional performance enhancing substances used by athletes throughout history to present date.

SH 109 - Safety, First Aid, and Emergency Care (same as PS 109) (3 Semester Units)

The purpose of this course is to help participants identify and eliminate potentially hazardous conditions in their environment, recognize emergencies and make appropriate decisions for first aid care.

SH 110 – Recovery and Rehabilitation (3 Semester Units)

Students in this course will learn how to apply treatment interventions during the recovery and rehabilitation process related to the injured athlete.

6) Sports Management**SM 101 - Sports Business and Personnel Management (3 Semester Units)**

Sports Business and Personnel Management is the study of the principles of personnel management including staffing, development of human resources, creation of a favorable work environment, management-labor relations, remuneration, security, and system appraisal as they apply to sport.

SM 102 - Sports Administration and Finance (3 Semester Units)

Sports Administration and Finance introduces the concepts of sports administration and finance. The course provides an analysis of the financial decision making process of a firm from both internal and external points of view.

SM 103 - Public Relations and Fundraising (3 Semester Units)

Public Relations and Fundraising is a study of the nature, content, and application of public relations in sport programs. The course also includes concepts of sport fundraising activities.

SM 104 - Managing Sports Facilities (3 Semester Units)

Managing Sports Facilities is the study of the principles, guidelines, and recommendations for planning, construction, and the use and maintenance of indoor and outdoor sport, physical education, recreational and fitness facilities.

SM 105 - Consumer Behavior (3 Semester Units)

Consumer Behavior is a comprehensive study of behavioral models and concepts to help understand, evaluate, and predict consumer behavior in terms of marketing implications. Determinants of consumer behavior are explored to gain understanding of the complex forces as they affect the market place. The course emphasis is upon understanding the processes that influence the acquisition, consumption, and disposition of private and public sector goods and services.

SM 106 - The Psychology of Coaching (3 Semester Units)

Psychology of Coaching is a psychology class for students to learn to understand the culture of coaching relative to management. Students will learn principles of general psychology and in-depth instruction will be given in coaching psychology.

SM 107 - Personal Health Management - An Approach for a Lifetime (3 Semester Units)

Utilizing group problem solving techniques and on-line resources, students develop a comprehensive approach to managing their own health.

SM 108 - Foundations of Sport Management (3 Semester Units)

Sports management is evolving at a rapid pace. This course provides an overview of the sports industry and teaches the basics of sport management to future sports managers.

SM 109 - Issues in Health Behavior Management (same as SC 110) (3 Semester Units)

Issues surrounding health behavior science, with emphasis on the role of the professional in promoting individual and community behavior change.

SM 110 - Leadership in Leisure and Sport Management (3 Semester Units)

Topics in this course include the history, theory, and philosophy of leisure and sport and their influence on society, with emphasis on principles and objectives of program planning and execution.

7) Sports Marketing

SK 101 - Marketing Principles (3 Semester Units)

Marketing Principles develops a managerial viewpoint in planning and evaluating marketing decisions of the firm - products, pricing, channels, promotion, information processing, legal implications, and marketing in contemporary society.

SK 102 - Consumer Behavior (3 Semester Units)

Consumer Behavior is a comprehensive study of behavioral models and concepts to help understand, evaluate, and predict consumer behavior in terms of marketing implications. Determinants of consumer behavior are explored to gain understanding of the complex forces as they affect the market place. The course emphasis is upon understanding the processes that influence the acquisition, consumption, and disposition of private and public sector goods and services.

SK 103 - Public Relations and Fundraising (3 Semester Units)

Public Relations and Fundraising is a study of the nature, content, and application of public relations in sport programs. The course also includes concepts of sport fundraising activities.

SK 104 - Sports Marketing (3 Semester Units)

Sports Marketing is the study of the sport marketing principles and an evaluation of the elements of the marketing mix (product, place, price, promotion, and public relations) and their unique applications to the sport industry will be held as the core of the subject.

SK 105 Sports Marketing Communication (3 Semester Units)

Sports Marketing Communication is an overview of sports marketing communications including advertising and sales promotion. Topics covered include behavioral, legal, economic, and institutional aspects, as well as decision models applied to selected areas of promotion.

SK 106 - Law and Sports Marketing (3 Semester Units)

Law and Sports Marketing introduces the students to the concepts of must-know laws in the field of sports marketing.

SK 107 - Social Media Marketing (3 Semester Units)

This course presents the use of online social networking as a marketing strategy designed to increase customer loyalty and lead conversion.

SK 108 - Foundations of Sport Management (same as SM 108) (3 Semester Units)

Sports management is evolving at a rapid pace. This course provides an overview of the sports industry and teaches the basics of sport management to future sports managers.

K 109 – Strategic Internet Marketing (3 Semester Units)

This course is a study of the concepts of Internet business models and how general managers must formulate and execute successful strategies in order to gain, defend, or reinforce a competitive advantage in the face of the Internet.

SK 110 – Public Relations (3 Semester Units)

This course is an introduction to public relations, covering strategies and tactics used by public relations professionals.

8) Sports and Special Education**SS 101 - Introduction to Special Education (3 Semester Units)**

This course focuses on the most useful strategies for integrating children with disabilities into sports and special education. Terminology of special education and how to write an IEP is introduced to the class.

SS 102 - Education of Students with Special Needs (3 Semester Units)

The course introduces students to the concept of adapted physical education and sport. The course is an introduction for students preparing to work with individuals with disabilities in a variety of settings, home, community and school. The Disabilities Education Act is a major topic covered.

SS 103 - Measurements and Diagnosis in Special Education (3 Semester Units)

Students will learn how to use the Brockport Physical Fitness test for youths with physical and mental disabilities. Students will use a kit that includes the fitness test manual, training guide, software, and video.

SS 104 - Sports, Games, and Culture (3 Semester Units)

This course is the same as the core course ASU 103 Sports, Games and Culture. It is designed to help students understand the role of sports in society, with special emphasis on the needs of physical and/or mentally restricted individuals. Students will work with Special Olympics programs in the community.

SS 105 - Community Sports and Recreation Resources (3 Semester Units)

The class shows how inclusion can be achieved through sports. References for recreational sports and games are studied to enhance the disability sport experience for students through the leadership of administrators, coaches and teachers.

SS 106 - Physical Education for Students with Disabilities (3 Semester Units)

Adapted physical activity, recreation, and sport are studied from both cross-disciplinary and lifespan perspectives. The California State Standards for Adapted Physical Education are studied in depth.

