



 **Berkeley College**<sup>®</sup>

*Changing lives for over 80 years*<sup>™</sup>

**2013 CATALOG**

**Locations in New York, New Jersey, and Online**

August 9, 2013

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## Berkeley College Overview

With a tradition of more than 80 years of preparing students for successful careers, Berkeley College is committed to excellence in education. Berkeley serves over 7,700 students, as of Fall 2012, at various locations in New York, New Jersey, and through Berkeley College Online™.

The College offers Bachelor's and Associate's degrees, as well as Certificate programs, in disciplines that prepare students for the business and professional worlds. Receiving the benefit of practical experience through program-related internships or job-related assignments, and close, personal attention from faculty chosen for academic excellence and professional experience, students benefit from a career-focused education for which Berkeley has become known.

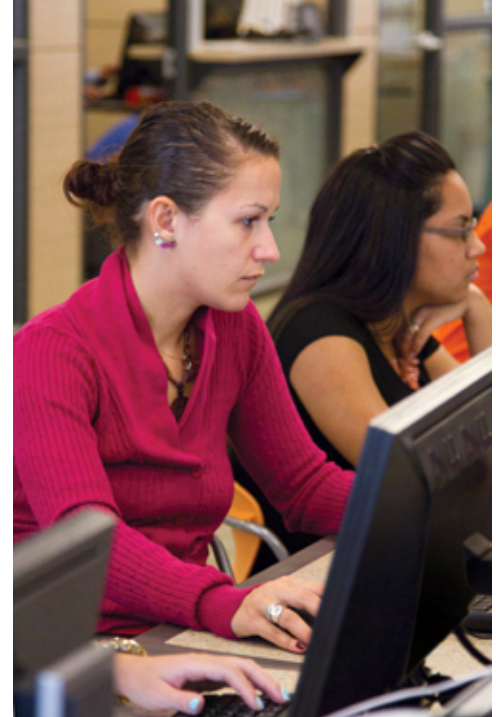
- **The Berkeley Advantage®**

([/catalog\\_2013/catalog\\_2013\\_4457.htm](/catalog_2013/catalog_2013_4457.htm))

- **Mission, Values, and Institutional Goals**  
([/catalog\\_2013/catalog\\_2013\\_4456.htm](/catalog_2013/catalog_2013_4456.htm))
- **Accreditations and Approvals** ([/catalog\\_2013/catalog\\_2013\\_4455.htm](/catalog_2013/catalog_2013_4455.htm))
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- **Berkeley College Online™** ([/catalog\\_2013/catalog\\_2013\\_4446.htm](/catalog_2013/catalog_2013_4446.htm))
- **International Students** ([/catalog\\_2013/catalog\\_2013\\_4445.htm](/catalog_2013/catalog_2013_4445.htm))

Berkeley College reserves the right to add, discontinue, or modify its programs and policies at any time. Modifications subsequent to the original publication of this catalog may be reflected here or elsewhere on the **BerkeleyCollege.edu** (<http://berkeleycollege.edu>) website.

For more information about Berkeley College graduation rates, the median debt of students who completed programs, and other important disclosures, please visit **BerkeleyCollege.edu/disclosures** (<http://berkeleycollege.edu/disclosures>) .



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## The Berkeley Advantage®

***The Berkeley Advantage®* is part of a proven approach to career-focused education that can help students prepare for success.**

- A comprehensive array of degree and certificate programs that meet business and professional demands
- The flexibility of day, evening/weekend, and online classes
- More than \$40 million in Berkeley College grants and scholarships provided during the 2012-2013 award year
- A tuition freeze for students who meet continuous enrollment requirements
- An outstanding, supportive faculty with relevant professional experience
- Career Services specialists who identify and prepare students for career opportunities
- Valuable, practical career experience through internships, practicums, or job-related assignments
- Extensive network of employer contacts
- Free lifetime career assistance for graduates



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## Mission, Values, and Institutional Goals

### Mission

Berkeley College empowers students to achieve professional and personal success in dynamic careers and in a diverse global society by providing a comprehensive and supportive educational experience, fostering academic integrity, and encouraging lifelong learning.

### Values

In achieving our Mission, Berkeley College is guided by core values.

#### Teaching and Learning

- We recognize and respond to student needs through one-on-one attention, small classes, and services focusing on our students as individuals.
- We begin our students' education at their level of preparedness, by providing quality learning experiences that lead to success.
- We focus our efforts on career preparation and emphasize the practical applications of learning in order to build a bridge to employers.
- We promote the liberal arts as an integral part of a collegiate curriculum.

#### The College Environment

- We believe that every associate at Berkeley is an educator.
- We are committed to attracting a diverse student population and to promoting the academic and career success of each student.
- We create a sense of community for our students to enhance their educational experience.
- We develop students' interpersonal skills critical to personal and workplace success, such as self-management, leadership, integrity, and social communication.

#### The Larger Berkeley Community

- We embrace diversity and inclusiveness as critical to the educational environment and continuously work to enhance it.
- We engage and collaborate with employers to provide educated, ethical, and responsible leaders for a global society.
- We are responsible and constructive members of the global community, and we encourage students and associates to do the same.

### Institutional Goals

- Develop, support, and deliver curricula, programs, and services designed to prepare our students for professional and personal success.
- Attract, develop, and retain a diverse student population and promote its success.
- Attract, develop, and retain highly qualified, diverse faculty and staff who are committed to our mission.
- Ensure our programs and services are continually relevant to the markets we serve.
- Ensure facilities and operations support our College's current needs and

anticipated growth.

- Proactively position our College to communicate its value and benefits and build this identity and image among our many constituencies.
- Ensure a sound fiscal environment for our College and our students.



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## Accreditations and Approvals

Berkeley College is accredited by the **Middle States Commission on Higher Education** (<http://www.msche.org/>), 3624 Market Street, Philadelphia, PA 19104. (267-284-5000). The Middle States Commission on Higher Education is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation.

Berkeley College is authorized by the Secretary of Higher Education of the State of New Jersey to offer programs in New Jersey leading to the degrees of Bachelor of Fine Arts (B.F.A.), Bachelor of Science (B.S.), Associate in Science (A.S.), and Associate in Applied Science (A.A.S.), as well as certificates in the fields of medical assistant, multi-level patient care technician, practical nurse, and surgical processing technician.

Berkeley College is authorized by the New York State Board of Regents to offer programs in New York leading to the degrees of Bachelor of Business Administration (B.B.A.), Bachelor of Science (B.S.), Associate in Science (A.S.), and Associate in Applied Science (A.A.S.).

Berkeley College is an approved institution for veterans and their eligible dependents under the GI Bill and an approved participant of the Department of Veterans Affairs Yellow Ribbon program. The College is also certified to enroll foreign students under the Student and Exchange Visitor Program (SEVP).

The Practical Nurse program is approved by the New Jersey Board of Nursing (124 Halsey Street, Newark, NJ 07120; telephone: 973-504-6430; website: [www.njconsumeraffairs.gov/medical/nursing.htm](http://www.njconsumeraffairs.gov/medical/nursing.htm) (<http://www.njconsumeraffairs.gov/medical/nursing.htm>)).

The Medical Assistant certificate program is accredited by the Commission on Accreditation of Allied Health Education Programs (1361 Park Street, Clearwater, FL 33756; telephone: 727-210-2350; website: [www.caahep.org](http://www.caahep.org) (<http://www.caahep.org>)) upon the recommendation of the Medical Assisting Education Review Board (MAERB).

The Surgical Technology program is accredited by the Commission on Accreditation of Allied Health Education Programs (1361 Park Street, Clearwater, FL 33756; telephone: 727-210-2350; website: [www.caahep.org](http://www.caahep.org) (<http://www.caahep.org>)) upon the recommendation of the Accreditation Review Council on Education in Surgical Technology and Surgical Assisting (ARC/STSA).

Berkeley College Online™ has been awarded USDLA/Quality Standards certification by the United States Distance Learning Association (USDLA).

Online programs are subject to regulation by New Jersey and/or New York, as well as by the state of each student's residence. It is, therefore, essential that online students intending to change their state of residence notify their Academic Advisor as soon as possible in advance, since such change may affect their eligibility to remain enrolled in the College.

Approval documents are available for review upon request to the Provost's Office.



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## Locations

### Curricula that can help you reach your goals. Environments that give you constant support.

Each Berkeley College location has been carefully chosen and designed to create an environment that enhances the educational experience. Factors such as comfort and convenience have been maximized. Facilities are meticulously maintained and regularly updated for safety and relevance to the programs of study. And while each facility has its own special characteristics and amenities, all locations offer an impressive list of standard features:

- Modern, bright classrooms
- Wireless Internet access
- Student computer labs
- Professionally staffed libraries with many program-specific collections
- Comfortable student lounges
- Academic Support Center

Many locations have laptop lending programs and peer tutoring programs available at no additional charge. In addition, New Jersey locations in Clifton and Dover feature fully equipped nursing instruction facilities, simulated operating rooms, and medical laboratory environments for hands-on healthcare learning, as well as current medical instruments, devices, and software for training purposes.

### New York

- **New York City (Midtown Manhattan)**  
([/catalog\\_2013/catalog\\_2013\\_4451.htm](/catalog_2013/catalog_2013_4451.htm))
- **Brooklyn** ([/catalog\\_2013/catalog\\_2013\\_4450.htm](/catalog_2013/catalog_2013_4450.htm))
- **White Plains** ([/catalog\\_2013/catalog\\_2013\\_4449.htm](/catalog_2013/catalog_2013_4449.htm))

### New Jersey

- **Clifton** ([/catalog\\_2013/catalog\\_2013\\_5398.htm](/catalog_2013/catalog_2013_5398.htm))
- **Dover** ([/catalog\\_2013/catalog\\_2013\\_5399.htm](/catalog_2013/catalog_2013_5399.htm))
- **Newark** ([/catalog\\_2013/catalog\\_2013\\_4459.htm](/catalog_2013/catalog_2013_4459.htm))
- **Paramus** ([/catalog\\_2013/catalog\\_2013\\_4458.htm](/catalog_2013/catalog_2013_4458.htm))
- **Woodbridge** ([/catalog\\_2013/catalog\\_2013\\_4454.htm](/catalog_2013/catalog_2013_4454.htm))
- **Woodland Park** ([/catalog\\_2013/catalog\\_2013\\_4453.htm](/catalog_2013/catalog_2013_4453.htm))

**Berkeley College Online™**  
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## New York City (Midtown Manhattan)

### MIDTOWN MANHATTAN

**3 East 43rd Street, New York, NY** – Between 5th and Madison Avenues, in close proximity to Grand Central Station

**12 East 41st Street, New York, NY** – One block from the New York Public Library and Bryant Park



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Occupying some of the most prestigious real estate in the world, Berkeley College's New York City locations include two separate facilities, which create a convenient, friendly environment that's conducive to an outstanding education. The Midtown location is home to Berkeley's International Student Department and attracts an extremely diverse student body, with more than 100 countries represented.

The facilities and resources—classrooms, libraries, lounges, and more—are truly outstanding, and also include computer labs and wireless Internet access. Easily accessible by public transportation, the locations are convenient to all five boroughs and the outlying suburbs. Museums, libraries, restaurants, and the finest in performing and visual arts provide access to world-class culture. The College can provide assistance with off-campus housing.



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## Brooklyn

**255 Duffield Street, Brooklyn, NY (Corner of Fulton St. and Duffield St.)**



The Berkeley College location is in the growing MetroTech business district, one of Brooklyn's liveliest neighborhoods. Situated near the BAM Cultural District, as well as the Brooklyn Public Library, Brooklyn Botanical Gardens, the Barclays Center, and other historical and cultural landmarks, the facility is also within walking distance of many major employers, retailers, and government offices. This proximity creates many opportunities for interaction between the College and these important organizations.

The inviting, modern environment at the Brooklyn location offers a wealth of student resources and adds to the energy of an outstanding career-focused education. It's easy to reach by mass transit from all city boroughs and the LIRR. Information regarding off-campus housing is available.



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## White Plains

**99 Church Street, White Plains, NY**



The White Plains location incorporates a traditional setting with modern technology. Students enjoy all the advantages of campus life—classrooms, student services, library, Academic Support Center, theater, student lounge, and more—in one contemporary building. The location, in the heart of the White Plains business district, is convenient to major highways as well as train and bus terminals. Internships are also available at many nearby corporations.

Two apartment residences, Sussex House and Cottage Place, provide comfortable and convenient housing options for students.



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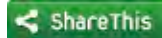
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## Clifton

**600 Getty Avenue, Clifton, NJ**



In a modern, three-story building in Passaic County, the Clifton location features many traditional academic facilities and resources. In addition, there are fully equipped nursing and patient care laboratories, simulated operating rooms, and medical laboratories, which replicate current working healthcare environments. The Clifton location also houses classrooms, computer rooms, a library, and a resource center. The location is easily accessible via Interstate 80, Route 46, and from the Garden State Parkway. A number of New Jersey Transit bus stops are within walking distance. The facility has a parking lot and restaurants, and specialty stores are located within a short distance.



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## Dover

**1 West Blackwell Street, Dover, NJ**



In historic Morris County, the newly renovated Dover location offers a comfortable setting that is extremely convenient. The location includes fully equipped nursing and patient care laboratories, simulated operating rooms, and modern medical laboratories. The building also contains classrooms, computer labs, a library, and a student lounge.

The location is conveniently situated in the center of town near the train station. It is easily reached from Interstate 80; Routes 46, 10, and 15; and by public transportation. Many restaurants, stores, and services are available within easy walking distance.



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## Newark

**536 Broad Street, Newark, NJ**



Berkeley College’s location in downtown Newark is a return to its roots in Essex County, where its first campus opened in 1931. The location—in the heart of the central business district across from Washington Park—is truly exceptional. It’s also easily accessible from points in New Jersey and New York by an outstanding public transportation system, which includes trains, buses, the NJ Transit Light Rail (which stops right in front of the building), and the PATH system.

The Newark location is within walking distance of major employers, retailers, government offices, and cultural attractions. The Newark Museum, New Jersey Performing Arts Center, and the Newark Public Library are also near the Newark facility.

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## Paramus

**64 East Midland Avenue, Paramus, NJ**



In the heart of Bergen County's shopping and business community, the Berkeley College Paramus location gives students the individual attention of a small campus in a convenient, corporate location that's accessible to major highways and public transportation. Placement and career services are available, including internships at nearby corporations. The library collection includes interior design and fashion-focused materials. The on-campus Academic Support Center offers free faculty and peer tutoring programs; and a range of student-centered programs, activities, clubs, and services to enhance the student experience.





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## Woodbridge

**430 Rahway Avenue, Woodbridge, NJ**



The quaint town of Woodbridge is located at "the crossroads of NJ" and is home to a variety of small shops, cultural restaurants, and other points of interest, along with the excellent educational opportunities found at Berkeley College. It's simple to reach the inviting Woodbridge location; trains and buses are within steps, and it's accessible from major highways as well. The diverse student body is drawn from Middlesex, Union, Mercer, and Monmouth counties, as well as from Staten Island. Plenty of parking is available on-site, and expansion plans are underway for this popular campus. Large shopping malls, retailers, government offices, hospitals, and more are nearby; and the popular Jersey shore is just a short ride away.



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## Woodland Park

### 44 Rifle Camp Road, Woodland Park, NJ

In a wooded setting on a lush mountaintop adjacent to parklands and a reservoir, the Woodland Park location is an idyllic environment for the college experience. Beautiful architecture combines with modern technology in a setting that is conveniently located in the suburbs of New York City. Ample parking is available and major highways are easily accessible. The library houses program-specific collections and extensive electronic resources. Dining facilities and a comfortable student center are centrally located on campus. Clubs, teams, and other organizations also meet regularly.

Student internships and employment opportunities are available at many nearby corporations. An abundance of educational resources are also in close proximity, as are cultural and recreational attractions, restaurants, and shopping options.



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## Berkeley College **Online™**

*Celebrating 15 Years*

**One of the first college or university online programs worldwide to be certified for excellence by the United States Distance Learning Association (USDLA).**



The United States Distance Learning Association (USDLA) has awarded USDLA/Quality Standards certification to Berkeley College Online.

As the first online program in New York and New Jersey to achieve this status, USDLA/QS certification places Berkeley College Online among an elite group of institutions recognized for excellence in distance learning. Institutions that receive USDLA/QS certification have been evaluated using 124 standards, organized into the following areas:

- Administration, leadership, and management
- Student affairs
- Teaching and learning
- Learning infrastructure

Now celebrating 15 years of excellence in online education, Berkeley College Online is proud to have achieved USDLA/QS certification and remains committed to providing outstanding career-focused distance learning.



**Online Learning Worldwide** – Access to Berkeley College’s outstanding academic programs and support services are available on the Internet.

**It’s flexible and convenient** – Log onto courses with a PC or Mac 24 hours a day, seven days a week, from any location with Internet access. Students can balance coursework with family, job, and social responsibilities and work at their own pace within a weekly schedule of discussion topics, readings, and assignments.

**It’s supportive** – Students find support every step of the way. Instructors, classmates, and academic advisors are just an email, phone call, or video chat away. In addition, students are able to access the services of the Academic Support Center for tutoring and other academic assistance at no additional charge. The online library provides electronic resources, as well as “Live Help.” The Online

Student Development and Campus Life Department provides support through counseling services, as well as opportunities for leadership, engagement, and community through online clubs and outreach initiatives.

- **Professional** – Learn from Berkeley College’s accomplished faculty members, whose real-world experience brings expert knowledge to the subjects they teach.
- **Economical** – Save significantly on room, board, and transportation expenses.
- **Quality** – Berkeley College Online™ has been delivering online learning since 1998, with the same high standards as on-site classes.

#### **Minimum computer/software requirements**

([http://berkeleycollege.edu/Blackboard/Blackboard\\_Student\\_Documentation/system\\_requiremen](http://berkeleycollege.edu/Blackboard/Blackboard_Student_Documentation/system_requiremen))



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## International Students

Berkeley College's programs of study, multicultural student body, multiple locations, and overseas partnerships offer international students a number of exciting opportunities to experience an American education.

- **Convenience** – With locations in New York and New Jersey plus online, the College is proud to serve the special needs of international students with an intensive curriculum.
- **International Student Department** - Berkeley's International Student Department provides help with visa procedures, housing information, orientation to college life, and adjusting to educational practices and life in the United States.
- **Programs of Study** – International students may enroll in any of the programs of study at Berkeley College. Many of the courses can also be taken through Berkeley College Online™. (Please note, however, that federal regulations limit the number of online classes per quarter for international students on F-1 student visas. Students interested in online study may contact the International Department for more information about applicable requirements.)


**For more information**

To learn more about opportunities for international students at Berkeley College, visit:

**[BerkeleyCollege.edu/international\\_students](http://www.BerkeleyCollege.edu/international_students)**  
**([http://www.BerkeleyCollege.edu/international\\_students/](http://www.BerkeleyCollege.edu/international_students/))**

Or contact:

Berkeley College  
 International Student Department  
 12 East 41st Street, 14th Floor  
 New York, NY 10017 USA  
 Telephone: US Dialing Code-212-687-3730  
 Fax: US Dialing Code-212-986-7827  
 Email: **[international@BerkeleyCollege.edu](mailto:international@BerkeleyCollege.edu)**  
**(<mailto:international@BerkeleyCollege.edu>)**



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## Academic Programs

Combining rigorous, career-focused classroom instruction with practical, learning experiences, academic programs at Berkeley College provide students with comprehensive preparation to enter the professional world. Degree and Certificate programs are carefully developed and regularly updated and supplemented to ensure marketplace relevance. All programs require faculty-monitored internships or job-related assignments as part of the curriculum, allowing students to apply what they've learned and giving them valuable experience for beginning a career.

Learn more about Berkeley's academic programs by clicking the links below:

- **Programs of Study**  
(/catalog\_2013/catalog\_2013\_4469.htm)
- **New York State Education Department Registered Programs**  
(/catalog\_2013/catalog\_2013\_4468.htm)
- **Larry L. Luing School of Business**  
(/catalog\_2013/catalog\_2013\_4467.htm)
- **School of Health Studies** (/catalog\_2013/catalog\_2013\_7817.htm)
- **School of Liberal Arts** (/catalog\_2013/catalog\_2013\_4465.htm)
- **School of Professional Studies** (/catalog\_2013/catalog\_2013\_4466.htm)
- **Course Descriptions** (/catalog\_2013/catalog\_2013\_4464.htm)
- **Academic Calendar** (/catalog\_2013/catalog\_2013\_4463.htm)
- **Employment, Retention, and Graduation Rates**  
(/catalog\_2013/catalog\_2013\_4462.htm)



Programs have also been developed to address specific areas of student learning:

- The **Berkeley College Honors Program** is a selective interdisciplinary program that gives freshmen and continuing students the opportunity to study program-related topics in greater depth than is possible in the regular degree programs. Incoming freshmen students with a 3.0 High School grade point average and demonstrated academic achievement are eligible to apply. Continuing students who have earned at least 48 but no more than 120 credits and have maintained an overall cumulative 3.5 grade point average or higher may apply for acceptance into the Honors Program.
- **Learning Communities** are cohorts of students studying, collaborating, and learning together in linked courses during an academic term, with the intent of broadening the learning experience. Learning Communities are designed to help students build rapport among their peers and their teachers, as well as offer them an integrated learning experience.
- The **Jumpstart Program** is an optional pre-college program for students who have been accepted to Berkeley, but need to develop their reading, writing, and math skills. The program, which is available every quarter, is designed to allow high school seniors and adult students to take developmental reading, writing, and math

courses, at no additional cost, in the quarter prior to their matriculation at Berkeley.

- The **Bridge to Success Program** is a required pre-college program for students with scores of 40 or below on the Math section of Accuplacer. The program is designed to hone the math, study, critical-thinking, and problem-solving skills of the students, as well as help the students build a foundation for academic success at Berkeley. No tuition or fees are required for this program.



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## Programs of Study

### DEGREES OFFERED

Berkeley College offers undergraduate programs of study on a year-round quarter system that may save students time as they pursue a Certificate program or one of the following degrees:

- Associate in Applied Science (A.A.S.)
- Associate in Science (A.S.)
- Bachelor of Business Administration (B.B.A.)
- Bachelor of Fine Arts (B.F.A.)
- Bachelor of Science (B.S.)

The majority of the College's academic programs are available in day, evening, and weekend sessions through Berkeley's various locations and online. It is important to note, however, that not all programs are offered at every location and not all courses are offered every term or at every location. Furthermore, scheduled course offerings may be canceled at the discretion of the College. Students enrolled in certain programs may therefore need to complete their studies at an alternative Berkeley location or online. For current information about course schedules, please go to [BerkeleyCollege.edu/Academics/CourseSchedules.htm](http://www.berkeleycollege.edu/Academics/CourseSchedules.htm) (<http://www.berkeleycollege.edu/academics/CourseSchedules.htm>).

### PROGRAMS OF STUDY

#### ***Accounting (/catalog\_2013/catalog\_2013\_4592.htm)***

- **A.A.S., Business Administration - Accounting (/catalog\_2013/catalog\_2013\_4592.htm)**
- **B.B.A., Accounting (/catalog\_2013/catalog\_2013\_4592.htm)**
- **B.S., Accounting (/catalog\_2013/catalog\_2013\_4592.htm)**

#### ***Business Administration (/catalog\_2013/catalog\_2013\_4591.htm)***

- **B.S., Business Administration (/catalog\_2013/catalog\_2013\_4591.htm)**

#### ***Fashion Marketing and Management (/catalog\_2013/catalog\_2013\_4590.htm)***

- **A.A.S., Fashion Marketing and Management (/catalog\_2013/catalog\_2013\_4590.htm)**
- **B.B.A., Fashion Marketing and Management (/catalog\_2013/catalog\_2013\_4590.htm)**
- **B.B.A., Fashion Marketing and Management with Minor in International Business (/catalog\_2013/catalog\_2013\_4590.htm)**
- **B.S., Fashion Marketing and Management**



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- **B.S., Fashion Marketing and Management with Minor in International Business** ([/catalog\\_2013/catalog\\_2013\\_4590.htm](/catalog_2013/catalog_2013_4590.htm))

### ***Financial Services*** ([/catalog\\_2013/catalog\\_2013\\_4589.htm](/catalog_2013/catalog_2013_4589.htm))

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- **B.B.A., Financial Services** ([/catalog\\_2013/catalog\\_2013\\_4589.htm](/catalog_2013/catalog_2013_4589.htm))
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### ***General Business*** ([/catalog\\_2013/catalog\\_2013\\_4588.htm](/catalog_2013/catalog_2013_4588.htm))

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### ***Graphic Design*** ([/catalog\\_2013/catalog\\_2013\\_5362.htm](/catalog_2013/catalog_2013_5362.htm))

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### ***Health Sciences*** ([/catalog\\_2013/catalog\\_2013\\_5259.htm](/catalog_2013/catalog_2013_5259.htm))

- **A.A.S., Health Sciences** ([/catalog\\_2013/catalog\\_2013\\_5259.htm](/catalog_2013/catalog_2013_5259.htm))
- **Multi-Level Patient Care Technician Certificate**  
([/catalog\\_2013/catalog\\_2013\\_5532.htm](/catalog_2013/catalog_2013_5532.htm))
- **Surgical Processing Technician Certificate**  
([/catalog\\_2013/catalog\\_2013\\_5536.htm](/catalog_2013/catalog_2013_5536.htm))

### ***Health Services*** ([/catalog\\_2013/catalog\\_2013\\_4562.htm](/catalog_2013/catalog_2013_4562.htm))

- **A.A.S., Health Services Administration**  
([/catalog\\_2013/catalog\\_2013\\_4562.htm](/catalog_2013/catalog_2013_4562.htm))
- **A.A.S., Health Services Administration - Medical Insurance, Billing, and Coding** ([/catalog\\_2013/catalog\\_2013\\_4562.htm](/catalog_2013/catalog_2013_4562.htm))
- **B.B.A., Health Services Management**  
([/catalog\\_2013/catalog\\_2013\\_4562.htm](/catalog_2013/catalog_2013_4562.htm))
- **B.S., Health Services Management**  
([/catalog\\_2013/catalog\\_2013\\_4562.htm](/catalog_2013/catalog_2013_4562.htm))

### ***Information Technology Management*** ([/catalog\\_2013/catalog\\_2013\\_4586.htm](/catalog_2013/catalog_2013_4586.htm))

- **A.A.S., Information Technology Management**  
([/catalog\\_2013/catalog\\_2013\\_4586.htm](/catalog_2013/catalog_2013_4586.htm))
- **B.S., Information Technology Management**  
([/catalog\\_2013/catalog\\_2013\\_4586.htm](/catalog_2013/catalog_2013_4586.htm))

### ***Interior Design*** ([/catalog\\_2013/catalog\\_2013\\_4561.htm](/catalog_2013/catalog_2013_4561.htm))

- **A.A.S., Interior Design** ([/catalog\\_2013/catalog\\_2013\\_4561.htm](/catalog_2013/catalog_2013_4561.htm))
- **B.F.A., Interior Design** ([/catalog\\_2013/catalog\\_2013\\_4561.htm](/catalog_2013/catalog_2013_4561.htm))

- **B.S., Interior Design Management**  
(/catalog\_2013/catalog\_2013\_4561.htm)

### ***International Business (/catalog\_2013/catalog\_2013\_4585.htm)***

- **A.A.S., International Business (/catalog\_2013/catalog\_2013\_4585.htm)**
- **A.S., International Business (/catalog\_2013/catalog\_2013\_4585.htm)**
- **B.B.A., International Business (/catalog\_2013/catalog\_2013\_4585.htm)**
- **B.S., International Business (/catalog\_2013/catalog\_2013\_4585.htm)**

### ***Justice Studies - Criminal Justice (/catalog\_2013/catalog\_2013\_4560.htm)***

- **A.A.S., Justice Studies - Criminal Justice**  
(/catalog\_2013/catalog\_2013\_4560.htm)
- **B.S., Justice Studies - Criminal Justice**  
(/catalog\_2013/catalog\_2013\_4560.htm)
- **B.S., Justice Studies - Criminal Justice with a Minor in Information Technology Management (/catalog\_2013/catalog\_2013\_7784.htm)**
- **B.S., Justice Studies - Criminal Justice with a Minor in Management (/catalog\_2013/catalog\_2013\_7781.htm)**

### ***Legal Studies (/catalog\_2013/catalog\_2013\_4640.htm)***

- **A.A.S., Legal Studies (/catalog\_2013/catalog\_2013\_4640.htm)**
- **B.S., Legal Studies (/catalog\_2013/catalog\_2013\_4640.htm)**

### ***Management (/catalog\_2013/catalog\_2013\_4584.htm)***

- **A.A.S., Business Administration - Management**  
(/catalog\_2013/catalog\_2013\_4584.htm)
- **B.B.A., Business Administration - Management**  
(/catalog\_2013/catalog\_2013\_4584.htm)
- **B.S., Management (/catalog\_2013/catalog\_2013\_4584.htm)**

### ***Marketing Communications (/catalog\_2013/catalog\_2013\_4578.htm)***

- **A.A.S., Marketing Communications**  
(/catalog\_2013/catalog\_2013\_4578.htm)
- **B.B.A., Marketing Communications**  
(/catalog\_2013/catalog\_2013\_4578.htm)
- **B.S., Marketing Communications (/catalog\_2013/catalog\_2013\_4578.htm)**

### ***Medical Assistant (/catalog\_2013/catalog\_2013\_5260.htm)***

- **A.A.S., Medical Assistant (/catalog\_2013/catalog\_2013\_5260.htm)**
- **Medical Assistant Certificate (/catalog\_2013/catalog\_2013\_5260.htm)**

***[Practical Nurse \(/catalog\\_2013/catalog\\_2013\\_5339.htm\)](/catalog_2013/catalog_2013_5339.htm)***

- **[Practical Nurse Certificate \(/catalog\\_2013/catalog\\_2013\\_5339.htm\)](/catalog_2013/catalog_2013_5339.htm)**

***[Surgical Technology \(/catalog\\_2013/catalog\\_2013\\_5261.htm\)](/catalog_2013/catalog_2013_5261.htm)***

- **[A.A.S., Surgical Technology \(/catalog\\_2013/catalog\\_2013\\_5261.htm\)](/catalog_2013/catalog_2013_5261.htm)**

**The following programs are not offered to new students and are only available to continuing students currently enrolled in them:**

***[Information Systems Management \(/catalog\\_2013/catalog\\_2013\\_4587.htm\)](/catalog_2013/catalog_2013_4587.htm)***

- **[A.A.S., Business Administration - Information Systems Management \(/catalog\\_2013/catalog\\_2013\\_4587.htm\)](/catalog_2013/catalog_2013_4587.htm)**
- **[B.B.A., Business Administration - Information Systems Management \(/catalog\\_2013/catalog\\_2013\\_4587.htm\)](/catalog_2013/catalog_2013_4587.htm)**

***[Management \(/catalog\\_2013/catalog\\_2013\\_4584.htm\)](/catalog_2013/catalog_2013_4584.htm)***

- **[B.S., Management - Environmental Management \(/catalog\\_2013/catalog\\_2013\\_4582.htm\)](/catalog_2013/catalog_2013_4582.htm)**
- **[B.S., Management - Nonprofit Management \(/catalog\\_2013/catalog\\_2013\\_4580.htm\)](/catalog_2013/catalog_2013_4580.htm)**

***[Marketing \(/catalog\\_2013/catalog\\_2013\\_4579.htm\)](/catalog_2013/catalog_2013_4579.htm)***

- **[A.A.S., Business Administration - Marketing \(/catalog\\_2013/catalog\\_2013\\_4579.htm\)](/catalog_2013/catalog_2013_4579.htm)**
- **[B.B.A., Business Administration - Marketing \(/catalog\\_2013/catalog\\_2013\\_4579.htm\)](/catalog_2013/catalog_2013_4579.htm)**
- **[B.S., Marketing \(/catalog\\_2013/catalog\\_2013\\_4579.htm\)](/catalog_2013/catalog_2013_4579.htm)**

***[Paralegal Studies \(/catalog\\_2013/catalog\\_2013\\_4559.htm\)](/catalog_2013/catalog_2013_4559.htm)***

- **[A.A.S., Paralegal Studies \(/catalog\\_2013/catalog\\_2013\\_4559.htm\)](/catalog_2013/catalog_2013_4559.htm)**

**Programs of study for students participating in the teach-out of Dover Business College programs are available [here](http://berkeleycollege.edu/files_bc/School_of_Health_Studies_Teach-Out_Catalog.pdf#page=4) ([http://berkeleycollege.edu/files\\_bc/School\\_of\\_Health\\_Studies\\_Teach-Out\\_Catalog.pdf#page=4](http://berkeleycollege.edu/files_bc/School_of_Health_Studies_Teach-Out_Catalog.pdf#page=4)) .**

For more information about Berkeley College graduation rates, the median debt of students who completed programs, and other important disclosures, please visit [BerkeleyCollege.edu/disclosures](http://berkeleycollege.edu/disclosures) (<http://berkeleycollege.edu/disclosures>) .





