

HUBBARD COLLEGE

OF ADMINISTRATION INTERNATIONAL



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**Management &
Administration
Continuing Education
Courses Bundle**

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Hubbard College of Administration International

Mission and Objectives

Mission: The Hubbard College of Administration International is dedicated to providing practical business education that enables individuals to prosper professionally and contribute to the success of the organizations and communities they work in.

Administrative Technology developed by L. Ron Hubbard provides the fundamentals of organization and administration. The **purpose** of Hubbard College of Administration International is to conduct an educational program based on these principles and train true administrators and tomorrow's leaders.

All this technology has been thoroughly tested in the field. Millions of people the world over utilize it to enrich their activities, strengthen their groups, and expand their businesses. They know with complete certainty that this is a "real technology," for it works. When applied correctly it brings about the predicted results. Guesswork, trial and error, charisma and luck are no longer needed to create expansion and success. Groups and businesses of all types and sizes operate under the same natural laws and can and should all be successfully administered and organized with these methods. For as the technology spread internationally via the worldwide network of Hubbard Colleges and its graduates who have decided not only to use it in their own businesses but to become consultants to others, we will see an end to economic turmoil, the mismanagement of resources, unethical business practices and inept governments. All it will take for man to realize his long-held dreams is application of the know-how found in the real technology of Standard Administration delivered here at the Hubbard College of Administration International.

The purpose and mission of HCAI is achieved through a program that consists of theory, practical and externship.

The **objective** of our program emphasis the following:

1. Developing lifelong learning skills resulting in the ability to use those skills to learn and apply any subject encountered in business or life, through mastery of effective methods of study.
2. Increasing the responsibility, self-respect, and integrity of the individual through the study and daily application of principles of ethical conduct to enable him or her to improve conditions in all areas of life as well as in organizations.
3. Improving the communications skills of the individual so that he or she can effectively deal with all kinds of people and situations in both business and personal matters.
4. Teaching the individual how to evaluate and predict human behavior. An understanding of why people behave the way they do, and what they are likely to do in the future, will improve all aspects of one's life both personal and professional.
5. Teaching the individual, the basic laws governing the survival and expansion of all organizations and groups and the technology based on these laws. The focus is on application of basic laws.

Technology means the methods of application of the principles of something, as opposed to mere theoretical knowledge of the thing. Technology is for use. Its application brings results.

6. Developing the individual's ability to think logically. The business owner, administrator, manager, or anyone in the workplace has considerable use for logic. If he or she cannot reason, he or she may make costly and time-consuming errors. If an individual can think logically, he or she can correctly observe data and situations and think his or her way through to reach correct conclusions and take correct actions.
7. Developing the individual's leadership skills.
8. Ensuring that the individual can apply what he or she has learned to produce the intended results.

History

Hubbard College of Administration International was registered as a nonprofit corporation in the state of California in December of 1990.

Students come to the college campus in Los Angeles, California from all over the United States, and from many countries throughout the world. The demand for people with the knowledge and skills that Hubbard College of Administration International provides will continue to grow in a service-oriented, international economy.

Legal Control

Hubbard College was registered as a nonprofit corporation in the state of California in December of 1990. The Internal Revenue Service of the United States granted it tax-exempt status in October of 1993.

Board of Directors

Don Drader, Chairman
Nick Terrenzi, Director
Martha Pena, Director
Marianne Locke, Director
Aida Alvarez, Director
Benjamin Nagengast, Director

Authorizations and Approvals

Hubbard College of Administration International is a private institution approved to operate by the California Bureau for Private Postsecondary Education. Approval to operate means the institution is compliant with the minimum standards contained in the California Private Postsecondary Education Act of 2009 (as amended) and Division 7.5 of Title 5 of the California Code of Regulations.

Hubbard College of Administration International is an Accredited Provider of the International Accreditors for Continuing Education and Training (IACET).

Disclosures

Hubbard College of Administration International is accredited by IACET for the continuing education (CE) courses. CE students are not eligible for federal or state financial aid programs.

The provisions of this publication are not to be regarded as an irrevocable contract between the student and Hubbard College of Administration International. Changes are effected from time to time in the general regulations and in the academic requirements. There are, of course, established procedures for making such changes that protect the individual student's interests and the integrity of the school. A curriculum or graduation requirement, when altered, is not made retroactive unless the alteration is to the student's advantage and can be accomplished within the span of time normally required for graduation.

Hubbard College of Administration International does not have a pending petition in bankruptcy, is not operating as a debtor in possession, has not filed a petition within the preceding five years, and 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.).

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 1747 North Market, Suite 225, Sacramento, CA 95834, www.bppe.ca.gov, toll-free telephone number (888) 370-7589 or by fax (916) 263-1897. Copies of this catalog are available from the College's website and are available in print from the admissions office.

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

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 toll-free or by completing a complaint form, which can be obtained on the bureau's internet website, www.bppe.ca.gov.

Hubbard College of Administration International assumes no responsibility for the personal property of the student.

If the 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.

If the student has received federal student financial aid funds, the student is entitled to a refund of money not paid from federal student financial aid program funds.

If the student defaults on a federal or state loan, both the following may occur:

- (1) The federal or state government or a loan guarantee agency may take action against the student, including garnishing an income tax refund; and
- (2) The student may not be eligible for any other government financial assistance at another institution until the loan is repaid.

Non-Discrimination Statement

The College strictly prohibits harassment of any type against an employee, student, or outside third party because of that individual's sex, age, marital status, sexual orientation, gender identity, race, color, ancestry, physical or mental disability, religion, national origin, or any other protected category identified or inferred in Title VII of the Civil Rights Act of 1964, and not specifically mentioned herein. This document also automatically incorporates any categories of discrimination and harassment that subsequently may be recognized in the future by legal precedent or federal legislation. The College disapproves of and will not tolerate any unlawful harassment of employees or students by faculty, staff, fellow students, or non-employees with whom the College has a business relationship (such as service providers or other vendors). The harassment precluded by this policy includes any harassment against an individual because that individual is perceived to have any of the characteristics mentioned above or is associated with a person who has or is perceived to have any such characteristic. Further, this harassment policy is extended to prohibit abhorrent behavior such as persistent antagonistic, aggressive, or threatening acts or behaviors exhibited through any means (including electronic media) that have the effect of creating a hostile or intimidating learning or working environment for students, faculty and staff. The College assumes the responsibility of taking appropriate action in responding to reported instances of harassment using the Complaint Process outlined in this catalog. Faculty, staff, and students should report instances of harassment experienced personally as well as any third-party witnessing of harassment against other members of the college community.