SS 107 - Introduction to Physical Education (same as SC 107) (3 Semester Units)

The course focuses on curriculum and teaching methods for K-12 physical education and it examines student characteristics, domains of learning, movement concepts, planning and assessment to meet national and state content standards.

SS 108 - Introduction to Athletic Training (3 Semester Units)

The course provides an orientation to athletic training as a career in the health care industry and introduction to the prevention and care of injuries in the physically active population.

SS 109 - Safety, First Aid, and Emergency Care (same as SC 109) (3 Semester Units)

The purpose of this course is to help participants identify and eliminate potentially hazardous conditions in their environment, recognize emergencies and make appropriate decisions for first aid care.

SS 110 - Principles of Biology (3 Semester Units)

The course is a study of biological principles at multiple levels of organization and fosters biological literacy through the exploration of concepts, theories, practices, and new developments and their impact on individuals and society.

9) Sports Training and Fitness**ST 101 - Introduction to Athletic Training (3 Semester Units)**

Introduction to Athletic Training focuses upon the acquisition of strength and the improvement of cardiovascular enhance as a means of enhancing sport performance. The application of sound nutritional principles for athletes is also reviewed.

ST 102 - Principles of Conditioning (3 Semester Units)

Conditioning is a very important part of an athlete. Principles of Conditioning is a course designed to teach Sports Training and Fitness major students the correct way of conditioning one's body to be in the best shape for competition.

ST 103 - Sociology of Sports (3 Semester Units)

The course is a critical exploration of the function of sports in American culture. The course takes an interdisciplinary view in studying sports as a social, community, religious, political, business and economic phenomena. The course covers all level of sports, including, youth, high school, college and professional. It reviews sports from a historical framework to the contemporary scene.

ST 104 - Principles of Teaching Group Fitness (3 Semester Units)

This course is designed to provide students with an overview of the educational concepts, performance techniques, program design, and leadership skills needed to teach group-led exercise programs and design personal training programs. The course will include basic analysis and application of safe and effective exercise procedures for all fitness levels.

ST 105 - Promoting Health and Fitness (3 Semester Units)

This course is designed to teach students the principles of promoting health and fitness. The concepts learned in this class may be used to promote health and fitness programs for gyms or physical education classes.

ST 106 - Physical Activity and the Aging Process (3 Semester Units)

Physical Activity and the Aging Process is study of the psycho-social aspects of aging as related to physical activity. The class also focuses on implications for functional, environmental and leadership dimensions of leisure and recreation experiences in the later years as well as the aging process.

ST 107 - Introduction to Physical Education (same as SC 107) (3 Semester Units)

The course focuses on curriculum and teaching methods for K-12 physical education and examines student characteristics, domains of learning, movement concepts, planning and assessment to meet national and state content standards.

ST 108 – Training and Conditioning (3 Semester Units)

This course concentrates on the science, planning, management, and analysis of training and conditioning as it relates to the human body.

ST 109 - Safety, First Aid, and Emergency Care (same as SC 109) (3 Semester Units)

The purpose of this course is to help participants identify and eliminate potentially hazardous conditions in their environment, recognize emergencies and make appropriate decisions for first aid care.

ST 110 - Nutrition Concepts (General Studies) (3 Semester Units)

The course examines the functions and sources of nutrients, dietary adequacy, energy balance and metabolism with emphasis on health promotion. It includes weight control, evaluation of popular diets, vegetarianism, eating disorders, alcohol, other current issues and concerns in nutrition.

4. PE Activity Classes**PE 101 - Badminton (2 Semester Units)**

The course covers an introduction to the skills, techniques, strategy, etiquette and rules of badminton. Each course includes low, intermediate and advanced levels of instruction. This course may be taken up to four times.

PE 102 - Golf (2 Semester Units)

The course covers the instruction of skills, techniques, strategy, etiquette and rules of golf. This course may be taken up to four times.

PE 103 - Judo (2 Semester Units)

The course covers the instruction of skills, techniques of throwing, grappling and self-defense. This course may be taken up to four times.

PE 104 - Swimming (2 Semester Units)

This course is designed to teach swimming skills, techniques and strategies. It includes comprehensive coverage of all swimming strokes and is designed to help students attain a better cardiovascular performance in swimming. The course also includes such other water skills as life-saving and safety techniques. This course may be taken up to four times.

PE 105 - Taekwondo (2 Semester Units)

This course is the instruction of skills, techniques, strategy, etiquette and rules of taekwondo. This course may be taken up to four times.

PE 106 - Table Tennis (2 Semester Units)

This course is the instruction of skills, techniques, strategy and rules of table tennis. Each course includes low, intermediate and advanced levels of instruction. This course may be taken up to four times.

PE 107 - Tennis (2 Semester Units)

The course covers an introduction to the skills, techniques, strategy, etiquette and rules of tennis. Each course includes low, intermediate and advanced levels of instruction. This course may be taken up to four times.

PE 108 - Weight Lifting (2 Semester Units)

Students will use weights and universal machines to develop muscular strength and endurance. Students will receive individual instruction and personally tailored programs. This course may be taken up to four times.

PE 109 - Soccer (2 Semester Units)

Instruction in the skills, techniques, strategy and rules of soccer This course may be taken up to four times.

5. Master Of Science - Sports Education**ASU 301 - Adapted Physical Activity (3 Semester Units)**

The course examines the application of theories of learning and principles of teaching to the selection of instructional procedures to be used in physical education.

ASU 302 - Philosophy of Human Performance (3 Semester Units)

The course covers the development of a consistent set of basic professional values compatible with individual differences which may serve as a frame of reference for professional behavior.

ASU 303 - Historical Interpretation of Human Performance (3 Semester Units)

A historical examination of the origins and development of the various sport and physical education forms around the world.

ASU 304 - International Physical Education and Sport (3 Semester Units)

The course covers an analysis of the current structure, organization and methods of physical education and sport in selected countries. Social, cultural, political, economical and religious influences are included.

ASU 305 - Sport Sociology (3 Semester Units)

This course is an in-depth study of the relationship between sport and society. Focus will be on social and cultural factors that affect how Americans play and view sport.

ASU 306 - Principles and Concepts of Perceptual Motor (3 Semester Units)

Motor behavior and the learning patterns developed in acquiring skill in a motor activity.