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## New York State Education Department Registered Programs

The following programs are registered by the New York State Education Department (New York State Education Department, Office of College and University Evaluation, 5 North, 89 Washington Avenue, Albany, New York 12234, 518-474-2593). Enrollment in other than registered programs may jeopardize a student's eligibility for certain student aid awards.

<b>HEGIS CODE</b>	<b>PROGRAM TITLE</b>	<b>DEGREE</b>
5002	Business Administration - Accounting	A.A.S.
5004	Business Administration - Management	A.A.S.
5004	Marketing Communications	A.A.S.
5004	Fashion Marketing and Management	A.A.S.
5002	Financial Services	A.A.S.
5299	Health Services Administration	A.A.S.
5213	Health Services Administration - Medical Insurance, Billing, and Coding	A.A.S.
0702	Information Technology Management	A.A.S.
5004	International Business	A.A.S.
2105	Justice Studies - Criminal Justice	A.A.S.
2299	Legal Studies	A.A.S.
5099	Paralegal Studies	A.A.S.
5004	International Business	A.S.
0502	Accounting	B.B.A.
0506	Business Administration - Management	B.B.A.
0509	Marketing Communications	B.B.A.
0509	Fashion Marketing and Management	B.B.A.
5002	Financial Services	B.B.A.
0501	General Business	B.B.A.
1202	Health Services Management	B.B.A.
0513	International Business	B.B.A.
0702	Information Technology Management	B.S.
2105	Justice Studies - Criminal Justice	B.S.

2299

Legal Studies

B.S.

For more information about Berkeley College graduation rates, the median debt of students who completed programs, and other important disclosures, please visit [berkeleycollege.edu/disclosures](http://berkeleycollege.edu/disclosures) (<http://berkeleycollege.edu/disclosures>) .



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## Larry L. Luing School of Business

With a commitment to a career-focused education that helps prepare students for the professional business world, The Larry L. Luing School of Business accounts for the majority of the programs of study at Berkeley College. A wide range of rigorous academic programs; a well-qualified, supportive faculty; and a wealth of student services and resources work together to help Berkeley graduates meet the challenges they will face in today's rapidly changing global business environment.



### Academic Programs

- **Accounting**

[\(/catalog\\_2013/catalog\\_2013\\_4592.htm\)](/catalog_2013/catalog_2013_4592.htm)

- **Business Administration** ([/catalog\\_2013/catalog\\_2013\\_4591.htm](/catalog_2013/catalog_2013_4591.htm))
- **Fashion Marketing and Management**  
([/catalog\\_2013/catalog\\_2013\\_4590.htm](/catalog_2013/catalog_2013_4590.htm))
- **Financial Services** ([/catalog\\_2013/catalog\\_2013\\_4589.htm](/catalog_2013/catalog_2013_4589.htm))
- **General Business** ([/catalog\\_2013/catalog\\_2013\\_4588.htm](/catalog_2013/catalog_2013_4588.htm))
- **Information Technology Management**  
([/catalog\\_2013/catalog\\_2013\\_4586.htm](/catalog_2013/catalog_2013_4586.htm))
- **International Business** ([/catalog\\_2013/catalog\\_2013\\_4585.htm](/catalog_2013/catalog_2013_4585.htm))
- **Management** ([/catalog\\_2013/catalog\\_2013\\_4584.htm](/catalog_2013/catalog_2013_4584.htm))
- **Marketing Communications** ([/catalog\\_2013/catalog\\_2013\\_4578.htm](/catalog_2013/catalog_2013_4578.htm))

The following programs are not offered to new students and are only available to continuing students currently enrolled in them:

- **Information Systems Management**  
([/catalog\\_2013/catalog\\_2013\\_4587.htm](/catalog_2013/catalog_2013_4587.htm))
- **Management - Environmental Management**  
([/catalog\\_2013/catalog\\_2013\\_4582.htm](/catalog_2013/catalog_2013_4582.htm))
- **Management - Nonprofit Management**  
([/catalog\\_2013/catalog\\_2013\\_4580.htm](/catalog_2013/catalog_2013_4580.htm))
- **Marketing** ([/catalog\\_2013/catalog\\_2013\\_4579.htm](/catalog_2013/catalog_2013_4579.htm))

For more information about Berkeley College graduation rates, the median debt of

students who completed programs, and other important disclosures, please visit [BerkeleyCollege.edu/disclosures](http://berkeleycollege.edu/disclosures) (<http://berkeleycollege.edu/disclosures>) .





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## Accounting

### Learn the art and science of managing a company's finances.

A range of degree programs covers varying levels of accounting theory and practical knowledge, preparing students to embark upon careers in the professional world.

Benefit from:

- Understanding financial and managerial accounting theory and applying that knowledge in a business environment
- Mastery of the technology used by accounting professionals, including the creation and management of spreadsheets, databases, and more
- Curricula that include courses in Government, Nonprofit, and Tax Accounting
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

### Degree Programs

- **A.A.S., Business Administration - Accounting**  
(/catalog\_2013/catalog\_2013\_4639.htm)
- **B.B.A., Accounting** (/catalog\_2013/catalog\_2013\_4638.htm)
- **B.S., Accounting** (/catalog\_2013/catalog\_2013\_4637.htm)



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## A.A.S., Business Administration - Accounting

- **A.A.S., Business Administration - Accounting Course Requirements**  
([/catalog\\_2013/4647.htm](/catalog_2013/4647.htm))

*The following are A.A.S., Business Administration program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

### ACCOUNTING:

13-2071 Credit Counselors, (<http://www.bls.gov/soc/2010/soc132071.htm>)  
 13-2082 Tax Preparers, (<http://www.bls.gov/soc/2010/soc132082.htm>)  
 43-3010 Bill and Account Collectors, (<http://www.bls.gov/soc/2010/soc433010.htm>)  
 43-3011 Bill and Account Collectors, (<http://www.bls.gov/soc/2010/soc433011.htm>)  
 43-3020 Billing and Posting Clerks, (<http://www.bls.gov/soc/2010/soc433020.htm>)  
 43-3021 Billing and Posting Clerks, (<http://www.bls.gov/soc/2010/soc433021.htm>)  
 43-3050 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433050.htm>)  
 43-3051 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433051.htm>)  
 43-3070 Tellers, (<http://www.bls.gov/soc/2010/soc433070.htm>)  
 43-3071 Tellers, (<http://www.bls.gov/soc/2010/soc433071.htm>)  
 43-3090 Miscellaneous Financial Clerks, (<http://www.bls.gov/soc/2010/soc433090.htm>)  
 43-3099 Financial Clerks, All Other, (<http://www.bls.gov/soc/2010/soc433099.htm>)  
 43-4040 Credit Authorizers, Checkers, and Clerks, (<http://www.bls.gov/soc/2010/soc434040.htm>)  
 43-4041 Credit Authorizers, Checkers, and Clerks, (<http://www.bls.gov/soc/2010/soc434041.htm>)  
 43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)  
 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)  
 43-4190 Miscellaneous Information and Record Clerks,  
(<http://www.bls.gov/soc/2010/soc434190.htm>)  
 43-4199 Information and Record Clerks, All Other (<http://www.bls.gov/soc/2010/soc434199.htm>)

### INFORMATION SYSTEMS MANAGEMENT:

43-9020 Data Entry and Information Processing Workers,  
(<http://www.bls.gov/soc/2010/soc439020.htm>)  
 43-4199 Information and Record Clerks, All Other, (<http://www.bls.gov/soc/2010/soc434199.htm>)  
 43-4190 Miscellaneous Information and Record Clerks,  
(<http://www.bls.gov/soc/2010/soc434190.htm>)  
 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)  
 15-1199 Computer Occupations, All Other, (<http://www.bls.gov/soc/2010/soc151199.htm>)  
 15-1150 Computer Support Specialists, (<http://www.bls.gov/soc/2010/soc151150.htm>)  
 11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)  
 11-3010 Administrative Services Managers (<http://www.bls.gov/soc/2010/soc113010.htm>)

### MANAGEMENT:

11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)  
 11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)  
 (<http://www.bls.gov/soc/2010/soc119190.htm>)  
 11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)  
 /  
 11-1011 Chief Executives (<http://www.onetonline.org/link/summary/11-1011.00>)  
 /  
 11-1021 General and Operations Managers (<http://www.onetonline.org/link/summary/11-1021.00>)  
 /  
 11-3051 Industrial Production Managers (<http://www.onetonline.org/link/summary/11-3051.00>)  
 /  
 11-3071 Transportation, Storage and Distribution Managers (<http://www.onetonline.org/find/quick?s=11-3071>)  
 /  
 11-9021 Construction Managers (<http://www.onetonline.org/link/summary/11-9021.00>)  
 /  
 11-9151 Social and Community Service Managers (<http://www.onetonline.org/link/summary/11-9151.00>)  
 /  
 13-1051 Cost Estimators (<http://www.onetonline.org/link/summary/13-1051.00>)  
 /  
 13-1111 Management Analysts (<http://www.onetonline.org/link/summary/13-1111.00>)

MARKETING:

- 13-1199 Business Operations Specialists, All Other, (<http://www.bls.gov/soc/2010/soc131199.htm>)
- 27-1026 Merchandise Displayers and Window Trimmers, (<http://www.bls.gov/soc/2010/soc271026.htm>)
- 27-3030 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273030.htm>)
- 27-3031 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273031.htm>)
- 41-1010 First-Line Supervisors of Sales Workers, (<http://www.bls.gov/soc/2010/soc411010.htm>)
- 41-1011 First-Line Supervisors of Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411011.htm>)
- 41-1012 First-Line Supervisors of Non-Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411012.htm>)
- 41-2022 Parts Salespersons, (<http://www.bls.gov/soc/2010/soc412022.htm>)
- 41-2030 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412030.htm>)
- 41-2031 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412031.htm>)
- 41-3010 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413010.htm>)
- 41-3011 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413011.htm>)
- 41-3020 Insurance Sales Agents, (<http://www.bls.gov/soc/2010/soc413020.htm>)
- 41-3021 Insurance Sales Agents, (<http://www.bls.gov/soc/2010/soc413021.htm>)
- 41-3040 Travel Agents, (<http://www.bls.gov/soc/2010/soc413040.htm>)
- 41-3041 Travel Agents, (<http://www.bls.gov/soc/2010/soc413041.htm>)
- 41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)
- 41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)
- 41-9010 Models, Demonstrators, and Product Promoters, (<http://www.bls.gov/soc/2010/soc419010.htm>)
- 41-9011 Demonstrators and Product Promoters, (<http://www.bls.gov/soc/2010/soc419011.htm>)
- 41-9020 Real Estate Brokers and Sales Agents, (<http://www.bls.gov/soc/2010/soc419020.htm>)
- 41-9022 Real Estate Sales Agents, (<http://www.bls.gov/soc/2010/soc419022.htm>)
- 41-9040 Telemarketers, (<http://www.bls.gov/soc/2010/soc419040.htm>)
- 41-9041 Telemarketers, (<http://www.bls.gov/soc/2010/soc419041.htm>)
- 41-9090 Miscellaneous Sales and Related Workers, (<http://www.bls.gov/soc/2010/soc419090.htm>)
- 41-9099 Sales and Related Workers, All Other, (<http://www.bls.gov/soc/2010/soc419099.htm>)
- 43-3060 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433060.htm>)
- 43-3061 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433061.htm>)
- 43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)
- 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)
- 13-1190 Miscellaneous Business Operations Specialists, (<http://www.bls.gov/soc/2010/soc131190.htm>)
- 13-1120 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131120.htm>)
- 13-1121 Meeting, Convention, and Event Planners (<http://www.bls.gov/soc/2010/soc131121.htm>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

**Financing**

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 93% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$17,392.75
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**

**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.

For the 2011-2012 award year, 49% of graduates from this program finished within this time.

Graduates of Berkeley College accounting programs do not automatically become Certified Public Accountants (CPA), and such programs are not specifically intended to prepare graduates for the CPA examination. CPA requirements vary by jurisdiction. Generally, to be licensed as a CPA an applicant must complete a combination of specified educational and/or experience requirements, demonstrate good moral character (which may include an absence of criminal convictions), and pass a CPA examination. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in an accounting program.

## The following are A.A.S., Business Administration - Accounting program statistics for New York in 2011-2012.

Click on the links for more information on jobs related to this program:

### ACCOUNTING:

- 13-2071 Credit Counselors, (<http://www.bls.gov/soc/2010/soc132071.htm>)
- 13-2082 Tax Preparers, (<http://www.bls.gov/soc/2010/soc132082.htm>)
- 43-3010 Bill and Account Collectors, (<http://www.bls.gov/soc/2010/soc433010.htm>)
- 43-3011 Bill and Account Collectors, (<http://www.bls.gov/soc/2010/soc433011.htm>)
- 43-3020 Billing and Posting Clerks, (<http://www.bls.gov/soc/2010/soc433020.htm>)
- 43-3021 Billing and Posting Clerks, (<http://www.bls.gov/soc/2010/soc433021.htm>)
- 43-3050 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433050.htm>)
- 43-3051 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433051.htm>)
- 43-3070 Tellers, (<http://www.bls.gov/soc/2010/soc433070.htm>)
- 43-3071 Tellers, (<http://www.bls.gov/soc/2010/soc433071.htm>)
- 43-3090 Miscellaneous Financial Clerks, (<http://www.bls.gov/soc/2010/soc433090.htm>)
- 43-3099 Financial Clerks, All Other, (<http://www.bls.gov/soc/2010/soc433099.htm>)
- 43-4040 Credit Authorizers, Checkers, and Clerks, (<http://www.bls.gov/soc/2010/soc434040.htm>)
- 43-4041 Credit Authorizers, Checkers, and Clerks, (<http://www.bls.gov/soc/2010/soc434041.htm>)
- 43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)
- 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)
- 43-4190 Miscellaneous Information and Record Clerks, (<http://www.bls.gov/soc/2010/soc434190.htm>)
- 43-4199 Information and Record Clerks, All Other (<http://www.bls.gov/soc/2010/soc434199.htm>)

### Cost

#### Q: How much will this program cost me to complete?

A: If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

#### Q: What's included?

A:  
The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for

### Financing

#### Q: What are my financing options to pay for the program?

A:  
In addition to any grant and scholarship aid for which they are eligible, 100% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$22,064.50
Private educational loans:	\$0
Institution Financing Plan:	\$0

### Success

#### Q: How long will it take me to complete this program?

A:  
This 90-credit program is designed to be completed in six academic quarters over two calendar years.

For the 2011-2012 award year, 58% of graduates from this program finished within this time.

six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

Graduates of Berkeley College accounting programs do not automatically become Certified Public Accountants (CPA), and such programs are not specifically intended to prepare graduates for the CPA examination. CPA requirements vary by jurisdiction. Generally, to be licensed as a CPA an applicant must complete a combination of specified educational and/or experience requirements, demonstrate good moral character (which may include an absence of criminal convictions), and pass a CPA examination. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in an accounting program.

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## Business Administration - Accounting Associate in Applied Science Degree (A.A.S.)

### Course Requirements

#### MAJOR COURSES

**Qtr. hrs. credit**

#### **ACC111 Financial Accounting I**

4

An introduction to the basic structure of accounting terminology and procedures. Students learn about recording and reporting functions, adjusting and closing entries, working papers, and the preparation of financial statements.

#### **ACC112 Financial Accounting II**

4

Covers the partnership and corporate form of a business organization. Students learn accounting principles for the valuation of merchandise inventory. Course also introduces the recording of plant assets, intangible assets, depreciation, current liabilities, and payroll by the accrual method.

Prerequisite: ACC111

#### **ACC113 Managerial Accounting**

4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

#### **ACC201 Intermediate Accounting I**

4

Presents an in-depth study of accounting concepts, principles, and processes. Students examine the development and purpose of working papers, cost and revenue apportionments, and adjusting and reversing entries. Course places emphasis on contemporary accounting theory.

Prerequisite: ACC113

### **ACC202 Intermediate Accounting II**

4

A continuation of Intermediate Accounting I. The course gives special attention to classifications in the balance sheet. Students learn accounting for fixed assets, current and long-term liabilities, and stockholders' equity.

Prerequisite: ACC201

### **ACC240 Cost Accounting**

4

Examines accounting procedures and concepts applicable to the distribution of costs of business enterprises. Emphasizes the determination of unit costs using job orders and process cost systems. Students study the valuation of expenses and distribution of overhead in order to facilitate the preparation of statements.

Prerequisites: ACC113, MAT212

### **ACC255 Computer Applications in Accounting**

2

Students use a major accounting software application to input data into books of original entry; maintain accounts receivable and payable, general ledger, payroll and charts of account; generate financial statements; and more. They also use a major spreadsheet application to analyze financial and accounting information and to generate and analyze reports.

Prerequisites: CIS115, ACC113

---

## **BUSINESS COURSES**

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **BUS293 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.



**CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

---

**LIBERAL ARTS COURSES****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various

business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

**SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today’s world.

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

General Education Core Humanities Elective

4

General Education Core Mathematics/Science Elective

4

General Education Core Social Science Elective

4

FREE ELECTIVES

6

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**90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

Accounting majors must achieve a minimum of a C average in Financial Accounting I, Managerial Accounting, and Financial Accounting II in order to enroll in Intermediate Accounting I.

**Program Statistics**



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## B.B.A., Accounting

- [B.B.A., Accounting Course Requirements \(/catalog\\_2013/4651.htm\)](/catalog_2013/4651.htm)

*The following are B.B.A., Accounting program statistics for New York in 2011-2012.*

Click on the links for more information on jobs related to this program:

ACCOUNTING:

13-2011 Accountants and Auditors (<http://www.onetonline.org/find/quick?s=13-2011>)

13-2041 Credit Analysts, (<http://www.bls.gov/soc/2010/soc132041.htm>)

13-2081 Tax Examiners and Collectors, and Revenue Agents,

(<http://www.bls.gov/soc/2010/soc132081.htm>)

13-2031 Budget Analysts (<http://www.onetonline.org/link/summary/13-2031.00>)

13-2061 Financial Examiners (<http://www.onetonline.org/link/summary/13-2061.00>)

25-1011 Business Teachers, Postsecondary (<http://www.onetonline.org/link/summary/25-1011.00>)



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**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition\)](http://berkeleycollege.edu/files_bc/Tuition)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, 90% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$25,383.00
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 82% of graduates from this program finished within this time.

Graduates of Berkeley College accounting programs do not automatically become Certified Public Accountants (CPA), and such programs are not specifically intended to prepare graduates for the CPA examination. CPA requirements

vary by jurisdiction. Generally, to be licensed as a CPA an applicant must complete a combination of specified educational and/or experience requirements, demonstrate good moral character (which may include an absence of criminal convictions), and pass a CPA examination. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in an accounting program.

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# Accounting Bachelor of Business Administration Degree (B.B.A.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **ACC111 Financial Accounting I**

4

An introduction to the basic structure of accounting terminology and procedures. Students learn about recording and reporting functions, adjusting and closing entries, working papers, and the preparation of financial statements.

#### **ACC112 Financial Accounting II**

4

Covers the partnership and corporate form of a business organization. Students learn accounting principles for the valuation of merchandise inventory. Course also introduces the recording of plant assets, intangible assets, depreciation, current liabilities, and payroll by the accrual method.

Prerequisite: ACC111

#### **ACC113 Managerial Accounting**

4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

#### **ACC201 Intermediate Accounting I**

4

Presents an in-depth study of accounting concepts, principles, and processes. Students examine the development and purpose of working papers, cost and revenue apportionments, and adjusting and reversing entries. Course places emphasis on contemporary accounting theory.

Prerequisite: ACC113

### **ACC202 Intermediate Accounting II**

4

A continuation of Intermediate Accounting I. The course gives special attention to classifications in the balance sheet. Students learn accounting for fixed assets, current and long-term liabilities, and stockholders' equity.

Prerequisite: ACC201

### **ACC203 Intermediate Accounting III**

4

Students will explore contemporary accounting topics as enumerated in FASB pronouncements. Topics include investments in marketable securities, income taxes, pensions, post-retirement benefits, leases, accounting changes, error analyses, and statements of cash flow.

Prerequisite: ACC202

### **ACC240 Cost Accounting**

4

Examines accounting procedures and concepts applicable to the distribution of costs of business enterprises. Emphasizes the determination of unit costs using job orders and process cost systems. Students study the valuation of expenses and distribution of overhead in order to facilitate the preparation of statements.

Prerequisites: ACC113, MAT212

### **ACC255 Computer Applications in Accounting**

2

Students use a major accounting software application to input data into books of original entry; maintain accounts receivable and payable, general ledger, payroll and charts of account; generate financial statements; and more. They also use a major

spreadsheet application to analyze financial and accounting information and to generate and analyze reports.

Prerequisites: CIS115, ACC113

### **ACC310 Advanced Accounting**

4

Examines advanced theory and problem-solving for corporations and partnerships. Provides an analytical overview of the accounting problems associated with mergers and acquisitions. Students learn how to prepare and interpret financial reports with respect to the resultant combined corporate entities.

Prerequisite: ACC203

### **ACC330 Government and Nonprofit Accounting**

4

Focuses on the theory, concepts, and procedures of government and nonprofit accounting and financial reporting. Examines concepts, standards, and procedures applicable to state, local, and federal governments, hospitals, voluntary health and welfare organizations, and various nonprofit organizations.

Prerequisite: ACC203

### **ACC351 Federal Taxation I**

4

Course introduces the study of federal income tax, including the principles of income recognition, business and nonbusiness expense deductions, and the concept of capital gains and losses. Students prepare tax returns and supporting schedules.

Prerequisite: ACC203

### **ACC352 Federal Taxation II**

4

A continuation of ACC351. Course introduces the study of advanced income taxation. Provides particular emphasis on taxation of corporations, partnerships, and estates.

Prerequisite: ACC351



**ACC410 Auditing**

4

Examines the role and function of the independent auditor. Provides analyses of court decisions and rulings by regulatory agencies. Students learn about the forces that have influenced the philosophy and conceptual foundations of auditing, the standards that guide the auditor, and the methodology used in conducting an audit.

Prerequisites: ACC310, MAT215

**ACC425 Advanced Analysis of Financial Statements**

4

Provides a broad understanding of and a practical approach to the use of financial statements to assess the financial viability of an organization. Students learn how to read and interpret financial statements from a user's perspective.

Prerequisite: ACC410

**BUSINESS COURSES****BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

**BUS231 Business Law I**

4

Provides students with detailed knowledge of the

laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

### **BUS331 Business Law II**

4

Provides an in-depth examination of the political, legal, ethical, and regulatory issues related to managerial decisions. Topics include commercial paper, real and personal property, creditors' rights and bankruptcy, agency, estate planning, and government regulations.

Prerequisite: BUS231

### **BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

### **FIN415 Principles of Finance II**

4

Analysis of various advanced corporate finance concepts, including investment criteria, the use of techniques and tools such as net present value, internal rate of return, risk and return, cost of capital and long-term financial policy, and short-term financial planning and management.

Prerequisite: FIN301

**MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

**MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

**CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

**CIS201 Advanced Spreadsheets**

2

Students gain experience with spreadsheet applications, such as Microsoft Excel. Topics include building complex worksheets; importing and exporting data; using mathematical, financial, and statistical functions; developing macros; consolidating spreadsheets; creating templates; and utilizing "what if" analyses to make business decisions.

Prerequisite: CIS115

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**LIBERAL ARTS COURSES\*****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **ENG265 Business Communication**

4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

### **HUM225 Ethics**

4

Introduction to the study of ethics and moral philosophy, including its historical development, the major figures within that history, and some of the ethical and moral issues that face us today. Introduces students to the ideas of great thinkers throughout history and encourages students' own

thinking on various ethical and moral issues.

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

### **SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

**SOC225 Psychology** 4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

**SOC401 International Economics** 4

An introduction to the commercial and financial relationships between the United States and the rest of the world. Emphasizes the development of the international monetary system, including a detailed comparison of floating exchange rates with the workings of the gold standard and the Bretton Woods system.

Humanities Elective 4

Mathematics/Science Elective 4

Social Science Elective 4

General Education Core Humanities Elective 4

General Education Core Mathematics/Science Elective 4

General Education Core Social Science Elective 4

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

Accounting majors must achieve a minimum of a C average in Financial Accounting I, Managerial Accounting, and Financial Accounting II in order to enroll in Intermediate Accounting I.

\*16 Liberal Arts credits must be at the 300/400 level.

### Program Statistics



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## B.S., Accounting

- [B.S., Accounting Course Requirements \(/catalog\\_2013/4654.htm\)](/catalog_2013/4654.htm)

*The following are B.S., Accounting program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

ACCOUNTING:

13-2011 Accountants and Auditors (<http://www.onetonline.org/find/quick?s=13-2011>)

13-2041 Credit Analysts, (<http://www.bls.gov/soc/2010/soc132041.htm>)

13-2081 Tax Examiners and Collectors, and Revenue Agents,

(<http://www.bls.gov/soc/2010/soc132081.htm>)

13-2031 Budget Analysts (<http://www.onetonline.org/link/summary/13-2031.00>)

13-2061 Financial Examiners (<http://www.onetonline.org/link/summary/13-2061.00>)

25-1011 Business Teachers, Postsecondary (<http://www.onetonline.org/link/summary/25-1011.00>)



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**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition\)](http://berkeleycollege.edu/files_bc/Tuition)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, 95% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$30,337.75
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 82% of graduates from this program finished within this time.

Graduates of Berkeley College accounting programs do not automatically become Certified Public Accountants (CPA), and such programs are not specifically intended to prepare graduates for the CPA examination. CPA requirements



vary by jurisdiction. Generally, to be licensed as a CPA an applicant must complete a combination of specified educational and/or experience requirements, demonstrate good moral character (which may include an absence of criminal convictions), and pass a CPA examination. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in an accounting program.

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# Accounting Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **ACC111 Financial Accounting I**

4

An introduction to the basic structure of accounting terminology and procedures. Students learn about recording and reporting functions, adjusting and closing entries, working papers, and the preparation of financial statements.

#### **ACC112 Financial Accounting II**

4

Covers the partnership and corporate form of a business organization. Students learn accounting principles for the valuation of merchandise inventory. Course also introduces the recording of plant assets, intangible assets, depreciation, current liabilities, and payroll by the accrual method.

Prerequisite: ACC111

#### **ACC113 Managerial Accounting**

4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

#### **ACC201 Intermediate Accounting I**

4

Presents an in-depth study of accounting concepts, principles, and processes. Students examine the

development and purpose of working papers, cost and revenue apportionments, and adjusting and reversing entries. Course places emphasis on contemporary accounting theory.

Prerequisite: ACC113

### **ACC202 Intermediate Accounting II**

4

A continuation of Intermediate Accounting I. The course gives special attention to classifications in the balance sheet. Students learn accounting for fixed assets, current and long-term liabilities, and stockholders' equity.

Prerequisite: ACC201

### **ACC203 Intermediate Accounting III**

4

Students will explore contemporary accounting topics as enumerated in FASB pronouncements. Topics include investments in marketable securities, income taxes, pensions, post-retirement benefits, leases, accounting changes, error analyses, and statements of cash flow.

Prerequisite: ACC202

### **ACC240 Cost Accounting**

4

Examines accounting procedures and concepts applicable to the distribution of costs of business enterprises. Emphasizes the determination of unit costs using job orders and process cost systems. Students study the valuation of expenses and distribution of overhead in order to facilitate the preparation of statements.

Prerequisites: ACC113, MAT212

### **ACC255 Computer Applications in Accounting**

2

Students use a major accounting software application to input data into books of original entry; maintain accounts receivable and payable, general ledger, payroll and charts of account; generate financial statements; and more. They also use a major spreadsheet application to analyze financial and accounting information and to generate and analyze

reports.

Prerequisites: CIS115, ACC113

**ACC310 Advanced Accounting** 4

Examines advanced theory and problem-solving for corporations and partnerships. Provides an analytical overview of the accounting problems associated with mergers and acquisitions. Students learn how to prepare and interpret financial reports with respect to the resultant combined corporate entities.

Prerequisite: ACC203

**ACC330 Government and Nonprofit Accounting** 4

Focuses on the theory, concepts, and procedures of government and nonprofit accounting and financial reporting. Examines concepts, standards, and procedures applicable to state, local, and federal governments, hospitals, voluntary health and welfare organizations, and various nonprofit organizations.

Prerequisite: ACC203

**ACC351 Federal Taxation I** 4

Course introduces the study of federal income tax, including the principles of income recognition, business and nonbusiness expense deductions, and the concept of capital gains and losses. Students prepare tax returns and supporting schedules.

Prerequisite: ACC203

**ACC352 Federal Taxation II** 4

A continuation of ACC351. Course introduces the study of advanced income taxation. Provides particular emphasis on taxation of corporations, partnerships, and estates.

Prerequisite: ACC351

**ACC410 Auditing** 4

Examines the role and function of the independent auditor. Provides analyses of court decisions and rulings by regulatory agencies. Students learn about the forces that have influenced the philosophy and conceptual foundations of auditing, the standards that guide the auditor, and the methodology used in conducting an audit.

Prerequisites: ACC310, MAT215

### **ACC425 Advanced Analysis of Financial Statements**

4

Provides a broad understanding of and a practical approach to the use of financial statements to assess the financial viability of an organization. Students learn how to read and interpret financial statements from a user's perspective.

Prerequisite: ACC410

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## **BUSINESS COURSES**

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students

develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

### **BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

### **FIN415 Principles of Finance II**

4

Analysis of various advanced corporate finance concepts, including investment criteria, the use of techniques and tools such as net present value, internal rate of return, risk and return, cost of capital and long-term financial policy, and short-term financial planning and management.

Prerequisite: FIN301

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

**MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

**CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

**CIS201 Advanced Spreadsheets**

2

Students gain experience with spreadsheet applications, such as Microsoft Excel. Topics include building complex worksheets; importing and exporting data; using mathematical, financial, and statistical functions; developing macros; consolidating spreadsheets; creating templates; and utilizing "what if" analyses to make business decisions.

Prerequisite: CIS115

**LIBERAL ARTS COURSES\*****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive

abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **ENG265 Business Communication**

4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use



of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

### **SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

### **SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives

12

Mathematics/Science Electives	8
Social Science Electives	12
Liberal Arts Electives	6
General Education Core Humanities Elective	4
General Education Core Mathematics/Science Elective	4
General Education Core Social Science Elective	4

---

#### 180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

Accounting majors must achieve a minimum of a C average in Financial Accounting I, Managerial Accounting, and Financial Accounting II in order to enroll in Intermediate Accounting I.

\*24 Liberal Arts credits must be at the 300/400 level.

#### Program Statistics



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## Business Administration

### Acquire strategies for success in the business world.

A well-rounded foundation for immersion into the professional marketplace, this degree program combines academics with practical experience in current business practices and procedures. Students are exposed to different roles and processes within large and small corporations and organizations.