A degree from an unaccredited institution is not recognized for some employment positions, including, but not limited to, positions within the State of California. Graduates of an unaccredited institution may face restrictions that could include difficulty in obtaining licensing in a state outside of California.

Hubbard College of Administration International programs are not designed to lead to a position that requires licensure in the State of California, nor does the curriculum provide eligibility for a state licensure exam.

Continuing Education

Hubbard College of Administration International offers a wide array of academic programs which result in Credit. The College also offers Noncredit courses. Noncredit is a term indicating that credit is not awarded. These courses are offered in various forms such as continuing education, professional development, and corporate training. The unit of measure is hours of instruction.

Notice Concerning Transferability of Credits and Credentials Earned at Our Institution

The transferability of credits you earn at Hubbard College of Administration International is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the degree or certificate you earn in the program is also at the complete discretion of the institution to which you may seek to transfer. If the credits or degree 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 Hubbard College of Administration International to determine if your credits or degree, or certificate will transfer.

Articulation Agreements

Hubbard College of Administration International has not entered into any articulation and/or transfer agreements with any other college or university.

Facilities

All residential courses are held at Hubbard College of Administration International. The College is located at 6464 Sunset Blvd, Suite 510 in Los Angeles, California.

Instructional Equipment and Materials

Each classroom is equipped with devices for playing back recorded lectures, wireless Internet, student worktables, and chairs and is within proximity to the campus library.

Library

The library facility has reference materials and course packs for each course at the college available for use by students. It also has computers with email and the Internet available enabling students to access the Library of Congress. The library is available to students from 9:30 a.m. to 5:30 p.m., Monday through Friday. Materials may be checked out for use off campus. To check materials out or in please see the Academic Compliance Director.

Admissions Information

Motivation to Learn

Hubbard College of Administration International believes that any individual who is highly motivated to learn should be given the opportunity to study. All individuals who have the desire to further their education and have the potential to succeed should have the opportunity to develop

their knowledge and competence. Maturity and a desire for further education are considered as more important than quantitative measures of past school performance.

Self-Determined Enrollment

No applicant will be accepted by Hubbard College of Administration International who is not there of his or her own free will, but who has been ordered to complete a program or courses by his company or organization or who has been compelled to undergo study by a manager, judge, relative or anyone other than the applicant.

Admissions Requirements

Applications are accepted anytime of the year, and students accepted may begin studies at the time agreed with the Admissions department.

1. Forward a completed application for admission form to Hubbard College of Administration International.
2. Forward a completed Self-Determinism form.

Transfer Credit(s)

Credits earned at other colleges and universities are not transferrable at Hubbard College.

Acceptance of Credits Previously Earned

Credits earned in Certificate and Degree program courses attended at Hubbard College that apply to the current program enrolled will be accepted and transferred to the students' current program. Continuing Education courses attended are not accepted for transfer credit into the Certificate or Degree programs. There is no fee charged for the acceptance of credits previously earned.

Experiential Learning

Hubbard College of Administration International does not accept credit earned through experiential learning.

Readmission Procedures

If you were previously dismissed, you must obtain the signature of the Education Committee and clarify any readmission requirements.

Revocation of Admission

Admission to study at Hubbard College of Administration International is a privilege. The College reserves the right to withdraw this privilege at any time it may appear to be in the best interest of the student or the College to do so.

Class Schedules

Hubbard College of Administration International encourages returning adults. Day and weekend schedules provide the flexibility adults need to work classes into their busy schedules.

The days and times of classes are determined before the course starts by the instructor.

Academic Policies

Language of Instruction

Hubbard College of Administration International does not offer English as a Second Language instruction. All instruction occurs in English.

Method of Instruction

Hubbard College uses a self-paced model of instruction to allow students to progress at their own rate. The course faculty member helps the student grasp the materials, always stressing understanding and application.

Some courses are followed by faculty-supervised externships in which the student must go into a business or organization and directly apply the knowledge and skills learned in the course.

Proprietary Materials Policy

Our organization, in delivery of Continuing Education, does not allow our instructors to bring in their own proprietary materials/devices.

Should this procedure change, a policy informing students will be formulated and disseminated within 24 hours disclosing to the student body, prior to the start of the learning event, any instructor's proprietary interest in products, instruments, devices, services, or materials discussed, as well as the source of any compensation related to the presentation.

Course Codes Numbering System

The first part of a college course code indicates the course's general subject and are defined as follows.

ETH – Ethics	ORG – Organizational Behavior/Organizational Development
FP – Finance	PROG – Strategy and Programming
GE – Gen Ed	PR – Public Relations
MAR – Marketing	SA – Sales

The second part of a college course code distinguishes between upper-level credit and lower-level course content, and are defined as follows:

Remedial	000
Freshman	100
Sophomore	200
Junior	300
Senior	400

Externship courses that occur throughout the programs are denoted by an “A” at the end of the course number. These courses enable the students to practice the didactic theory they learned in the corresponding course at an off-campus externship location. Students provide evidence of completing a project during their externship to pass the course.

Externship Courses

Experience and production records matter. Real-life experience and demonstration of competence by producing results prepare students to start new jobs, improve skills in existing jobs, or start new endeavors with firsthand knowledge of what is required.

Students learn from experiencing and producing results in the world of work through faculty-supervised externships. Hubbard College of Administration International has relationships with businesses that are happy to provide externship opportunities to our students.

An Externship Contract is signed by the student, the faculty supervisor, and a representative of the organization in which the student is completing the externship that specifies the exact requirements the student must meet, the standards of performance, and the means of documenting and providing evidence that the requirements for satisfactory completion have been met. Externship is a class, and a student’s performance is evaluated just like any other course.

In the event a student has an issue with an extern site assigned, the student is encouraged to work with the faculty assigned to resolve any issues, and or to seek reassignment, if available. It is the student’s responsibility to ensure they secure transportation to the site assigned.

Course Classroom Hours

Hubbard College of Administration International classroom hours are from 9:30 a.m. to 6:00 p.m., Monday through Friday.

Student Scheduling

Course hours are: 9:30 a.m. to 6:00 p.m., Monday through Friday.

Full Time Students are expected to spend a minimum of 37.5 hours per week in class.

Half Time Students are expected to spend 20 hours per week in class.

Part Time Students are expected to spend a minimum of 5 hours per week in class.

Note: Students with student loan(s) must be at least half time; the definition of half time for this purpose is 12.5 to 20 hours in class a week.

Note: Students must decide on a schedule and keep to their scheduled class times each week.

Leave of Absence Policy

Students participating in an avocational course may apply for a leave of absence from Hubbard College of Administration International. Students seeking a leave of absence status must provide an expected date of return and receive approval from the faculty. Students approved for a leave of absence must return on the date scheduled, or the student will be withdrawn according to the college Attendance Policy for Avocational courses. A leave of absence or combination of LOA's may be up to, but not more than, 180 days in a calendar year.