ASU 307 - Legal and Ethical Aspects of Sport (3 Semester Units)

Topics include sport and its relationship to the common law of contracts and torts, the statutory law of labor and antitrust, constitutional and civil rights law, communications law, and ethics.

ASU 308 - Marketing and Social Aspects of Sport (3 Semester Units)

Sport and its relationship to market research designs, strategies, plans, fundraising, consumer behavior, political, sociological and historical parameters.

ASU 309 - Management, Leadership and Communication in Sport (3 Semester Units)

Topics in this course cover management, administration, organizational behavior and communication theories, problems and issues in leadership in sports.

ASU 310 - Graduate Project (3 Semester Units)

Pre-requisite - Completion of all required coursework and approval of graduate advisor.

6. INTENSIVE ENGLISH PROGRAM

The IEP Program at American Sports University offers 3 ESL levels – Level I through III, and a TOEFL Preparation Course. The curriculum emphasizes all four language skills - listening, speaking, writing, and reading. Students then learn to communicate in English, which in turn helps them to understand the many facets of American culture.

Program Instruction

Classes are conducted 4 hours a day, 5 days a week, for 24 weeks equaling 480 hours for ESL I through III, and 12 weeks for 240 hours for TOEFL. Students can take a class more than one time if they do not pass the examination.

Program Descriptions**1) Intensive English Language I [ESL I] Beginner**

Students are introduced to basic English grammatical structures, progressing through the session into more complex structures. In the conversation/listening module, students will learn simple conversational models, such as greetings, and develop them

in sample conversations and role-playing. The goal is to allow students to engage in English conversation naturally and at a manageable pace.

2) Intensive English Language II [ESL II] Intermediate

In the grammar mode for Level II, we review present, past, and future verb tenses, as well as teach more complicated uses of these verb tenses. In the conversation/listening module, we familiarize the student with these grammatical structures by practice in situational conversations.

3) Intensive English Language III [ESL III] Advanced

In Level III, we continue teaching more complex grammatical structures, to the student can connect the develop ideas clearly and concisely. In this level we also focus on reading and writing. Students write sentences as daily homework and correct the sentences of other students. Students are also assisted in experiencing the cultural experiences, through exposure to a variety of media, such as television, cinema, and literature.

4) TOEFL Instruction

In the TOEFL Instruction course, we focus on complete overview and test taking strategies for the TEOFL examination. We also administer diagnostic exams for students to that they may learn their areas of weakness. We give mini-tests and practice examinations with formats similar to TOEFL tests, so that students become familiar with the actual test.

Admission to the Program

The Registered Program in IEP is open for regular enrollment. Each student must complete an examination for purposes of placement. American Sports University (ASU) places the student at the appropriate level to benefit from the instruction, based on placement test scores. The prospective student is required to demonstrate ability, at the minimum level, of reading and writing sufficiently to comprehend the beginning level of instruction.

Tuition and Fee Policy

All students enrolling in the IEP instruction must complete an Enrollment Agreement that includes full disclosure of fees and cancellation and refund policies.

American Sports University or any of its programs are not accredited by an accrediting agency recognized by the United States Department of Education. All programs at ASU do not require licensure. It is possible that the degree programs that are unaccredited or degrees from an unaccredited institution is not recognized for some employment positions, including, but not limited to, positions with the State of California. Also, students enrolled in an unaccredited institution are not eligible for federal financial aid.

ADMISSIONS INFORMATION

1. BACHELOR'S DEGREES AND CERTIFICATE PROGRAMS

The admission process and standards are the same for the Bachelor's degree programs and certificate programs, as follows:

All applicants must provide confirmation of high school graduation by one of the following: High school diploma or GED certificate. ASU does not accept ability-to-benefit (ATB) students (non-high school graduates or non-GED passers).

Transcript - All applicants must request official transcripts sent directly from the institution of origin. Transcripts must include confirmation a student graduated or left the institution in good standing, with a minimum GPA of 2.0. Students who are applying to the bachelor degree or certificate programs and who have completed some college coursework must submit both college and secondary school transcripts.

2. GRADUATE PROGRAM - MASTER OF SCIENCE

Admission to the Master's Degree program requires that the applicant has earned a baccalaureate degree from a regionally accredited, or state-approved, academic institution. In general, applicants must have a cumulative GPA of at least 3.0 (on a 4.0 scale) in order to be competitive in the admissions process.

All applicants must provide confirmation of award of a baccalaureate degree in the form of an official transcript.

Along with all transcripts, student must submit a written essay explaining why the background of preparation is appropriate to qualify for admission to a graduate degree in Sports Education.

3. INTENSIVE ENGLISH PROGRAM

Admission to the Intensive English Program requires all applicants to take a placement test which will determine the level of instruction the applicant will be enrolled in. The Intensive English Program has an open enrollment in which all applicants will be granted admission to the program. Credits earned in the Intensive English Program are not credited towards either Bachelor of Science or Master of Science degrees.

4. ADMISSION OF INTERNATIONAL STUDENTS

American Sports University issues I-20 eligibility certificates to improve students' chances of entering the United States. The University does not supply visas, a service provided only at the U.S. Embassy. International students do not qualify for need-based financial aid. Students already residing in the U.S. and holding other non-immigrant visas (such as E2, H2, or L2) are classified as international students.

1) Admission

International applicants (those who are or will be in the United States on non-immigrant visas) are required to submit the following documents. Additional information may be required by the academic departments.

- Application for Admission
- Application fee - A check or money order drawn on a U.S. bank in U.S. currency and made payable to American Sports University must accompany the application; the fee is non refundable and cannot be deferred
- Scores on examinations required for admission (e.g. TOEFL) must be sent to ASU by the testing agency
- One official copy of academic records with certified English translation
- Documented evidence of financial support (see Financial Guarantee Statement)
- Graduate students must submit letters of recommendations directly to the appropriate academic department as requested

2) Financial Guarantee Statement

The United States government requires all international applicants to provide proof of ability to pay tuition and living expenses before a formal letter of admission or the forms needed for obtaining a visa will be issued. International students are also required to have health and accident insurance. The cost of university-provided insurance will be added to the student's fees unless he or she presents proof of adequate coverage.

Each applicant relying on personal or family support must furnish, at the time of application, an original financial-guarantee letter indicating the sponsor's name and address and verifying the ability to pay all education-related expenses for the first academic year. This document must be verified by bank seal. It is crucial for students to submit their financial-guarantee letters with their applications if they wish to receive notification of admission as quickly as possible.