Benefit from:

- A flexible curriculum allowing exploration of several business disciplines
- An emphasis on creative problem-solving, team-building and presentation skills, cultural diversity, and cross-cultural communication
- Forecasting and strategic planning
- A focus on the role of the Internet and computer applications widely used in today's professional environment
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

### Degree Program

- [B.S., Business Administration \(/catalog\\_2013/catalog\\_2013\\_4635.htm\)](/catalog_2013/catalog_2013_4635.htm)



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## B.S., Business Administration

- **B.S., Business Administration Course Requirements**  
(/catalog\_2013/4657.htm)

*The following are B.S., Business Administration program statistics for New Jersey in 2011-2012.*



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Click on the links for more information on jobs related to this program:

**BUSINESS ADMINISTRATION:**

- 11-3010 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113010.htm>)
- 11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)
- 11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)
- 11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)
- 13-1070 Human Resources Workers, (<http://www.bls.gov/soc/2010/soc131070.htm>)
- 13-2052 Personal Financial Advisors, (<http://www.bls.gov/soc/2010/soc132052.htm>)
- 41-1010 First-Line Supervisors of Sales Workers, (<http://www.bls.gov/soc/2010/soc411010.htm>)
- 41-1011 First-Line Supervisors of Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411011.htm>)
- 41-1012 First-Line Supervisors of Non-Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411012.htm>)
- 41-2030 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412030.htm>)
- 41-2031 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412031.htm>)
- 41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)
- 41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)
- 41-9090 Miscellaneous Sales and Related Workers, (<http://www.bls.gov/soc/2010/soc419090.htm>)
- 41-9099 Sales and Related Workers, All Other, (<http://www.bls.gov/soc/2010/soc419099.htm>)
- 43-1010 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431010.htm>)
- 43-1011 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431011.htm>)
- 43-3070 Tellers, (<http://www.bls.gov/soc/2010/soc433070.htm>)
- 43-3071 Tellers, (<http://www.bls.gov/soc/2010/soc433071.htm>)
- 43-3090 Miscellaneous Financial Clerks, (<http://www.bls.gov/soc/2010/soc433090.htm>)
- 43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)
- 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)
- 43-4140 New Accounts Clerks, (<http://www.bls.gov/soc/2010/soc434140.htm>)
- 43-4141 New Accounts Clerks, (<http://www.bls.gov/soc/2010/soc434141.htm>)
- 43-4190 Miscellaneous Information and Record Clerks, (<http://www.bls.gov/soc/2010/soc434190.htm>)
- 43-4199 Information and Record Clerks, All Other, (<http://www.bls.gov/soc/2010/soc434199.htm>)
- 43-9020 Data Entry and Information Processing Workers, (<http://www.bls.gov/soc/2010/soc439020.htm>)
- 43-9060 Office Clerks, General, (<http://www.bls.gov/soc/2010/soc439060.htm>)
- 43-9061 Office Clerks, General, (<http://www.bls.gov/soc/2010/soc439061.htm>)
- 43-9190 Miscellaneous Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc439190.htm>)
- 43-9199 Office and Administrative Support Workers, All Other (<http://www.bls.gov/soc/2010/soc439199.htm>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:**

**Financing**

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 95% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$33,438.82
Private educational loans:	\$0
Institution Financing Plan:	\$0

The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition) ). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

## Success

**Q: How long will it take me to complete this program?**

**A:**

This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 75% of graduates from this program finished within this time.



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# Business Administration Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

#### **ACC113 Managerial Accounting** 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

#### **BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

#### **BUS226 Career Management Seminar** 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation

to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

**BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

**BUS250 Computer Applications in Business**

2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

**BUS451 Business Strategy and Policy**

4

An overview of the most recent theories and the current practices in strategic management. Examines the development and implementation of strategies in various areas of business activity (finance, sourcing, production, human resource management, marketing, and international business).

Prerequisites: FIN301, IBS201, MGT220, MKT220

**BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

**FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

### **IBS201 International Business**

4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio



development.

Business Electives

36

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### **LIBERAL ARTS COURSES\***

#### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

#### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

#### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

#### **ENG265 Business Communication**

4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills

in business and professional settings.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

**SOC202 Microeconomics** 4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

**SOC225 Psychology** 4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives 12

Mathematics/Science Electives 8

Social Science Electives 12

Liberal Arts Electives 12

General Education Core Humanities Elective 4

General Education Core Mathematics/Science Elective 4

General Education Core Social Science Elective 4

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*24 Liberal Arts credits must be at the 300/400 level.

**Program Statistics**



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## Fashion Marketing and Management

### Combine fashion sense and business sense to create the perfect fit.

Berkeley College's degree programs in Fashion Marketing and Management integrate the creative and business aspects of the fashion industry that employers demand. Incorporating marketing strategies and management skills, the Fashion Marketing and Management programs encompass an all-around understanding of the fashion industry. From historical trends to the latest technology, students are prepared to enter the industry in a number of roles.

Benefit from:

- Understanding the fashion industry cycle from product development to consumer
- Opportunities to explore consumer and buyer trends, analyze the market base, evaluate production needs, and learn how each affects the retail and wholesale sides of the fashion industry
- Hands-on experience with merchandising software and related programs utilized in the industry
- Applying principles of business administration and marketing techniques
- Creating a quality marketing strategy
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

### Degree Programs

- **A.A.S., Fashion Marketing and Management**  
(/catalog\_2013/catalog\_2013\_4633.htm)
- **B.B.A., Fashion Marketing and Management**  
(/catalog\_2013/catalog\_2013\_4632.htm)
- **B.B.A., Fashion Marketing and Management with Minor in International Business** (/catalog\_2013/catalog\_2013\_5443.htm)
- **B.S., Fashion Marketing and Management**  
(/catalog\_2013/catalog\_2013\_4631.htm)
- **B.S., Fashion Marketing and Management with Minor in International Business** (/catalog\_2013/catalog\_2013\_5263.htm)



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## A.A.S., Fashion Marketing and Management

- **A.A.S., Fashion Marketing and Management Course Requirements**  
(/catalog\_2013/4660.htm)

*The following are A.A.S., Fashion Marketing and Management program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

FASHION MARKETING and MANAGEMENT:  
**41-4012 Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products,**  
 (<http://www.bls.gov/soc/2010/soc414012.htm>)  
**13-1022 Wholesale and Retail Buyers, Except Farm Products**  
 (<http://www.onetonline.org/link/summary/13-1022.00>)

<b>Cost</b>	<p><b>Q: How much will this program cost me to complete?</b>  <b>A:</b> If you begin this program in 2013, your estimated total costs for the entire program are:</p> <table border="0"> <tr> <td>Tuition and fees:</td> <td style="text-align: right;">\$46,800</td> </tr> <tr> <td>Books and supplies:</td> <td style="text-align: right;">\$1,910</td> </tr> <tr> <td>On-campus room &amp; board:</td> <td style="text-align: right;">Not required</td> </tr> </table> <p><b>Q: What's included?</b>  <b>A:</b>                  The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for <a href="http://berkeleycollege.edu/files_bc/Tuition">terms and conditions</a> (<a href="http://berkeleycollege.edu/files_bc/Tuition">http://berkeleycollege.edu/files_bc/Tuition</a>)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).</p>	Tuition and fees:	\$46,800	Books and supplies:	\$1,910	On-campus room & board:	Not required
Tuition and fees:	\$46,800						
Books and supplies:	\$1,910						
On-campus room & board:	Not required						
<b>Financing</b>	<p><b>Q: What are my financing options to pay for the program?</b>  <b>A:</b>                  In addition to any grant and scholarship aid for which they are eligible, 95% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:</p> <table border="0"> <tr> <td>Federal loans:</td> <td style="text-align: right;">\$18,395.97</td> </tr> <tr> <td>Private educational loans:</td> <td style="text-align: right;">\$0</td> </tr> <tr> <td>Institution Financing Plan:</td> <td style="text-align: right;">\$0</td> </tr> </table>	Federal loans:	\$18,395.97	Private educational loans:	\$0	Institution Financing Plan:	\$0
Federal loans:	\$18,395.97						
Private educational loans:	\$0						
Institution Financing Plan:	\$0						
<b>Success</b>	<p><b>Q: How long will it take me to complete this program?</b>  <b>A:</b>                  This 90-credit program is designed to be completed in six academic quarters over two calendar years.                   For the 2011-2012 award year, 42% of graduates from this program finished within this time.</p>						

**The following are A.A.S., Fashion Marketing and Management program statistics for New York in 2011-2012.**

Click on the links for more information on jobs related to this program:

FASHION MARKETING and MANAGEMENT:

**41-4012 Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products,** (<http://www.bls.gov/soc/2010/soc414012.htm>)

**13-1022 Wholesale and Retail Buyers, Except Farm Products** (<http://www.onetonline.org/link/summary/13-1022.00>)

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, 100% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$15,953.50
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.  
For the 2011-2012 award year, 75% of graduates from this program finished within this time.



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# Fashion Marketing and Management Associate in Applied Science Degree (A.A.S.)

## Course Requirements

### MAJOR COURSES

Qtr. hrs. credit

#### **FAS101 Introduction to the Fashion Business**

4

Provides an overview of the fashion business. Students learn the types of fashion enterprises, merchandising practices, internal relationships, line development, and trends of the major sectors in the marketing of fashion products.

#### **FAS230 Fashion Textiles for Apparel and Home**

4

Provides a comprehensive overview of the textile industry. Students acquire basic knowledge of fibers, yarns, cloth construction, finishes, and embellishments necessary to determine quality and to make appropriate fabric choices for contemporary fashion apparel and home furnishings.

#### **FAS240 Visual Merchandising**

4

Examines the ways in which visual presentation is used in a variety of settings. Students learn color theory and principles of visual design and apply this knowledge in venues that include department and specialty stores, malls, and restaurants.

#### **FAS245 Merchandise Planning and Buying**

4

Provides an overview of modern inventory control systems and sales records. Topics include retail methods of inventory, operating statements, techniques of planning, and methods of figuring



markups, markdowns, open-to-buy, and terms of sales.

### **FAS250 Computer Applications in the Fashion Industry**

4

An introduction to the software management programs that are utilized in the fashion industry. Students learn underlying technology principles, which they apply in several software programs that fashion organizations use to remain competitive.

Prerequisites: CIS115, FAS245

### **FAS256 Product Development**

4

An introduction to the study of product development from concept to consumer. Students examine the merchandising process and apply strategies to turn the fashion/retail organization into a profitable business. Topics include the development of plans for stores, products, assortment, space, and allocation.

Prerequisites: CIS115, FAS250, MKT220

### **FAS260 Fashion Forecasting**

4

Provides an overview and analysis of current color, fiber, and fashion trends, as well as their impact upon sales forecasting. Students will research, analyze, and develop fashion forecasts related to specific seasons in the apparel industry.

Prerequisites: FAS101, FAS230, FAS240

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

**MKT245 Professional Selling and Sales Management**

4

Provides students with an understanding of the principles and techniques necessary to sell a product, service, or idea. Students develop written and oral presentation skills by developing communication pieces, such as sales letters and sales presentations. Students also develop plans to manage sales associates.

Prerequisite: MKT220

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**BUSINESS COURSES**

**BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

**BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students

develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

### **BUS293 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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## **LIBERAL ARTS COURSES**

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking** 4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**MAT212 Mathematics with Business Applications** 4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

**SOC201 Macroeconomics** 4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

**SOC225 Psychology** 4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

General Education Core Humanities Elective 4

General Education Core Social Science Elective 4

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90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

### Program Statistics



Berkeley College  
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## B.B.A., Fashion Marketing and Management

- **B.B.A., Fashion Marketing and Management Course Requirements**  
(/catalog\_2013/4663.htm)

*The following are B.B.A., Fashion Marketing and Management program statistics for New York in 2011-2012.*

Click on the links for more information on jobs related to this program:

FASHION MARKETING and MANAGEMENT:  
(<http://www.bls.gov/soc/2010/soc410000.htm>)  
**41-4012 Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products,**  
(<http://www.bls.gov/soc/2010/soc414012.htm>)  
**13-1022 Wholesale and Retail Buyers, Except Farm Products**  
(<http://www.onetonline.org/link/summary/13-1022.00>)

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, 94% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$29,306.50
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 86% of graduates from this program finished within this time.



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# Fashion Marketing and Management Bachelor of Business Administration Degree (B.B.A.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **FAS101 Introduction to the Fashion Business**

4

Provides an overview of the fashion business. Students learn the types of fashion enterprises, merchandising practices, internal relationships, line development, and trends of the major sectors in the marketing of fashion products.

#### **FAS230 Fashion Textiles for Apparel and Home**

4

Provides a comprehensive overview of the textile industry. Students acquire basic knowledge of fibers, yarns, cloth construction, finishes, and embellishments necessary to determine quality and to make appropriate fabric choices for contemporary fashion apparel and home furnishings.

#### **FAS240 Visual Merchandising**

4

Examines the ways in which visual presentation is used in a variety of settings. Students learn color theory and principles of visual design and apply this knowledge in venues that include department and specialty stores, malls, and restaurants.

#### **FAS245 Merchandise Planning and Buying**

4

Provides an overview of modern inventory control systems and sales records. Topics include retail methods of inventory, operating statements, techniques of planning, and methods of figuring



markups, markdowns, open-to-buy, and terms of sales.

### **FAS250 Computer Applications in the Fashion Industry**

4

An introduction to the software management programs that are utilized in the fashion industry. Students learn underlying technology principles, which they apply in several software programs that fashion organizations use to remain competitive.

Prerequisites: CIS115, FAS245

### **FAS256 Product Development**

4

An introduction to the study of product development from concept to consumer. Students examine the merchandising process and apply strategies to turn the fashion/retail organization into a profitable business. Topics include the development of plans for stores, products, assortment, space, and allocation.

Prerequisites: CIS115, FAS250, MKT220

### **FAS260 Fashion Forecasting**

4

Provides an overview and analysis of current color, fiber, and fashion trends, as well as their impact upon sales forecasting. Students will research, analyze, and develop fashion forecasts related to specific seasons in the apparel industry.

Prerequisites: FAS101, FAS230, FAS240

### **FAS312 Marketing Accessories, Home, and Cosmetics**

4

An introduction to product information related to fashion accessories, home furnishings (carpets, linens, dinnerware, tableware, and lighting), and cosmetics. Students research merchandise classifications and present comprehensive reports following current fashion trends in these classifications.

Prerequisite: FAS230

**FAS335 Retail Management**

4

Provides an in-depth analysis of the nature of distribution channels and their management. Topics include channel behavior; channel design; selection, motivation, and control of channel members; types of retailers; retailer marketing decisions; the future of retailing; and wholesaling.

Prerequisite: MKT220

**FAS427 Operations Management in the Fashion Business**

4

Examines the production and operations management system in the fashion industry from the perspective of its ability to enhance value. Course will explore the issues of performance, cost, competitive reactions, and customer expectations and emphasize current management topics, such as ethics, diversity, technology, and globalization.

Prerequisite: MGT220

**MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

**MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

**MKT241 Consumer Behavior**

4

Introduction to the nature and determinants of consumer behavior. Primary emphasis is placed on

developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

Prerequisite: MKT220

Fashion or Management or Marketing Upper Division Elective 4

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## **BUSINESS COURSES**

**ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**ACC113 Managerial Accounting** 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

**BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar** 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a

professional e-portfolio.

### **BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

### **BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

### **IBS201 International Business**

4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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## **LIBERAL ARTS COURSES\***

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational

and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

### **SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

**SOC225 Psychology** 4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives 8

Mathematics/Science Electives 4

Social Science Electives 8

General Education Core Humanities Elective 4

General Education Core Mathematics/Science Elective 4

General Education Core Social Science Elective 4

FREE ELECTIVES 22

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*16 Liberal Arts credits must be at the 300/400 level.

**Program Statistics**

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## B.B.A., Fashion Marketing and Management with Minor in International Business

- **B.B.A., Fashion Marketing and Management with Minor in International Business Course Requirements (/catalog\_2013/5445.htm)**

*The following are B.B.A., Fashion Marketing and Management with Minor in International Business program statistics for New York. Students were able to start this program in 2013.*



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**Peoplesoft Codes:**

Click on the links for more information on jobs related to this program:

Fashion Merchandising

**13-1022 Wholesale and Retail Buyers, Except Farm Products**  
 (<http://www.onetonline.org/link/summary/13-1022.00>)

**41-4012 Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products**  
 (<http://www.onetonline.org/link/summary/41-4012.00>)

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.





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# Fashion Marketing and Management with Minor in International Business Bachelor of Business Administration Degree (B.B.A.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **FAS101 Introduction to the Fashion Business**

4

Provides an overview of the fashion business. Students learn the types of fashion enterprises, merchandising practices, internal relationships, line development, and trends of the major sectors in the marketing of fashion products.

#### **FAS230 Fashion Textiles for Apparel and Home**

4

Provides a comprehensive overview of the textile industry. Students acquire basic knowledge of fibers, yarns, cloth construction, finishes, and embellishments necessary to determine quality and to make appropriate fabric choices for contemporary fashion apparel and home furnishings.

#### **FAS240 Visual Merchandising**

4

Examines the ways in which visual presentation is used in a variety of settings. Students learn color theory and principles of visual design and apply this knowledge in venues that include department and specialty stores, malls, and restaurants.

#### **FAS245 Merchandise Planning and Buying**

4

Provides an overview of modern inventory control systems and sales records. Topics include retail methods of inventory, operating statements,

techniques of planning, and methods of figuring markups, markdowns, open-to-buy, and terms of sales.

### **FAS250 Computer Applications in the Fashion Industry**

4

An introduction to the software management programs that are utilized in the fashion industry. Students learn underlying technology principles, which they apply in several software programs that fashion organizations use to remain competitive.

Prerequisites: CIS115, FAS245

### **FAS256 Product Development**

4

An introduction to the study of product development from concept to consumer. Students examine the merchandising process and apply strategies to turn the fashion/retail organization into a profitable business. Topics include the development of plans for stores, products, assortment, space, and allocation.

Prerequisites: CIS115, FAS250, MKT220

### **FAS260 Fashion Forecasting**

4

Provides an overview and analysis of current color, fiber, and fashion trends, as well as their impact upon sales forecasting. Students will research, analyze, and develop fashion forecasts related to specific seasons in the apparel industry.

Prerequisites: FAS101, FAS230, FAS240

### **FAS312 Marketing Accessories, Home, and Cosmetics**

4

An introduction to product information related to fashion accessories, home furnishings (carpets, linens, dinnerware, tableware, and lighting), and cosmetics. Students research merchandise classifications and present comprehensive reports following current fashion trends in these classifications.

Prerequisite: FAS230

**FAS335 Retail Management**

4

Provides an in-depth analysis of the nature of distribution channels and their management. Topics include channel behavior; channel design; selection, motivation, and control of channel members; types of retailers; retailer marketing decisions; the future of retailing; and wholesaling.

Prerequisite: MKT220

**FAS427 Operations Management in the Fashion Business**

4

Examines the production and operations management system in the fashion industry from the perspective of its ability to enhance value. Course will explore the issues of performance, cost, competitive reactions, and customer expectations and emphasize current management topics, such as ethics, diversity, technology, and globalization.

Prerequisite: MGT220

**MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

**MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

Fashion or Management or Marketing Upper Division Elective

4

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**BUSINESS COURSES****ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**ACC113 Managerial Accounting** 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

**BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar** 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

**BUS231 Business Law I** 4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations

requiring legal counsel and a familiarization with the overall structure of the legal system.

### **BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

### **IBS201 International Business**

4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

### **IBS225 International Trade Policies and Practices**

4

Examines the various international trade theories, policies, practices, and current controversies regarding national trade policies. Also explores the influences of the World Trade Organization and international trade agreements on government and corporate trade practices. Focuses on the operational aspects of conducting international trade.

Prerequisite: IBS201

**IBS342 Global Business Management** 4

Students develop an understanding of the global challenges of the 21st century. Considers globalization within a historical, social, and political framework emphasizing the emergence of modernity.

Prerequisites: IBS201, MGT220

**CIS115 Computer Applications** 4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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**LIBERAL ARTS COURSES\*****ENG105 Expository Writing** 4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature** 4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking** 4

Designed to help students improve oral

communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories



of contemporary macroeconomics, as well as their application and impact in today's world.

### **SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

### **SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

### **SOC310 Intercultural Communication**

4

An introduction to the various cultural influences on communication. Emphasizes the obstacles and portals to effective communication. Students study the communication styles of different cultural groups and learn to apply cultural perspectives to their daily interactions in business and in their lives.

Foreign Language – 2 sequential courses in the same language

8

Mathematics/Science Elective

4

Social Science Elective

4

General Education Core Humanities Elective

4

General Education Core Mathematics/Science Elective

4

General Education Core Social Science Elective

4

## FREE ELECTIVES

18

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*16 Liberal Arts credits must be at the 300/400 level.

**Program Statistics**

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## B.S., Fashion Marketing and Management

- **B.S., Fashion Marketing and Management Course Requirements**  
(/catalog\_2013/4666.htm)

*The following are B.S., Fashion Marketing and Management program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

FASHION MARKETING and MANAGEMENT:  
(<http://www.bls.gov/soc/2010/soc410000.htm>)  
**41-4012 Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products,**  
(<http://www.bls.gov/soc/2010/soc414012.htm>)  
**13-1022 Wholesale and Retail Buyers, Except Farm Products**  
(<http://www.onetonline.org/link/summary/13-1022.00>)

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, 94% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$27,676.31
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 80% of graduates from this program finished within this time.



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# Fashion Marketing and Management Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **FAS101 Introduction to the Fashion Business**

4

Provides an overview of the fashion business. Students learn the types of fashion enterprises, merchandising practices, internal relationships, line development, and trends of the major sectors in the marketing of fashion products.

#### **FAS230 Fashion Textiles for Apparel and Home**

4

Provides a comprehensive overview of the textile industry. Students acquire basic knowledge of fibers, yarns, cloth construction, finishes, and embellishments necessary to determine quality and to make appropriate fabric choices for contemporary fashion apparel and home furnishings.

#### **FAS240 Visual Merchandising**

4

Examines the ways in which visual presentation is used in a variety of settings. Students learn color theory and principles of visual design and apply this knowledge in venues that include department and specialty stores, malls, and restaurants.

#### **FAS245 Merchandise Planning and Buying**

4

Provides an overview of modern inventory control systems and sales records. Topics include retail methods of inventory, operating statements, techniques of planning, and methods of figuring markups, markdowns, open-to-buy, and terms of sales.

**FAS250 Computer Applications in the Fashion Industry** 4

An introduction to the software management programs that are utilized in the fashion industry. Students learn underlying technology principles, which they apply in several software programs that fashion organizations use to remain competitive.

Prerequisites: CIS115, FAS245

**FAS256 Product Development** 4

An introduction to the study of product development from concept to consumer. Students examine the merchandising process and apply strategies to turn the fashion/retail organization into a profitable business. Topics include the development of plans for stores, products, assortment, space, and allocation.

Prerequisites: CIS115, FAS250, MKT220

**FAS260 Fashion Forecasting** 4

Provides an overview and analysis of current color, fiber, and fashion trends, as well as their impact upon sales forecasting. Students will research, analyze, and develop fashion forecasts related to specific seasons in the apparel industry.

Prerequisites: FAS101, FAS230, FAS240

**FAS312 Marketing Accessories, Home, and Cosmetics** 4

An introduction to product information related to fashion accessories, home furnishings (carpets, linens, dinnerware, tableware, and lighting), and cosmetics. Students research merchandise classifications and present comprehensive reports following current fashion trends in these classifications.

Prerequisite: FAS230

**FAS335 Retail Management** 4

Provides an in-depth analysis of the nature of distribution channels and their management. Topics include channel behavior; channel design; selection, motivation, and control of channel members; types of retailers; retailer marketing decisions; the future of retailing; and wholesaling.

Prerequisite: MKT220

### **FAS427 Operations Management in the Fashion Business**

4

Examines the production and operations management system in the fashion industry from the perspective of its ability to enhance value. Course will explore the issues of performance, cost, competitive reactions, and customer expectations and emphasize current management topics, such as ethics, diversity, technology, and globalization.

Prerequisite: MGT220

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

### **MKT241 Consumer Behavior**

4

Introduction to the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

Prerequisite: MKT220

Fashion/Management/Marketing Upper Division  
Elective 4

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### **BUSINESS COURSES**

**ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**ACC113 Managerial Accounting** 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

**BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar** 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.



**BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

**BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

**FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

**CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

**LIBERAL ARTS COURSES\*****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition.

Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

### **SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

### **SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives

12

Mathematics/Science Electives

8

Social Science Electives	12
Liberal Arts Electives	12
General Education Core Humanities Elective	4
General Education Core Mathematics/Science Elective	4
General Education Core Social Science Elective	4
FREE ELECTIVES	2

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#### 180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*24 Liberal Arts credits must be at the 300/400 level.

#### Program Statistics



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## B.S., Fashion Marketing and Management with Minor in International Business

- **B.S., Fashion Marketing and Management with Minor in International Business Course Requirements (/catalog\_2013/5267.htm)**

*The following are B.S., Fashion Marketing and Management with Minor in International Business program statistics for New Jersey. Students were able to start this program in 2013.*



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**Peoplesoft Codes:**

Click on the links for more information on jobs related to this program:

Fashion Merchandising

**13-1022 Wholesale and Retail Buyers, Except Farm Products**  
 (<http://www.onetonline.org/link/summary/13-1022.00>)

**41-4012 Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products**  
 (<http://www.onetonline.org/link/summary/41-4012.00>)

Cost

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

Financing

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

Success

**Q: How long will it take me to complete this program?**

**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.



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# Fashion Marketing and Management with Minor in International Business Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

Qtr. hrs. credit

#### **FAS101 Introduction to the Fashion Business**

4

Provides an overview of the fashion business. Students learn the types of fashion enterprises, merchandising practices, internal relationships, line development, and trends of the major sectors in the marketing of fashion products.

#### **FAS230 Fashion Textiles for Apparel and Home**

4

Provides a comprehensive overview of the textile industry. Students acquire basic knowledge of fibers, yarns, cloth construction, finishes, and embellishments necessary to determine quality and to make appropriate fabric choices for contemporary fashion apparel and home furnishings.

#### **FAS240 Visual Merchandising**

4

Examines the ways in which visual presentation is used in a variety of settings. Students learn color theory and principles of visual design and apply this knowledge in venues that include department and specialty stores, malls, and restaurants.

#### **FAS245 Merchandise Planning and Buying**

4

Provides an overview of modern inventory control systems and sales records. Topics include retail methods of inventory, operating statements, techniques of planning, and methods of figuring

markups, markdowns, open-to-buy, and terms of sales.

### **FAS250 Computer Applications in the Fashion Industry**

4

An introduction to the software management programs that are utilized in the fashion industry. Students learn underlying technology principles, which they apply in several software programs that fashion organizations use to remain competitive.

Prerequisites: CIS115, FAS245

### **FAS256 Product Development**

4

An introduction to the study of product development from concept to consumer. Students examine the merchandising process and apply strategies to turn the fashion/retail organization into a profitable business. Topics include the development of plans for stores, products, assortment, space, and allocation.

Prerequisites: CIS115, FAS250, MKT220

### **FAS260 Fashion Forecasting**

4

Provides an overview and analysis of current color, fiber, and fashion trends, as well as their impact upon sales forecasting. Students will research, analyze, and develop fashion forecasts related to specific seasons in the apparel industry.

Prerequisites: FAS101, FAS230, FAS240

### **FAS312 Marketing Accessories, Home, and Cosmetics**

4

An introduction to product information related to fashion accessories, home furnishings (carpets, linens, dinnerware, tableware, and lighting), and cosmetics. Students research merchandise classifications and present comprehensive reports following current fashion trends in these classifications.

Prerequisite: FAS230



**FAS427 Operations Management in the Fashion Business** 4

Examines the production and operations management system in the fashion industry from the perspective of its ability to enhance value. Course will explore the issues of performance, cost, competitive reactions, and customer expectations and emphasize current management topics, such as ethics, diversity, technology, and globalization.

Prerequisite: MGT220

**MGT220 Principles of Management** 4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

**MKT220 Principles of Marketing** 4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

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**BUSINESS COURSES**

**ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**ACC113 Managerial Accounting** 4

An introduction to the use of accounting information

for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

### **BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

**IBS201 International Business**

4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

**IBS225 International Trade Policies and Practices**

4

Examines the various international trade theories, policies, practices, and current controversies regarding national trade policies. Also explores the influences of the World Trade Organization and international trade agreements on government and corporate trade practices. Focuses on the operational aspects of conducting international trade.

Prerequisite: IBS201

**IBS342 Global Business Management**

4

Students develop an understanding of the global challenges of the 21st century. Considers globalization within a historical, social, and political framework emphasizing the emergence of modernity.

Prerequisites: IBS201, MGT220

**FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

**CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use

software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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## **LIBERAL ARTS COURSES\***

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

### **SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

**SOC310 Intercultural Communication**

4

An introduction to the various cultural influences on communication. Emphasizes the obstacles and portals to effective communication. Students study the communication styles of different cultural groups and learn to apply cultural perspectives to their daily interactions in business and in their lives.

Foreign Language - 2 sequential courses in the same language

8

Humanities Elective

4

Mathematics/Science Electives

8

Social Science Electives

8

Liberal Arts Electives

12

General Education Core Humanities Elective

4

General Education Core Mathematics/Science Elective

4

General Education Core Social Science Elective

4

FREE ELECTIVES

2

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*24 Liberal Arts credits must be at the 300/400 level.

**Program Statistics**



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## Financial Services

### Help others invest in a better future.

Nowhere does information change faster than in today's financial world. Students are exposed to an overview of financial institutions, the products and services they offer, and their importance to the economy. From experienced professionals, they learn skills in assessing client needs and developing comprehensive financial plans.

Benefit from:

- A solid business and technology core curriculum with an emphasis on financial planning and exchange
- Baccalaureate programs that prepare students for the Certified Financial Planning Examination offered by the CFP Board of Standards, Inc.™
- Insights into investment and securities management
- Hands-on experience with software used by financial service professionals
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

### Degree Programs

- [A.A.S., Financial Services \(/catalog\\_2013/catalog\\_2013\\_4629.htm\)](/catalog_2013/catalog_2013_4629.htm)
- [B.B.A., Financial Services \(/catalog\\_2013/catalog\\_2013\\_4628.htm\)](/catalog_2013/catalog_2013_4628.htm)
- [B.S., Financial Services \(/catalog\\_2013/catalog\\_2013\\_4627.htm\)](/catalog_2013/catalog_2013_4627.htm)





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## A.A.S., Financial Services

- [A.A.S., Financial Services Course Requirements \(/catalog\\_2013/4669.htm\)](/catalog_2013/4669.htm)

*The following are A.A.S., Financial Services program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

FINANCIAL SERVICES:

13-2052 Personal Financial (<http://www.onetonline.org/link/summary/13-2052.00>)

13-2071 Credit Counselors (<http://www.onetonline.org/link/summary/13-2071.00>)

25-1011 Business Teachers, Postsecondary (<http://www.onetonline.org/link/summary/25-1011.00>)

41-3031 Sales Agents, Securities, Commodities and Financial Service (<http://www.onetonline.org/link/summary/41-3031.01>)



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<b>Cost</b>	<p><b>Q: How much will this program cost me to complete?</b></p> <p><b>A:</b> If you begin this program in 2013, your estimated total costs for the entire program are:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">Tuition and fees:</td> <td style="text-align: right;">\$46,800</td> </tr> <tr> <td style="padding-left: 20px;">Books and supplies:</td> <td style="text-align: right;">\$1,910</td> </tr> <tr> <td style="padding-left: 20px;">On-campus room &amp; board:</td> <td style="text-align: right;">Not required</td> </tr> </table> <p><b>Q: What's included?</b></p> <p><b>A:</b> The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for <a href="http://berkeleycollege.edu/files_bc/Tuition">terms and conditions (http://berkeleycollege.edu/files_bc/Tuition)</a>). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).</p>	Tuition and fees:	\$46,800	Books and supplies:	\$1,910	On-campus room & board:	Not required
Tuition and fees:	\$46,800						
Books and supplies:	\$1,910						
On-campus room & board:	Not required						
<b>Financing</b>	<p><b>Q: What are my financing options to pay for the program?</b></p> <p><b>A:</b> In addition to any grant and scholarship aid for which they are eligible, students may borrow funds through federal, private, and institutional loans to finance their education.</p> <p>In accordance with applicable regulations, the College does not disclose median debt information for programs completed by fewer than 10 students during the award year.</p>						
<b>Success</b>	<p><b>Q: How long will it take me to complete this program?</b></p> <p><b>A:</b> This 90-credit program is designed to be completed in six academic quarters over two calendar years.</p> <p>In accordance with applicable regulations, the College does not disclose on-time completion rates for programs completed by fewer than 10 students during the award year.</p>						

Berkeley College's A.A.S., Financial Services degree program does not qualify students to sit for the CFP Examination. Generally, candidates for such certification or registration need to complete a combination of specified educational programs registered with the CFP Board of Standards, Inc.™ and/or experience requirements, demonstrate good moral character (which may include an absence of criminal convictions), and pass a licensing

examination. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in a financial services program.