Attendance Policy

Because self-paced courses do not have scheduled class sessions, attendance is defined as verified participation and completion of required instructional content and activities, rather than physical or real-time presence.

Learners must complete 100% of the instructional content associated with the course to be eligible for CEUs (Continuing Education Unit).

1 CEU = 10 contact hours of participation in an organized continuing education experience under responsible sponsorship, capable direction, and qualified instruction.

Participation is verified through course attendance records and may include:

- Module or lesson completion tracking indicated in the course checksheet.
- Time-in-course.
- Assessment completion and scores.

All participation data is recorded and retained by the college as documentation supporting CEU awards.

CEU Award and Documentation

Partial completion of a self-paced course does not qualify for partial CEUs.

CEUs are awarded only after full completion of all required instructional components and assessments. Upon verification of satisfactory completion:

CEUs will be awarded based on total instructional hours as defined in the course design

A CEU certificate will be issued within 30 business days

Re-enrollment

Re-enrollment will be considered by the Executive Council only after evidence is shown that the condition that caused the interruption for unsatisfactory attendance has been rectified.

Student's Guide to Acceptable Behavior

The Student's Guide to Acceptable Behavior lists the basic things a student must do to gain the most benefit from his or her studies. For any course to function smoothly, there must be some rules or agreements. The rules for the courses delivered by Hubbard College of Administration International are:

1. Be on time for class. If, for some very urgent reason, you are unable to attend class on the date or time that you are scheduled, let the faculty know as far as possible in advance.
2. Get sufficient food and sleep while you are completing the course.
3. Do not consume any non-prescription drugs or alcohol during the period you are in class.
4. You can smoke on breaks only and only outside the classroom in designated areas.
5. Do not eat or store food in the classroom.
6. If you have any problem understanding any of your materials or if something seems confusing to you, tell the faculty right away so he/she can help you. Do not ask another student because he or she may have the same question. Always ask the assigned faculty. This rule is very important.

Probation, Suspension and Dismissal Policy

Conditions considered for possible student suspension, probation or dismissal are:

- Excessive tardiness
- Class cuts
- Any type of dishonesty (cheating, plagiarism, knowingly furnishing false information to the institution)
- Intentional disruption or obstruction in the classroom, public meetings, or other school activities
- Physical or verbal abuse of any person on school premises
- Drug abuse
- Theft or damage to school property
- Failure to comply with directions of school officials acting in the performance of their duties.
- Disregard for other rules or guidelines explained in this catalog.

A student who is disruptive and acts contrary to the policies of Hubbard College of Administration International will be routed to Student Services. The routine action is to request a reappraisal of behavior and a signed promise of good behavior for a specified time. If the student refuses to so promise, Student Services would then undertake an investigation to determine whether the student should be allowed to continue.

Probation, suspension, or dismissal shall be at the sole discretion of the Hubbard College of Administration International.

Maximum Allowable Time to Complete

Learners must complete all course requirements within the designated access period:

Course access period: 180 days from enrollment.

Extensions may be granted at the discretion of the college when requested in writing prior to course expiration.

Standards for Student Achievement

Pass with Honors (PH)

The student completes all course work within the expected period and receives 100% on the examination and a “pass with no correction” on all Externship assignments.

Pass (P)

The student completes all course work and receives a score of 70% or higher on the examination and a “pass” on all Externship assignments.

Failure (F)

The student receives a score below 70% on the examination and/or a “no pass” on Externship assignments. The course must be repeated to move into the next one.

Incomplete (I)

The student does not complete all requirements of the course at the time of grading.

Incomplete grades will be given only when unusual circumstances beyond the student’s control prevent completion of the work in a course. Incomplete grades and arrangements for the completion of course work must be approved by the course faculty. In the absence of extenuating circumstances, remaining course work must be completed within three weeks of the targeted completion date, or the incomplete grade automatically becomes a “Failure.”

Withdrawal (W)

The student voluntarily withdraws from the course or is dropped from the course.

Students will be informed of their progress in each course on a regular basis by marks given on examinations, papers, other assignments, and a final grade for the course.

Satisfactory Academic Progress Policy

To be considered as having satisfactorily completed a self-paced course, learners must:

- Complete all required learning modules, lessons, or units.
- Spend the minimum instructional time established for the course (as defined by course design)
- Complete all required learning activities (e.g., knowledge checks, quizzes, assignments, simulations)
- Achieve a passing score of 70% on required assessments.
- Submit a course evaluation, if required.

Failure to complete any required component will result in no CEUs awarded.

Students at risk are notified immediately by the faculty member and routed to the Academic Compliance Director. If a student receives a score lower than 70% or a no pass on externship, the course must be repeated.

Course Withdrawal and Re-entry

Conditions may arise that require a student to withdraw from school. A student who withdraws from a course, but does not satisfactorily complete it, will receive a grade of “W” (*Withdrawal*). The “W” course is not considered a course attempted. If a “W” grade was issued, a student must retake the course to receive a passing grade. A student who has withdrawn may request to re-enter. Re-entry must be requested in writing and submitted to the Chief Academic Officer for approval.

Examination Disclosure Policy

A student must not discuss any examination with anyone outside the Academic Division. A student should pass an examination on the basis that he or she knows and can apply the information, not on the basis that he or she can pass the examination. Only by knowing and being able to apply the information can a student be accomplished at any level.

A significant aspect of promoting academic integrity is to encourage honesty on the part of students and to assist in the development of high standards of honesty and integrity for students and graduates.

All courses will be evaluated based on the grading criteria specified by the *Standards for Student Achievement*.

Academic dishonesty includes cheating on tests and projects, plagiarizing, or assisting in these acts. Dishonesty on the part of the student will be considered in the context of the college’s policy on student conduct.

Retention of Student Records

Student records are confidential and are kept by the Registrar Department. Hubbard College of Administration International complies with California state law requiring maintenance of student records for five years, except transcripts, which must and are maintained in perpetuity.

Tuition and Fees

Hubbard College of Administration International is a nonprofit institution, and tuition and other fees must cover the instructional and operating costs of the college. Every attempt is made to keep the costs as low as possible without sacrificing adequate facilities and instruction. The college may adjust fees charged at any time, which will and effect enrollments as of the published date.