Applicants whose financial support will come from their home governments or other official agencies must submit similarly appropriate documents from their sponsors at the time of application. International students cannot meet the full amount of their educational expenses by working while in the United States. The U.S. Immigration and Naturalization Service rarely allows students to work off-campus, and employment opportunities are further limited by legislation that requires holders of student visas to be full-time students.

3) Deadline for International Applications

Students should send completed applications with the required documents and fee to the Office of Admission. All international students must follow the deadlines in the application for their particular program of study. Only an admission letter from the Office of Admission grants official admission.

4) Official Document to Enter the United States

The Office of Admission will provide I-20 eligibility certification for the student to enter the United States. Any student entering the United States by means of document issued by ASU must register for the semester in which he/she is admitted. Failure to register disqualifies the student from reapplying for one year from that semester. Re-acceptance is not guaranteed.

5) Registration Requirements for International Students

International students on student visas must be registered full-time. Such students are considered in violation of immigration laws if not formally registered. Full-time for Bachelor's Degree programs is 12 units or more, while full-time for Master's Degree programs is 9 units or more.

6) Admission Credit Evaluations

Students with previous training in the course to be pursued will be tested upon enrollment and given appropriate credit. Evaluation will be based upon either a written exam, an oral exam, or both.

Credits allowed will be recorded on enrollment record and the length of the course shortened proportionately. In addition, the student and the DVA shall be notified.

All official transcripts of previous work completed overseas, as well as at U.S. colleges or universities, should be directed to the Office of Admissions.

7) English Language Requirements

All instruction offered by ASU is in the English language. An international student must score 213 or higher on the computer-based test, or must score 79 or higher on the internet-based test on the Test of English as a Foreign Language (TOEFL) in order to qualify for the admission.

8) Exceptions To the Admission Standards

Exceptions to the Admission Standards may be made at the discretion of the University President, Academic Dean, and / or Admissions Director.

9) International Student Processing Fee (US \$450.00)

Upon acceptance to American Sports University, all International Students are required to pay the US \$450.00 International Student Processing Fee. This fee does not include the US \$200.00 fee paid to the U.S. government (also known as the FMJ or SEVIS Fee) which must be paid before the student's visa interview at the local U.S. Embassy plus the processing and handling of the student's I-20 form. Upon receipt of the fee, the Form I-20 will be sent to the student via Federal Express, EMS or another fast delivery method.

**NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS
EARNED AT OUR INSTITUTION**

The transferability of credits you earn at American Sports University is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the degree, diploma, or certificate you earn in the educational program is also at the complete discretion of the institution to which you may seek to transfer. If the credits or degree, diploma, or certificate that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending American Sports University to determine if your credits or degree, diploma or certificate will transfer.

ACADEMIC INFORMATION**A. UNIT OF CREDIT**

The semester credit hour is the unit of academic measurement used by the University. A minimum of 15 lecture hours of not less than 50 minutes each plus outside reading and/or preparation; 30 laboratory hours; or 45 internship hours; or an appropriate combination of all three constitutes one semester hour of credit.

B. ACADEMIC CALENDAR

The University begins classes several times each year. For specific start dates, refer to the calendar. An academic year is 30 weeks in length in which full-time undergraduate students can earn at least 30 semester credit hours.

C. ENROLLMENT STATUS

Students are classified by level based on academic credits completed -

- Freshman, 34
- Sophomore, 35-68
- Junior, 69-102
- Senior, 103+

All undergraduates must pursue full time studies unless admitted to Special Status.

The normal load for undergraduates is 7 semester credits. When registration falls below 12 credits, students are not eligible to participate in certain extracurricular activities, such as athletics, and jeopardize their financial aid status.

D. CREDIT FOR EXPERIENTIAL LEARNING

American Sports University does not recognize life experience and prior experiential learning as a consideration for enrollment or granting credit towards any programs.

E. TRANSFER CREDIT

The awarding of credit for coursework completed at any other institution is at the sole discretion of American Sports University. Additionally, American Sports University does not imply, promise, or guarantee that any credits earned at American Sports University will be transferable or accepted by any other institution.

General Criteria and Process

- Official evaluation of acceptability for transfer - An official evaluation of all previously completed college credit is prepared by the Registrar as part of the process of approval of a transfer student for general admission to the University. Only the Academic Dean is authorized to speak for the University with respect to the transferability of credit.
 - Acceptability for transfer - At the time of admission to the University, previously earned college credit is evaluated by the Registrar in accordance with regulations established by the Academic Dean as to acceptability for transfer. A summary of all previous college work and all transferable work is prepared by the Academic Dean for use in advisement of the student. Such evaluation does not constitute an agreement to accept any specific credit in lieu of any specific requirement for graduation from American Sports University. The following general criteria are used by the Dean in determining acceptability for transfer.
 - Credit is accepted from regionally accredited post-secondary institutions, from institutions accredited by bodies recognized by the Council on Regional Post-Secondary Accreditation (CORPA) and by state-approved schools.
 - Foreign institutions - Guidelines presented in the American Association of Collegiate Registrars and Admissions Officers (AACRAO) World Education Series are applied. Where credit and content determination cannot be made from foreign transcripts, the Registrar will require that the transcripts be reviewed by a recognized credential evaluation service at student expense before transfer of credit will be considered. The Registrar will require that transcripts in languages other than English be translated at student expense. The Registrar reserves the right to determine whether or not foreign transcripts meet the University's requirements for acceptance as official records.
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- Transfer coursework must be established as equivalent (comparable) to coursework required in the program in which the student is enrolled. This is established through review of transcripts and catalogs of the institution in which credit was earned.
- Only courses bearing grades of C minus (C-) or higher may be transferred to an undergraduate program. Graduate coursework must be completed at a minimum grade level of "B". Courses bearing grades such as "pass" or "credit" may be transferred provided the regulations of the sending institution indicate that such credit represents work at the level of C- or higher for undergraduate programs. Coursework bearing "pass" or "credit" grades may only be accepted for inclusion in a specific program upon review and approval of the program faculty.
- In the case of credit that is to be included in a program, time limits on applicability to the program may be established by the program faculty.
- Transfer of credit by students matriculated at American Sports University - In general, it is expected that, once enrolled at American Sports University, a student will earn all subsequent credit toward the degree at the university.