## **The following are A.A.S., Financial Services program statistics for New York in 2011-2012.**

Click on the links for more information on jobs related to this program:

FINANCIAL SERVICES:

**13-2052 Personal Financial** (<http://www.onetonline.org/link/summary/13-2052.00>)

**13-2071 Credit Counselors** (<http://www.onetonline.org/link/summary/13-2071.00>)

**25-1011 Business Teachers, Postsecondary** (<http://www.onetonline.org/link/summary/25-1011.00>)

**41-3031 Sales Agents, Securities, Commodities and Financial Service**  
(<http://www.onetonline.org/link/summary/41-3031.01>)

<b>Cost</b>	<p><b>Q: How much will this program cost me to complete?</b></p> <p><b>A:</b> If you begin this program in 2013, your estimated total costs for the entire program are:</p> <table><tbody><tr><td>Tuition and fees:</td><td>\$46,800</td></tr><tr><td>Books and supplies:</td><td>\$1,910</td></tr><tr><td>On-campus room &amp; board:</td><td>Not required</td></tr></tbody></table> <p><b>Q: What's included?</b></p> <p><b>A:</b> The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for <a href="http://berkeleycollege.edu/files_bc/Tuition">terms and conditions</a> (<a href="http://berkeleycollege.edu/files_bc/Tuition">http://berkeleycollege.edu/files_bc/Tuition</a>)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).</p>	Tuition and fees:	\$46,800	Books and supplies:	\$1,910	On-campus room & board:	Not required	<b>Financing</b>	<p><b>Q: What are my financing options to pay for the program?</b></p> <p><b>A:</b> In addition to any grant and scholarship aid for which they are eligible, students may borrow funds through federal, private, and institutional loans to finance their education.</p> <p>In accordance with applicable regulations, the College does not disclose median debt information for programs completed by fewer than 10 students during the award year.</p>
Tuition and fees:	\$46,800								
Books and supplies:	\$1,910								
On-campus room & board:	Not required								
		<b>Success</b>	<p><b>Q: How long will it take me to complete this program?</b></p> <p><b>A:</b> This 90-credit program is designed to be completed in six academic quarters over two calendar years.</p> <p>In accordance with applicable regulations, the College does not disclose on-time completion rates for programs completed by fewer than 10 students during the award year.</p>						

Berkeley College's A.A.S., Financial Services degree program does not qualify students to sit for the CFP Examination. Generally, candidates for such certification or registration need to complete a combination of specified educational programs registered with the CFP Board of Standards, Inc.™ and/or experience requirements, demonstrate good moral character (which may include an absence of criminal convictions), and pass a licensing examination. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in a financial services program.



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# Financial Services

## Associate in Applied Science Degree (A.A.S.)

### Course Requirements

**MAJOR COURSES** **Qtr. hrs. credit**

**ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**ACC113 Managerial Accounting** 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

**FIN200 Introduction to Financial Services** 4

An introduction to the world of financial services, including banking, insurance, and securities/brokerage. Topics include financial planning, treasury management, risk management, financial analysis, and securities investments.

Prerequisite: ACC110

**FIN204 Financial Markets and Institutions** 4

This course is designed to introduce students to the

workings of financial markets and institutions. It will explore the role these markets and institutions play in the economy and their relationship to public policy issues.

Prerequisite: FIN200

### **FIN250 Computer Applications in Financial Services**

2

An introduction to computer-based problem simulation in the world of financial services. Students learn how to use financial modeling and spreadsheets to solve real-world financial planning problems.

Prerequisites: FIN204, CIS115

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## **BUSINESS COURSES**

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

**BUS293 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

**CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

**CIS204 Database Management Systems**

2

Hands-on experience with well-known database management software applications, such as Microsoft Access. Topics include an introduction to database programming, multiple database files, query files, reports, and the planning, development, and implementation of database systems.

Prerequisite: CIS115

**MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

---

**LIBERAL ARTS COURSES****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **ENG265 Business Communication**

4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use

of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

**SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today’s world.

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

General Education Core Humanities Elective

4

General Education Core Social Science Elective

4

FREE ELECTIVES

12

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**90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

**Program Statistics**





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## B.B.A., Financial Services

- [B.B.A., Financial Services Course Requirements \(/catalog\\_2013/4672.htm\)](/catalog_2013/4672.htm)

*The following are B.B.A., Financial Services program statistics for New York in 2011-2012.*

Click on the links for more information on jobs related to this program:

FINANCIAL SERVICES:

(<http://www.bls.gov/soc/2010/soc132041.htm>)

13-2052 Personal Financial Advisors, (<http://www.bls.gov/soc/2010/soc132052.htm>)

13-2071 Credit Counselors (<http://www.onetonline.org/link/summary/13-2071.00>)

25-1011 Business Teachers, Postsecondary (<http://www.onetonline.org/link/summary/25-1011.00>)

41-3031 Sales Agents, Financial Services, Securities and Commodities  
(<http://www.onetonline.org/find/quick?s=41-3031>)



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**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition\)](http://berkeleycollege.edu/files_bc/Tuition)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, 100% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$28,885.00
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 87% of graduates from this program finished within this time.

Berkeley College's B.B.A., Financial Services program is a registered education program with the CFP Board of Standards, Inc.™ and therefore, qualifies students to sit for the CFP Examination. However, students do not automatically become Certified Financial Planners or Registered Investment Advisors, and such programs are not specifically intended to fulfill all the requirements for certification or registration for such positions. Generally,

candidates for such certification or registration may need to complete a combination of specified educational and/or experience requirements, demonstrate good moral character (which may include an absence of criminal convictions), and pass a licensing examination. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in a financial services program.

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# Financial Services

## Bachelor of Business Administration Degree (B.B.A.)

### Course Requirements

#### MAJOR COURSES

Qtr. hrs. credit

#### **ACC110 Fundamentals of Accounting for Managers**

4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

#### **ACC113 Managerial Accounting**

4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

#### **FIN200 Introduction to Financial Services**

4

An introduction to the world of financial services, including banking, insurance, and securities/brokerage. Topics include financial planning, treasury management, risk management, financial analysis, and securities investments.

Prerequisite: ACC110

#### **FIN204 Financial Markets and Institutions**

4

This course is designed to introduce students to the

workings of financial markets and institutions. It will explore the role these markets and institutions play in the economy and their relationship to public policy issues.

Prerequisite: FIN200

### **FIN250 Computer Applications in Financial Services**

2

An introduction to computer-based problem simulation in the world of financial services. Students learn how to use financial modeling and spreadsheets to solve real-world financial planning problems.

Prerequisites: FIN204, CIS115

### **FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

### **FIN305 Principles of Financial Planning**

4

Provides an in-depth analysis of the financial planning process. Topics include the CFP Board's Code of Ethics and Professional Responsibility, emergency fund planning, credit and debt management, financial institutions, educational funding, property tilting, and monetary settlement planning.

Prerequisites: FIN204, MAT212

### **FIN310 Insurance Planning**

4

Students become familiar with the principles of risk management and insurance planning. Topics include risk exposure; property and casualty insurance; general business liability; and life, health, disability, and long-term care insurance.

Prerequisite: FIN305

**FIN315 Investment Planning** 4

Students learn the principles of constructing and managing investment vehicles in relation to client needs. Topics include an overview of investment vehicles, measures of investment risk and returns, portfolio management, asset pricing, leverage, and hedging options.

Prerequisite: FIN305

**FIN400 Tax Planning** 4

Students learn and analyze the principles of taxation. Topics include income tax fundamentals, trusts and estates, cost recovery, and charitable contributions.

Prerequisites: FIN310, FIN315

**FIN405 Retirement Planning** 4

Focuses on the effective planning, implementation, and monitoring of individual and business-sponsored retirement plans. Topics include retirement needs analysis, social security, Medicare, and distributions.

Prerequisite: FIN400

**FIN410 Estate Planning** 4

An introduction to the world of estate planning. Topics include property transfer at death, gifting strategies, incapacity planning, trusts, and charitable giving.

Prerequisite: FIN405

**FIN415 Principles of Finance II** 4

Analysis of various advanced corporate finance concepts, including investment criteria, the use of techniques and tools such as net present value, internal rate of return, risk and return, cost of capital and long-term financial policy, and short-term financial planning and management.

Prerequisite: FIN301

### **FIN420 Personal Financial Planning Capstone**

4

This course will give students the skills necessary to construct a comprehensive personal financial plan based on client information. Students will develop plans that integrate all key areas of personal financial planning.

Prerequisites: FIN410

## **BUSINESS COURSES**

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

### **BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

### **CIS201 Advanced Spreadsheets**

2

Students gain experience with spreadsheet applications, such as Microsoft Excel. Topics include building complex worksheets; importing and exporting data; using mathematical, financial, and statistical functions; developing macros; consolidating spreadsheets; creating templates; and utilizing "what if" analyses to make business decisions.

Prerequisite: CIS115

**CIS204 Database Management Systems** 2

Hands-on experience with well-known database management software applications, such as Microsoft Access. Topics include an introduction to database programming, multiple database files, query files, reports, and the planning, development, and implementation of database systems.

Prerequisite: CIS115

## Business Electives 8

**LIBERAL ARTS COURSES\*****ENG105 Expository Writing** 4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature** 4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking** 4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106



<b>ENG265 Business Communication</b>	4
<p>Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.</p> <p>Prerequisite: ENG106</p>	
<b>MAT211 College Algebra</b>	4
<p>Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.</p> <p>Prerequisite: CSK099 or placement</p>	
<b>MAT212 Mathematics with Business Applications</b>	4
<p>Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.</p> <p>Prerequisites: CSK099 or placement</p>	
<b>MAT215 Statistics I</b>	4
<p>An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.</p> <p>Prerequisite: MAT211</p>	
<b>SOC201 Macroeconomics</b>	4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

**SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives

8

Mathematics/Science Elective

4

Social Science Electives

8

General Education Core Humanities Elective

4

General Education Core Mathematics/Science Elective

4

General Education Core Social Science Elective

4

FREE ELECTIVES

16

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*16 Liberal Arts credits must be at the 300/400 level.

## Program Statistics



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## B.S., Financial Services

- [B.S., Financial Services Course Requirements \(/catalog\\_2013/4675.htm\)](/catalog_2013/4675.htm)

*The following are B.S., Financial Services program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

FINANCIAL SERVICES:

(<http://www.bls.gov/soc/2010/soc132041.htm>)

13-2052 Personal Financial Advisors, (<http://www.bls.gov/soc/2010/soc132052.htm>)

13-2071 Credit Counselors (<http://www.onetonline.org/link/summary/13-2071.00>)

25-1011 Business Teachers, Postsecondary (<http://www.onetonline.org/link/summary/25-1011.00>)

41-3031 Sales Agents, Financial Services, Securities and Commodities (<http://www.onetonline.org/find/quick?s=41-3031>)



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**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition\)](http://berkeleycollege.edu/files_bc/Tuition)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, 92% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$30,588.81
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 62% of graduates from this program finished within this time.

Berkeley College's B.S., Financial Services program is a registered education program with the CFP Board of Standards, Inc.™ and therefore, qualifies students to sit for the CFP Examination. However, students do not automatically become Certified Financial Planners or Registered Investment Advisors, and such programs are not specifically intended to fulfill all the requirements for certification or registration for such positions. Generally,

candidates for such certification or registration may need to complete a combination of specified educational and/or experience requirements, demonstrate good moral character (which may include an absence of criminal convictions), and pass a licensing examination. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in a financial services program.

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# Financial Services Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

**ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**ACC113 Managerial Accounting** 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

**FIN200 Introduction to Financial Services** 4

An introduction to the world of financial services, including banking, insurance, and securities/brokerage. Topics include financial planning, treasury management, risk management, financial analysis, and securities investments.

Prerequisite: ACC110

**FIN204 Financial Markets and Institutions** 4

This course is designed to introduce students to the workings of financial markets and institutions. It will explore the role these markets and institutions play

in the economy and their relationship to public policy issues.

Prerequisite: FIN200

### **FIN250 Computer Applications in Financial Services**

2

An introduction to computer-based problem simulation in the world of financial services. Students learn how to use financial modeling and spreadsheets to solve real-world financial planning problems.

Prerequisites: FIN204, CIS115

### **FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

### **FIN305 Principles of Financial Planning**

4

Provides an in-depth analysis of the financial planning process. Topics include the CFP Board's Code of Ethics and Professional Responsibility, emergency fund planning, credit and debt management, financial institutions, educational funding, property tilting, and monetary settlement planning.

Prerequisites: FIN204, MAT212

### **FIN310 Insurance Planning**

4

Students become familiar with the principles of risk management and insurance planning. Topics include risk exposure; property and casualty insurance; general business liability; and life, health, disability, and long-term care insurance.

Prerequisite: FIN305

**FIN315 Investment Planning**

4

Students learn the principles of constructing and managing investment vehicles in relation to client needs. Topics include an overview of investment vehicles, measures of investment risk and returns, portfolio management, asset pricing, leverage, and hedging options.

Prerequisite: FIN305

**FIN400 Tax Planning**

4

Students learn and analyze the principles of taxation. Topics include income tax fundamentals, trusts and estates, cost recovery, and charitable contributions.

Prerequisites: FIN310, FIN315

**FIN405 Retirement Planning**

4

Focuses on the effective planning, implementation, and monitoring of individual and business-sponsored retirement plans. Topics include retirement needs analysis, social security, Medicare, and distributions.

Prerequisite: FIN400

**FIN410 Estate Planning**

4

An introduction to the world of estate planning. Topics include property transfer at death, gifting strategies, incapacity planning, trusts, and charitable giving.

Prerequisite: FIN405

**FIN415 Principles of Finance II**

4

Analysis of various advanced corporate finance concepts, including investment criteria, the use of techniques and tools such as net present value, internal rate of return, risk and return, cost of capital and long-term financial policy, and short-term financial planning and management.

Prerequisite: FIN301



**FIN420 Personal Financial Planning Capstone**

4

This course will give students the skills necessary to construct a comprehensive personal financial plan based on client information. Students will develop plans that integrate all key areas of personal financial planning.

Prerequisites: FIN410

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**BUSINESS COURSES****BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

**BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

**BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic

experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

### **CIS201 Advanced Spreadsheets**

2

Students gain experience with spreadsheet applications, such as Microsoft Excel. Topics include building complex worksheets; importing and exporting data; using mathematical, financial, and statistical functions; developing macros; consolidating spreadsheets; creating templates; and utilizing "what if" analyses to make business decisions.

Prerequisite: CIS115

**CIS204 Database Management Systems**

2

Hands-on experience with well-known database management software applications, such as Microsoft Access. Topics include an introduction to database programming, multiple database files, query files, reports, and the planning, development, and implementation of database systems.

Prerequisite: CIS115

**LIBERAL ARTS COURSES\*****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**ENG265 Business Communication**

4

Explores the communication strategies and

techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories

of contemporary macroeconomics, as well as their application and impact in today’s world.

**SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives 12

Mathematics/Science Electives 8

Social Science Electives 12

Liberal Arts Electives 12

General Education Core Humanities Elective 4

General Education Core Mathematics/Science Elective 4

General Education Core Social Science Elective 4

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*24 Liberal Arts credits must be at the 300/400 level.

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## General Business

### Gain a broad base of powerful business knowledge.

This flexible program allows students to study in a variety of business areas related to a range of employment opportunities. Graduates gain the necessary skills for the competitive marketplace, yet also have the option of continuing their education or exploring different roles and industries.

Benefit from:

- A well-rounded business curriculum that's ideal for students with transfer or prior learning credits
- Understanding the workings of a competitive business marketplace
- Hands-on experience with the current technology used in business
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments

### Degree Program

- **B.B.A., General Business ([/catalog\\_2013/catalog\\_2013\\_4625.htm](/catalog_2013/catalog_2013_4625.htm))**



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## B.B.A., General Business

- [B.B.A., General Business Course Requirements \(/catalog\\_2013/4678.htm\)](/catalog_2013/4678.htm)

*The following are B.B.A., General Business program statistics for New York in 2011-2012.*

Click on the links for more information on jobs related to this program:

**GENERAL BUSINESS:**

- 11-3010 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113010.htm>)
- 11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)
- 11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)
- 11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)
- 13-1070 Human Resources Workers, (<http://www.bls.gov/soc/2010/soc131070.htm>)
- 13-2052 Personal Financial Advisors, (<http://www.bls.gov/soc/2010/soc132052.htm>)
- 41-1010 First-Line Supervisors of Sales Workers, (<http://www.bls.gov/soc/2010/soc411010.htm>)
- 41-1011 First-Line Supervisors of Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411011.htm>)
- 41-1012 First-Line Supervisors of Non-Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411012.htm>)
- 41-2030 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412030.htm>)
- 41-2031 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412031.htm>)
- 41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)
- 41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)
- 41-9090 Miscellaneous Sales and Related Workers, (<http://www.bls.gov/soc/2010/soc419090.htm>)
- 41-9099 Sales and Related Workers, All Other, (<http://www.bls.gov/soc/2010/soc419099.htm>)
- 43-1010 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431010.htm>)
- 43-1011 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431011.htm>)
- 43-3070 Tellers, (<http://www.bls.gov/soc/2010/soc433070.htm>)
- 43-3071 Tellers, (<http://www.bls.gov/soc/2010/soc433071.htm>)
- 43-3090 Miscellaneous Financial Clerks, (<http://www.bls.gov/soc/2010/soc433090.htm>)
- 43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)
- 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)
- 43-4140 New Accounts Clerks, (<http://www.bls.gov/soc/2010/soc434140.htm>)
- 43-4141 New Accounts Clerks, (<http://www.bls.gov/soc/2010/soc434141.htm>)
- 43-4190 Miscellaneous Information and Record Clerks, (<http://www.bls.gov/soc/2010/soc434190.htm>)
- 43-4199 Information and Record Clerks, All Other, (<http://www.bls.gov/soc/2010/soc434199.htm>)
- 43-9020 Data Entry and Information Processing Workers, (<http://www.bls.gov/soc/2010/soc439020.htm>)
- 43-9060 Office Clerks, General, (<http://www.bls.gov/soc/2010/soc439060.htm>)
- 43-9061 Office Clerks, General, (<http://www.bls.gov/soc/2010/soc439061.htm>)
- 43-9190 Miscellaneous Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc439190.htm>)
- 43-9199 Office and Administrative Support Workers, All Other (<http://www.bls.gov/soc/2010/soc439199.htm>)



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**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note:

**Financing**

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 83% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$31,266.49
Private educational loans:	\$0
Institution Financing Plan:	\$0



Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for **terms and conditions** ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

## Success

**Q: How long will it take me to complete this program?**

**A:**

This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 71% of graduates from this program finished within this time.



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# General Business

## Bachelor of Business Administration Degree (B.B.A.)

### Course Requirements

#### MAJOR COURSES

Qtr. hrs. credit

#### **BUS250 Computer Applications in Business**

2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

#### **BUS451 Business Strategy and Policy**

4

An overview of the most recent theories and the current practices in strategic management. Examines the development and implementation of strategies in various areas of business activity (finance, sourcing, production, human resource management, marketing, and international business).

Prerequisites: FIN301, IBS201, MGT220, MKT220

#### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

#### **CIS212 Multimedia and Business Presentations**

2

Focuses on enhancing business communications via the growing areas of electronic communication. Students learn to develop, design, and deliver oral presentations using multimedia and online data services. Practice sessions and videotape feedback provide additional insight into presentation style and effectiveness.

Prerequisite: CIS115

Specialization 20

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**BUSINESS COURSES**

**ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**ACC113 Managerial Accounting** 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

**BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar** 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and

upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

### **BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

### **IBS201 International Business**

4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

**MKT220 Principles of Marketing** 4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

**CIS115 Computer Applications** 4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

Business Electives 16

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**LIBERAL ARTS COURSES\*****ENG105 Expository Writing** 4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature** 4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking** 4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **ENG265 Business Communication**

4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the

collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

### **SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

### **SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives

8

Mathematics/Science Electives

4

Social Science Electives

8

General Education Core Humanities Elective

4

General Education Core Mathematics/Science Elective

4

General Education Core Social Science Elective	4
FREE ELECTIVES	22

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#### 180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*16 Liberal Arts credits must be at the 300/400 level.

#### Program Statistics





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## Information Technology Management

### Link information technologies and business applications.

Students in Information Technology Management gain knowledge and experience in the use of current IT technologies, with special focus on web, network security, and database management. The program's unique focus on the impact of technology on business management effectively prepares students for successful careers in the dynamic and fast-paced information systems marketplace.

Benefit from:

- Learning how businesses use information technology resources to perform business functions and to gain competitive advantage
- Working with the latest web, networking, and database technologies
- Integrating technical and business applications in course projects
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- Building a student portfolio of technology projects that will demonstrate competency in business applications to potential employers

### Degree Programs

- **A.A.S., Information Technology Management**  
(/catalog\_2013/catalog\_2013\_4620.htm)
- **B.S., Information Technology Management**  
(/catalog\_2013/catalog\_2013\_4619.htm)



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## A.A.S., Information Technology Management

- **A.A.S., Information Technology Management Course Requirements**  
([/catalog\\_2013/4688.htm](/catalog_2013/4688.htm))

*The following are A.A.S., Information Technology Management program statistics for New Jersey. Students were able to start this program in 2012.*

Click on the links for more information on jobs related to this program:

- 15-1131 Computer Programmers, (<http://www.bls.gov/soc/2010/soc151131.htm>)
- 15-1132 Software Developers, Applications, (<http://www.bls.gov/soc/2010/soc151132.htm>)
- 15-1141 Database Administrators, (<http://www.bls.gov/soc/2010/soc151141.htm>)
- 15-1150 Computer Support Specialists, (<http://www.bls.gov/soc/2010/soc151150.htm>)
- 15-1151 Computer User Support Specialists, (<http://www.bls.gov/soc/2010/soc151151.htm>)
- 15-1152 Computer Network Support Specialists, (<http://www.bls.gov/soc/2010/soc151152.htm>)
- 15-1190 Miscellaneous Computer Occupations, (<http://www.bls.gov/soc/2010/soc151190.htm>)
- 15-1199 Computer Occupations, All Other, (<http://www.bls.gov/soc/2010/soc151199.htm>)
- 15-1120 Computer and Information Analysts (<http://www.bls.gov/soc/2010/soc151120.htm>)

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**A:**  
 The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:**  
 In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.  
  
 Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**  
**A:**  
 This 90-credit program is designed to be completed in six academic quarters over two calendar years.  
  
 Because this is a new program, there are no relevant statistics concerning program completion.

**The following are A.A.S., Information Technology Management program statistics for New York. This program is expected to begin in Winter 2013, subject to regulatory approvals and other circumstances. Berkeley reserves the right to modify programs and plans as it deems appropriate.**

Click on the links for more information on jobs related to this program:

15-1131 Computer Programmers, (<http://www.bls.gov/soc/2010/soc151131.htm>)  
15-1132 Software Developers, Applications, (<http://www.bls.gov/soc/2010/soc151132.htm>)  
15-1141 Database Administrators, (<http://www.bls.gov/soc/2010/soc151141.htm>)  
15-1150 Computer Support Specialists, (<http://www.bls.gov/soc/2010/soc151150.htm>)  
15-1151 Computer User Support Specialists, (<http://www.bls.gov/soc/2010/soc151151.htm>)  
15-1152 Computer Network Support Specialists, (<http://www.bls.gov/soc/2010/soc151152.htm>)  
15-1190 Miscellaneous Computer Occupations, (<http://www.bls.gov/soc/2010/soc151190.htm>)  
15-1199 Computer Occupations, All Other, (<http://www.bls.gov/soc/2010/soc151199.htm>)  
15-1120 Computer and Information Analysts (<http://www.bls.gov/soc/2010/soc151120.htm>)

### Cost

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**Q: What's included?**

**A:**  
The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

### Financing

**Q: What are my financing options to pay for the program?**

**A:**  
In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

### Success

**Q: How long will it take me to complete this program?**

**A:**  
This 90-credit program is designed to be completed in six academic quarters over two calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.



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# Information Technology Management Associate in Applied Science Degree (A.A.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **ITM100 Introduction to Information Technology**

4

Explores fundamental technical issues pertaining to computers and information technology. Introduces hardware and software components of an information system, their mutual relationship, dependency, and historical evolution.

#### **ITM200 Introduction to Networking**

4

Introduces underlying concepts of data communications, telecommunications, and networking. Emphasizes terminology and technologies in networking environments and provides a general overview of the field of networking.

#### **ITM210 Introduction to Database Management**

4

Provides an overview of the skills and knowledge necessary for the development and management of relational database systems. Topics include database creation, modeling structures, physical and logical components, accessing techniques, and SQL. Concepts are explored through the use of MS Access.

#### **ITM220 Introduction to Web Design and Graphics**

4

Introduces students to concepts of website structure, basic web page layout using text and multimedia, content management, and user experience.

Essentials of conceptual design of web pages and basic Internet topics are explored.

**ITM230 Fundamentals of Object Oriented Programming**

4

Provides an introduction to the principles of computer programming using a current programming language, such as Visual Basic, .NET, C++, or Java. Intended to be a beginning programming course focusing on basic principles of object-oriented design.

**ITM240 Information Systems Analysis and Design**

4

Covers the analysis, planning, and development of information systems. Explores the different phases and related activities of the system-development life cycle, and how system components should be implemented in solving business problems.

**ITM250 Information Technology and Law**

4

Explores legal and ethical issues that pertain to information technology management, such as digital property rights, data protection, identity protection, individual privacy, and systems integrity.

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**BUSINESS COURSES**

**BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation

to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

### **BUS267 Management Information Systems**

4

Course examines the technical, economic, and organizational impact of complex interdependent work systems. Topics include the analysis of short- and long-term information needs and the communication of these needs to technical specialists and higher management.

Prerequisite: BUS100

**BUS281 Project Management**

4

Provides an overview of various project management knowledge areas. Topics include project integration, scope, quality, human resources, communications, risk, and procurement management. Students will use Microsoft Project software.

Prerequisite: BUS100

**BUS293 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

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**LIBERAL ARTS COURSES****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques



for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **HUM225 Ethics**

4

Introduction to the study of ethics and moral philosophy, including its historical development, the major figures within that history, and some of the ethical and moral issues that face us today. Introduces students to the ideas of great thinkers throughout history and encourages students' own thinking on various ethical and moral issues.

General Education Core Humanities Elective

4

General Education Core Social Science Elective

4

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### **90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

## Program Statistics



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# B.S., Information Technology Management

- **B.S., Information Technology Management Course Requirements**  
(/catalog\_2013/4691.htm)

*The following are B.S., Information Technology Management program statistics for New Jersey. Students were able to start this program in 2012.*

**Peoplesoft Codes:**

Click on the links for more information on jobs related to this program:

- 11-3020 Computer and Information Systems Managers, (<http://www.bls.gov/soc/2010/soc113020.htm>)
- 11-3021 Computer and Information Systems Managers, (<http://www.bls.gov/soc/2010/soc113021.htm>)
- 15-1134 Web Developers, (<http://www.bls.gov/soc/2010/soc151134.htm>)
- 15-1142 Network and Computer Systems Administrators, (<http://www.bls.gov/soc/2010/soc151142.htm>)
- 15-1131 Computer Programmers, (<http://www.bls.gov/soc/2010/soc151131.htm>)
- 15-1132 Software Developers, Applications, (<http://www.bls.gov/soc/2010/soc151132.htm>)
- 15-1141 Database Administrators, (<http://www.bls.gov/soc/2010/soc151141.htm>)
- 15-1150 Computer Support Specialists, (<http://www.bls.gov/soc/2010/soc151150.htm>)
- 15-1151 Computer User Support Specialists, (<http://www.bls.gov/soc/2010/soc151151.htm>)
- 15-1152 Computer Network Support Specialists, (<http://www.bls.gov/soc/2010/soc151152.htm>)
- 15-1190 Miscellaneous Computer Occupations, (<http://www.bls.gov/soc/2010/soc151190.htm>)
- 15-1199 Computer Occupations, All Other, (<http://www.bls.gov/soc/2010/soc151199.htm>)
- 15-1120 Computer and Information Analysts (<http://www.bls.gov/soc/2010/soc151120.htm>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**

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Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**

**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.

**The following are B.S., Information Technology Management program statistics for New York. Students were able to start this program in 2012.**

**Peoplesoft Codes:**

Click on the links for more information on jobs related to this program:

- 11-3020 Computer and Information Systems Managers, (<http://www.bls.gov/soc/2010/soc113020.htm>)
- 11-3021 Computer and Information Systems Managers, (<http://www.bls.gov/soc/2010/soc113021.htm>)
- 15-1134 Web Developers, (<http://www.bls.gov/soc/2010/soc151134.htm>)
- 15-1142 Network and Computer Systems Administrators, (<http://www.bls.gov/soc/2010/soc151142.htm>)
- 15-1131 Computer Programmers, (<http://www.bls.gov/soc/2010/soc151131.htm>)
- 15-1132 Software Developers, Applications, (<http://www.bls.gov/soc/2010/soc151132.htm>)
- 15-1141 Database Administrators, (<http://www.bls.gov/soc/2010/soc151141.htm>)
- 15-1150 Computer Support Specialists, (<http://www.bls.gov/soc/2010/soc151150.htm>)
- 15-1151 Computer User Support Specialists, (<http://www.bls.gov/soc/2010/soc151151.htm>)
- 15-1152 Computer Network Support Specialists, (<http://www.bls.gov/soc/2010/soc151152.htm>)
- 15-1190 Miscellaneous Computer Occupations, (<http://www.bls.gov/soc/2010/soc151190.htm>)
- 15-1199 Computer Occupations, All Other, (<http://www.bls.gov/soc/2010/soc151199.htm>)
- 15-1120 Computer and Information Analysts (<http://www.bls.gov/soc/2010/soc151120.htm>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**

**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.



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# Information Technology Management Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

Qtr. hrs. credit

#### **ITM100 Introduction to Information Technology**

4

Explores fundamental technical issues pertaining to computers and information technology. Introduces hardware and software components of an information system, their mutual relationship, dependency, and historical evolution.

#### **ITM200 Introduction to Networking**

4

Introduces underlying concepts of data communications, telecommunications, and networking. Emphasizes terminology and technologies in networking environments and provides a general overview of the field of networking.

#### **ITM210 Introduction to Database Management**

4

Provides an overview of the skills and knowledge necessary for the development and management of relational database systems. Topics include database creation, modeling structures, physical and logical components, accessing techniques, and SQL. Concepts are explored through the use of MS Access.

#### **ITM220 Introduction to Web Design and Graphics**

4

Introduces students to concepts of website structure, basic web page layout using text and multimedia, content management, and user experience. Essentials of conceptual design of web pages and basic Internet topics are explored.

**ITM230 Fundamentals of Object Oriented Programming** 4

Provides an introduction to the principles of computer programming using a current programming language, such as Visual Basic, .NET, C++, or Java. Intended to be a beginning programming course focusing on basic principles of object-oriented design.

**ITM240 Information Systems Analysis and Design** 4

Covers the analysis, planning, and development of information systems. Explores the different phases and related activities of the system-development life cycle, and how system components should be implemented in solving business problems.

**ITM250 Information Technology and Law** 4

Explores legal and ethical issues that pertain to information technology management, such as digital property rights, data protection, identity protection, individual privacy, and systems integrity.

**ITM498 Capstone: Senior Project** 6

Integrates the course work in students' major to help them learn the process and challenges of implementing a professional information technology project. Students will follow a structured project design process to plan, complete, document, and present their senior project. Students from different tracks get together in groups to implement a business plan. Upon completion of this course, the entire project will serve as part of each student's professional portfolio.

Prerequisite: Departmental approval

Information Technology Electives\* 20

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**BUSINESS COURSES**

**BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

**BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

**MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

**MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.



**BUS267 Management Information Systems** 4

Course examines the technical, economic, and organizational impact of complex interdependent work systems. Topics include the analysis of short- and long-term information needs and the communication of these needs to technical specialists and higher management.

Prerequisite: BUS100

**BUS281 Project Management** 4

Provides an overview of various project management knowledge areas. Topics include project integration, scope, quality, human resources, communications, risk, and procurement management. Students will use Microsoft Project software.

Prerequisite: BUS100

**MGT420 Managing for Change** 4

Integrates the concepts and techniques involved in implementing and managing a planned change process. Includes discussions and case studies on changing the way work is done, changing communication and influence patterns, and changing managerial strategy.