Continuing Education and Training List

Course Code	Course Name	Books and Supplies	Tuition	Total Cost
LHTL100	Learning How to Learn	\$14.95	\$250	\$264.95
SSGE115	Basic Study Manual	\$23.95	\$500.00	\$523.95
SSGE120	Principles of Communication	\$85.00	\$500.00	\$585.00
SSGE130	Strategies for Handling a Challenging Environment	\$62.00	\$350.00	\$412.00
SSGE140	Restore and Maintain Personal Integrity	\$65.00	\$350.00	\$415.00
SSGE150	Master of Communication	\$85.00	\$500.00	\$585.00
MAN250	Communication & Management	\$85.00	\$500.00	\$585.00
SSGE155	Emotions in the Workplace	\$110.00	\$350.00	\$460.00
SSGE156	Behavioral Traits	\$79.95	\$350.00	\$429.95
SSGE157	Understanding Human Behavior	\$0.00	\$350.00	\$350.00
SSGE175	Improve Business Productivity	\$110.00	\$500.00	\$610.00
SSETH100	Business Ethics	\$75.00	\$350.00	\$425.00
SSETH101	Handling Lower Business Conditions	\$75.00	\$350.00	\$425.00
SSETH102	Handling Higher Business Conditions	\$75.00	\$350.00	\$425.00
SSETH200	Statistical Analysis	\$75.00	\$350.00	\$425.00
SSETH201	Business Formulas	\$75.00	\$350.00	\$425.00
SSETH300	Production Analysis and Management	\$75.00	\$350.00	\$425.00
SSETH301	Statistics and Team Building	\$75.00	\$350.00	\$425.00
SSMAN100	Executive Fundamentals	\$110.00	\$500.00	\$610.00
SSMAN200	Leadership Basics	\$75.00	\$350.00	\$425.00
SSMAN201	Competent Leadership	\$75.00	\$350.00	\$425.00
SSORG110	Principles of Organization	\$75.00	\$400.00	\$475.00
SSORG111	Organizing Board	\$75.00	\$400.00	\$475.00
SSORG112	Organizational Establishment	\$75.00	\$400.00	\$475.00
SSPROG100	Strategic Planning and Execution	\$75.00	\$500.00	\$575.00
SSORG210	How to Increase Efficiency in Your Company	\$75.00	\$500.00	\$575.00
SSFP210	Finance Basics	\$75.00	\$350.00	\$425.00

SSFP211	Organizational Financial Planning	\$75.00	\$350.00	\$425.00
SSFP212	Organizational Purchasing	\$75.00	\$350.00	\$425.00
SSFP213	Organizational Accounts	\$75.00	\$350.00	\$425.00
SSPOL160	Writing Effective Business Policy	\$75.00	\$500.00	\$575.00
SSPR110	Introduction to Surveys	\$75.00	\$350.00	\$425.00
SSPR111	Survey Techniques	\$75.00	\$350.00	\$425.00
SSPR112	Tabulation of Surveys	\$0.00	\$350.00	\$350.00
SSPR220	Public Relations Fundamentals	\$75.00	\$350.00	\$425.00
SSPR221	Key Elements of Public Relations	\$75.00	\$350.00	\$425.00
SSPR222	Public Relations Area Control	\$75.00	\$350.00	\$425.00
SSSA150	How to Create Want for Your Products	\$130.00	\$350.00	\$480.00
SSSA151	Effective Sales Techniques	\$0.00	\$350.00	\$350.00
SSSA152	Closing the Sale	\$0.00	\$350.00	\$350.00
SSMAR250	Surveys and Positioning	\$75.00	\$350.00	\$425.00
SSMAR251	Marketing Basics	\$75.00	\$350.00	\$425.00
SSMAR252	Copywriting and Art in Marketing	\$75.00	\$350.00	\$425.00
SSPM100	Post Mini Hat Course	\$50.00	\$500.00	\$550.00
SSPM101A	Post Mini Hat Externship	\$0.00	\$500.00	\$500.00
SSORG120A	Principles of Organization Externship	\$0.00	\$500.00	\$500.00
SSMAN200A	Competent Leadership Externship	\$0.00	\$500.00	\$500.00
SSETH100A	Business Ethics Externship	\$0.00	\$500.00	\$500.00
SSMAN100A	Executive Fundamentals Externship	\$0.00	\$500.00	\$500.00
SSETH200A	Business Formulas Externship	\$0.00	\$500.00	\$500.00
SSGE130A	Strategies for Handling a Challenging Environment Externship	\$0.00	\$500.00	\$500.00
SSGE178A	Improve Business Productivity Externship	\$0.00	\$500.00	\$500.00
SSGE165A	Understanding Human Behavior Externship	\$0.00	\$500.00	\$500.00
SSORG210A	How to Increase Efficiency in Your Company Externship	\$0.00	\$500.00	\$500.00
SSFP240A	Organizational Financial Planning Externship	\$0.00	\$500.00	\$500.00
SSPROG100A	Strategic Planning and Execution Externship	\$0.00	\$500.00	\$500.00
SSPOL160A	Writing Effective Business Policy Externship	\$0.00	\$500.00	\$500.00
SSETH300A	Production Analysis and Management Externship	\$0.00	\$500.00	\$500.00
SSPR110A	Surveys Externship	\$0.00	\$500.00	\$500.00
SSMAR100A	Marketing Externship	\$0.00	\$500.00	\$500.00
SSGE140A	Restore and Maintain Personal Integrity Externship	\$0.00	\$500.00	\$500.00
SSPR220A	Public Relations Externship	\$0.00	\$500.00	\$500.00
SSSA150A	Sales Externship	\$0.00	\$500.00	\$500.00

**Estimated cost for a period of attendance. These courses and externships might have a pre-requisite as described in the course descriptions.

Additional Fees/Costs, As Applicable

- Credit by Examination, \$50 per exam
- Student Consultation, \$25 per hour,
- Returned Check Fee, \$20.00,

Payment of Tuition

Students need to pay in advance for their entire course, or the student will not be allowed to attend classes.

Payment Plans

Payment Plans are not allowed for a single course. The payment plans are only for programs.

Past Due Accounts

All students are required to fulfill their financial obligations to the institution in a timely manner. Accounts with outstanding balances will be subject to payment reminders, late fees, and possible enrollment holds, which may restrict registration and graduation eligibility. Students facing financial difficulties are encouraged to contact the finance office to explore payment plans or financial counseling options. Unresolved debts may be referred to by a collection agency or legal action if necessary. This policy is enforced consistently for all students to ensure fairness and institutional compliance.

Student Tuition Recovery Fund

The STRF is a fund administered by the Bureau for Private Postsecondary Education (Bureau) that relieves or mitigates economic loss suffered by a student while enrolled in a qualifying institution - generally, one that is approved or registered by the Bureau. At the time of his or her enrollment, the student must have been a California resident or enrolled in a California residency program, prepaid tuition, and suffered economic loss.