F. SCHOLASTIC REGULATIONS

1) Academic Probation

Students who earn a grade of below 70% for two or more courses within one semester, or whose applied performance does not meet the school's standard as determined by the applied teaching faculty, shall be placed on academic probation. Students on probation are required to improve their work sufficiently during the next semester of enrollment to remove themselves from this status. Students who remain on probation for more than one semester risk dismissal from the school. Each student on probation shall be notified in writing by the Academic Dean of the requirements that must be satisfied to preclude dismissal.

2) Academic Progress/Student Achievement

The American Sports University curriculum is designed to give each and every student a series of courses in a specific order to ensure optimum learning and understanding from beginning to end. Each course within the program is completed in a fifteen week period of time. Evaluations for appropriate levels of progress are established by -

- Class grades and attendance
 - Satisfactory completion of assignments both in and outside of class
 - Attainment of the expected level of accomplishment in performance as required
-

3) Attendance Policy

Regular class attendance will be taken for each period of educational training. To successfully complete a course and to receive academic credit, students must attend at minimum of 70% of lectures and class activities.

4) Absence

Absence will be considered excused under the following circumstances: illness, death, or birth in the immediate family, and other valid reasons substantiated in writing at the discretion of the School Director. All other absences will be considered unexcused.

5) Tardiness

Tardiness is a disruption of a good learning environment and is to be discouraged. Tardiness without legitimate reason on four (4) occasions in one class will be considered as one unexcused absence.

6) Interruption for Unsatisfactory Attendance/Unexcused Absences

Students with three (3) unexcused absences in any class will receive written notification of academic probation for a period of one month. Any unexcused absences during such probationary period will be cause for interruption of the student's training program.

7) Class Cuts

Cutting of classes will not be tolerated and will be considered as unexcused absence.

8) Make-up Work

It is the students' responsibility to make-up missed absences and work; however, hours of make-up work cannot be accepted as hours of class attendance.

9) Auditing

Students who wish to audit (attend without academic credit) a course must request permission in writing from the Academic Dean of the school. Auditing is available only with such permission.

10) Disciplinary Probation, Suspension, Expulsion.

Any student at American Sports University may be expelled, suspended, placed on probation, or given a lesser sanction for one or more of the following causes listed below, which must be campus related. Any disciplinary action by the administration must be administered in a fair and reasonable manner. Prior notice of at least 15 days will be given before a formal disciplinary action is taken. The notice shall be in writing and shall state the facts which prove that one of the offenses has been committed and what, if any, informal actions have been taken. Students may appeal

the disciplinary action and demand a hearing through the Student Grievance procedure.

11) Causes for Sanction

- Cheating or plagiarism in connection with an academic program at the campus.
- Forgery, alteration, or misuse of campus documents, records, or identification, or knowingly furnishing false information to a campus official.
- Misrepresentation of oneself or of an organization to be an agency of the campus.
- Obstruction or disruption, on or off campus property, of the campus educational or administrative process, or any campus function.
- Physical abuse on or off campus property of the person or property of any member of the campus community or of members of his or her family or the threat of such physical abuse.
- Theft of, or non-accidental damage to campus property or property in the possession of, or owned by, a member of the campus community.
- Unauthorized entry into, unauthorized use of, or misuse of campus property.
- On campus property, the sale or knowing possession of dangerous drugs, restricted dangerous drugs, or narcotics as those terms are used in California statutes, except when lawfully prescribed pursuant to medical or dental care, or when lawfully permitted for the purpose of research, instruction, or analysis.
- Knowing possession or use of explosives, dangerous chemicals, or deadly weapons on campus property.
- Engaging in lewd, indecent, or obscene behavior on campus property or at a campus function.
- Abusive behavior directed toward, or hazing of, a member of the campus community.
- Violation of any order of the administrative officers of the school, notice of which has been given prior to such violation and during the academic term in which the violation occurs, either by publication in the campus newspaper or by posting on an official bulletin board designated for this purpose, and which order is not inconsistent with any of the other provisions of this section.
- Soliciting or assisting another to do any act which would subject a student to expulsion, suspension, or probation pursuant to this Section.
- Conviction of a serious crime.

G. ACADEMIC HONORS

Students who receive their degrees from American Sports University and graduate with cumulative GPAs as listed below will be honored with special mention in the graduation ceremony -

Highest Honors - Students earning GPAs between 3.90 and 4.00.

Honors - Students earning GPAs between 3.70 and 3.89.

Distinction - Students earning GPAs between 3.50 and 3.69.

H. GRADING SYSTEM

Grades are assigned according to the following system of evaluation for undergraduate programs -

Grade	Percentage Value	Point Value
A	96-100%	4.0
A-	90-95%	3.7
B+	87-89%	3.3
B	84-86%	3.0
B-	80-83%	2.7
C+	77-79%	2.3
C	74-76%	2.0
C-	70-73%	1.7
D+	67-69%	1.3
D	64-66%	1.0
D-	60-63%	0.7
F	0-59%	0.0

I - Incomplete
NC - No Credit

WP - Withdraw Passing
WF - Withdraw Failing

The following grading structure applies to graduate programs -

Grade	Percentage Value	Point Value
A	96-100%	4.0
A-	90-95%	3.7
B+	87-89%	3.3
B	84-86%	3.0
B-	80-83%	2.7
C+	77-79%	2.3
C	74-76%	2.0
C-	70-73%	1.7

I - Incomplete
NC - No Credit

WP - Withdraw Passing
WF - Withdraw Failing

I. STANDARDS OF SATISFACTORY ACADEMIC PROGRESS

A student who is making reasonable progress toward graduation (measured by completed credit hours) and is not subject to academic probation is considered to be in good standing. A minimum cumulative GPA of 2.00 in all work taken at the University, including major, minor, and related subjects, is necessary to graduate. Upon successful completion, a degree, diploma, or certificate will be awarded.

When the GPA of a student is unsatisfactory (below 2.00) for a calendar month, the student will be placed on probation. If the next month the student's GPA is still unsatisfactory, the student will be interrupted and the VA will be promptly notified.

J. MAXIMUM TIME IN WHICH TO COMPLETE

The maximum time frame a student must complete his or her program of study is 150% of the published program length. For example, a certificate program with a published program length of 30 weeks has a maximum time frame of 45 weeks.