Prerequisite: MGT220

**BUS483 Internship** 4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

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**LIBERAL ARTS COURSES\*\*****ENG105 Expository Writing** 4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions,

quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **MAT301 Discrete Mathematics**

4

Explores mathematical concepts most directly related to information technology management and/or computer science related fields. Topics covered include logic, relations, functions, basic set theory, graph theory, combinatorics, recursive functions, Boolean algebra and its applications.

Prerequisite: MAT211

### **HUM225 Ethics**

4

Introduction to the study of ethics and moral philosophy, including its historical development, the major figures within that history, and some of the ethical and moral issues that face us today. Introduces students to the ideas of great thinkers throughout history and encourages students' own thinking on various ethical and moral issues.

### **HUM238 Humanities in the Media**

4

An introduction to the various methods and technologies afforded by diverse media (print, film, video, sound, digital, and cybernetics) to access and evaluate a range of cultural phenomena (literature, film, visual arts, performance arts, nonfiction) more traditionally studied in print.

Prerequisite: ENG106

<b>SOC310 Intercultural Communication</b>	4
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An introduction to the various cultural influences on communication. Emphasizes the obstacles and portals to effective communication. Students study the communication styles of different cultural groups and learn to apply cultural perspectives to their daily interactions in business and in their lives.

<b>SCI410 Sustainable Solutions</b>	4
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Incorporates the interconnected concepts of ecology, economy and ethics to real, practical, workable sustainable solutions. A portfolio and presentation on designing a sustainable community, life plan, or business plan with sustainable alternatives are completed.

<b>SOC415 Global Social Change</b>	4
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Explores global trends that have impacted all societies. Emphasizes developing nations experiencing extensive technological and social change. Students examine case studies which focus on ethnic separatist and religious fundamentalist movements that emerge as rapid modernization processes erode traditional belief systems.

<b>GEC430 Science, Technology, and Modern Life</b>	4
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In this course students study some of the ways that our social lives, our health, and our professional lives have been affected by recent advances in science and technology.

Humanities Electives	8
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Social Science Electives	8
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Liberal Arts Electives	16
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General Education Core Humanities Elective	4
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General Education Core Social Science Elective	4
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## 180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*20 Information Technology elective credits must be at the 300/400 level.

\*\*24 Liberal Arts credits must be at the 300/400 level.

### Program Statistics



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## International Business

### Degrees designed to take you farther.

More than ever, business crosses borders. Berkeley College's programs in International Business prepare students for an exciting career path by providing them with the knowledge, understanding, and insight to effectively deal with the complexities of today's global business environments and the multinational and multicultural issues involved.

Benefit from:

- Learning how business spans nations and cultures to sell products as well as to source materials, products, and manufacturing
- Understanding how to compete in an interdependent world by managing cultural diversity through creative problem-solving
- An integrated foundation in international trade, marketing, and management that focuses on global business practices while building an understanding of the cultural and environmental context of international business
- Hands-on experience with software used in business
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

### Degree Programs

- **[A.A.S., International Business \(/catalog\\_2013/catalog\\_2013\\_4617.htm\)](/catalog_2013/catalog_2013_4617.htm)**
- **[A.S., International Business \(/catalog\\_2013/catalog\\_2013\\_4616.htm\)](/catalog_2013/catalog_2013_4616.htm)**
- **[B.B.A., International Business \(/catalog\\_2013/catalog\\_2013\\_4615.htm\)](/catalog_2013/catalog_2013_4615.htm)**
- **[B.S., International Business \(/catalog\\_2013/catalog\\_2013\\_4614.htm\)](/catalog_2013/catalog_2013_4614.htm)**



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## A.A.S., International Business

- **A.A.S., International Business Course Requirements** ([/catalog\\_2013/4694.htm](/catalog_2013/4694.htm))

*The following are A.A.S., International Business program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

INTERNATIONAL BUSINESS:

**11-1011 Chief Executives and Chief Sustainability Officers,** (<http://www.onetonline.org/find/quick?s=11-1011>)

**11-1021 General and Operations Managers** (<http://www.onetonline.org/link/summary/11-1021.00>)

**25-1011 Business Teachers,Postsecondary** (<http://www.onetonline.org/link/summary/25-1011.00>)

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, students may borrow funds through federal, private, and institutional loans to finance their education.

In accordance with applicable regulations, the College does not disclose median debt information for programs completed by fewer than 10 students during the award year.

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.

In accordance with applicable regulations, the College does not disclose on-time completion rates for programs completed by fewer than 10 students during the award year.

## The following are A.A.S., International Business program statistics for New York in 2011-2012.

Click on the links for more information on jobs related to this program:

INTERNATIONAL BUSINESS:

**11-1011 Chief Executives and Chief Sustainability Officers**, (<http://www.onetonline.org/find/quick?s=11-1011>)

**11-1021 General and Operations Managers** (<http://www.onetonline.org/link/summary/11-1021.00>)

**25-1011 Business Teachers, Postsecondary** (<http://www.onetonline.org/link/summary/25-1011.00>)

### Cost

#### Q: How much will this program cost me to complete?

A: If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees: \$46,800

Books and supplies: \$1,910

On-campus room & board: Not required

#### Q: What's included?

A:

The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

### Financing

#### Q: What are my financing options to pay for the program?

A:

In addition to any grant and scholarship aid for which they are eligible, students may borrow funds through federal, private, and institutional loans to finance their education.

In accordance with applicable regulations, the College does not disclose median debt information for programs completed by fewer than 10 students during the award year.

### Success

#### Q: How long will it take me to complete this program?

A:

This 90-credit program is designed to be completed in six academic quarters over two calendar years.

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# International Business Associate in Applied Science Degree (A.A.S.)

## Course Requirements

### MAJOR COURSES

Qtr. hrs. credit

#### **IBS201 International Business**

4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

#### **IBS225 International Trade Policies and Practices**

4

Examines the various international trade theories, policies, practices, and current controversies regarding national trade policies. Also explores the influences of the World Trade Organization and international trade agreements on government and corporate trade practices. Focuses on the operational aspects of conducting international trade.

Prerequisite: IBS201

#### **IBS230 International Marketing**

4

An introduction to the various concepts of marketing in an international setting. Addresses the global issues that challenge marketers. Topics include techniques for entering and exploiting international markets, the elements of an international marketing mix, and the cultural influences on marketing management and strategies.

Prerequisites: IBS201, MKT220

### **IBS240 International Management**

4

An introduction to the various aspects of international management. Topics include the challenges of managing international organizations, the impact of culture on organizations, and the management of cultural diversity at home and abroad.

Prerequisites: IBS201, MGT220

### **BUS250 Computer Applications in Business**

2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

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## **BUSINESS COURSES**

### **ACC110 Fundamentals of Accounting for Managers**

4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and

strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **BUS293 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

---

**LIBERAL ARTS COURSES****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratic functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

**SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

General Education Core Humanities Elective

4

General Education Core Social Science Elective

4

FREE ELECTIVES

14

**90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

**Program Statistics**

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## A.S., International Business

- **A.S., International Business Course Requirements**  
(/catalog\_2013/4697.htm)

*The following are A.S., International Business program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

**INTERNATIONAL BUSINESS:**

- 27-3091 Interpreters and Translators, (<http://www.bls.gov/soc/2010/soc273091.htm>)
- 39-7010 Tour and Travel Guides, (<http://www.bls.gov/soc/2010/soc397010.htm>)
- 41-3010 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413010.htm>)
- 41-3011 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413011.htm>)
- 41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)
- 41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)
- 43-3060 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433060.htm>)
- 43-3061 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433061.htm>)
- 43-3070 Tellers, (<http://www.bls.gov/soc/2010/soc433070.htm>)
- 43-3071 Tellers, (<http://www.bls.gov/soc/2010/soc433071.htm>)
- 43-3090 Miscellaneous Financial Clerks, (<http://www.bls.gov/soc/2010/soc433090.htm>)
- 43-3099 Financial Clerks, All Other, (<http://www.bls.gov/soc/2010/soc433099.htm>)
- 43-4020 Correspondence Clerks, (<http://www.bls.gov/soc/2010/soc434020.htm>)
- 43-4021 Correspondence Clerks, (<http://www.bls.gov/soc/2010/soc434021.htm>)
- 43-4190 Miscellaneous Information and Record Clerks, (<http://www.bls.gov/soc/2010/soc434190.htm>)
- 43-4199 Information and Record Clerks, All Other, (<http://www.bls.gov/soc/2010/soc434199.htm>)
- 43-5060 Production, Planning, and Expediting Clerks, (<http://www.bls.gov/soc/2010/soc435060.htm>)
- 43-5061 Production, Planning, and Expediting Clerks, (<http://www.bls.gov/soc/2010/soc435061.htm>)
- 43-5070 Shipping, Receiving, and Traffic Clerks, (<http://www.bls.gov/soc/2010/soc435070.htm>)
- 43-5071 Shipping, Receiving, and Traffic Clerks, (<http://www.bls.gov/soc/2010/soc435071.htm>)
- 43-9190 Miscellaneous Office and Administrative Support Workers (<http://www.bls.gov/soc/2010/soc439190.htm>)

**Cost**

**Q: How much will this program cost me to complete?**

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Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**Q: What's included?**

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**Success**

**Q: How long will it take me to complete this program?**

**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.

In accordance with applicable regulations, the College does not disclose on-time completion rates for programs completed by fewer than 10

has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

students during the award year.

## The following are A.S., International Business program statistics for New York in 2011-2012.

Click on the links for more information on jobs related to this program:

### INTERNATIONAL BUSINESS:

27-3091 Interpreters and Translators, (<http://www.bls.gov/soc/2010/soc273091.htm>)  
39-7010 Tour and Travel Guides, (<http://www.bls.gov/soc/2010/soc397010.htm>)  
41-3010 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413010.htm>)  
41-3011 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413011.htm>)  
41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)  
41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)  
43-3060 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433060.htm>)  
43-3061 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433061.htm>)  
43-3070 Tellers, (<http://www.bls.gov/soc/2010/soc433070.htm>)  
43-3071 Tellers, (<http://www.bls.gov/soc/2010/soc433071.htm>)  
43-3090 Miscellaneous Financial Clerks, (<http://www.bls.gov/soc/2010/soc433090.htm>)  
43-3099 Financial Clerks, All Other, (<http://www.bls.gov/soc/2010/soc433099.htm>)  
43-4020 Correspondence Clerks, (<http://www.bls.gov/soc/2010/soc434020.htm>)  
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43-5071 Shipping, Receiving, and Traffic Clerks, (<http://www.bls.gov/soc/2010/soc435071.htm>)  
43-9190 Miscellaneous Office and Administrative Support Workers (<http://www.bls.gov/soc/2010/soc439190.htm>)

### Cost

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at

### Financing

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, students may borrow funds through federal, private, and institutional loans to finance their education.

In accordance with applicable regulations, the College does not disclose median debt information for programs completed by fewer than 10 students during the award year.

### Success

**Q: How long will it take me to complete this program?**

**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.

In accordance with applicable regulations, the College does not disclose on-time completion

either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

rates for programs completed by fewer than 10 students during the award year.





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## International Business Associate in Science Degree (A.S.)

### Course Requirements

#### MAJOR COURSES

Qtr. hrs. credit

##### **IBS201 International Business**

4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

##### **IBS225 International Trade Policies and Practices**

4

Examines the various international trade theories, policies, practices, and current controversies regarding national trade policies. Also explores the influences of the World Trade Organization and international trade agreements on government and corporate trade practices. Focuses on the operational aspects of conducting international trade.

Prerequisite: IBS201

##### **IBS240 International Management**

4

An introduction to the various aspects of international management. Topics include the challenges of managing international organizations, the impact of culture on organizations, and the management of cultural diversity at home and abroad.

Prerequisites: IBS201, MGT220

**BUS250 Computer Applications in Business** 2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

**SOC205 World Cultures** 4

An introduction to cultural anthropology. Examines the norms, values, and practices of a variety of cultures around the world. Course gives specific attention to those universals which are found in nearly all societies.

International Business Electives\* 12

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**BUSINESS COURSES****ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar** 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation

to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **BUS293 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

---

## **LIBERAL ARTS COURSES**

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature** 4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking** 4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**MAT212 Mathematics with Business Applications** 4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

**SOC201 Macroeconomics** 4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

**SOC225 Psychology** 4

An introduction to the basic principles of psychology and their direct application to the understanding of

human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

General Education Core Humanities Elective 4

General Education Core Social Science Elective 4

FREE ELECTIVES 6

---

#### 90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*12 credits selected from the following:

HUM215 World Literature  
HUM225 Ethics  
HUM231 World Civilization I  
HUM232 World Civilization II  
Foreign Language courses

#### Program Statistics



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## B.B.A., International Business

- **B.B.A., International Business Course Requirements**  
(/catalog\_2013/4700.htm)

*The following are B.B.A., International Business program statistics for New York in 2011-2012.*



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**INTERNATIONAL BUSINESS:**

- 11-2021 Marketing Managers, (<http://www.bls.gov/soc/2010/soc112021.htm>)
- 11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)
- 11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)
- 11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)
- 13-1020 Buyers and Purchasing Agents, (<http://www.bls.gov/soc/2010/soc131020.htm>)
- 27-3091 Interpreters and Translators, (<http://www.bls.gov/soc/2010/soc273091.htm>)
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- 41-3010 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413010.htm>)
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- 43-9190 Miscellaneous Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc439190.htm>)
- 43-9199 Office and Administrative Support Workers, All Other (<http://www.bls.gov/soc/2010/soc439199.htm>)

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition))

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, 98% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$29,399.75
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Access**

**Q: How long will it take me to complete this program?**  
**A:**

). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

5 This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 81% of graduates from this program finished within this time.



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# International Business Bachelor of Business Administration Degree (B.B.A.)

## Course Requirements

### MAJOR COURSES

Qtr. hrs. credit

#### **IBS201 International Business**

4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

#### **IBS225 International Trade Policies and Practices**

4

Examines the various international trade theories, policies, practices, and current controversies regarding national trade policies. Also explores the influences of the World Trade Organization and international trade agreements on government and corporate trade practices. Focuses on the operational aspects of conducting international trade.

Prerequisite: IBS201

#### **IBS230 International Marketing**

4

An introduction to the various concepts of marketing in an international setting. Addresses the global issues that challenge marketers. Topics include techniques for entering and exploiting international markets, the elements of an international marketing mix, and the cultural influences on marketing management and strategies.



Prerequisites: IBS201, MKT220

### **IBS240 International Management**

4

An introduction to the various aspects of international management. Topics include the challenges of managing international organizations, the impact of culture on organizations, and the management of cultural diversity at home and abroad.

Prerequisites: IBS201, MGT220

### **IBS341 International Banking and Finance**

4

Provides an introduction to international banking, financial markets, global government, and private financial institutions. Covers the financial functions that multinational corporations, government agencies, and other organizations use in their funding and investment activities.

Prerequisites: FIN301, IBS201

### **IBS344 Global Supply Chain Management and Logistics**

4

Covers the organization, functions, and processes of a global purchasing department. Examines various global sourcing and logistical management topics.

Prerequisites: IBS201, MGT220

### **IBS405 International Business Simulation**

4

Students move beyond theory to the application of business principles when placed in a variety of challenging workplace scenarios. By analyzing financials, internal and external environments, strategies, and operations of global companies, students make decisions on which international markets to enter, strategies to grow the business, and how to combat global competitive pressure.

Prerequisites: IBS225, IBS240, IBS341

### **IBS440 International Strategic Management**

4

Integrates the concepts and practices of using the various functional areas of business to build and consolidate a sustainable competitive advantage in the global arena. Examines the framework needed for the successful formulation of a corporate mission and global corporate strategies. Analyzes strategic problems unique to global business.

Prerequisites: IBS225, IBS240, IBS341

### **BUS250 Computer Applications in Business**

2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

### **CIS212 Multimedia and Business Presentations**

2

Focuses on enhancing business communications via the growing areas of electronic communication. Students learn to develop, design, and deliver oral presentations using multimedia and online data services. Practice sessions and videotape feedback provide additional insight into presentation style and effectiveness.

Prerequisite: CIS115

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## **BUSINESS COURSES**

### **ACC110 Fundamentals of Accounting for Managers**

4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

### **ACC113 Managerial Accounting**

4

An introduction to the use of accounting information for management planning, control in budget

preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

### **BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

**MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager’s role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

**MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

**CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College’s computer framework, which includes Blackboard, content collection, and portfolio development.

Business Electives

12

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**LIBERAL ARTS COURSES\***

**ENG105 Expository Writing**

4

An introduction to expository writing through a

comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **ENG265 Business Communication**

4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

**MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

**MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

**SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

**SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives	8
Mathematics/Science Elective	4
Social Science Electives	8
General Education Core Humanities Elective	4
General Education Core Mathematics/Science Elective	4
General Education Core Social Science Elective	4
FREE ELECTIVES	22

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#### 180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*16 Liberal Arts credits must be at the 300/400 level.

#### Program Statistics



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## B.S., International Business

- **B.S., International Business Course Requirements**  
(/catalog\_2013/4703.htm)

*The following are B.S., International Business program statistics for New Jersey in 2011-2012.*



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**INTERNATIONAL BUSINESS:**

- 11-2021 Marketing Managers, (<http://www.bls.gov/soc/2010/soc112021.htm>)
- 11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)
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- 43-5011 Cargo and Freight Agents, (<http://www.bls.gov/soc/2010/soc435011.htm>)
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- 43-9199 Office and Administrative Support Workers, All Other (<http://www.bls.gov/soc/2010/soc439199.htm>)

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition))

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, 93% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$26,506.46
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Access**

**Q: How long will it take me to complete this program?**  
**A:**



). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

5 This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 74% of graduates from this program finished within this time.



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# International Business Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **IBS201 International Business**

4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

#### **IBS225 International Trade Policies and Practices**

4

Examines the various international trade theories, policies, practices, and current controversies regarding national trade policies. Also explores the influences of the World Trade Organization and international trade agreements on government and corporate trade practices. Focuses on the operational aspects of conducting international trade.

Prerequisite: IBS201

#### **IBS230 International Marketing**

4

An introduction to the various concepts of marketing in an international setting. Addresses the global issues that challenge marketers. Topics include techniques for entering and exploiting international markets, the elements of an international marketing mix, and the cultural influences on marketing management and strategies.

Prerequisites: IBS201, MKT220

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# International Business Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

Qtr. hrs. credit

#### **IBS201 International Business**

4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

#### **IBS225 International Trade Policies and Practices**

4

Examines the various international trade theories, policies, practices, and current controversies regarding national trade policies. Also explores the influences of the World Trade Organization and international trade agreements on government and corporate trade practices. Focuses on the operational aspects of conducting international trade.

Prerequisite: IBS201

#### **IBS230 International Marketing**

4

An introduction to the various concepts of marketing in an international setting. Addresses the global issues that challenge marketers. Topics include techniques for entering and exploiting international markets, the elements of an international marketing mix, and the cultural influences on marketing management and strategies.

Prerequisites: IBS201, MKT220

**IBS240 International Management** 4

An introduction to the various aspects of international management. Topics include the challenges of managing international organizations, the impact of culture on organizations, and the management of cultural diversity at home and abroad.

Prerequisites: IBS201, MGT220

**IBS341 International Banking and Finance** 4

Provides an introduction to international banking, financial markets, global government, and private financial institutions. Covers the financial functions that multinational corporations, government agencies, and other organizations use in their funding and investment activities.

Prerequisites: FIN301, IBS201

**IBS344 Global Supply Chain Management and Logistics** 4

Covers the organization, functions, and processes of a global purchasing department. Examines various global sourcing and logistical management topics.

Prerequisites: IBS201, MGT220

**IBS405 International Business Simulation** 4

Students move beyond theory to the application of business principles when placed in a variety of challenging workplace scenarios. By analyzing financials, internal and external environments, strategies, and operations of global companies, students make decisions on which international markets to enter, strategies to grow the business, and how to combat global competitive pressure.

Prerequisites: IBS225, IBS240, IBS341

**IBS440 International Strategic Management** 4

Integrates the concepts and practices of using the various functional areas of business to build and consolidate a sustainable competitive advantage in the global arena. Examines the framework needed for the successful formulation of a corporate mission and global corporate strategies. Analyzes strategic problems unique to global business.

Prerequisites: IBS225, IBS240, IBS341

### **BUS250 Computer Applications in Business**

2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

International Business Electives\*

8

## **BUSINESS COURSES**

### **ACC110 Fundamentals of Accounting for Managers**

4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

### **ACC113 Managerial Accounting**

4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses

are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

### **BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

Business Elective

4

## **LIBERAL ARTS COURSES\*\***

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students

to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **ENG265 Business Communication**

4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.



Prerequisites: CSK099 or placement

**MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

**SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today’s world.

**SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives

12

Mathematics/Science Electives

8

Social Science Electives	12
Liberal Arts Electives for Major***	12
General Education Core Humanities Elective	4
General Education Core Mathematics/Science Elective	4
General Education Core Social Science Elective	4

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#### 180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*All International Business elective credits must be at the 300/400 level.

\*\*24 Liberal Arts credits must be at the 300/400 level.

\*\*\*12 credits selected from the following:

HUM215 World Literature  
 HUM225 Ethics  
 HUM231 World Civilization I  
 HUM232 World Civilization II  
 SOC205 World Cultures  
 SOC310 Intercultural Communications  
 SOC415 Global Social Change  
 Foreign Language courses

#### Program Statistics



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## Management

### Manage a company by motivating people.

Innovation and creativity in decision-making are at the core of programs in Management. Students develop the skills necessary to actively participate in various roles within the management structure of different types of modern organizations.

Benefit from:

- Insight into the constantly changing patterns and trends of the business world
- Exposure to the functions of an organization
- Courses in Leadership and Developing Managerial Competence
- A curriculum that incorporates managing cultural diversity, forecasting, and strategic planning
- Hands-on experience with the technology used in businesses
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

### Management Specializations

In addition to a broad-based core management curriculum, students may choose a specialization in Entrepreneurship or Human Resources.

Students interested in starting their own business may take courses in Entrepreneurship, Small Business Management, Small Business Start-Up, Managing the Family Enterprise, and Financing the Entrepreneurial Venture.

Students interested in a Human Resources specialization may take courses which focus on all aspects of managing human capital, including: Staffing, Employee and Labor Relations, Compensation and Benefits, and Training and Development.

### Degree Programs

- **A.A.S., Business Administration - Management**  
(/catalog\_2013/catalog\_2013\_4612.htm)
- **B.B.A., Business Administration - Management**  
(/catalog\_2013/catalog\_2013\_4611.htm)
- **B.S., Management** (/catalog\_2013/catalog\_2013\_4610.htm)



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## A.A.S., Business Administration - Management

- **A.A.S., Business Administration - Management Course Requirements**  
(/catalog\_2013/4706.htm)

*The following are A.A.S., Business Administration program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

### ACCOUNTING:

- 13-2071 Credit Counselors, (<http://www.bls.gov/soc/2010/soc132071.htm>)
- 13-2082 Tax Preparers, (<http://www.bls.gov/soc/2010/soc132082.htm>)
- 43-3010 Bill and Account Collectors, (<http://www.bls.gov/soc/2010/soc433010.htm>)
- 43-3011 Bill and Account Collectors, (<http://www.bls.gov/soc/2010/soc433011.htm>)
- 43-3020 Billing and Posting Clerks, (<http://www.bls.gov/soc/2010/soc433020.htm>)
- 43-3021 Billing and Posting Clerks, (<http://www.bls.gov/soc/2010/soc433021.htm>)
- 43-3050 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433050.htm>)
- 43-3051 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433051.htm>)
- 43-3070 Tellers, (<http://www.bls.gov/soc/2010/soc433070.htm>)
- 43-3071 Tellers, (<http://www.bls.gov/soc/2010/soc433071.htm>)
- 43-3090 Miscellaneous Financial Clerks, (<http://www.bls.gov/soc/2010/soc433090.htm>)
- 43-3099 Financial Clerks, All Other, (<http://www.bls.gov/soc/2010/soc433099.htm>)
- 43-4040 Credit Authorizers, Checkers, and Clerks, (<http://www.bls.gov/soc/2010/soc434040.htm>)
- 43-4041 Credit Authorizers, Checkers, and Clerks, (<http://www.bls.gov/soc/2010/soc434041.htm>)
- 43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)
- 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)
- 43-4190 Miscellaneous Information and Record Clerks, (<http://www.bls.gov/soc/2010/soc434190.htm>)
- 43-4199 Information and Record Clerks, All Other (<http://www.bls.gov/soc/2010/soc434199.htm>)

### INFORMATION SYSTEMS MANAGEMENT:

- 43-9020 Data Entry and Information Processing Workers, (<http://www.bls.gov/soc/2010/soc439020.htm>)
- 43-4199 Information and Record Clerks, All Other, (<http://www.bls.gov/soc/2010/soc434199.htm>)
- 43-4190 Miscellaneous Information and Record Clerks, (<http://www.bls.gov/soc/2010/soc434190.htm>)
- 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)
- 15-1199 Computer Occupations, All Other, (<http://www.bls.gov/soc/2010/soc151199.htm>)
- 15-1150 Computer Support Specialists, (<http://www.bls.gov/soc/2010/soc151150.htm>)
- 11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)
- 11-3010 Administrative Services Managers (<http://www.bls.gov/soc/2010/soc113010.htm>)

### MANAGEMENT:

- 11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)
- 11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)  
(<http://www.bls.gov/soc/2010/soc119190.htm>)
- 11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)
- 11-1011 Chief Executives (<http://www.onetonline.org/link/summary/11-1011.00>)
- ,
- 11-1021 General and Operations Managers (<http://www.onetonline.org/link/summary/11-1021.00>)
- ,
- 11-3051 Industrial Production Managers (<http://www.onetonline.org/link/summary/11-3051.00>)
- ,
- 11-3071 Transportation, Storage and Distribution Managers (<http://www.onetonline.org/find/quick?s=11-3071>)
- ,
- 11-9021 Construction Managers (<http://www.onetonline.org/link/summary/11-9021.00>)
- ,
- 11-9151 Social and Community Service Managers (<http://www.onetonline.org/link/summary/11-9151.00>)
- ,
- 13-1051 Cost Estimators (<http://www.onetonline.org/link/summary/13-1051.00>)
- ,
- 13-1111 Management Analysts (<http://www.onetonline.org/link/summary/13-1111.00>)

MARKETING:

- 13-1199 Business Operations Specialists, All Other, (<http://www.bls.gov/soc/2010/soc131199.htm>)
- 27-1026 Merchandise Displayers and Window Trimmers, (<http://www.bls.gov/soc/2010/soc271026.htm>)
- 27-3030 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273030.htm>)
- 27-3031 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273031.htm>)
- 41-1010 First-Line Supervisors of Sales Workers, (<http://www.bls.gov/soc/2010/soc411010.htm>)
- 41-1011 First-Line Supervisors of Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411011.htm>)
- 41-1012 First-Line Supervisors of Non-Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411012.htm>)
- 41-2022 Parts Salespersons, (<http://www.bls.gov/soc/2010/soc412022.htm>)
- 41-2030 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412030.htm>)
- 41-2031 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412031.htm>)
- 41-3010 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413010.htm>)
- 41-3011 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413011.htm>)
- 41-3020 Insurance Sales Agents, (<http://www.bls.gov/soc/2010/soc413020.htm>)
- 41-3021 Insurance Sales Agents, (<http://www.bls.gov/soc/2010/soc413021.htm>)
- 41-3040 Travel Agents, (<http://www.bls.gov/soc/2010/soc413040.htm>)
- 41-3041 Travel Agents, (<http://www.bls.gov/soc/2010/soc413041.htm>)
- 41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)
- 41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)
- 41-9010 Models, Demonstrators, and Product Promoters, (<http://www.bls.gov/soc/2010/soc419010.htm>)
- 41-9011 Demonstrators and Product Promoters, (<http://www.bls.gov/soc/2010/soc419011.htm>)
- 41-9020 Real Estate Brokers and Sales Agents, (<http://www.bls.gov/soc/2010/soc419020.htm>)
- 41-9022 Real Estate Sales Agents, (<http://www.bls.gov/soc/2010/soc419022.htm>)
- 41-9040 Telemarketers, (<http://www.bls.gov/soc/2010/soc419040.htm>)
- 41-9041 Telemarketers, (<http://www.bls.gov/soc/2010/soc419041.htm>)
- 41-9090 Miscellaneous Sales and Related Workers, (<http://www.bls.gov/soc/2010/soc419090.htm>)
- 41-9099 Sales and Related Workers, All Other, (<http://www.bls.gov/soc/2010/soc419099.htm>)
- 43-3060 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433060.htm>)
- 43-3061 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433061.htm>)
- 43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)
- 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)
- 13-1190 Miscellaneous Business Operations Specialists, (<http://www.bls.gov/soc/2010/soc131190.htm>)
- 13-1120 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131120.htm>)
- 13-1121 Meeting, Convention, and Event Planners (<http://www.bls.gov/soc/2010/soc131121.htm>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

**Financing**

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 93% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$17,392.75
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**

**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.

For the 2011-2012 award year, 49% of graduates from this program finished within this time.

Graduates of Berkeley College accounting programs do not automatically become Certified Public Accountants (CPA), and such programs are not specifically intended to prepare graduates for the CPA examination. CPA requirements vary by jurisdiction. Generally, to be licensed as a CPA an applicant must complete a combination of specified educational and/or experience requirements, demonstrate good moral character (which may include an absence of criminal convictions), and pass a CPA examination. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in an accounting program.

## **The following are A.A.S., Business Administration - Management program statistics for New York in 2011-2012.**

Click on the links for more information on jobs related to this program:

### MANAGEMENT:

**11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)**  
**11-3010 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113010.htm>)**  
**11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)**  
**11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)**  
**11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)**  
**13-1030 Claims Adjusters, Appraisers, Examiners, and Investigators, (<http://www.bls.gov/soc/2010/soc131030.htm>)**  
**13-1070 Human Resources Workers, (<http://www.bls.gov/soc/2010/soc131070.htm>)**  
**13-2052 Personal Financial Advisors, (<http://www.bls.gov/soc/2010/soc132052.htm>)**  
**41-3010 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413010.htm>)**  
**41-3011 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413011.htm>)**  
**41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)**  
**41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)**  
**43-1010 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431010.htm>)**  
**43-1011 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431011.htm>)**  
**43-3070 Tellers, (<http://www.bls.gov/soc/2010/soc433070.htm>)**  
**43-3071 Tellers, (<http://www.bls.gov/soc/2010/soc433071.htm>)**  
**43-3090 Miscellaneous Financial Clerks, (<http://www.bls.gov/soc/2010/soc433090.htm>)**  
**43-3099 Financial Clerks, All Other, (<http://www.bls.gov/soc/2010/soc433099.htm>)**  
**43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)**  
**43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)**  
**43-4130 Loan Interviewers and Clerks, (<http://www.bls.gov/soc/2010/soc434130.htm>)**  
**43-4131 Loan Interviewers and Clerks, (<http://www.bls.gov/soc/2010/soc434131.htm>)**  
**43-4140 New Accounts Clerks, (<http://www.bls.gov/soc/2010/soc434140.htm>)**  
**43-4141 New Accounts Clerks, (<http://www.bls.gov/soc/2010/soc434141.htm>)**  
**43-4160 Human Resources Assistants, Except Payroll and Timekeeping, (<http://www.bls.gov/soc/2010/soc434160.htm>)**  
**43-4161 Human Resources Assistants, Except Payroll and Timekeeping, (<http://www.bls.gov/soc/2010/soc434161.htm>)**  
**43-5060 Production, Planning, and Expediting Clerks, (<http://www.bls.gov/soc/2010/soc435060.htm>)**  
**43-5061 Production, Planning, and Expediting Clerks, (<http://www.bls.gov/soc/2010/soc435061.htm>)**  
**43-5070 Shipping, Receiving, and Traffic Clerks, (<http://www.bls.gov/soc/2010/soc435070.htm>)**  
**43-5071 Shipping, Receiving, and Traffic Clerks, (<http://www.bls.gov/soc/2010/soc435071.htm>)**  
**43-6010 Secretaries and Administrative Assistants (<http://www.bls.gov/soc/2010/soc436010.htm>)**

### Cost

#### **Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

#### **Q: What's included?**

**A:**

### Financing

#### **Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 81% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$18,403.00
Private educational loans:	\$0

The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

Institution Financing Plan:

\$0

### Success

**Q: How long will it take me to complete this program?**

**A:**

This 90-credit program is designed to be completed in six academic quarters over two calendar years.