Effective **April 1, 2024**, the Student Tuition Recovery Fund (STRF) assessment rate will change from two dollars and fifty cents (\$2.50) per one thousand dollars (\$1,000) of institutional charges to zero dollar (\$0.00) per one thousand dollars (\$1,000) of institutional charges. (5, CCR section 76120). Institutions will still be required to complete and submit all STRF Assessment Reporting Forms on a quarterly basis and maintain specified student information for STRF-eligible students.

You are not eligible for protection from the STRF, and you are not required to pay the STRF assessment, if you are not a California resident, or are not enrolled in a residency program.

The STRF Assessment Fee is only refundable when an institution provides a full refund pursuant to CEC section 94919 or CEC section 94920. (Policies and procedures regarding cancellations, withdrawals and refunds to students.) Otherwise, STRF is non-refundable.

It is important that you keep copies of your enrollment agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the Bureau for Private Postsecondary Education, 1747 North Market Blvd., Suite 225, Sacramento, CA 95834 or PO BOX 980818, West Sacramento, CA 95798-0818, (916) 431-6959 or (888) 370-7589.

Description of the students' rights and responsibilities with respect to the Student Tuition Recovery Fund:

To be eligible for STRF, you must be a California resident or enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The institution, the location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.
2. You were enrolled at an institution or a location of the institution within the 120-day period before the closure of the institution or location of the institution or were enrolled in an educational program within the 120-day period before the program was discontinued.
3. You were enrolled at an institution or a location of the institution more than 120 days before the closure of the institution or location of the institution, in an educational program offered by the institution as to which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.
4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.
5. The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.
6. You have been awarded restitution, a refund, or other monetary award by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, but have been unable to collect the award from the institution.
7. You sought legal counsel that resulted in the cancellation of one or more of your student loans and have an invoice for services rendered and evidence of the cancellation of the student loan or loans.

To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF.

A student whose loan is revived by a loan holder or debt collector after a period of non-collection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed a written application for recovery within the original four (4) year period, unless the period has been extended by another act of law.

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

Cancellation and Refund Policy

For self-paced courses, refunds are available only if:

The refund request is submitted within 7 days of purchase, and
The learner has not completed more than 20% of the course content.

Once a self-paced course has been substantially accessed or completed, no refunds will be issued.

Approved refunds will be processed within 15 business days and issued using the original method of payment unless otherwise specified.

Student Services

New Student Orientation

Orientation sessions are scheduled for each new student. The purpose of the sessions is to acquaint new students with the College, its programs, policies, personnel, and facilities.

Bookstore

The bookstore inventory includes textbooks, school supplies, and an assortment of college logo items. All book purchases must be paid for by cash, check, Master Card, Visa or American Express.

Student Consulting Services

Hubbard College of Administration International recognizes that personalized service is an important part of education. Student Consulting Services to assist students are provided to the student at an hourly charge. A referral program is also available for serious mental health or personal problems.

Individual Academic Assistance

Sometimes students who are having difficulty with their courses may need special individual assistance. This assistance is provided through the Student Services Department at a cost of \$25 per hour.

Substance Abuse Services

Services include preliminary interview, education, and referral. Services are offered to students who are concerned about their own alcohol or other drug use and to any student concerned about the use of chemicals by someone in their lives.

Student Activities

Student activities are funded by the monthly student activities fees. Student activities are a valuable part of the total learning experience and are an opportunity for student interaction and participation.

Student Groups and Organizations

Student groups and organizations are established based on the specific common interests and goals of the students.

Volunteer Services for the Community

Hubbard College of Administration International students are encouraged to gain practical experience through volunteer services to the community, including student-run services such as business analysis services, seminars and workshops, a free business consultation center, and other projects as the need arises in the community.

Student Affairs

Dress Code

Hubbard College of Administration International has established a student dress code in recognition of the fact that appropriate dress is an essential ingredient of success in the business community. Students' dress must be neat, clean, decent, and in good taste. Dress for evening events and other special events would include a coat and tie for men, and a dinner dress or pants outfit for women.

Faculty and staff members may require a more stringent code in some cases. From time to time, the dress code may be changed or modified by the College.

Housing

Hubbard College of Administration International does not assume responsibility for student housing, does not have dormitory facilities under its control, nor offers student housing assistance. According to rentals.com for Los Angeles, CA rental properties start at approximately \$1000 per month.

Student Services will provide students with lists of housing facilities to assist students with finding living accommodations that are located conveniently near the College.

Parking

The College has a parking lot for the students' use.

Security

The building in which the College is located has a security system that monitors the parking lot and other areas of the building 24 hours a day. Students are asked to report any security matters to the receptionist on the first floor.

Process for Addressing Student Grievances

Any student who has a complaint should direct his or her complaint to Chief Academic Officer at Hubbard College of Administration International either in person or in writing. The Chief Academic Officer will have the authority to investigate the complaint, decide as to the appropriate handling required, and see that the appropriate handling is carried out.

If the student feels that he or she is not getting a satisfactory resolution of his or her complaint from the Chief Academic Officer, he or she may always directly communicate with the President of Hubbard College of Administration International in person or in writing.

A formal written concern to the President must state the issue and desired outcome and should include any documentation that supports the concern. The President will review the written statement and any supporting documentation, gather facts, and provide a response to the student within five (5) working days. The President's decision is final.

Any questions or problems concerning this school that have not been satisfactorily answered or resolved by the school should be directed to the Bureau for Private Postsecondary Education at 1747 North Market Blvd., Suite 225, Sacramento, CA 95834 or PO BOX 980818, West Sacramento, CA 95798-0818, www.bppe.ca.gov, toll-free telephone number (888) 370-7589 or by fax (916) 263-1897.

Student's Right to Privacy

The Family Educational Rights and Privacy Act of 1974 is a federal law that states: (a) that a written institutional policy must be established and (b) that a statement of adopted procedures covering the privacy rights of students must be made available. The law provides that the institution will maintain the confidentiality of each student's educational records.

Hubbard College of Administration International accords all rights under the law to students who are declared independent. Students who are minors are still accorded with the protection of the law with the exception that a parent or guardian will have the right to information in the student's file. No individual organization outside the institution shall have access nor will the institution disclose any information from students' educational records without the written consent of students, except to personnel within the institution or officials of other institutions in which students seek to enroll. Persons or organizations providing students' financial aid, accrediting agencies carrying out their accreditation function, persons in compliance with a judicial order, and persons who, in an emergency, seek to protect the health or safety of students or other persons may also have access.

Within the College, only those members of the instructional staff or staff individually or collectively acting in the students' educational interests are allowed access to student records.