K. APPEAL OF GRADES

The grade an instructor awards cannot be changed by anyone other than that instructor. A disputed grade given by an ASU instructor may be appealed to a review board for mediation and resolution. Decisions of the board in such cases are final and not subject to further appeal

L. CONDITION FOR RE-ENROLLMENT/REINSTATEMENT

Students who have withdrawn or terminated and are seeking readmission must submit a readmission application to the Office of Admissions and approved by the School Director. Readmitted students must meet the requirements in effect at the time of readmission.

Re-enrollment or re-entrance will be approved only after evidence is shown to the School Director's satisfaction that conditions which caused the interruption for unsatisfactory programs have been rectified.

M. GRADUATION REQUIREMENT

All candidates for graduation must submit an Application of Intent to Graduate before midterm of the next to last semester prior to graduation. These will be available from the Dean of Students. To become a candidate, each undergraduate student must achieve a cumulative GPA of at least 2.0 on all work attempted at American Sports University. All students must satisfactorily complete 124 units in order to graduate. Graduate students must achieve a cumulative GPA of at least 3.0 on a minimum of 30 semester units. In addition to being in good academic standing, a graduating student must have fully discharged all financial obligations incurred to the University.

N. LEAVE OF ABSENCE

Students who provide adequate evidence of extenuating circumstances may interrupt their studies and apply for a Leave of Absence (LOA). Requests must be made in writing to the Academic Dean and approved by the School Director in writing. The written request must include the length and purpose of absence, with documentation of the latter. Only students making satisfactory progress in their studies will be granted leaves. Students who do not contact the Academic Dean for leave approval will be dismissed after five school days of consecutive absences. Students who have "dropped out" or discontinued instruction without administrative approval will have to re-apply and satisfy the requirements in place at that time.

Financial Information

Tuition and Fees

Students are required to pay all fees in the form of cash, check, money order, or credit card. A summary of all student tuition charges is as follows -

Program	Tuition Per Year	Total Tuition of Program
Bachelor's Degree Programs	\$16,600.00	\$66,400.00
Master's Degree Program	\$13,920.00	\$27,840.00
Certificate Programs	\$9,000.00	\$9,000.00

Textbooks are estimated at \$175 per term.

Other Fees

Description	Cost
Application Fee (Non-Refundable)	\$100.00
Registration Fee for Veterans and Eligible Persons (Non-Refundable)	\$10.00
Re-Admission Fee (Non-Refundable)	\$100.00
STRF Assessment Fee	\$0.0005 per \$1,000 of Total Cost
Room and Board	\$700.00 / Month
Express Mailing Fee (Non-Refundable)	\$50.00
Returned Check Fee	\$50.00
Graduation Fee	\$200.00
Official Transcript Fee	\$10.00
International Student Processing Fee	\$450.00

The University reserves the right to increase all fees and tuition without notice, at its discretion.

American Sports University does not participate in federal and state financial aid programs. However, if a student obtains a loan to pay for an educational program, the student will have to repay the full amount of the loan plus interest, less the amount of any refund, and that, if the student receives federal student financial aid funds, the student is entitled to a refund of the money not paid from federal financial aid funds.

Refund Policy for Veterans and Eligible Persons

American Sports University has and maintains a policy for the refund of the unused portion of tuition, fees, and other chargers in the event the veteran or eligible person fails to enter the course withdraws, or is discontinued therefrom at any time prior to the completion. The amount charged to the veteran or eligible person for tuition, fees, and other charges does not exceed the

approximate pro rata portion of the total charges for tuition, fees, and other charges, that the length of the completed portion of the course should bear to its total length. Note: The maximum non-refundable registration fee allowed by VA is \$10 for non-accredited schools.

Refunds are made for students who withdraw or are withdrawn from American Sports University prior to the completion of their programs and are based on the tuition billed for the term in which the student withdraws. Refunds will be based on the total charge incurred by the student at the time of withdrawal, not the amount the student has actually paid. Tuition and fees attributable to a semester beyond the semester of withdrawal will be refunded in full. Any books or equipment that have been issued are nonrefundable. When a student withdraws from the institution, he/she must complete a student withdrawal form with the Academic Dean.

The date from which refunds will be determined is the last date of recorded attendance. Refunds will be made within 45 calendar days of the notification of an official withdrawal or date of determination of withdrawal by the institution.

All tuition and fees paid by the applicant shall be refunded if the applicant is rejected or if admission is denied by the school before enrollment. All tuition and fees paid by the applicant shall be refunded within five (5) business days after the withdrawal date.

Policy on Cancellation

A student has the right to cancel the Enrollment Agreement and obtain a refund of charges paid through attendance at the first class session, or the seventh day after enrollment, whichever is later. If the student is denied admission to American Sports University or if American Sports University cancels this Agreement prior to the first day of class attendance, all monies will be refunded, except for the nonrefundable Application Fee. All requests for cancellation by the student must be made in writing and mailed or hand delivered to the Registrar, American Sports University, 399 North D Street, San Bernardino, CA 92401.

Withdrawal Date

The withdrawal date used to determine when the student is no longer enrolled at American Sports University is -

- The date the student began the official withdrawal process, either by submitting an official withdrawal form to the Academic Dean or by verbally communicating the student's intent to the Academic Dean and ceasing to attend classes or other University activities. A student who submits a completed official withdrawal form or verbally communicates his/her intent but who continues to attend classes or other University activities will not be considered to have officially withdrawn from University.
- If a student does not complete the official withdrawal process, American Sports University will determine the student's withdrawal date based upon institutional records.

Student Tuition Recovery Fund

Any Student who is a resident of California, who pays his or her own tuition, either directly or through a loan, must pay a state-imposed fee for the Student Tuition Recovery Fund (STRF).

Students who are not California residents are not eligible for protection under and recovery from the STRF nor are students who are recipients of third-party payer tuition and course costs.

"You must pay the state-imposed assessment for the Student Tuition Recovery Fund (STRF) if all of the following applies to you:

1. You are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition either by cash, guaranteed student loans, or personal loans, and
2. Your total charges are not paid by any third-party payer such as an employer, government program or other payer unless you have a separate agreement to repay the third party.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if either of the following applies:

1. You are not a California resident, or are not enrolled in a residency program, or
2. Your total charges are paid by a third party, such as an employer, government program or other payer, and you have no separate agreement to repay the third party."

"The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by students in educational programs who are California residents, or are enrolled in a residency programs attending certain schools regulated by the Bureau for Private Postsecondary and Vocational Education.