For the 2011-2012 award year, 53% of graduates from this program finished within this time.



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# Business Administration - Management Associate in Applied Science Degree (A.A.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

#### **MGT225 Customer Service Management**

4

Provides an overview of customer relations from an integrated viewpoint with a focus on customer satisfaction. Includes the functional operations needed to optimize the total internal and external customer satisfaction experience.

Prerequisite: MGT220

#### **MGT249 Human Resources Management**

4

Introduction to the strategic planning and implementation of human resources management. Topics include staffing, development, appraisal, and rewards.

Prerequisite: MGT220

#### **BUS250 Computer Applications in Business**

2



An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

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## **BUSINESS COURSES**

### **ACC110 Fundamentals of Accounting for Managers**

4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **BUS293 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

**IBS201 International Business** 4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

**MKT220 Principles of Marketing** 4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

**CIS115 Computer Applications** 4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

Business Elective 4

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**LIBERAL ARTS COURSES****ENG105 Expository Writing** 4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature** 4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking** 4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**MAT212 Mathematics with Business Applications** 4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

**SOC201 Macroeconomics** 4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

**SOC225 Psychology** 4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity,

motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

General Education Core Humanities Elective	4
General Education Core Social Science Elective	4
FREE ELECTIVES	14

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#### 90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

#### Program Statistics



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## B.B.A., Business Administration - Management

- **B.B.A., Business Administration - Management Course Requirements**  
(/catalog\_2013/4709.htm)

*The following are B.B.A., Business Administration - Management program statistics for New York in 2011-2012.*

Click on the links for more information on jobs related to this program:

MANAGEMENT:

- 11-2021 Marketing Managers, (<http://www.bls.gov/soc/2010/soc112021.htm>)
- 11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)
- 11-3010 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113010.htm>)
- 11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)
- 11-9140 Property, Real Estate, and Community Association Managers, (<http://www.bls.gov/soc/2010/soc119140.htm>)
- 11-9141 Property, Real Estate, and Community Association Managers, (<http://www.bls.gov/soc/2010/soc119141.htm>)
- 11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)
- 11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)
- 13-1030 Claims Adjusters, Appraisers, Examiners, and Investigators, (<http://www.bls.gov/soc/2010/soc131030.htm>)
- 13-1070 Human Resources Workers, (<http://www.bls.gov/soc/2010/soc131070.htm>)
- 13-1150 Training and Development Specialists, (<http://www.bls.gov/soc/2010/soc131150.htm>)
- 13-1151 Training and Development Specialists, (<http://www.bls.gov/soc/2010/soc131151.htm>)
- 13-2052 Personal Financial Advisors, (<http://www.bls.gov/soc/2010/soc132052.htm>)
- 13-2070 Credit Counselors and Loan Officers, (<http://www.bls.gov/soc/2010/soc132070.htm>)
- 41-3010 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413010.htm>)
- 41-3011 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413011.htm>)
- 41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)
- 41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)
- 43-1010 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431010.htm>)
- 43-1011 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431011.htm>)
- 43-3090 Miscellaneous Financial Clerks, (<http://www.bls.gov/soc/2010/soc433090.htm>)
- 43-3099 Financial Clerks, All Other, (<http://www.bls.gov/soc/2010/soc433099.htm>)
- 43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)
- 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)
- 43-4130 Loan Interviewers and Clerks, (<http://www.bls.gov/soc/2010/soc434130.htm>)
- 43-4131 Loan Interviewers and Clerks, (<http://www.bls.gov/soc/2010/soc434131.htm>)
- 43-4140 New Accounts Clerks, (<http://www.bls.gov/soc/2010/soc434140.htm>)
- 43-4141 New Accounts Clerks, (<http://www.bls.gov/soc/2010/soc434141.htm>)
- 43-4160 Human Resources Assistants, Except Payroll and Timekeeping, (<http://www.bls.gov/soc/2010/soc434160.htm>)
- 43-4161 Human Resources Assistants, Except Payroll and Timekeeping, (<http://www.bls.gov/soc/2010/soc434161.htm>)
- 43-5060 Production, Planning, and Expediting Clerks, (<http://www.bls.gov/soc/2010/soc435060.htm>)
- 43-5061 Production, Planning, and Expediting Clerks, (<http://www.bls.gov/soc/2010/soc435061.htm>)
- 43-5070 Shipping, Receiving, and Traffic Clerks, (<http://www.bls.gov/soc/2010/soc435070.htm>)
- 43-5071 Shipping, Receiving, and Traffic Clerks, (<http://www.bls.gov/soc/2010/soc435071.htm>)
- 43-6010 Secretaries and Administrative Assistants (<http://www.bls.gov/soc/2010/soc436010.htm>)



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**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820

**Financing**

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 92% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

On-campus room & board: Not required

**Q: What's included?**

**A:**

The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](#)

([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

Federal loans: \$28,497.15

Private educational loans: \$0

Institution Financing Plan: \$0

**Success**

**Q: How long will it take me to complete this program?**

**A:**

This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 82% of graduates from this program finished within this time.



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# Business Administration - Management Bachelor of Business Administration Degree (B.B.A.)

## Course Requirements

### MAJOR COURSES

Qtr. hrs. credit

#### MGT220 Principles of Management

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

#### MGT225 Customer Service Management

4

Provides an overview of customer relations from an integrated viewpoint with a focus on customer satisfaction. Includes the functional operations needed to optimize the total internal and external customer satisfaction experience.

Prerequisite: MGT220

#### MGT231 Organizational Behavior

4

Examines organizational theory and development, corporate culture, factors facilitating or inhibiting organizational change, power, and politics. Students develop an understanding of how these components of organizational behavior may be directed in order to maximize organizational effectiveness.

Prerequisite: MGT220

#### MGT249 Human Resources Management

4

Introduction to the strategic planning and implementation of human resources management. Topics include staffing, development, appraisal, and rewards.

Prerequisite: MGT220

### **MGT332 Operations Management**

4

Explores the production and operations management system from the perspective of its ability to enhance value. Topics include the issues of performance, cost, competition, and customer expectations.

Prerequisites: MAT215, MGT220

### **MGT420 Managing for Change**

4

Integrates the concepts and techniques involved in implementing and managing a planned change process. Includes discussions and case studies on changing the way work is done, changing communication and influence patterns, and changing managerial strategy.

Prerequisite: MGT220

### **MGT425 Management Simulation**

4

These simulation exercises place students, often working in teams, in the position of managing a company. By analyzing a company's history, financial reports, and other information provided, students make decisions on hiring, forecasting, suppliers to use, costs, and marketing.

Prerequisites: FIN300, MGT220, MKT220

### **MGT430 Leadership**

4

Examines the leadership variables that affect the achievement of organizational goals. Topics include theories of leadership, power, and influence as they affect organizational behavior, team building, motivation, group dynamics, organizational communication processes, and change management. While this course is theory-based, it is also practice driven.



Prerequisite: MGT220

**BUS250 Computer Applications in Business** 2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

**BUS451 Business Strategy and Policy** 4

An overview of the most recent theories and the current practices in strategic management. Examines the development and implementation of strategies in various areas of business activity (finance, sourcing, production, human resource management, marketing, and international business).

Prerequisites: FIN301, IBS201, MGT220, MKT220

**CIS212 Multimedia and Business Presentations** 2

Focuses on enhancing business communications via the growing areas of electronic communication. Students learn to develop, design, and deliver oral presentations using multimedia and online data services. Practice sessions and videotape feedback provide additional insight into presentation style and effectiveness.

Prerequisite: CIS115

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**BUSINESS COURSES**

**ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**ACC113 Managerial Accounting** 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

### **BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

**FIN301 Principles of Finance I** 4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

**IBS201 International Business** 4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

**MKT220 Principles of Marketing** 4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

**CIS115 Computer Applications** 4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

Business Electives 8

**LIBERAL ARTS COURSES\***

**ENG105 Expository Writing** 4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **ENG265 Business Communication**

4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

### **SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

### **SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives	8
Mathematics/Science Elective	4
Social Science Electives	8
General Education Core Humanities Elective	4
General Education Core Mathematics/Science Elective	4
General Education Core Social Science Elective	4
FREE ELECTIVES	22

**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*16 Liberal Arts credits must be at the 300/400 level.

**MANAGEMENT SPECIALIZATIONS\*\***

**Specialization in Human Resources Management**

Students interested in a specialization in Human Resources must select three of the following four courses to fulfill 12 credits of their free credit elective requirement:

MGT347 Staffing	4
MGT348 Employee and Labor Relations	4
MGT349 Compensation and Benefits	4
MGT355 Training and Development	4

**Specialization in Entrepreneurship**

Students interested in a specialization in Entrepreneurship must take the following two courses to fulfill 8 credits of their free credit elective requirement:

BUS255 Entrepreneurship	4
MGT350 Small Business Management	4

In addition, students must select two of the following three courses to fulfill an additional 8 credits of their free credit elective requirement:

MGT351 Small Business Start-Up	4
MGT352 Managing the Family Enterprise	4
MGT353 Financing the Entrepreneurial Venture	4

\*\*Management Specializations are not available at all locations.

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## B.S., Management

- **B.S., Management Course Requirements** ([/catalog\\_2013/4712.htm](/catalog_2013/4712.htm))

*The following are B.S., Management program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

### MANAGEMENT:

11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)

11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)

11-1011 Chief Executives (<http://www.onetonline.org/link/summary/11-1011.00>)

11-1021 General and Operations Managers (<http://www.onetonline.org/link/summary/11-1021.00>)

11-2022 Sales Managers (<http://www.onetonline.org/link/summary/11-2022.00>)

11-3051 Industrial Production Managers (<http://www.onetonline.org/link/summary/11-3051.00>)

11-3071 Transportation, Storage and Distribution Managers (<http://www.onetonline.org/find/quick?s=11-3071>)

11-9021 Construction Managers (<http://11-9021.00> – Construction Managers )

11-9151 Social and Community Service Managers (<http://www.onetonline.org/link/summary/11-9151.00>)

13-1051 Cost Estimators (<http://www.onetonline.org/link/summary/13-1051.00>)

13-1111 Management Analysts (<http://www.onetonline.org/link/summary/13-1111.00>)

25-1011 Business Teachers, Postsecondary (<http://www.onetonline.org/link/summary/25-1011.00>)

### ENTREPRENEURSHIP:

11-2020 Marketing and Sales Managers, (<http://www.bls.gov/soc/2010/soc112020.htm>)

11-2021 Marketing Managers, (<http://www.bls.gov/soc/2010/soc112021.htm>)

11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)

11-3010 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113010.htm>)

11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)

11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)

11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)

13-1120 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131120.htm>)

13-1121 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131121.htm>)

41-1010 First-Line Supervisors of Sales Workers, (<http://www.bls.gov/soc/2010/soc411010.htm>)

41-1011 First-Line Supervisors of Retail Sales Workers,

(<http://www.bls.gov/soc/2010/soc411011.htm>)

41-1012 First-Line Supervisors of Non-Retail Sales Workers,

(<http://www.bls.gov/soc/2010/soc411012.htm>)

41-2030 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412030.htm>)

41-2031 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412031.htm>)

41-3090 Miscellaneous Sales Representatives, Services,

(<http://www.bls.gov/soc/2010/soc413090.htm>)

41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)

41-4010 Sales Representatives, Wholesale and Manufacturing,

(<http://www.bls.gov/soc/2010/soc414010.htm>)

41-4011 Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products,

(<http://www.bls.gov/soc/2010/soc414011.htm>)

41-4012 Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products,

(<http://www.bls.gov/soc/2010/soc414012.htm>)

41-9011 Demonstrators and Product Promoters (<http://www.bls.gov/soc/2010/soc419011.htm>)

### ENVIRONMENTAL MANAGEMENT:

11-9140 Property, Real Estate, and Community Association Managers,

(<http://www.bls.gov/soc/2010/soc119140.htm>)

11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)

19-4090 Miscellaneous Life, Physical, and Social Science Technicians,

(<http://www.bls.gov/soc/2010/soc194090.htm>)

19-4093 Forest and Conservation Technicians, (<http://www.bls.gov/soc/2010/soc194093.htm>)

37-1010 First-Line Supervisors of Building and Grounds Cleaning and Maintenance Workers,



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(<http://www.bls.gov/soc/2010/soc371010.htm>)  
41-4010 Sales Representatives, Wholesale and Manufacturing,  
(<http://www.bls.gov/soc/2010/soc414010.htm>)  
43-1010 First-Line Supervisors of Office and Administrative Support Workers,  
(<http://www.bls.gov/soc/2010/soc431010.htm>)  
43-4030 Court, Municipal, and License Clerks, (<http://www.bls.gov/soc/2010/soc434030.htm>)  
45-4010 Forest and Conservation Workers, (<http://www.bls.gov/soc/2010/soc454010.htm>)  
47-1010 First-Line Supervisors of Construction Trades and Extraction Workers  
(<http://www.bls.gov/soc/2010/soc471010.htm>)

HUMAN RESOURCES MANAGEMENT:

11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)  
11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)  
13-1070 Human Resources Workers, (<http://www.bls.gov/soc/2010/soc131070.htm>)  
13-1150 Training and Development Specialists, (<http://www.bls.gov/soc/2010/soc131150.htm>)  
41-3090 Miscellaneous Sales Representatives, Services,  
(<http://www.bls.gov/soc/2010/soc413090.htm>)  
41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)  
43-1010 First-Line Supervisors of Office and Administrative Support Workers,  
(<http://www.bls.gov/soc/2010/soc431010.htm>)  
43-1011 First-Line Supervisors of Office and Administrative Support Workers,  
(<http://www.bls.gov/soc/2010/soc431011.htm>)  
43-3050 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433050.htm>)  
43-3051 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433051.htm>)  
43-4061 Eligibility Interviewers, Government Programs,  
(<http://www.bls.gov/soc/2010/soc434061.htm>)  
43-4110 Interviewers, Except Eligibility and Loan, (<http://www.bls.gov/soc/2010/soc434110.htm>)  
43-4111 Interviewers, Except Eligibility and Loan, (<http://www.bls.gov/soc/2010/soc434111.htm>)  
43-4160 Human Resources Assistants, Except Payroll and Timekeeping,  
(<http://www.bls.gov/soc/2010/soc434160.htm>)  
43-4161 Human Resources Assistants, Except Payroll and Timekeeping,  
(<http://www.bls.gov/soc/2010/soc434161.htm>)  
43-4199 Information and Record Clerks, All Other, (<http://www.bls.gov/soc/2010/soc434199.htm>)  
43-6010 Secretaries and Administrative Assistants, (<http://www.bls.gov/soc/2010/soc436010.htm>)  
43-6014 Secretaries and Administrative Assistants, Except Legal, Medical, and Executive,  
(<http://www.bls.gov/soc/2010/soc436014.htm>)  
43-9199 Office and Administrative Support Workers, All Other  
(<http://www.bls.gov/soc/2010/soc439199.htm>)

NONPROFIT MANAGEMENT:

11-1021 General and Operations Managers, (<http://www.bls.gov/soc/2010/soc111021.htm>)  
11-2021 Marketing Managers, (<http://www.bls.gov/soc/2010/soc112021.htm>)  
11-2030 Public Relations and Fundraising Managers, (<http://www.bls.gov/soc/2010/soc112030.htm>)  
11-2031 Public Relations and Fundraising Managers, (<http://www.bls.gov/soc/2010/soc112031.htm>)  
11-3010 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113010.htm>)  
11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)  
11-9151 Social and Community Service Managers, (<http://www.bls.gov/soc/2010/soc119151.htm>)  
11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)  
11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)  
13-1030 Claims Adjusters, Appraisers, Examiners, and Investigators,  
(<http://www.bls.gov/soc/2010/soc131030.htm>)  
13-1070 Human Resources Workers, (<http://www.bls.gov/soc/2010/soc131070.htm>)  
13-1150 Training and Development Specialists, (<http://www.bls.gov/soc/2010/soc131150.htm>)  
13-1151 Training and Development Specialists, (<http://www.bls.gov/soc/2010/soc131151.htm>)  
13-2052 Personal Financial Advisors, (<http://www.bls.gov/soc/2010/soc132052.htm>)  
13-2070 Credit Counselors and Loan Officers, (<http://www.bls.gov/soc/2010/soc132070.htm>)  
41-3010 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413010.htm>)  
41-3011 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413011.htm>)  
41-3090 Miscellaneous Sales Representatives, Services,  
(<http://www.bls.gov/soc/2010/soc413090.htm>)  
41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)  
43-1010 First-Line Supervisors of Office and Administrative Support Workers,  
(<http://www.bls.gov/soc/2010/soc431010.htm>)  
43-1011 First-Line Supervisors of Office and Administrative Support Workers,  
(<http://www.bls.gov/soc/2010/soc431011.htm>)  
43-3090 Miscellaneous Financial Clerks, (<http://www.bls.gov/soc/2010/soc433090.htm>)  
43-3099 Financial Clerks, All Other, (<http://www.bls.gov/soc/2010/soc433099.htm>)  
43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)  
43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)  
43-4061 Eligibility Interviewers, Government Programs,  
(<http://www.bls.gov/soc/2010/soc434061.htm>)  
43-4140 New Accounts Clerks, (<http://www.bls.gov/soc/2010/soc434140.htm>)  
43-4141 New Accounts Clerks, (<http://www.bls.gov/soc/2010/soc434141.htm>)  
43-4160 Human Resources Assistants, Except Payroll and Timekeeping,  
(<http://www.bls.gov/soc/2010/soc434160.htm>)  
43-4161 Human Resources Assistants, Except Payroll and Timekeeping,  
(<http://www.bls.gov/soc/2010/soc434161.htm>)  
43-5060 Production, Planning, and Expediting Clerks, (<http://www.bls.gov/soc/2010/soc435060.htm>)  
43-5061 Production, Planning, and Expediting Clerks, (<http://www.bls.gov/soc/2010/soc435061.htm>)  
43-5070 Shipping, Receiving, and Traffic Clerks, (<http://www.bls.gov/soc/2010/soc435070.htm>)  
43-5071 Shipping, Receiving, and Traffic Clerks, (<http://www.bls.gov/soc/2010/soc435071.htm>)  
43-6010 Secretaries and Administrative Assistants (<http://www.bls.gov/soc/2010/soc436010.htm>)

**Cost****Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:**

The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for **terms and conditions** ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing****Q: What are my financing options to pay for the program?**

**A:**

In addition to any grant and scholarship aid for which they are eligible, 90% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$32,697.22
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success****Q: How long will it take me to complete this program?**

**A:**

This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 82% of graduates from this program finished within this time.



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# Management Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager’s role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

#### **MGT225 Customer Service Management**

4

Provides an overview of customer relations from an integrated viewpoint with a focus on customer satisfaction. Includes the functional operations needed to optimize the total internal and external customer satisfaction experience.

Prerequisite: MGT220

#### **MGT231 Organizational Behavior**

4

Examines organizational theory and development, corporate culture, factors facilitating or inhibiting organizational change, power, and politics. Students develop an understanding of how these components of organizational behavior may be directed in order to maximize organizational effectiveness.

Prerequisite: MGT220

#### **MGT249 Human Resources Management**

4

Introduction to the strategic planning and implementation of human resources management. Topics include staffing, development, appraisal, and rewards.

Prerequisite: MGT220

### **MGT332 Operations Management**

4

Explores the production and operations management system from the perspective of its ability to enhance value. Topics include the issues of performance, cost, competition, and customer expectations.

Prerequisites: MAT215, MGT220

### **MGT346 Developing Managerial Competence**

4

An introduction to the theoretical and practical aspects of managing. Stresses a hands-on approach to improving a student's ability to manage people.

Prerequisite: MGT220

### **MGT425 Management Simulation**

4

These simulation exercises place students, often working in teams, in the position of managing a company. By analyzing a company's history, financial reports, and other information provided, students make decisions on hiring, forecasting, suppliers to use, costs, and marketing.

Prerequisites: FIN300, MGT220, MKT220

### **BUS250 Computer Applications in Business**

2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

### **BUS451 Business Strategy and Policy**

4

An overview of the most recent theories and the

current practices in strategic management. Examines the development and implementation of strategies in various areas of business activity (finance, sourcing, production, human resource management, marketing, and international business).

Prerequisites: FIN301, IBS201, MGT220, MKT220

Management Electives\* 12

---

**BUSINESS COURSES**

**ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**ACC113 Managerial Accounting** 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

**BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar** 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which

includes content collection and compiling a professional e-portfolio.

**BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

**BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

**FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

**IBS201 International Business**

4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

**MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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### **LIBERAL ARTS COURSES\*\***

#### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

#### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

#### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **ENG265 Business Communication**

4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211



**SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today’s world.

**SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives 12

Mathematics/Science Electives 8

Social Science Electives 12

Liberal Arts Electives 12

General Education Core Humanities Elective 4

General Education Core Mathematics/Science Elective 4

General Education Core Social Science Elective 4

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and

early evening so as not to interfere with internships.

\*8 Management elective credits must be at the 300/400 level.

\*\*24 Liberal Arts credits must be at the 300/400 level.

**MANAGEMENT SPECIALIZATIONS\*\*\***

**Specialization in Human Resources Management**

Students interested in a specialization in Human Resources Management will drop:

MGT425 Management Simulation 4

and add:

MGT345 Managing with Information Systems 4

In addition, students must select three of the following four courses to fulfill the 12 credit Management Elective requirement:

MGT347 Staffing 4

MGT348 Employee and Labor Relations 4

MGT349 Compensation and Benefits 4

MGT355 Training and Development 4

**Specialization in Entrepreneurship**

Students interested in a specialization in Entrepreneurship will drop:

MGT346 Developing Managerial Competence 4

MGT425 Management Simulation 4

and add:

BUS255 Entrepreneurship 4

MGT345 Managing with Information Systems 4

MGT350 Small Business Management (This course will fulfill 4 of the 12 required management elective credits.) 4

In addition, students must select two of the following three courses to fulfill the remaining 8 credits of their Management Elective requirement:

MGT351 Small Business Start-Up 4

MGT352 Managing the Family Enterprise 4

MGT353 Financing the Entrepreneurial Venture 4

\*\*\*Management Specializations are not available at all locations.

**Program Statistics**



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## Marketing Communications

### Communicate creatively for a cause.

Every great product, service, or idea needs communication to capture attention, build desire, and gain favor among consumers. In today's highly competitive global marketplace, world-class organizations are spending more and more on winning the hearts and minds of consumers via marketing communications tools, such as advertising, public relations, sales promotions, and professional selling. The Marketing Communications program at Berkeley College is ideal for students who are interested in generating creative solutions to marketing problems through integrated communications.

Benefit from:

- A program that provides a strong foundation in the broader marketing principles, along with a specialized focus on the most current marketing communications tools
- Hands-on-learning that allows students to master theory through practice
- Courses designed to develop the skills and abilities that are relevant in today's marketplace
- Locations in New Jersey and New York City, the advertising capital of the world
- The ability to participate in, and make connections through, student chapters of industry associations such as the American Advertising Federation (AAF) or the Public Relations Student Society of America (PRSSA)
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

### Degree Programs

- **A.A.S., Marketing Communications**  
(/catalog\_2013/catalog\_2013\_4596.htm)
- **B.B.A., Marketing Communications**  
(/catalog\_2013/catalog\_2013\_4595.htm)
- **B.S., Marketing Communications**  
(/catalog\_2013/catalog\_2013\_4594.htm)



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## A.A.S., Marketing Communications

- **A.A.S., Marketing Communications Course Requirements**  
(/catalog\_2013/4736.htm)

*The following are A.A.S., Marketing Communications program statistics for New Jersey. Students were able to start this program in 2012.*

Click on the links for more information on jobs related to this program:

- (<http://www.bls.gov/soc/2010/soc413011.htm>)
- 11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)
- 11-1011 Chief Executives (<http://www.onetonline.org/link/summary/11-1011.00>)
- 11-1021 General and Operations Managers (<http://www.onetonline.org/link/summary/11-1021.00>)
- 11-3011 Administrative Services Managers (<http://www.onetonline.org/link/summary/11-3011.00>)
- 11-3051 Industrial Production Managers (<http://www.onetonline.org/link/summary/11-3051.00>)
- 11-3071 Transportation Managers, Storage and Distribution Managers (<http://www.onetonline.org/find/quick?s=11-3071>)
- 11-9021 Construction Managers (<http://www.onetonline.org/link/summary/11-9021.00>)
- 11-9151 Social and Community Service Managers (<http://www.onetonline.org/link/summary/11-9151.00>)
- 11-9199 All Managers (<http://www.onetonline.org/find/quick?s=11-9199>)
- 13-1051 Cost Estimators (<http://www.onetonline.org/link/summary/13-1051.00>)
- 13-1111 Management Analysts (<http://www.onetonline.org/link/summary/13-1111.00>)
- 25-1011 Business Teachers, Postsecondary (<http://www.onetonline.org/link/summary/25-1011.00>)

### Cost

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**A:**

The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for **terms and conditions** ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at

### Financing

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

### Success

**Q: How long will it take me to complete this program?**

**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.

Because this is a new program, there are no

either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

relevant statistics concerning program completion.

**The following are A.A.S., Marketing Communications program statistics for New York. Students were able to start this program in 2012.**

Click on the links for more information on jobs related to this program:

- (<http://www.bls.gov/soc/2010/soc413011.htm>)
- 11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)
- 11-1011 Chief Executives (<http://www.onetonline.org/link/summary/11-1011.00>)
- 11-1021 General and Operations Managers (<http://www.onetonline.org/link/summary/11-1021.00>)
- 11-3011 Administrative Services Managers (<http://www.onetonline.org/link/summary/11-3011.00>)
- 11-3051 Industrial Production Managers (<http://www.onetonline.org/link/summary/11-3051.00>)
- 11-3071 Transportation Managers, Storage and Distribution Managers (<http://www.onetonline.org/find/quick?s=11-3071>)
- 11-9021 Construction Managers (<http://www.onetonline.org/link/summary/11-9021.00>)
- 11-9151 Social and Community Service Managers (<http://www.onetonline.org/link/summary/11-9151.00>)
- 11-9199 All Managers (<http://www.onetonline.org/find/quick?s=11-9199>)
- 13-1051 Cost Estimators (<http://www.onetonline.org/link/summary/13-1051.00>)
- 13-1111 Management Analysts (<http://www.onetonline.org/link/summary/13-1111.00>)
- 25-1011 Business Teachers, Postsecondary (<http://www.onetonline.org/link/summary/25-1011.00>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not

**Financing**

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**

**A:** This 90-credit program is designed to be completed in six academic quarters over two

included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.



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# Marketing Communications Associate in Applied Science Degree (A.A.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

#### **MKT222 Foundations of Market Research**

4

Provides an in-depth review of the marketing research function in a contemporary business environment. The course will discuss the market research process, focus on secondary data, and introduce students to quantitative and qualitative primary data collection methods.

Prerequisites: MKT220, MAT215

#### **MKT223 Digital and Social Media Strategy**

4

Explores current and emerging forms of digital media, and how to leverage them to build brands and engage customers. Students will evaluate digital media against communication and marketing objectives and develop effective media plans.

Prerequisite: MKT220

#### **MKT241 Consumer Behavior**

4



Introduction to the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

Prerequisite: MKT220

### **MKT242 Brand Management**

4

Provides students with a comprehensive treatment of brands, brand equity, and brand management. Includes the design and implementation of marketing programs and activities to build, measure, and manage brand equity.

Prerequisite: MKT220

### **MKT247 Advertising Management**

4

Provides students with a broad view of advertising principles and their relation to the marketing process. Students gain an understanding of the three key functional areas of advertising: account management, media planning, and creative design.

Prerequisite: MKT220

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## **BUSINESS COURSES**

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a

professional e-portfolio.

### **BUS293 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

### **CIS212 Multimedia and Business Presentations**

2

Focuses on enhancing business communications via the growing areas of electronic communication. Students learn to develop, design, and deliver oral presentations using multimedia and online data services. Practice sessions and videotape feedback provide additional insight into presentation style and effectiveness.

Prerequisite: CIS115

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## **LIBERAL ARTS COURSES**

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature** 4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking** 4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**ENG265 Business Communication** 4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

**MAT211 College Algebra** 4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

**MAT212 Mathematics with Business Applications** 4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion

marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

### **SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

### General Education Core Humanities Requirement **GEC111 The Art of Argument**

4

Students gain knowledge of the various techniques of argumentation. The flaws in arguments, such as frauds, deceptions, and logical errors are presented.

### General Education Core Social Science Elective

4

FREE ELECTIVES

6

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**90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

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## B.B.A., Marketing Communications

- **B.B.A., Marketing Communications Course Requirements**  
(/catalog\_2013/4739.htm)

*The following are B.B.A., Marketing Communications program statistics for New York. Students were able to start this program in 2012.*

**Peoplesoft Codes:**

Click on the links for more information on jobs related to this program:

- 11-2011 Advertising and Promotions Managers, (<http://www.bls.gov/soc/2010/soc112011.htm>)
- 11-2030 Public Relations and Fundraising Managers, (<http://www.bls.gov/soc/2010/soc112030.htm>)
- 11-2031 Public Relations and Fundraising Managers, (<http://www.bls.gov/soc/2010/soc112031.htm>)
- 13-1120 Meeting, Convention, and Event Planners , (<http://www.bls.gov/soc/2010/soc131120.htm>)
- 13-1121 Meeting, Convention, and Event Planners , (<http://www.bls.gov/soc/2010/soc131121.htm>)
- 13-1130 Fundraisers , (<http://www.bls.gov/soc/2010/soc131130.htm>)
- 13-1131 Fundraisers , (<http://www.bls.gov/soc/2010/soc131131.htm>)
- 13-1161 Market Research Analysts and Marketing Specialists , (<http://www.bls.gov/soc/2010/soc131161.htm>)
- 27-3030 Public Relations Specialists , (<http://www.bls.gov/soc/2010/soc273030.htm>)
- 27-3031 Public Relations Specialists , (<http://www.bls.gov/soc/2010/soc273031.htm>)
- 27-3099 Media and Communication Workers, All Other , (<http://www.bls.gov/soc/2010/soc273099.htm>)
- 41-3011 Advertising Sales Agents , (<http://www.bls.gov/soc/2010/soc413011.htm>)
- 11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)
- 11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)
- 41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)
- 41-3099 Sales Representatives, Services, All Other (<http://www.bls.gov/soc/2010/soc413099.htm>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:**  
The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains

**Financing**

**Q: What are my financing options to pay for the program?**

**A:**  
In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**

**A:**  
This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.

location (which has an additional estimated cost of \$37,800 for 12 quarters).



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# Marketing Communications Bachelor of Business Administration Degree (B.B.A.)

## Course Requirements

### MAJOR COURSES

Qtr. hrs. credit

#### MKT220 Principles of Marketing

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

#### MKT222 Foundations of Market Research

4

Provides an in-depth review of the marketing research function in a contemporary business environment. The course will discuss the market research process, focus on secondary data, and introduce students to quantitative and qualitative primary data collection methods.

Prerequisites: MKT220, MAT215

#### MKT223 Digital and Social Media Strategy

4

Explores current and emerging forms of digital media, and how to leverage them to build brands and engage customers. Students will evaluate digital media against communication and marketing objectives and develop effective media plans.

Prerequisite: MKT220

#### MKT241 Consumer Behavior

4



Introduction to the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

Prerequisite: MKT220

### **MKT242 Brand Management**

4

Provides students with a comprehensive treatment of brands, brand equity, and brand management. Includes the design and implementation of marketing programs and activities to build, measure, and manage brand equity.

Prerequisite: MKT220

### **MKT247 Advertising Management**

4

Provides students with a broad view of advertising principles and their relation to the marketing process. Students gain an understanding of the three key functional areas of advertising: account management, media planning, and creative design.

Prerequisite: MKT220

### **MKT351 Public Relations**

4

Stresses the philosophical underpinning of public relations practices, including the importance of management and planning, ethics and research, communication, and public opinion. Explores practical applications, such as the emergence of video and the integration of public relations, marketing, and advertising into broader marketing communications campaigns.

Prerequisite: MKT220

### **MKT446 Media Strategy and Metrics**

4

Focuses on linking target markets with advertising media through the development of media objectives, strategies, and tactics. Students use secondary research to create media plans that balance effectiveness and efficiency.