At its discretion, the College may provide directory information in accordance with the provision of the Act to include student's name, address, telephone number, date and place of birth, major field of study, dates of attendance, certificates, degree or awards received, the most recent previous educational agency or institution attended by the student and participation in officially recognized activities. A student may withhold directory information by notifying the office of the Registrar or the office in writing no later than the fifteenth day after registering for courses.

Student Conduct

The Way to Happiness

The Way to Happiness is a nonreligious, common sense moral code written by L. Ron Hubbard. This code is contained in a 95-page book that includes for each of the 21 precepts a note on application. This code has been adopted as a guideline for all staff and students at Hubbard College of Administration International.

Moral Precepts from THE WAY TO HAPPINESS

1. Take Care of Yourself.
2. Be Temperate.
3. Do not Be Promiscuous.
4. Love and Help Children.
5. Honor and Help Your Parents.
6. Set a Good Example.
7. Seek to Live with the Truth.
8. Do Not Murder.
9. Do not Do Anything Illegal.
10. Support a Government Designed and Run for All the People.
11. Do Not Harm a Person of Goodwill.
12. Safeguard and Improve Your Environment.
13. Do Not Steal.
14. Be Worthy of Trust.
15. Fulfill Your Obligations.
16. Be Industrious.
17. Be Competent.
18. Respect the Religious Beliefs of Others.
19. Try Not to Do Things to Others That You Would Not Like Them to Do to You.
20. Try to Treat Others as You Would Want Them to Treat You.
21. Flourish and Prosper.

Administrators and Faculty

School Administrators and Staff

President/Executive Director/Chief Executive Officer – Nick Terrenzi
Chief Academic Officer – Arthi Ramalingam
Vice President of Administration -- Aleisha Brooks
Vice President of Operations – Mercedes Mira
Admissions Officer – Martha Pena
Receptionist – Yolanda Cordon
Director of External Admin – Sandra Lopez

Faculty

Arthi Ramalingam, MBA, MS
Chief Academic Officer, Faculty of Marketing and Strategic Management
M.S. Advanced Management Studies from Peter F. Drucker School of Management, Claremont Graduate University, USA
Master of Business Administration (MBA) – Bharathidasan University, India
Post Graduate Diploma in Computer Application (PGDCA) – Bharathidasan University, India
Bachelor of Science in Microbiology and Biochemistry (BS) – Bharathidasan University, India
Over 18 years of field experience

Mercedes Mira, B.S. Business Administration
Faculty of Administrative Studies
Bachelor of Science Business Administration
California State University, Los Angeles
Over 20 years of field experience

Marie Claire Tagliaferro, MA
Professor of General Ed and Public Relations Management.
Master of Arts (MA) in Human Development and Family Life from Kansas University.
Bachelor of Arts (BA) in Human Development and Family Life from Kansas University.
Bachelor of Arts (BA) in Psychology from Kansas University.
Bachelor of Arts (BA) in Preschool Education from Universidad Nacional Abierta - Estado Nueva Esparta, Venezuela.
International Speaker and Publisher,
40 years of experience as an Executive and Educator in the US.

Carla Coronado, BS Computer Science, MBA
Faculty of Gen Ed,
Master of Business Administration (MBA) from (EOI) Escuela de Organizacion Industrial, Madrid, Spain.
Bachelor of Science in Computer Engineering (BS) from (PUCP) Pontifica Universidad Catolica del Peru
Over 11 years of field experience

Academic Calendar

Independence Day	July 4, 2026
Labor Day	September 7, 2026
Thanksgiving Holiday	November 26 - November 27, 2026
Winter Break	December 21, 2026, to January 4, 2027
Memorial Day	May 31, 2027

Addendum

Individual Self-Study Courses and Descriptions

The following are individual courses that are offered as part of the college Continuing Education department. They are not intended to lead to a vocation and are not represented to do so. Each course has a final written examination at the completion of the course. All externships will be evaluated throughout the duration based on learning outcomes expected in each task of the externship. The course descriptions and clock hours for each course are described below:

LHTL100 Learning How to Learn

Prerequisite: None

10 Hours

This course introduces the student to the three barriers to study, with the exact steps to take to recognize and handle them.

SSGE115 Basic Study Manual

Prerequisite: None

32 Hours

This course teaches the student basic information and skills for learning and applying what he or she has studied in life. This practical knowledge on how to study can be used by adults, college or high school students, teachers, parents, and trainers in industry.

SSGE120 Principles of Communication

Prerequisite: None

32 Hours

This course teaches the student the basics of communication so they can easily communicate with others, are able to predict human behavior, understand the emotional level of others, understand the reasons behind conflicts to handle them, and flourish and prosper in life.

SSGE120A Master of Communication Externship

Prerequisite: SSGE120 Principles of Communication

32 Hours

This faculty-supervised externship requires the student to apply what he or has learned in the *Principles of Communication* course while functioning in a real workplace environment.

SSGE130 Strategies for Handling a Challenging Environment

Prerequisite: None

32 Hours

Personal problems, whether home or work-related, can take their toll on one's performance at work. This course addresses the influences in a person's life that may cause him or her to falter in life and create distress both personally and professionally.

SSGE130A Strategies for Handling a Challenging Environment Externship

Prerequisite: SSGE130 Strategies for Handling a Challenging Environment **32 Hours**

This faculty-supervised externship requires the student to apply what he or she has learned in the *Handling the Ups and Downs in Life* course to help him/herself or another person to handle influences in life that cause stress.

SSGE140 Restore and Maintain Personal Integrity

Prerequisite: Strategies for Handling a Challenging Environment **32 Hours**

Compromising one's personal integrity because of social and economic pressure leads to failure and loss. This course addresses the basics of honesty and personal integrity not just in the world of work, but in life as well.

SSGE140A Restore and Maintain Personal Integrity Externship

Prerequisite: SSGE140 Restore and Maintain Personal Integrity **32 Hours**

This faculty-supervised externship requires the student to apply what he or she has learned in the *Personal Values and Integrity* course in real workplace situations.

SSGE150 Master of Communication

Prerequisite: SSGE120 Principles of Communication **32 Hours**

The inability to communicate can destroy a career, a business relationship, or a sale. The greater a person's ability to communicate, the greater his or her potential for success. The ability to communicate professionally plays no small role in the demonstration of competence. Communication can be learned and developed. This course teaches the student to communicate without tension or nervousness, to get ideas across clearly and distinctly, and to guide and control communication in business or any situation. This course includes a series of eighteen practical drills on the fundamentals of effective communication.

MAN250 Communication & Management

Prerequisite: SSGE150 Master of Communication **32 Hours**

An executive or an administrator must be someone who can get things done through others. Getting compliance with administrative actions or orders can be frustrating due to the barriers and procrastination of others. This course contains 22 practical drills that teach the student how to get others to get things done and how to get compliance.