You may be eligible for STRF if you are a California resident or are enrolled in a residency program, prepaid tuition, paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The school closed before the course of instruction was completed.
2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school.
3. The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other costs.
4. There was a material failure to comply with the Act or this Division within 30 days before the school closed or, if the material failure began earlier than 30 days prior to closure, the period determined by the Bureau.
5. An inability after diligent efforts to prosecute, prove, and collect on a judgment against the institution for a violation of the Act."

However, no claim can be paid to any student without a social security number or a taxpayer identification number.

Student Information

Academic Advising

The University offers students a variety of success-oriented services as well as activities for the benefit of students and the community. Students seek help and advice during their college education for many reasons. At American Sports University, the student comes first. Every effort is made to develop a relationship with the student body so that individuals feel comfortable in requesting and receiving assistance. The Academic Dean is responsible for providing academic assistance and should be consulted when assistance is desired. Referrals to outside agencies may also be provided as needed. The administrative staff and the faculty are also available for advising assistance.

American Sports University makes no explicit or required guarantee of job placement. Faculty and staff will provide assistance in investigating job opportunities and will conduct workshops on resume writing and interviewing techniques.

Each member of our faculty will combine relevant professional experience with appropriate academic credentials. ASU's faculty members will bring the highest level of professionalism to the classroom and be recognized by their academic peers. Through the guidance of the faculty, theoretical, practical and creative applications addressed in the curricula will be reinforced by interaction with professionals in the sports industry. ASU is in the process of assembling an experienced faculty with outstanding academic and athletic credentials. They will be continuously introduced via ASU's Website as they are added to our staff.

Orientation

Students are introduced to the University and to each other, with a library tour and orientation at the beginning of each term. The purpose of this Orientation is to educate the students on access to information about library resources and services and to foster group interaction.

On-Campus Housing

The University dormitory houses up to 300 students. The Student Housing Building is located inside the university campus and is adjacent to all the classrooms and administrative offices. All students are encouraged to stay in the dormitory and most International Students are required to stay in the dormitory during their first year of attending American Sports University. The Room and Board fees are \$700.00 per month which includes two meals per day Mondays through Saturdays during the semester.

Off-Campus Housing

Students are assisted in locating suitable housing off-campus. Bulletin boards also will be maintained for housing in the general area. Costs of housing vary by requirements of the student. For one-bedroom apartment, the rent ranges from \$650 to \$900; for two-bedrooms, \$950 to \$1,200.

School Catalog/Bulletin

Each student will receive a School Catalog/Bulletin outlining the details of American Sports University's policies and regulations. Students are expected to read the School Catalog/Bulletin and comply with its contents. Students are expected to be familiar with the information presented in this catalog, in any supplements and addenda to the catalog, and with all University policies. By enrolling in American Sports University, students agree to accept and abide by the terms stated in this catalog and all University policies. If there is any conflict between any statement in this catalog and the Enrollment Agreement signed by the student, the provision in the Enrollment Agreement controls and is binding.

Retention of Student Records

The University will maintain student records necessary for the educational guidance and/or welfare of students, for the orderly and efficient operation of the University, and as required by law. All information related to individual students will be treated in a confidential and professional manner. All records required by the BPPE Reform Act are retained for a minimum of five years, with student transcripts retained for a minimum of fifty years. Student records are the property of the University but will be made available to appropriate parties in accordance with local, state, and federal law as well as Bureau (BPPE) policy.

Academic Warnings

A student who does not earn a minimum of a 2.0 GPA (grade point average) for the term will be placed on academic warning for the next term of attendance. The student will meet with a member of the staff in order to determine the course of action needed to improve the student's academic performance. Possible courses of action are a reduction in course load, procurement of tutorial services, development studies, and/or withdrawal from extracurricular activities. Any student who is on academic warning and changes programs will remain on warning during the first term of his or her new program.

Student Conduct

The university is committed to maintaining a safe and healthy living and learning environment for students, faculty, and staff. Each member of the campus community must choose behaviors that contribute toward this end. Student behavior that is not considered appropriate is addressed through an educational process that is designed to promote safety and good citizenship, and when necessary, to impose appropriate consequences.

Students shall at all times when on the school premises conduct themselves in an orderly and considerate manner, and shall appear for classes in a sober and receptive condition. Violation of this condition is a just cause for dismissal.

Campus Security

It is a policy of American Sports University to protect members of the university and the total college community and the property of ASU. In accordance with this policy, ASU maintains police and safety services.

FOR NON- EMERGENCIES

Contact the University Police at (909) 889-5555. This also would be the number to call in order to locate or turn in lost articles or to relay concerns for personal safety on campus.

TO REPORT ANY CRIMINAL ACTION OR A LIFE-THREATENING EMERGENCY

Contact the San Bernardino Police Dept. at (909) 384-5742 or call 911.

Harassment-Free Environment

It is the policy of the University that no student should be subjected to unsolicited, unwelcome, abusive, or offensive conduct of either a verbal or physical nature. Harassment refers to behavior that is not welcome, is personally offensive, interferes with efficacy or creates uneasiness. Examples of harassment include, but are not limited to - repeated offensive sexual flirtations, advances or propositions; continued or repeated verbal abuse of a racial nature; graphic, degrading, or demeaning ethnic comments about an individual or about his/ her appearance; the display of sexually suggestive objects or pictures; or any other offensive or abusive verbal comments or physical contact. Further, students will not be subjected to third-party harassment, which is defined as behavior that is personally offensive to an observing party. Students engaging in any act of harassment that discriminates against another student because of race, color, national or ethnic origin, gender, religion, marital status, or the presence of a disability, will not be tolerated. Such conduct is specifically prohibited. In the event that a student alleges that an act of harassment has taken place, the University will take an appropriate action in accordance with set policies and procedures.

Student Freedom of Expression

The free expression of student opinion is an important part of education in a democratic society. Students' verbal and written expression of opinions at the University is to be encouraged so long as it does not substantially disrupt the operation of the University or defame, slander, or harass a member of the University community. Students are, however, expressly prohibited from the use of vulgar and/or offensive terms, images, and behaviors.

Nondiscrimination

The University does not discriminate against applicants and students on the basis of gender, religion, race, color, marital status, disability, national origin, ethnic origin or any other prohibited by law. The University has adopted this non-discrimination policy, makes this policy known to the general public, and operates in a bona fide manner in accordance with the administration of its educational and admissions policies, scholarship and loan programs, and

other University administered programs. The University's non-discrimination policy will be published in accordance with local, state, and federal law.