Prerequisites: MKT220, MKT247

### **MKT455 The IMC Campaign**

4

Provides students with a hands-on application of program content via creation of a fully functional Integrated Marketing Communications (IMC) campaign. Students will isolate a client, conduct secondary and primary research, set communication objectives, develop strategy, and produce the communication pieces such as ads, press releases, and other tactical executions.

Prerequisites: MKT222, MKT446

Marketing Communications Electives\*

12

## **BUSINESS COURSES**

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS245 Business Ethics**

4

Examines the principles of ethics with relation to business decision-making and business strategies. Students learn how to integrate ethical decision-making into organizational behavior, strategy, and the challenges posed by the globalization of business practices.

Prerequisite: BUS100 or Principles course within major

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which

includes content collection and compiling a professional e-portfolio.

### **BUS281 Project Management**

4

Provides an overview of various project management knowledge areas. Topics include project integration, scope, quality, human resources, communications, risk, and procurement management. Students will use Microsoft Project software.

Prerequisite: BUS100

### **BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

### **CIS212 Multimedia and Business Presentations**

2

Focuses on enhancing business communications via the growing areas of electronic communication. Students learn to develop, design, and deliver oral presentations using multimedia and online data services. Practice sessions and videotape feedback provide additional insight into presentation style and effectiveness.

Prerequisite: CIS115

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **MGT420 Managing for Change**

4

Integrates the concepts and techniques involved in implementing and managing a planned change process. Includes discussions and case studies on changing the way work is done, changing communication and influence patterns, and changing managerial strategy.

Prerequisite: MGT220

Business Electives

12

---

### **LIBERAL ARTS COURSES\*\***

#### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

#### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

#### **ENG115 Public Speaking**

4

Designed to help students improve oral

communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **ENG265 Business Communication**

4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability,

frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **MAT216 Statistics II**

4

A continuation of the Statistics I course. Topics include sample hypothesis tests, sample inferences, F-tests, chi-square tests, linear correlation, and linear regression.

Prerequisite: MAT215

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

### **SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

### **SOC310 Intercultural Communication**

4

An introduction to the various cultural influences on communication. Emphasizes the obstacles and portals to effective communication. Students study the communication styles of different cultural groups and learn to apply cultural perspectives to their daily interactions in business and in their lives.

### **HUM311 Persuasive Communication**

4

Emphasizes the role of persuasion in society, theories of persuasion, and the development of analytical and speaking techniques necessary for success in formal

and informal presentations.

Prerequisite: ENG115

Humanities Electives 8

Social Science Electives 8

General Education Core Humanities Requirement  
**GEC111 The Art of Argument** 4

Students gain knowledge of the various techniques of argumentation. The flaws in arguments, such as frauds, deceptions, and logical errors are presented.

General Education Core Mathematics/Science Elective 4

General Education Core Social Science Elective 4

FREE ELECTIVES 12

#### 180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*8 Marketing Communications credits must be at the 300/400 level.

\*\*16 Liberal Arts credits must be at the 300/400 level.

#### Program Statistics



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## B.S., Marketing Communications

- **B.S., Marketing Communications Course Requirements**  
(/catalog\_2013/4742.htm)

*The following are B.S., Marketing Communications program statistics for New Jersey. Students were able to start this program in 2012.*

**Peoplesoft Codes:**

Click on the links for more information on jobs related to this program:

- 11-2011 Advertising and Promotions Managers, (<http://www.bls.gov/soc/2010/soc112011.htm>)
- 11-2030 Public Relations and Fundraising Managers, (<http://www.bls.gov/soc/2010/soc112030.htm>)
- 11-2031 Public Relations and Fundraising Managers, (<http://www.bls.gov/soc/2010/soc112031.htm>)
- 13-1120 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131120.htm>)
- 13-1121 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131121.htm>)
- 13-1130 Fundraisers, (<http://www.bls.gov/soc/2010/soc131130.htm>)
- 13-1131 Fundraisers, (<http://www.bls.gov/soc/2010/soc131131.htm>)
- 13-1161 Market Research Analysts and Marketing Specialists, (<http://www.bls.gov/soc/2010/soc131161.htm>)
- 27-3030 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273030.htm>)
- 27-3031 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273031.htm>)
- 27-3099 Media and Communication Workers, All Other, (<http://www.bls.gov/soc/2010/soc273099.htm>)
- 41-3011 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413011.htm>)
- 11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)
- 11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)
- 41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)
- 41-3099 Sales Representatives, Services, All Other (<http://www.bls.gov/soc/2010/soc413099.htm>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains

**Financing**

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**

**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.



location (which has an additional estimated cost of \$37,800 for 12 quarters).



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# Marketing Communications Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

#### **MKT222 Foundations of Market Research**

4

Provides an in-depth review of the marketing research function in a contemporary business environment. The course will discuss the market research process, focus on secondary data, and introduce students to quantitative and qualitative primary data collection methods.

Prerequisites: MKT220, MAT215

#### **MKT223 Digital and Social Media Strategy**

4

Explores current and emerging forms of digital media, and how to leverage them to build brands and engage customers. Students will evaluate digital media against communication and marketing objectives and develop effective media plans.

Prerequisite: MKT220

#### **MKT241 Consumer Behavior**

4

Introduction to the nature and determinants of consumer behavior. Primary emphasis is placed on

developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

Prerequisite: MKT220

### **MKT242 Brand Management**

4

Provides students with a comprehensive treatment of brands, brand equity, and brand management. Includes the design and implementation of marketing programs and activities to build, measure, and manage brand equity.

Prerequisite: MKT220

### **MKT247 Advertising Management**

4

Provides students with a broad view of advertising principles and their relation to the marketing process. Students gain an understanding of the three key functional areas of advertising: account management, media planning, and creative design.

Prerequisite: MKT220

### **MKT351 Public Relations**

4

Stresses the philosophical underpinning of public relations practices, including the importance of management and planning, ethics and research, communication, and public opinion. Explores practical applications, such as the emergence of video and the integration of public relations, marketing, and advertising into broader marketing communications campaigns.

Prerequisite: MKT220

### **MKT446 Media Strategy and Metrics**

4

Focuses on linking target markets with advertising media through the development of media objectives, strategies, and tactics. Students use secondary research to create media plans that balance effectiveness and efficiency.

Prerequisites: MKT220, MKT247

**MKT455 The IMC Campaign** 4

Provides students with a hands-on application of program content via creation of a fully functional Integrated Marketing Communications (IMC) campaign. Students will isolate a client, conduct secondary and primary research, set communication objectives, develop strategy, and produce the communication pieces such as ads, press releases, and other tactical executions.

Prerequisites: MKT222, MKT446

Marketing Electives\* 12

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**BUSINESS COURSES****BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS245 Business Ethics** 4

Examines the principles of ethics with relation to business decision-making and business strategies. Students learn how to integrate ethical decision-making into organizational behavior, strategy, and the challenges posed by the globalization of business practices.

Prerequisite: BUS100 or Principles course within major

**BUS226 Career Management Seminar** 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

**BUS281 Project Management** 4

Provides an overview of various project management knowledge areas. Topics include project integration, scope, quality, human resources, communications, risk, and procurement management. Students will use Microsoft Project software.

Prerequisite: BUS100

**BUS483 Internship** 4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

**CIS115 Computer Applications** 4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

**CIS212 Multimedia and Business Presentations** 2

Focuses on enhancing business communications via the growing areas of electronic communication. Students learn to develop, design, and deliver oral presentations using multimedia and online data services. Practice sessions and videotape feedback provide additional insight into presentation style and effectiveness.

Prerequisite: CIS115

**MGT220 Principles of Management** 4

Examines operational theories of management under the functions of planning, organizing, staffing,

directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **MGT420 Managing for Change**

4

Integrates the concepts and techniques involved in implementing and managing a planned change process. Includes discussions and case studies on changing the way work is done, changing communication and influence patterns, and changing managerial strategy.

Prerequisite: MGT220

## **LIBERAL ARTS COURSES\*\***

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal

communication.

Prerequisite: ENG106

### **ENG265 Business Communication**

4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **MAT216 Statistics II**

4

A continuation of the Statistics I course. Topics include sample hypothesis tests, sample inferences, F-tests, chi-square tests, linear correlation, and linear regression.

Prerequisite: MAT215

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

### **SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

### **SOC310 Intercultural Communication**

4

An introduction to the various cultural influences on communication. Emphasizes the obstacles and portals to effective communication. Students study the communication styles of different cultural groups and learn to apply cultural perspectives to their daily interactions in business and in their lives.

### **HUM311 Persuasive Communication**

4

Emphasizes the role of persuasion in society, theories of persuasion, and the development of analytical and speaking techniques necessary for success in formal and informal presentations.

Prerequisite: ENG115



Humanities Electives	12
Mathematics/Science Elective	4
Social Science Electives	12
Liberal Arts Electives	8
General Education Core Humanities Requirement <b>GEC111 The Art of Argument</b>	4
<p>Students gain knowledge of the various techniques of argumentation. The flaws in arguments, such as frauds, deceptions, and logical errors are presented.</p>	
General Education Core Mathematics/Science Elective	4
General Education Core Social Science Elective	4
FREE ELECTIVES	4

**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*8 Marketing Communications elective credits must be at the 300/400 level.

\*\*24 Liberal Arts credits must be at the 300/400 level.

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## Information Systems Management

### Make a career of managing data.

The amount of information in the business world and the speed at which it is exchanged increases constantly. Managing that data is a skill that's highly in demand and one that requires intensive training. Berkeley College Information Systems Management programs help students develop an understanding of how successful businesses have streamlined their systems to exchange vast amounts of information more efficiently than ever. All programs include hands-on training in software essential for today's businesses.

Benefit from:

- A broad background in business administration
- A combination of professional courses in management with courses on the Internet, electronic communication, web design, online data services, and software management
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degree

### Degree Programs

Programs are only available to continuing students currently enrolled.

- [A.A.S., Business Administration - Information Systems Management \(/catalog\\_2013/catalog\\_2013\\_4623.htm\)](#)
- [B.B.A., Business Administration - Information Systems Management \(/catalog\\_2013/catalog\\_2013\\_4622.htm\)](#)



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## A.A.S., Business Administration - Information Systems Management

Program is only available to continuing students currently enrolled.

- **A.A.S., Business Administration - Information Systems Management Course Requirements** ([/catalog\\_2013/4682.htm](/catalog_2013/4682.htm))

*The following are A.A.S., Business Administration program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

### ACCOUNTING:

13-2071 Credit Counselors, (<http://www.bls.gov/soc/2010/soc132071.htm>)  
 13-2082 Tax Preparers, (<http://www.bls.gov/soc/2010/soc132082.htm>)  
 43-3010 Bill and Account Collectors, (<http://www.bls.gov/soc/2010/soc433010.htm>)  
 43-3011 Bill and Account Collectors, (<http://www.bls.gov/soc/2010/soc433011.htm>)  
 43-3020 Billing and Posting Clerks, (<http://www.bls.gov/soc/2010/soc433020.htm>)  
 43-3021 Billing and Posting Clerks, (<http://www.bls.gov/soc/2010/soc433021.htm>)  
 43-3050 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433050.htm>)  
 43-3051 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433051.htm>)  
 43-3070 Tellers, (<http://www.bls.gov/soc/2010/soc433070.htm>)  
 43-3071 Tellers, (<http://www.bls.gov/soc/2010/soc433071.htm>)  
 43-3090 Miscellaneous Financial Clerks, (<http://www.bls.gov/soc/2010/soc433090.htm>)  
 43-3099 Financial Clerks, All Other, (<http://www.bls.gov/soc/2010/soc433099.htm>)  
 43-4040 Credit Authorizers, Checkers, and Clerks, (<http://www.bls.gov/soc/2010/soc434040.htm>)  
 43-4041 Credit Authorizers, Checkers, and Clerks, (<http://www.bls.gov/soc/2010/soc434041.htm>)  
 43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)  
 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)  
 43-4190 Miscellaneous Information and Record Clerks,  
 (<http://www.bls.gov/soc/2010/soc434190.htm>)  
 43-4199 Information and Record Clerks, All Other (<http://www.bls.gov/soc/2010/soc434199.htm>)

### INFORMATION SYSTEMS MANAGEMENT:

43-9020 Data Entry and Information Processing Workers,  
 (<http://www.bls.gov/soc/2010/soc439020.htm>)  
 43-4199 Information and Record Clerks, All Other, (<http://www.bls.gov/soc/2010/soc434199.htm>)  
 43-4190 Miscellaneous Information and Record Clerks,  
 (<http://www.bls.gov/soc/2010/soc434190.htm>)  
 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)  
 15-1199 Computer Occupations, All Other, (<http://www.bls.gov/soc/2010/soc151199.htm>)  
 15-1150 Computer Support Specialists, (<http://www.bls.gov/soc/2010/soc151150.htm>)  
 11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)  
 11-3010 Administrative Services Managers (<http://www.bls.gov/soc/2010/soc113010.htm>)

### MANAGEMENT:

11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)  
 11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)  
 (<http://www.bls.gov/soc/2010/soc119190.htm>)  
 11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)  
 ,  
 11-1011 Chief Executives (<http://www.onetonline.org/link/summary/11-1011.00>)  
 ,  
 11-1021 General and Operations Managers (<http://www.onetonline.org/link/summary/11-1021.00>)  
 ,  
 11-3051 Industrial Production Managers (<http://www.onetonline.org/link/summary/11-3051.00>)  
 ,  
 11-3071 Transportation, Storage and Distribution Managers (<http://www.onetonline.org/find/quick?s=11-3071>)  
 ,  
 11-9021 Construction Managers (<http://www.onetonline.org/link/summary/11-9021.00>)  
 ,  
 11-9151 Social and Community Service Managers (<http://www.onetonline.org/link/summary/11-9151.00>)  
 ,

13-1051 Cost Estimators (<http://www.onetonline.org/link/summary/13-1051.00>)

13-1111 Management Analysts (<http://www.onetonline.org/link/summary/13-1111.00>)

25-1011 Business Teachers, Postsecondary (<http://www.onetonline.org/link/summary/25-1011.00>)

MARKETING:

13-1199 Business Operations Specialists, All Other, (<http://www.bls.gov/soc/2010/soc131199.htm>)

27-1026 Merchandise Displayers and Window Trimmers, (<http://www.bls.gov/soc/2010/soc271026.htm>)

27-3030 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273030.htm>)

27-3031 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273031.htm>)

41-1010 First-Line Supervisors of Sales Workers, (<http://www.bls.gov/soc/2010/soc411010.htm>)

41-1011 First-Line Supervisors of Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411011.htm>)

41-1012 First-Line Supervisors of Non-Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411012.htm>)

41-2022 Parts Salespersons, (<http://www.bls.gov/soc/2010/soc412022.htm>)

41-2030 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412030.htm>)

41-2031 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412031.htm>)

41-3010 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413010.htm>)

41-3011 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413011.htm>)

41-3020 Insurance Sales Agents, (<http://www.bls.gov/soc/2010/soc413020.htm>)

41-3021 Insurance Sales Agents, (<http://www.bls.gov/soc/2010/soc413021.htm>)

41-3040 Travel Agents, (<http://www.bls.gov/soc/2010/soc413040.htm>)

41-3041 Travel Agents, (<http://www.bls.gov/soc/2010/soc413041.htm>)

41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)

41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)

41-9010 Models, Demonstrators, and Product Promoters, (<http://www.bls.gov/soc/2010/soc419010.htm>)

41-9011 Demonstrators and Product Promoters, (<http://www.bls.gov/soc/2010/soc419011.htm>)

41-9020 Real Estate Brokers and Sales Agents, (<http://www.bls.gov/soc/2010/soc419020.htm>)

41-9022 Real Estate Sales Agents, (<http://www.bls.gov/soc/2010/soc419022.htm>)

41-9040 Telemarketers, (<http://www.bls.gov/soc/2010/soc419040.htm>)

41-9041 Telemarketers, (<http://www.bls.gov/soc/2010/soc419041.htm>)

41-9090 Miscellaneous Sales and Related Workers, (<http://www.bls.gov/soc/2010/soc419090.htm>)

41-9099 Sales and Related Workers, All Other, (<http://www.bls.gov/soc/2010/soc419099.htm>)

43-3060 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433060.htm>)

43-3061 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433061.htm>)

43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)

43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)

13-1190 Miscellaneous Business Operations Specialists, (<http://www.bls.gov/soc/2010/soc131190.htm>)

13-1120 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131120.htm>)

13-1121 Meeting, Convention, and Event Planners (<http://www.bls.gov/soc/2010/soc131121.htm>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees: \$46,800

Books and supplies: \$1,910

On-campus room & board: Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost ([click here for terms and conditions](http://www.berkeleycollege.edu/files_bc/Tuition)).

Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains

**Financing**

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 93% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans: \$17,392.75

Private educational loans: \$0

Institution Financing Plan: \$0

**Success**

**Q: How long will it take me to complete this program?**

**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.

For the 2011-2012 award year, 49% of graduates from this program finished within this time.

location (which has an additional estimated cost of \$18,300 for six quarters).

Graduates of Berkeley College accounting programs do not automatically become Certified Public Accountants (CPA), and such programs are not specifically intended to prepare graduates for the CPA examination. CPA requirements vary by jurisdiction. Generally, to be licensed as a CPA an applicant must complete a combination of specified educational and/or experience requirements, demonstrate good moral character (which may include an absence of criminal convictions), and pass a CPA examination. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in an accounting program.

## **The following are A.A.S., Business Administration - Information Systems Management program statistics for New York in 2011-2012.**

Click on the links for more information on jobs related to this program:

### INFORMATION SYSTEMS MANAGEMENT:

**43-9020 Data Entry and Information Processing Workers,** (<http://www.bls.gov/soc/2010/soc439020.htm>)

**43-4199 Information and Record Clerks, All Other,** (<http://www.bls.gov/soc/2010/soc434199.htm>)

**43-4190 Miscellaneous Information and Record Clerks,** (<http://www.bls.gov/soc/2010/soc434190.htm>)

**43-4051 Customer Service Representatives,** (<http://www.bls.gov/soc/2010/soc434051.htm>)

**15-1199 Computer Occupations, All Other,** (<http://www.bls.gov/soc/2010/soc151199.htm>)

**15-1150 Computer Support Specialists,** (<http://www.bls.gov/soc/2010/soc151150.htm>)

**11-9190 Miscellaneous Managers,** (<http://www.bls.gov/soc/2010/soc119190.htm>)

**11-3010 Administrative Services Managers** (<http://www.bls.gov/soc/2010/soc113010.htm>)

### Cost

#### **Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

#### **Q: What's included?**

**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

### Financing

#### **Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 93% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$20,035.00
Private educational loans:	\$0
Institution Financing Plan:	\$0

### Success

#### **Q: How long will it take me to complete this program?**

**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.

For the 2011-2012 award year, 57% of graduates from this program finished within this time.



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# Business Administration - Information Systems Management Associate in Applied Science Degree (A.A.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

#### **MGT231 Organizational Behavior**

4

Examines organizational theory and development, corporate culture, factors facilitating or inhibiting organizational change, power, and politics. Students develop an understanding of how these components of organizational behavior may be directed in order to maximize organizational effectiveness.

Prerequisite: MGT220

#### **BUS250 Computer Applications in Business**

2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

**BUS267 Management Information Systems** 4

Course examines the technical, economic, and organizational impact of complex interdependent work systems. Topics include the analysis of short- and long-term information needs and the communication of these needs to technical specialists and higher management.

Prerequisite: BUS100

**BUS281 Project Management** 4

Provides an overview of various project management knowledge areas. Topics include project integration, scope, quality, human resources, communications, risk, and procurement management. Students will use Microsoft Project software.

Prerequisite: BUS100

**CIS201 Advanced Spreadsheets** 2

Students gain experience with spreadsheet applications, such as Microsoft Excel. Topics include building complex worksheets; importing and exporting data; using mathematical, financial, and statistical functions; developing macros; consolidating spreadsheets; creating templates; and utilizing "what if" analyses to make business decisions.

Prerequisite: CIS115

**CIS204 Database Management Systems** 2

Hands-on experience with well-known database management software applications, such as Microsoft Access. Topics include an introduction to database programming, multiple database files, query files, reports, and the planning, development, and implementation of database systems.

Prerequisite: CIS115

**CIS212 Multimedia and Business Presentations** 2

Focuses on enhancing business communications via the growing areas of electronic communication.



Students learn to develop, design, and deliver oral presentations using multimedia and online data services. Practice sessions and videotape feedback provide additional insight into presentation style and effectiveness.

Prerequisite: CIS115

### **CIS233 Web Design I**

3

An introduction to the concepts of web design. Provides an introduction to the use of powerful design software. Students work with tables, frames, objects, images, symbols, instances, animation image maps, rollovers, and animated GIFs.

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## **BUSINESS COURSES**

### **ACC110 Fundamentals of Accounting for Managers**

4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

**BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

**BUS293 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

**CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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**LIBERAL ARTS COURSES****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of

various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG105

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Macroeconomics/Microeconomics Elective

4

General Education Core Humanities Elective

4

General Education Core Mathematics/Science Elective

4

General Education Core Social Science Elective

4

FREE ELECTIVES

9

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**90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

**Program Statistics**



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## B.B.A., Business Administration - Information Systems Management

Program is only available to continuing students currently enrolled.

- **B.B.A., Business Administration - Information Systems Management Course Requirements** ([/catalog\\_2013/4685.htm](/catalog_2013/4685.htm))



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*The following are B.B.A., Business Administration - Information Systems Management program statistics for New York in 2011-2012.*

Click on the links for more information on jobs related to this program:

**INFORMATION SYSTEMS:**

- 11-3010 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113010.htm>)
- 11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)
- 11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)
- 11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)
- 15-1141 Database Administrators, (<http://www.bls.gov/soc/2010/soc151141.htm>)
- 15-1150 Computer Support Specialists, (<http://www.bls.gov/soc/2010/soc151150.htm>)
- 15-1151 Computer User Support Specialists, (<http://www.bls.gov/soc/2010/soc151151.htm>)
- 15-1190 Miscellaneous Computer Occupations, (<http://www.bls.gov/soc/2010/soc151190.htm>)
- 15-1199 Computer Occupations, All Other, (<http://www.bls.gov/soc/2010/soc151199.htm>)
- 43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)
- 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)
- 43-4190 Miscellaneous Information and Record Clerks, (<http://www.bls.gov/soc/2010/soc434190.htm>)
- 43-4199 Information and Record Clerks, All Other (<http://www.bls.gov/soc/2010/soc434199.htm>)

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, 94% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$30,617.00
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 80% of graduates from this program finished within this time.

location (which has an additional estimated cost of \$37,800 for 12 quarters).



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# Business Administration - Information Systems Management Bachelor of Business Administration Degree (B.B.A.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

#### **MGT231 Organizational Behavior**

4

Examines organizational theory and development, corporate culture, factors facilitating or inhibiting organizational change, power, and politics. Students develop an understanding of how these components of organizational behavior may be directed in order to maximize organizational effectiveness.

Prerequisite: MGT220

#### **MGT420 Managing for Change**

4

Integrates the concepts and techniques involved in implementing and managing a planned change process. Includes discussions and case studies on changing the way work is done, changing communication and influence patterns, and changing managerial strategy.

Prerequisite: MGT220

**MGT425 Management Simulation**

4

These simulation exercises place students, often working in teams, in the position of managing a company. By analyzing a company's history, financial reports, and other information provided, students make decisions on hiring, forecasting, suppliers to use, costs, and marketing.

Prerequisites: FIN300, MGT220, MKT220

**BUS250 Computer Applications in Business**

2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

**BUS267 Management Information Systems**

4

Course examines the technical, economic, and organizational impact of complex interdependent work systems. Topics include the analysis of short- and long-term information needs and the communication of these needs to technical specialists and higher management.

Prerequisite: BUS100

**BUS281 Project Management**

4

Provides an overview of various project management knowledge areas. Topics include project integration, scope, quality, human resources, communications, risk, and procurement management. Students will use Microsoft Project software.

Prerequisite: BUS100

**CIS201 Advanced Spreadsheets**

2

Students gain experience with spreadsheet applications, such as Microsoft Excel. Topics include



building complex worksheets; importing and exporting data; using mathematical, financial, and statistical functions; developing macros; consolidating spreadsheets; creating templates; and utilizing “what if” analyses to make business decisions.

Prerequisite: CIS115

### **CIS204 Database Management Systems**

2

Hands-on experience with well-known database management software applications, such as Microsoft Access. Topics include an introduction to database programming, multiple database files, query files, reports, and the planning, development, and implementation of database systems.

Prerequisite: CIS115

### **CIS212 Multimedia and Business Presentations**

2

Focuses on enhancing business communications via the growing areas of electronic communication. Students learn to develop, design, and deliver oral presentations using multimedia and online data services. Practice sessions and videotape feedback provide additional insight into presentation style and effectiveness.

Prerequisite: CIS115

### **CIS233 Web Design I**

3

An introduction to the concepts of web design. Provides an introduction to the use of powerful design software. Students work with tables, frames, objects, images, symbols, instances, animation image maps, rollovers, and animated GIFs.

Computer Information Systems Electives

12

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## **BUSINESS COURSES**

### **ACC110 Fundamentals of Accounting for Managers**

4

Covers basic financial accounting elements,

definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

### **ACC113 Managerial Accounting**

4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

### **BUS451 Business Strategy and Policy**

4

An overview of the most recent theories and the

current practices in strategic management. Examines the development and implementation of strategies in various areas of business activity (finance, sourcing, production, human resource management, marketing, and international business).

Prerequisites: FIN301, IBS201, MGT220, MKT220

### **BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisite: ACC113

### **IBS201 International Business**

4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

**CIS115 Computer Applications** 4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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**LIBERAL ARTS COURSES\*****ENG105 Expository Writing** 4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature** 4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking** 4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG105

**MAT210 Finite Mathematics** 4

Students gain an introduction to solving problems by using geometric approaches, algebraic approaches, and technology. Topics include linear functions, systems of linear equations, matrices, linear programming, and using mathematics in finance.

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

Prerequisite: MAT210 or MAT211

### **SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisite: MAT210 or MAT211

### **SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives	8
Mathematics/Science Electives	8
Social Science Electives	8
General Education Core Humanities Elective	4
General Education Core Mathematics/Science Elective	4
General Education Core Social Science Elective	4
FREE ELECTIVES	23

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#### 180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*16 Liberal Arts credits must be at the 300/400 level.

#### Program Statistics



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## Management - Environmental Management

### The business decisions of today will affect the environment of tomorrow.

One of the most significant changes in business has been recognizing the impact of corporate practices on the environment. Every day, more and more steps are being taken to address sustainability in areas such as manufacturing processes and materials, transportation, building operations and energy usage, food service, and finance. Berkeley College's Management degree program with a concentration in Environmental Management provides valuable insights into how businesses are affecting the environment and what organizations must do to operate successfully in an era of heightened environmental awareness.

Benefit from:

- A curriculum that emphasizes management, marketing, and financial management
- Learning to apply sound business principles to enhance business operations in an era of heightened environmental awareness
- Courses in Environmental Management
- Hands-on experience with the technology used in business
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

### Degree Program

Program is only available to continuing students currently enrolled.

- **[B.S., Management - Environmental Management \(/catalog\\_2013/catalog\\_2013\\_4606.htm\)](/catalog_2013/catalog_2013_4606.htm)**



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## B.S., Management - Environmental Management

- **B.S., Management - Environmental Management Course Requirements**  
([/catalog\\_2013/4718.htm](/catalog_2013/4718.htm))

*The following are B.S., Management program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

### MANAGEMENT:

11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)

11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)

11-1011 Chief Executives (<http://www.onetonline.org/link/summary/11-1011.00>)

,

11-1021 General and Operations Managers (<http://www.onetonline.org/link/summary/11-1021.00>)

,

11-2022 Sales Managers (<http://www.onetonline.org/link/summary/11-2022.00>)

,

11-3051 Industrial Production Managers (<http://www.onetonline.org/link/summary/11-3051.00>)

,

11-3071 Transportation, Storage and Distribution Managers (<http://www.onetonline.org/find/quick?s=11-3071>)

,

11-9021 Construction Managers (<http://11-9021.00> – Construction Managers )

,

11-9151 Social and Community Service Managers (<http://www.onetonline.org/link/summary/11-9151.00>)

,

13-1051 Cost Estimators (<http://www.onetonline.org/link/summary/13-1051.00>)

,

13-1111 Management Analysts (<http://www.onetonline.org/link/summary/13-1111.00>)

,

25-1011 Business Teachers, Postsecondary (<http://www.onetonline.org/link/summary/25-1011.00>)

### ENTREPRENEURSHIP:

11-2020 Marketing and Sales Managers, (<http://www.bls.gov/soc/2010/soc112020.htm>)

11-2021 Marketing Managers, (<http://www.bls.gov/soc/2010/soc112021.htm>)

11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)

11-3010 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113010.htm>)

11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)

11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)

11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)

13-1120 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131120.htm>)

13-1121 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131121.htm>)

41-1010 First-Line Supervisors of Sales Workers, (<http://www.bls.gov/soc/2010/soc411010.htm>)

41-1011 First-Line Supervisors of Retail Sales Workers,

(<http://www.bls.gov/soc/2010/soc411011.htm>)

41-1012 First-Line Supervisors of Non-Retail Sales Workers,

(<http://www.bls.gov/soc/2010/soc411012.htm>)

41-2030 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412030.htm>)

41-2031 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412031.htm>)

41-3090 Miscellaneous Sales Representatives, Services,

(<http://www.bls.gov/soc/2010/soc413090.htm>)

41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)

41-4010 Sales Representatives, Wholesale and Manufacturing,

(<http://www.bls.gov/soc/2010/soc414010.htm>)

41-4011 Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products,

(<http://www.bls.gov/soc/2010/soc414011.htm>)

41-4012 Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products,

(<http://www.bls.gov/soc/2010/soc414012.htm>)

41-9011 Demonstrators and Product Promoters (<http://www.bls.gov/soc/2010/soc419011.htm>)

### ENVIRONMENTAL MANAGEMENT:

11-9140 Property, Real Estate, and Community Association Managers,

(<http://www.bls.gov/soc/2010/soc119140.htm>)

11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)



19-4090 Miscellaneous Life, Physical, and Social Science Technicians, (<http://www.bls.gov/soc/2010/soc194090.htm>)  
19-4093 Forest and Conservation Technicians, (<http://www.bls.gov/soc/2010/soc194093.htm>)  
37-1010 First-Line Supervisors of Building and Grounds Cleaning and Maintenance Workers, (<http://www.bls.gov/soc/2010/soc371010.htm>)  
41-4010 Sales Representatives, Wholesale and Manufacturing, (<http://www.bls.gov/soc/2010/soc414010.htm>)  
43-1010 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431010.htm>)  
43-4030 Court, Municipal, and License Clerks, (<http://www.bls.gov/soc/2010/soc434030.htm>)  
45-4010 Forest and Conservation Workers, (<http://www.bls.gov/soc/2010/soc454010.htm>)  
47-1010 First-Line Supervisors of Construction Trades and Extraction Workers (<http://www.bls.gov/soc/2010/soc471010.htm>)

HUMAN RESOURCES MANAGEMENT:

11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)  
11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)  
13-1070 Human Resources Workers, (<http://www.bls.gov/soc/2010/soc131070.htm>)  
13-1150 Training and Development Specialists, (<http://www.bls.gov/soc/2010/soc131150.htm>)  
41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)  
41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)  
43-1010 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431010.htm>)  
43-1011 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431011.htm>)  
43-3050 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433050.htm>)  
43-3051 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433051.htm>)  
43-4061 Eligibility Interviewers, Government Programs, (<http://www.bls.gov/soc/2010/soc434061.htm>)  
43-4110 Interviewers, Except Eligibility and Loan, (<http://www.bls.gov/soc/2010/soc434110.htm>)  
43-4111 Interviewers, Except Eligibility and Loan, (<http://www.bls.gov/soc/2010/soc434111.htm>)  
43-4160 Human Resources Assistants, Except Payroll and Timekeeping, (<http://www.bls.gov/soc/2010/soc434160.htm>)  
43-4161 Human Resources Assistants, Except Payroll and Timekeeping, (<http://www.bls.gov/soc/2010/soc434161.htm>)  
43-4199 Information and Record Clerks, All Other, (<http://www.bls.gov/soc/2010/soc434199.htm>)  
43-6010 Secretaries and Administrative Assistants, (<http://www.bls.gov/soc/2010/soc436010.htm>)  
43-6014 Secretaries and Administrative Assistants, Except Legal, Medical, and Executive, (<http://www.bls.gov/soc/2010/soc436014.htm>)  
43-9199 Office and Administrative Support Workers, All Other (<http://www.bls.gov/soc/2010/soc439199.htm>)

NONPROFIT MANAGEMENT:

11-1021 General and Operations Managers, (<http://www.bls.gov/soc/2010/soc111021.htm>)  
11-2021 Marketing Managers, (<http://www.bls.gov/soc/2010/soc112021.htm>)  
11-2030 Public Relations and Fundraising Managers, (<http://www.bls.gov/soc/2010/soc112030.htm>)  
11-2031 Public Relations and Fundraising Managers, (<http://www.bls.gov/soc/2010/soc112031.htm>)  
11-3010 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113010.htm>)  
11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)  
11-9151 Social and Community Service Managers, (<http://www.bls.gov/soc/2010/soc119151.htm>)  
11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)  
11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)  
13-1030 Claims Adjusters, Appraisers, Examiners, and Investigators, (<http://www.bls.gov/soc/2010/soc131030.htm>)  
13-1070 Human Resources Workers, (<http://www.bls.gov/soc/2010/soc131070.htm>)  
13-1150 Training and Development Specialists, (<http://www.bls.gov/soc/2010/soc131150.htm>)  
13-1151 Training and Development Specialists, (<http://www.bls.gov/soc/2010/soc131151.htm>)  
13-2052 Personal Financial Advisors, (<http://www.bls.gov/soc/2010/soc132052.htm>)  
13-2070 Credit Counselors and Loan Officers, (<http://www.bls.gov/soc/2010/soc132070.htm>)  
41-3010 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413010.htm>)  
41-3011 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413011.htm>)  
41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)  
41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)  
43-1010 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431010.htm>)  
43-1011 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431011.htm>)  
43-3090 Miscellaneous Financial Clerks, (<http://www.bls.gov/soc/2010/soc433090.htm>)  
43-3099 Financial Clerks, All Other, (<http://www.bls.gov/soc/2010/soc433099.htm>)  
43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)  
43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)  
43-4061 Eligibility Interviewers, Government Programs, (<http://www.bls.gov/soc/2010/soc434061.htm>)  
43-4140 New Accounts Clerks, (<http://www.bls.gov/soc/2010/soc434140.htm>)  
43-4141 New Accounts Clerks, (<http://www.bls.gov/soc/2010/soc434141.htm>)  
43-4160 Human Resources Assistants, Except Payroll and Timekeeping, (<http://www.bls.gov/soc/2010/soc434160.htm>)  
43-4161 Human Resources Assistants, Except Payroll and Timekeeping, (<http://www.bls.gov/soc/2010/soc434161.htm>)  
43-5060 Production, Planning, and Expediting Clerks, (<http://www.bls.gov/soc/2010/soc435060.htm>)  
43-5061 Production, Planning, and Expediting Clerks, (<http://www.bls.gov/soc/2010/soc435061.htm>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:**  
The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**

**A:**  
In addition to any grant and scholarship aid for which they are eligible, 90% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$32,697.22
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**

**A:**  
This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 82% of graduates from this program finished within this time.