SSGE155 Emotions in the Workplace

Prerequisite: None **30 Hours**

This course teaches the student the fundamentals of human behavior in an organization.

SSGE156 Behavioral Traits

Prerequisite: SSGE155 Emotions in the Workplace **30 Hours**

This course teaches the student the precise tools and skills that will enable him to understand, evaluate human behavior accurately.

SSGE157 Understanding Human Behavior

Prerequisite: SSGE156 Behavioral Traits **30 Hours**

This course teaches the student how to be able to predict human behavior accurately in a working setting.

SSGE165A Understanding Human Behavior Externship

Prerequisite: SSGE157 Understanding Human Behavior **32 Hours**

This faculty-supervised externship requires the student to apply the knowledge and skills learned to complete a project in a real business or organizational environment.

SSGE175 Improve Business Productivity

Prerequisite: None **32 Hours**

This course addresses the day-to-day problems of work and living. It addresses areas such as how to handle one's job, how to keep a job, how to maintain productivity and efficiency, and how to handle confusion in the workplace and in life. It also addresses the most common problems encountered in the workplace including stress, exhaustion, and burnout.

SSGE178A Improve Business Productivity Externship

Prerequisite: SSGE175 Improve Business Productivity **32 Hours**

This faculty-supervised externship requires the student to apply the knowledge and skills learned in a real business or organizational environment and in life. The student, while working in an organization, must undertake projects to help him/herself and others using the information learned in the course.

SSETH100 Business Ethics

Prerequisite: None **30 Hours**

This course teaches the student how to understand and use the basics of ethics as discovered and developed by L. Ron Hubbard to better conditions in business.

SSETH101 Handling Lower Business Conditions

Prerequisite: SSETH100 Business Ethics **30 Hours**

This course teaches the student how to implement the lower conditions to handle any unwanted and non-survival situation.

SSETH102 Handling Higher Business Conditions

Prerequisite: SSETH101 Handling Lower Business Conditions **30 Hours**

This course teaches the student how to correctly identify states of operation and apply the formula that will increase performance and income.

SSETH100A Business Ethics Externship

Prerequisite: SSETH102 Handling Higher Business Conditions **32 Hours**

This faculty-supervised externship requires the student to apply the knowledge and skills learned in a real business or organizational environment. The student must undertake a project in which he or she recognizes an ethics situation that needs correction and devises and implements a workable solution.

SSETH200 Statistical Analysis

Prerequisite: None **30 Hours**

This course provides the student the formulas for business success

SSETH201 Business Formulas**Prerequisite: SSETH200 Statistical Analysis****30 Hours**

This course trains the student on how to master the condition applications to enhance production and determine the outcome.

SSETH200A Business Formulas Externship**Prerequisite: SSETH201 Business Formulas****32 Hours**

This faculty-supervised externship requires the student to apply the knowledge and skills learned in a real business or organizational environment.

The student must go into a business or organizational situation, determine the correct operating state or condition of the organization or one of its activities, determine the steps needed to improve the condition, and get the steps applied resulting in an improvement of the condition.

SSETH300 Production Analysis and Management**Prerequisite: SSETH201 Business Formulas****30 Hours**

This course teaches the student how to graph and interpret their readings correctly.

SSETH301 Statistics and Team Building**Prerequisite: SSETH300 Production Analysis and Management****30 Hours**

This course teaches the student the knowledge to increase productivity through managing by statistics.

SSETH300A Production Analysis and Management Externship**Prerequisite: SSETH301 Statistics and Team Building****32 Hours**

This faculty-supervised externship requires the student to apply the knowledge and skills learned in a real business or organizational environment. The student must also implement statistics to accurately measure the business or activity. Using the statistics, the student must do an analysis finding what causes statistics to improve and apply the proper formula to strengthen this. The student must also determine the cause of declining statistics and apply the proper formula to improve the condition.

SSMAN100 Executive Fundamentals**Prerequisite: SSETH201 Business Formulas****32 Hours**

This course teaches the fundamentals of holding a position of managerial or administrative responsibility in an organization. It covers the topics of management functions, leadership, and the duties and skills of an executive.

SSMAN100A Executive Fundamentals Externship**Prerequisite: SSMAN100 Executive Fundamentals****32 Hours**

This faculty-supervised externship requires the student to apply the knowledge and skills learned by carrying out executive duties in a business or organization. The student must work under an executive in the organization to get familiar with the functions and the organization. The student then must carry out some basic executive duties such as writing and getting compliance to orders, conducting a staff meeting, and other actions to be agreed upon by the executive in the organization, the faculty supervisor, and the student.

SSMAN200 Leadership Basics**Prerequisite: None****30 Hours**

This course teaches the student how to understand and use the basic principles of leadership discovered and developed by L. Ron Hubbard.

SSMAN201 Competent Leadership**Prerequisite: SSMAN200 Leadership Basics****30 Hours**

This course provides the students with the seven principles to be a successful and effective leader.

SSMAN200A Competent Leadership Externship**Prerequisite: SSMAN201 Competent Leadership****32 Hours**

This faculty-supervised externship requires the student to apply the knowledge and skills learned. This requirement is accomplished by working with an executive or manager to restore and/or strengthen his or her skills as a leader. Students who are currently employed can complete this externship in their own organization.

SSORG110 Principles of Organization**Prerequisite: SSETH201 Business Formulas****32 Hours**

This course teaches the student the basics of organization as developed and researched by L. Ron Hubbard and to use these basics so as to better conditions in a business, organization or activity.

SSORG111 Organizing Board**Prerequisite: SSORG110 Principles of Organization****32 Hours**

This course teaches the student the basics of an organizing board and to be able to direct the flows of production to obtain valuable final products in a business, organization or activity.

SSORG112 Organizational Establishment**Prerequisite: SSORG111 Organizing Board****32 Hours**

This course helps the student to understand all parts intrinsic in a well-organized post description that will direct the person to production with certainty of his functions and duties.

SSORG120A Principles of Organization Externship**Prerequisite: SSORG112 Organizational Establishment****32 Hours**

This faculty-supervised externship requires the student to go into a business or organization, do an analysis of the organizational functions and structure, and use the knowledge and skills learned to write and present recommendations to improve the organizational functions and structure. Students who are currently employed may complete this externship in their own organizations.

SSPROG100 Strategic Planning and Execution**Prerequisite: None****32 Hours**

Planning is working out how one is going to accomplish set objectives. A properly written plan is a road map to success. This course teaches the student workable techniques for formulating plans and programs. It teaches how to get programs carried out and moving to achieve business or organizational goals and objectives. The elements of successful plans and programs are defined and taught.