Library

ASU's Library houses books, periodicals, pamphlets, articles, and other support materials chosen to supplement the University's curriculum. ASU also provides access to internet. Library orientations, conducted at the beginning of each term, as an introduction to the location of materials and services within the library. They also serve as an opportunity to meet one another in a group setting.

REIMBURSEMENT TO VETERANS AND ELIGIBLE PERSONS

For information or for resolution of specific payment problems, the veteran should call the DVA nationwide toll free number at 1-888-442-4551.

CLASS SIZE

The maximum number of students in a lecture class will be 25; in the laboratory and IEP courses will be 15.

COMPLAINT POLICY AND GRIEVANCE PROCEDURE

Students are encouraged, at all times, to verbally communicate their concerns to the members of the faculty, to the Director of Admissions, to the University Registrar, and to the Academic Dean for amicable solutions. Otherwise, the student must follow the procedure as follows:

The complaint must be submitted in writing to the Chief Executive Officer within 48 hours of the incident. The Chief Executive Officer will verify that the student has made a verbal attempt to resolve the concern with the instructor or other staff members. If the student has followed the above step, the Chief Executive Officer will call a Grievance Committee hearing within 72 hours of receipt of the report. All documentations must be submitted with the report, which is to be signed and dated by the student. The Chief Executive Officer or his designee will chair the committee meeting, which will include representatives from the following departments: a) Education Department; b) Admissions Department; and c) Student Services.

All persons involved with the incident must be present at the time of the hearing. The committee will then meet to review the information and evidence presented and to vote on a decision. The decision of the committee will be communicated immediately. If the decision is unacceptable to the student, the student must within 24 hours of the hearing, send copies of all documents and a cover letter explaining why the decision is unacceptable. All complaint decision appeals will be resolved within 30 days from the receipt date of the incident report.

Unresolved complaints may be directed to the Bureau for Private Postsecondary Education (BPPE), 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833; Toll Free: (888) 370-7589, Phone: (916) 263-1897; Fax: (916) 263-1897; Website: www.bppe.ca.gov.

Academic Calendar

2011/2012 Fall Semester

Aug 22	Fall Class Schedule Available
Sep 6 - Oct 1	Fall Semester Registration Begins
Sep 12 – 24	Dormitory Move-in
Sep 12 – 23	New & International Student Orientation & Registration
Sep 26	First Day of Classes
Oct 8	Close of Late Registration
Nov 14	Veteran's Day Holiday
Nov 15 – 18	Mid-Term Week
Nov 24 – 25	Thanksgiving Holiday
Dec 19 - 23	Final Exams
Dec 30	Instructors' Grades Due
Dec 26 - Jan 7	Winter Break Vacation
Jan 1, 2012	New Year's Day Holiday

2012 Spring Semester

Jan 9	Spring Class Schedule Available
Jan 9 - 20	Spring Semester Registration Begins
Jan 23	Martin Luther King, Jr. Holiday
Jan 24	First Day of Classes
Feb 10	Close of Late Registration
Mar 19-23	Mid-Term Exams
Mar 26-30	Spring Break
Mar 30	Cesar Chavez Holiday
May 28	Memorial Day Holiday
Jun 11 - 15	Final Exams
Jun 21	COMMENCEMENT

**DIRECTORS, ADMINISTRATORS, AND INSTRUCTORS’
PROFESSIONAL BIOGRAPHY****Dr. Donald L. Singer / ASU President**

Served as President of Crafton Hills College (1982 – 1990) and San Bernardino Valley College (1991 – 1997)

Member of the Board of Directors of the California Community College Trustees, the state-wide organization which represents all community college trustees in the State; and is also a member of the Association of Community College Trustees, the national organization which represents over 7,000 community college trustees in the United States. Dr. Singer received his Bachelors and Masters in Education, Masters in History, and a Ph.D. in Higher Education from the University of Southern California.

Dr. Gilbert Quintanar / Dean of Academics

Received his Bachelors in Kinesiology from Western New Mexico University

His Masters in Kinesiology/Physiology is also from Western New Mexico University

Then he went on to get his Ed.D. in Higher Education/Supervision with an emphasis in curriculum and instructional design from UC Irvine

Taught at Cal Poly Pomona

Rennie Cowan / Instructor

Received his Associate Degrees in both Arts and Business Administration with an emphasis in Marketing from Riverside Community College

Went on to get a BFA with Honors in Film and Television Production from Chapman University

Graduated with an MFA in Film and Television Producing from Chapman University

Samila Amanyraoufpoor / Instructor

Received the Bachelor of Arts in business and a second Bachelor of Arts in German Language from Azad University, Tehran, Iran

Received her MBA degree in Global Management from University of Phoenix, Foothill Ranch Campus, California

Terica Ned-Peit / Director of PE / Instructor

Received the Bachelor of Arts Degree in Sociology from California State University, San Bernardino

Received the Master's Degree in Human Performance and Sports from New Mexico Highlands University

Served in the capacity of an Assistant Track & Field coach at Riverside Community College from 2009 to 2011

Yoshie Beltran / Instructor

Received the Bachelor of Arts Degree from Okinawa International University in Okinawa, Japan, with a major in American and British Language and Culture; in addition to having her Japanese Teacher qualification, Joshie worked at the Okinawa International Language School, Step One as an English teacher; currently, she is teaching English for Academic Purposes.

Jeffrey Johnson / Director of Golf Development

As President of the Southern California PGA, Jeff Johnson brings an expertise to ASU that includes a complete business background with exceptional skill in management, finance, human resources, public speaking, project development, conducting tournaments and major competitions. Currently he also serves as the General Manager and Coo of the Moreno Valley Ranch Golf Club.

John Anselmo / Golf Department Advisor

John Anselmo continues to teach others the game of golf. As Tiger Woods' Instructor from the ages of 10 to 18, he was responsible for teaching the importance of a powerful effective golf swing which converts to the power to hit long drives. John also taught Jim Liu, the youngest ever winner of the U.S. Junior Amateur golf championship.

Elia L. Barahona / Director of ESL

Received Bachelor of Arts Degree in English Literature with a minor in Linguistics

She has more than 17 years' experience working in adult education. She has taught all levels of ESL, GED, AIS, II labs, Algebra, and Citizenship to adult students.

She has extensive knowledge of TABE, CAHSEE, CASAS, and GED.

Elia Barahona has worked on recruiting and building of adult programs for the LAUSD's DACE.