SSPROG100A Strategic Planning and Execution Externship**Prerequisite: SSPROG100 Strategic Planning and Execution****32 Hours**

This faculty-supervised externship requires the student to apply the knowledge and skills learned by writing and carrying out a plan to accomplish a goal or objective in a business or organization. The plan must include targets to be hit by a number of people. Students who are currently employed can complete this externship in their own organization.

SSORG210 How to Increase Efficiency in Your Company**Prerequisite: None****32 Hours**

This course teaches the student how to recognize and handle areas of inefficiency that waste man-hours and income in an organization. It also addresses areas of written communication, interoffice communication systems, delegation skills, and other ways to increase efficiency.

SSORG210A How to Increase Efficiency in Your Company Externship**Prerequisite: SSORG210 How to Increase Efficiency in Your Company****32 Hours**

This faculty-supervised externship requires the student to go into a business or organization, recognize and handle areas of inefficiency that waste man-hours and income in an organization.

SSFP210 Finance Basics**Prerequisite: SSETH201 Business Formulas****30 Hours**

This course teaches the student how to understand the principles of money, exchange and finances to boom a business.

SSFP211 Organizational Financial Planning**Prerequisite: SSFP210 Finance Basics****30 Hours**

This course teaches the student the strategies to increase profits through proper financial planning.

SSFP212 Organizational Purchasing**Prerequisite: SSFP211 Organizational Financial Planning****30 Hours**

This course teaches the student how to purchase effectively to increase production and expansion.

SSFP213 Organizational Accounts**Prerequisite: SSFP211 Organizational Financial Planning****30 Hours**

This course teaches the student how to set a well-organized accounting that permits fast and reliable transactions.

SSFP240A Organizational Financial Planning Externship**Prerequisite: SSFP213 Organizational Accounts****32 Hours**

This faculty-supervised externship requires the student to apply the knowledge and skills learned in a business or organization. The student must design and carry out a project to improve the financial situation of the business. Students who are currently employed can complete the externship in their own organization.

SSPOL160 Writing Effective Business Policy**Prerequisite: None****32 Hours**

This course teaches the importance of establishing policy and addresses how to write and issue organizational policy, how and when to implement policy, and how policy can be used to expand an organization.

SSPOL160A Writing Effective Business Policy Externship

Prerequisite: SSPOL160 Writing Effective Business Policy

32 Hours

This faculty-supervised externship requires the student to apply the knowledge and skills learned in a business or organization. The student must study the existing policies of the organization, determine areas in which policy needs to be developed, develop and present the needed policy and get it issued correctly in the organization. Students who are currently employed can complete this externship in their own organization.

SSPR110 Introduction to Surveys

Prerequisite: SSGE120 Principles of Communication

30 Hours

This course teaches the student how to master the basic underlying factors to make effective surveys that will make the business successful.

SSPR111 Survey Techniques

Prerequisite: SSPR110 Introduction to Surveys

30 Hours

This course teaches the student how to train executives, particularly advertising and public relations personnel, on the basics of survey technology.

SSPR112 Tabulation of Surveys

Prerequisite: SSPR111 Survey Techniques

30 Hours

This course teaches the student how to handle the data obtained from surveys to use them as potent levers in marketing and Public Relations.

SSPR110A Surveys Externship

Prerequisite: SSPR112 Tabulation of Surveys

32 Hours

This faculty-supervised externship requires the student to apply the knowledge and skills learned in a business or organization. The externship may be done by assisting a professional market researcher on a project for a client or it may be done by the student working directly to conduct surveys for a business or organization. Students who are currently employed may complete this externship for their own organization.

SSPR220 Public Relations Fundamentals

Prerequisite: SSPR112 Tabulation of Surveys

30 Hours

This course teaches the student the fundamentals and basic principles of public relations.

SSPR221 Key Elements of Public Relations

Prerequisite: SSPR220 Public Relations Fundamentals

30 Hours

This course teaches the student how to make effective campaigns to the correct public.

SSPR222 Public Relations Area Control

Prerequisite: SSPR221 Key Elements of Public Relations

30 Hours

This course teaches the student how to handle environmental control to further the aims on the organization and create a well thought of image.

SSPR220A Public Relations Externship**Prerequisite: SSPR222 Public Relations Area Control****32 Hours**

This faculty-supervised externship requires the student to apply the knowledge and skills learned in a business or organization. The student must identify a public relations situation, design a campaign or program to handle the situation, and carry out the steps of the program to achieve a successful result. Students who are currently employed can complete this externship in their own organization.

SSSA150 How to Create Want for Your Products**Prerequisite: SSGE120 Principles of Communication****30 Hours**

This course teaches the student how to understand and use the fundamentals of selling.

SSSA151 Effective Sales Techniques**Prerequisite: SSSA150 How to Create Want for Your Products****30 Hours**

This course teaches a student the various sales techniques that can be used in different types of publics in order to increase the sales of a business or any activity.

SSSA152 Closing the Sale**Prerequisite: SSSA151 Effective Sales Techniques****30 Hours**

This course teaches a student how to make a buyer decide to get the products.

SSSA150A Sales Externship**Prerequisites: SSSA152 Closing the Sale****32 Hours**

This faculty-supervised externship requires the student to apply the knowledge and skills learned in real selling situations. The student must work in a business or organization to prospect customers, make sales presentations, and close sales. Students who are currently employed may complete this externship in their own organizations.

SSMAR250 Surveys and Positioning**Prerequisite: SSPR112 Tabulation of Surveys****32 Hours**

This course teaches a student how to position a product through the use of surveys.

SSMAR251 Marketing Basics**Prerequisite: SSMAR250 Surveys and Positioning****32 Hours**

This course teaches a student how to understand the basics of marketing as developed and refined by L. Ron Hubbard, and to enable that person to market products so as to increase sales.

SSMAR252 Copywriting and Art in Marketing**Prerequisite: SSMAR251 Marketing Basics****32 Hours**

This course teaches a student how to master the elements of copywriting and art in any promotional item.

SSMAR100A Marketing Externship**Prerequisite: SSMAR252 Copywriting and Art in Marketing****32 Hours**

This faculty-supervised externship requires the student to apply the knowledge and skills learned. This externship may be done by assisting a marketing professional in the design and

implementation of a project for a client or it may be done by the student working directly with a business or organization to design and carry out a marketing project.

SSPM100 Post Mini Hat Course

Prerequisite: SSGE115 Basic Study Manual

32 Hours

This course teaches a student the basics that a post must have in order to perform productively.

SSPM101A Post Mini Hat Externship

Prerequisite: SSPM100 Post Mini Hat Course

32 Hours

This externship includes a series of drills and tasks to apply the basics that a post must have in order to perform productively.