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# Management - Environmental Management Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

Qtr. hrs. credit

#### MGT220 Principles of Management

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

#### MGT225 Customer Service Management

4

Provides an overview of customer relations from an integrated viewpoint with a focus on customer satisfaction. Includes the functional operations needed to optimize the total internal and external customer satisfaction experience.

Prerequisite: MGT220

#### MGT231 Organizational Behavior

4

Examines organizational theory and development, corporate culture, factors facilitating or inhibiting organizational change, power, and politics. Students develop an understanding of how these components of organizational behavior may be directed in order to maximize organizational effectiveness.

Prerequisite: MGT220

#### MGT249 Human Resources Management

4

Introduction to the strategic planning and implementation of human resources management. Topics include staffing, development, appraisal, and rewards.

Prerequisite: MGT220

### **MGT260 Environmental Management**

4

An introduction to the role that business organizations play in the discourse surrounding the natural environment. Students learn about the various environmental concerns that are increasing from several directions and how corporations are being pressured to respond.

Prerequisite: MGT220

### **MGT332 Operations Management**

4

Explores the production and operations management system from the perspective of its ability to enhance value. Topics include the issues of performance, cost, competition, and customer expectations.

Prerequisites: MAT215, MGT220

### **MGT346 Developing Managerial Competence**

4

An introduction to the theoretical and practical aspects of managing. Stresses a hands-on approach to improving a student's ability to manage people.

Prerequisite: MGT220

### **MGT425 Management Simulation**

4

These simulation exercises place students, often working in teams, in the position of managing a company. By analyzing a company's history, financial reports, and other information provided, students make decisions on hiring, forecasting, suppliers to use, costs, and marketing.

Prerequisites: FIN300, MGT220, MKT220

### **BUS250 Computer Applications in Business**

2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

### **BUS451 Business Strategy and Policy**

4

An overview of the most recent theories and the current practices in strategic management. Examines the development and implementation of strategies in various areas of business activity (finance, sourcing, production, human resource management, marketing, and international business).

Prerequisites: FIN301, IBS201, MGT220, MKT220

Select two of the following courses:

### **MGT316 Sustainable Enterprise Management**

4

Integrates the concepts and practice of using the various functional areas of business to build and consolidate sustainable competitive advantage in the global arena, while minimizing harmful social and environmental impact. Focuses on enterprise planning for promoting social responsibility and ecological sustainability.

Prerequisite: MGT260

### **MGT317 Environmental Regulations and Policy**

4

Focuses on the impact of the regulatory environment on the business response to environmental issues. The response of the legal system to consumer and business attitudes and behavior is also investigated.

Prerequisite: MGT260

### **MGT318 Environmental Ethics in Business**

4

Examines the philosophical study of humans, businesses, and governments and their interactions with both other humans and the natural environment. Explores a global perspective on

environmental ethical issues. Examines the fundamental questions related to the responsibility and accountability of businesses as stewards of the planet.

Prerequisite: MGT260

### **MKT318 Green Marketing**

4

Focuses on potential market advantage and competitiveness gained from emphasizing corporate social responsibility, environmental sustainability, and global carbon footprint. Exposes the principles of ethical marketing and consumerism to understand the underlying concepts of green marketing.

Prerequisites: MGT260, MKT220

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## **BUSINESS COURSES**

### **ACC110 Fundamentals of Accounting for Managers**

4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

### **ACC113 Managerial Accounting**

4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

<b>BUS226 Career Management Seminar</b>	2
Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.	
<b>BUS231 Business Law I</b>	4
Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.	
<b>BUS483 Internship</b>	4
Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.  Prerequisites: BUS226 and departmental approval	
<b>FIN301 Principles of Finance I</b>	4
Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.  Prerequisites: ACC113, MAT212	
<b>IBS201 International Business</b>	4
Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they	

seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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### **LIBERAL ARTS COURSES\***

#### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

#### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105



**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**ENG265 Business Communication**

4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

**MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

**MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

**MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

### **SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

### **SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives

12

Mathematics/Science Electives

8

Social Science Electives

12

Liberal Arts Electives

12

General Education Core Humanities Elective	4
General Education Core Mathematics/Science Elective	4
General Education Core Social Science Elective	4

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#### 180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*24 Liberal Arts credits must be at the 300/400 level.

#### Program Statistics



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## Management - Nonprofit Management

### The nonprofit sector is big business.

Annual charitable giving in the United States exceeds \$300 billion. Managers who understand the subtle differences between managing a nonprofit versus a for-profit company are vital if these organizations are to thrive. Students are exposed to governance, marketing, finance, and human resource challenges that are unique to nonprofit organizations.

Benefit from:

- A curriculum that emphasizes management, marketing, and financial management
- Learning to apply sound business principles in managing a nonprofit organization
- Hands-on experience with technology used in business
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

### Degree Program

Program is only available to continuing students currently enrolled.

- **B.S., Management - Nonprofit Management**  
([/catalog\\_2013/catalog\\_2013\\_4602.htm](/catalog_2013/catalog_2013_4602.htm))



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## B.S., Management - Nonprofit Management

- **B.S., Management - Nonprofit Management Course Requirements**  
(/catalog\_2013/4724.htm)

*The following are B.S., Management program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

### MANAGEMENT:

- 11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)
- 11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)
- 11-1011 Chief Executives (<http://www.onetonline.org/link/summary/11-1011.00>)
- ,
- 11-1021 General and Operations Managers (<http://www.onetonline.org/link/summary/11-1021.00>)
- ,
- 11-2022 Sales Managers (<http://www.onetonline.org/link/summary/11-2022.00>)
- ,
- 11-3051 Industrial Production Managers (<http://www.onetonline.org/link/summary/11-3051.00>)
- ,
- 11-3071 Transportation, Storage and Distribution Managers (<http://www.onetonline.org/find/quick?s=11-3071>)
- ,
- 11-9021 Construction Managers (<http://11-9021.00> – Construction Managers )
- ,
- 11-9151 Social and Community Service Managers (<http://www.onetonline.org/link/summary/11-9151.00>)
- ,
- 13-1051 Cost Estimators (<http://www.onetonline.org/link/summary/13-1051.00>)
- ,
- 13-1111 Management Analysts (<http://www.onetonline.org/link/summary/13-1111.00>)
- ,
- 25-1011 Business Teachers, Postsecondary (<http://www.onetonline.org/link/summary/25-1011.00>)

### ENTREPRENEURSHIP:

- 11-2020 Marketing and Sales Managers, (<http://www.bls.gov/soc/2010/soc112020.htm>)
- 11-2021 Marketing Managers, (<http://www.bls.gov/soc/2010/soc112021.htm>)
- 11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)
- 11-3010 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113010.htm>)
- 11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)
- 11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)
- 11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)
- 13-1120 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131120.htm>)
- 13-1121 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131121.htm>)
- 41-1010 First-Line Supervisors of Sales Workers, (<http://www.bls.gov/soc/2010/soc411010.htm>)
- 41-1011 First-Line Supervisors of Retail Sales Workers,  
(<http://www.bls.gov/soc/2010/soc411011.htm>)
- 41-1012 First-Line Supervisors of Non-Retail Sales Workers,  
(<http://www.bls.gov/soc/2010/soc411012.htm>)
- 41-2030 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412030.htm>)
- 41-2031 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412031.htm>)
- 41-3090 Miscellaneous Sales Representatives, Services,  
(<http://www.bls.gov/soc/2010/soc413090.htm>)
- 41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)
- 41-4010 Sales Representatives, Wholesale and Manufacturing,  
(<http://www.bls.gov/soc/2010/soc414010.htm>)
- 41-4011 Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products,  
(<http://www.bls.gov/soc/2010/soc414011.htm>)
- 41-4012 Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products,  
(<http://www.bls.gov/soc/2010/soc414012.htm>)
- 41-9011 Demonstrators and Product Promoters (<http://www.bls.gov/soc/2010/soc419011.htm>)

### ENVIRONMENTAL MANAGEMENT:

- 11-9140 Property, Real Estate, and Community Association Managers,  
(<http://www.bls.gov/soc/2010/soc119140.htm>)
- 11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)
- 19-4090 Miscellaneous Life, Physical, and Social Science Technicians,  
(<http://www.bls.gov/soc/2010/soc194090.htm>)
- 19-4093 Forest and Conservation Technicians, (<http://www.bls.gov/soc/2010/soc194093.htm>)

37-1010 First-Line Supervisors of Building and Grounds Cleaning and Maintenance Workers, (<http://www.bls.gov/soc/2010/soc371010.htm>)  
41-4010 Sales Representatives, Wholesale and Manufacturing, (<http://www.bls.gov/soc/2010/soc414010.htm>)  
43-1010 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431010.htm>)  
43-4030 Court, Municipal, and License Clerks, (<http://www.bls.gov/soc/2010/soc434030.htm>)  
45-4010 Forest and Conservation Workers, (<http://www.bls.gov/soc/2010/soc454010.htm>)  
47-1010 First-Line Supervisors of Construction Trades and Extraction Workers (<http://www.bls.gov/soc/2010/soc471010.htm>)

HUMAN RESOURCES MANAGEMENT:

11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)  
11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)  
13-1070 Human Resources Workers, (<http://www.bls.gov/soc/2010/soc131070.htm>)  
13-1150 Training and Development Specialists, (<http://www.bls.gov/soc/2010/soc131150.htm>)  
41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)  
41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)  
43-1010 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431010.htm>)  
43-1011 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431011.htm>)  
43-3050 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433050.htm>)  
43-3051 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433051.htm>)  
43-4061 Eligibility Interviewers, Government Programs, (<http://www.bls.gov/soc/2010/soc434061.htm>)  
43-4110 Interviewers, Except Eligibility and Loan, (<http://www.bls.gov/soc/2010/soc434110.htm>)  
43-4111 Interviewers, Except Eligibility and Loan, (<http://www.bls.gov/soc/2010/soc434111.htm>)  
43-4160 Human Resources Assistants, Except Payroll and Timekeeping, (<http://www.bls.gov/soc/2010/soc434160.htm>)  
43-4161 Human Resources Assistants, Except Payroll and Timekeeping, (<http://www.bls.gov/soc/2010/soc434161.htm>)  
43-4199 Information and Record Clerks, All Other, (<http://www.bls.gov/soc/2010/soc434199.htm>)  
43-6010 Secretaries and Administrative Assistants, (<http://www.bls.gov/soc/2010/soc436010.htm>)  
43-6014 Secretaries and Administrative Assistants, Except Legal, Medical, and Executive, (<http://www.bls.gov/soc/2010/soc436014.htm>)  
43-9199 Office and Administrative Support Workers, All Other (<http://www.bls.gov/soc/2010/soc439199.htm>)

NONPROFIT MANAGEMENT:

11-1021 General and Operations Managers, (<http://www.bls.gov/soc/2010/soc111021.htm>)  
11-2021 Marketing Managers, (<http://www.bls.gov/soc/2010/soc112021.htm>)  
11-2030 Public Relations and Fundraising Managers, (<http://www.bls.gov/soc/2010/soc112030.htm>)  
11-2031 Public Relations and Fundraising Managers, (<http://www.bls.gov/soc/2010/soc112031.htm>)  
11-3010 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113010.htm>)  
11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)  
11-9151 Social and Community Service Managers, (<http://www.bls.gov/soc/2010/soc119151.htm>)  
11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)  
11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)  
13-1030 Claims Adjusters, Appraisers, Examiners, and Investigators, (<http://www.bls.gov/soc/2010/soc131030.htm>)  
13-1070 Human Resources Workers, (<http://www.bls.gov/soc/2010/soc131070.htm>)  
13-1150 Training and Development Specialists, (<http://www.bls.gov/soc/2010/soc131150.htm>)  
13-1151 Training and Development Specialists, (<http://www.bls.gov/soc/2010/soc131151.htm>)  
13-2052 Personal Financial Advisors, (<http://www.bls.gov/soc/2010/soc132052.htm>)  
13-2070 Credit Counselors and Loan Officers, (<http://www.bls.gov/soc/2010/soc132070.htm>)  
41-3010 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413010.htm>)  
41-3011 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413011.htm>)  
41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)  
41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)  
43-1010 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431010.htm>)  
43-1011 First-Line Supervisors of Office and Administrative Support Workers, (<http://www.bls.gov/soc/2010/soc431011.htm>)  
43-3090 Miscellaneous Financial Clerks, (<http://www.bls.gov/soc/2010/soc433090.htm>)  
43-3099 Financial Clerks, All Other, (<http://www.bls.gov/soc/2010/soc433099.htm>)  
43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)  
43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)  
43-4061 Eligibility Interviewers, Government Programs, (<http://www.bls.gov/soc/2010/soc434061.htm>)  
43-4140 New Accounts Clerks, (<http://www.bls.gov/soc/2010/soc434140.htm>)  
43-4141 New Accounts Clerks, (<http://www.bls.gov/soc/2010/soc434141.htm>)  
43-4160 Human Resources Assistants, Except Payroll and Timekeeping, (<http://www.bls.gov/soc/2010/soc434160.htm>)  
43-4161 Human Resources Assistants, Except Payroll and Timekeeping, (<http://www.bls.gov/soc/2010/soc434161.htm>)  
43-5060 Production, Planning, and Expediting Clerks, (<http://www.bls.gov/soc/2010/soc435060.htm>)  
43-5061 Production, Planning, and Expediting Clerks, (<http://www.bls.gov/soc/2010/soc435061.htm>)  
43-5070 Shipping, Receiving, and Traffic Clerks, (<http://www.bls.gov/soc/2010/soc435070.htm>)  
43-5071 Shipping, Receiving, and Traffic Clerks, (<http://www.bls.gov/soc/2010/soc435071.htm>)  
43-6010 Secretaries and Administrative Assistants (<http://www.bls.gov/soc/2010/soc436010.htm>)

**Cost****Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:**  
The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for **terms and conditions** ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing****Q: What are my financing options to pay for the program?**

**A:**  
In addition to any grant and scholarship aid for which they are eligible, 90% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$32,697.22
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success****Q: How long will it take me to complete this program?**

**A:**  
This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 82% of graduates from this program finished within this time.



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# Management - Nonprofit Management Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

Qtr. hrs. credit

#### MGT220 Principles of Management

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

#### MGT225 Customer Service Management

4

Provides an overview of customer relations from an integrated viewpoint with a focus on customer satisfaction. Includes the functional operations needed to optimize the total internal and external customer satisfaction experience.

Prerequisite: MGT220

#### MGT231 Organizational Behavior

4

Examines organizational theory and development, corporate culture, factors facilitating or inhibiting organizational change, power, and politics. Students develop an understanding of how these components of organizational behavior may be directed in order to maximize organizational effectiveness.

Prerequisite: MGT220

#### MGT249 Human Resources Management

4



Introduction to the strategic planning and implementation of human resources management. Topics include staffing, development, appraisal, and rewards.

Prerequisite: MGT220

### **MGT250 Not-For-Profit Management**

4

An introduction to the theory and practice of management within various nonprofit organizations. Students will consider best practices in managing various components of nonprofit organizations. They examine the varying perspectives of nonprofit managers, volunteers, board members, policymakers, donors, and clients/customers.

Prerequisite: MGT220

### **MGT332 Operations Management**

4

Explores the production and operations management system from the perspective of its ability to enhance value. Topics include the issues of performance, cost, competition, and customer expectations.

Prerequisites: MAT215, MGT220

### **MGT346 Developing Managerial Competence**

4

An introduction to the theoretical and practical aspects of managing. Stresses a hands-on approach to improving a student's ability to manage people.

Prerequisite: MGT220

### **MGT425 Management Simulation**

4

These simulation exercises place students, often working in teams, in the position of managing a company. By analyzing a company's history, financial reports, and other information provided, students make decisions on hiring, forecasting, suppliers to use, costs, and marketing.

Prerequisites: FIN300, MGT220, MKT220

**BUS250 Computer Applications in Business**

2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

**BUS451 Business Strategy and Policy**

4

An overview of the most recent theories and the current practices in strategic management. Examines the development and implementation of strategies in various areas of business activity (finance, sourcing, production, human resource management, marketing, and international business).

Prerequisites: FIN301, IBS201, MGT220, MKT220

Select two of the following courses:

**MGT253 Fundraising and Resource Development for Nonprofit Organizations**

4

Focuses on the theory and practice of philanthropy. Students are exposed to various methods of resource acquisition through ethical fundraising practices and innovative income-producing approaches.

Prerequisite: MGT250

**MGT322 Financial Management of Nonprofit Organizations**

4

Focuses on financial management practices relevant to the nonprofit sector including budgeting, financial analysis, financial controls, and managing risk. Governance issues including relations with governmental and private funding sources are examined.

Prerequisite: MGT250

**MGT323 Legal and Regulatory Compliance for Nonprofit Organizations**

4

Examines various legal and regulatory issues that nonprofit organizations must manage. Topics such as legal formation, governance, reporting requirements, disclosure requirements, and fundraising are discussed.

Prerequisite: MGT250

### **MKT352 Nonprofit Marketing and Public Relations**

4

Examines the special challenges for successful promotion of the nonprofit organization. Students are exposed to the marketing concepts relevant to nonprofit organizations.

Prerequisites: MGT250, MKT220

## **BUSINESS COURSES**

### **ACC110 Fundamentals of Accounting for Managers**

4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

### **ACC113 Managerial Accounting**

4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

<b>BUS226 Career Management Seminar</b>	2
Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.	
<b>BUS231 Business Law I</b>	4
Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.	
<b>BUS483 Internship</b>	4
Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.	
Prerequisites: BUS226 and departmental approval	
<b>FIN301 Principles of Finance I</b>	4
Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.	
Prerequisites: ACC113, MAT212	
<b>IBS201 International Business</b>	4
Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they	

seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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## **LIBERAL ARTS COURSES\***

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**ENG265 Business Communication**

4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

**MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

**MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

**MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

**SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today’s world.

**SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives

12

Mathematics/Science Electives

8

Social Science Electives

12

Liberal Arts Electives

12

General Education Core Humanities Elective	4
General Education Core Mathematics/Science Elective	4
General Education Core Social Science Elective	4

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#### 180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*24 Liberal Arts credits must be at the 300/400 level.

#### Program Statistics





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## Marketing

### Change buying behavior.

Every product and service requires people who know how to spot potential buyers and motivate them to make a purchase decision. Students who enjoy that kind of challenge will find the Berkeley College Marketing degree programs very rewarding.

Benefit from:

- A focus on understanding the global dynamics of increasing competition that drives companies to employ well-educated professionals to implement effective marketing programs throughout the world
- A broad background in business administration
- Exploration of new product introductions, advertising, market research, and promotion
- Courses designed to develop the skills and abilities to analyze, plan, implement, and control the creation of demand among targeted buyers
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

### Degree Programs

Programs are only available to continuing students currently enrolled.

- **A.A.S., Business Administration - Marketing**  
([/catalog\\_2013/catalog\\_2013\\_4600.htm](/catalog_2013/catalog_2013_4600.htm))
- **B.B.A., Business Administration - Marketing**  
([/catalog\\_2013/catalog\\_2013\\_4599.htm](/catalog_2013/catalog_2013_4599.htm))
- **B.S., Marketing** ([/catalog\\_2013/catalog\\_2013\\_4598.htm](/catalog_2013/catalog_2013_4598.htm))



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## A.A.S., Business Administration - Marketing

Program is only available to continuing students currently enrolled.

- **A.A.S., Business Administration - Marketing Course Requirements**  
([/catalog\\_2013/4727.htm](/catalog_2013/4727.htm))

*The following are A.A.S., Business Administration program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

### ACCOUNTING:

- 13-2071 Credit Counselors, (<http://www.bls.gov/soc/2010/soc132071.htm>)
- 13-2082 Tax Preparers, (<http://www.bls.gov/soc/2010/soc132082.htm>)
- 43-3010 Bill and Account Collectors, (<http://www.bls.gov/soc/2010/soc433010.htm>)
- 43-3011 Bill and Account Collectors, (<http://www.bls.gov/soc/2010/soc433011.htm>)
- 43-3020 Billing and Posting Clerks, (<http://www.bls.gov/soc/2010/soc433020.htm>)
- 43-3021 Billing and Posting Clerks, (<http://www.bls.gov/soc/2010/soc433021.htm>)
- 43-3050 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433050.htm>)
- 43-3051 Payroll and Timekeeping Clerks, (<http://www.bls.gov/soc/2010/soc433051.htm>)
- 43-3070 Tellers, (<http://www.bls.gov/soc/2010/soc433070.htm>)
- 43-3071 Tellers, (<http://www.bls.gov/soc/2010/soc433071.htm>)
- 43-3090 Miscellaneous Financial Clerks, (<http://www.bls.gov/soc/2010/soc433090.htm>)
- 43-3099 Financial Clerks, All Other, (<http://www.bls.gov/soc/2010/soc433099.htm>)
- 43-4040 Credit Authorizers, Checkers, and Clerks, (<http://www.bls.gov/soc/2010/soc434040.htm>)
- 43-4041 Credit Authorizers, Checkers, and Clerks, (<http://www.bls.gov/soc/2010/soc434041.htm>)
- 43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)
- 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)
- 43-4190 Miscellaneous Information and Record Clerks, (<http://www.bls.gov/soc/2010/soc434190.htm>)
- 43-4199 Information and Record Clerks, All Other (<http://www.bls.gov/soc/2010/soc434199.htm>)

### INFORMATION SYSTEMS MANAGEMENT:

- 43-9020 Data Entry and Information Processing Workers, (<http://www.bls.gov/soc/2010/soc439020.htm>)
- 43-4199 Information and Record Clerks, All Other, (<http://www.bls.gov/soc/2010/soc434199.htm>)
- 43-4190 Miscellaneous Information and Record Clerks, (<http://www.bls.gov/soc/2010/soc434190.htm>)
- 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)
- 15-1199 Computer Occupations, All Other, (<http://www.bls.gov/soc/2010/soc151199.htm>)
- 15-1150 Computer Support Specialists, (<http://www.bls.gov/soc/2010/soc151150.htm>)
- 11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)
- 11-3010 Administrative Services Managers (<http://www.bls.gov/soc/2010/soc113010.htm>)

### MANAGEMENT:

- 11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)
- 11-3011 Administrative Services Managers, (<http://www.bls.gov/soc/2010/soc113011.htm>)
- (<http://www.bls.gov/soc/2010/soc119190.htm>)
- 11-9199 Managers, All Other, (<http://www.bls.gov/soc/2010/soc119199.htm>)
- 11-1011 Chief Executives (<http://www.onetonline.org/link/summary/11-1011.00>)
- 11-1021 General and Operations Managers (<http://www.onetonline.org/link/summary/11-1021.00>)
- 11-3051 Industrial Production Managers (<http://www.onetonline.org/link/summary/11-3051.00>)
- 11-3071 Transportation, Storage and Distribution Managers (<http://www.onetonline.org/find/quick?s=11-3071>)
- 11-9021 Construction Managers (<http://www.onetonline.org/link/summary/11-9021.00>)
- 11-9151 Social and Community Service Managers (<http://www.onetonline.org/link/summary/11-9151.00>)
- 13-1051 Cost Estimators (<http://www.onetonline.org/link/summary/13-1051.00>)
- 13-1111 Management Analysts (<http://www.onetonline.org/link/summary/13-1111.00>)

MARKETING:

- 13-1199 Business Operations Specialists, All Other, (<http://www.bls.gov/soc/2010/soc131199.htm>)
- 27-1026 Merchandise Displayers and Window Trimmers, (<http://www.bls.gov/soc/2010/soc271026.htm>)
- 27-3030 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273030.htm>)
- 27-3031 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273031.htm>)
- 41-1010 First-Line Supervisors of Sales Workers, (<http://www.bls.gov/soc/2010/soc411010.htm>)
- 41-1011 First-Line Supervisors of Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411011.htm>)
- 41-1012 First-Line Supervisors of Non-Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411012.htm>)
- 41-2022 Parts Salespersons, (<http://www.bls.gov/soc/2010/soc412022.htm>)
- 41-2030 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412030.htm>)
- 41-2031 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412031.htm>)
- 41-3010 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413010.htm>)
- 41-3011 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413011.htm>)
- 41-3020 Insurance Sales Agents, (<http://www.bls.gov/soc/2010/soc413020.htm>)
- 41-3021 Insurance Sales Agents, (<http://www.bls.gov/soc/2010/soc413021.htm>)
- 41-3040 Travel Agents, (<http://www.bls.gov/soc/2010/soc413040.htm>)
- 41-3041 Travel Agents, (<http://www.bls.gov/soc/2010/soc413041.htm>)
- 41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)
- 41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)
- 41-9010 Models, Demonstrators, and Product Promoters, (<http://www.bls.gov/soc/2010/soc419010.htm>)
- 41-9011 Demonstrators and Product Promoters, (<http://www.bls.gov/soc/2010/soc419011.htm>)
- 41-9020 Real Estate Brokers and Sales Agents, (<http://www.bls.gov/soc/2010/soc419020.htm>)
- 41-9022 Real Estate Sales Agents, (<http://www.bls.gov/soc/2010/soc419022.htm>)
- 41-9040 Telemarketers, (<http://www.bls.gov/soc/2010/soc419040.htm>)
- 41-9041 Telemarketers, (<http://www.bls.gov/soc/2010/soc419041.htm>)
- 41-9090 Miscellaneous Sales and Related Workers, (<http://www.bls.gov/soc/2010/soc419090.htm>)
- 41-9099 Sales and Related Workers, All Other, (<http://www.bls.gov/soc/2010/soc419099.htm>)
- 43-3060 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433060.htm>)
- 43-3061 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433061.htm>)
- 43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)
- 43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)
- 13-1190 Miscellaneous Business Operations Specialists, (<http://www.bls.gov/soc/2010/soc131190.htm>)
- 13-1120 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131120.htm>)
- 13-1121 Meeting, Convention, and Event Planners (<http://www.bls.gov/soc/2010/soc131121.htm>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

**Financing**

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 93% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$17,392.75
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**

**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.

For the 2011-2012 award year, 49% of graduates from this program finished within this time.

Graduates of Berkeley College accounting programs do not automatically become Certified Public Accountants (CPA), and such programs are not specifically intended to prepare graduates for the CPA examination. CPA requirements vary by jurisdiction. Generally, to be licensed as a CPA an applicant must complete a combination of specified educational and/or experience requirements, demonstrate good moral character (which may include an absence of criminal convictions), and pass a CPA examination. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in an accounting program.

## ***The following are A.A.S., Business Administration - Marketing program statistics for New York in 2011-2012.***

Click on the links for more information on jobs related to this program:

### **MARKETING:**

**13-1199 Business Operations Specialists, All Other, (<http://www.bls.gov/soc/2010/soc131199.htm>)**  
**27-1026 Merchandise Displayers and Window Trimmers, (<http://www.bls.gov/soc/2010/soc271026.htm>)**  
**27-3030 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273030.htm>)**  
**27-3031 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273031.htm>)**  
**41-1010 First-Line Supervisors of Sales Workers, (<http://www.bls.gov/soc/2010/soc411010.htm>)**  
**41-1011 First-Line Supervisors of Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411011.htm>)**  
**41-1012 First-Line Supervisors of Non-Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411012.htm>)**  
**41-2022 Parts Salespersons, (<http://www.bls.gov/soc/2010/soc412022.htm>)**  
**41-2030 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412030.htm>)**  
**41-2031 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412031.htm>)**  
**41-3010 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413010.htm>)**  
**41-3011 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413011.htm>)**  
**41-3020 Insurance Sales Agents, (<http://www.bls.gov/soc/2010/soc413020.htm>)**  
**41-3021 Insurance Sales Agents, (<http://www.bls.gov/soc/2010/soc413021.htm>)**  
**41-3040 Travel Agents, (<http://www.bls.gov/soc/2010/soc413040.htm>)**  
**41-3041 Travel Agents, (<http://www.bls.gov/soc/2010/soc413041.htm>)**  
**41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)**  
**41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)**  
**41-9010 Models, Demonstrators, and Product Promoters, (<http://www.bls.gov/soc/2010/soc419010.htm>)**  
**41-9011 Demonstrators and Product Promoters, (<http://www.bls.gov/soc/2010/soc419011.htm>)**  
**41-9020 Real Estate Brokers and Sales Agents, (<http://www.bls.gov/soc/2010/soc419020.htm>)**  
**41-9022 Real Estate Sales Agents, (<http://www.bls.gov/soc/2010/soc419022.htm>)**  
**41-9040 Telemarketers, (<http://www.bls.gov/soc/2010/soc419040.htm>)**  
**41-9041 Telemarketers, (<http://www.bls.gov/soc/2010/soc419041.htm>)**  
**41-9090 Miscellaneous Sales and Related Workers, (<http://www.bls.gov/soc/2010/soc419090.htm>)**  
**41-9099 Sales and Related Workers, All Other, (<http://www.bls.gov/soc/2010/soc419099.htm>)**  
**43-3060 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433060.htm>)**  
**43-3061 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433061.htm>)**  
**43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)**  
**43-4051 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434051.htm>)**  
**13-1190 Miscellaneous Business Operations Specialists, (<http://www.bls.gov/soc/2010/soc131190.htm>)**  
**13-1120 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131120.htm>)**  
**13-1121 Meeting, Convention, and Event Planners (<http://www.bls.gov/soc/2010/soc131121.htm>)**

### **Cost**

#### **Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

### **Financing**

#### **Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 100% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$19,526.00
Private educational loans:	\$0

**Q: What's included?****A:**

The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

Institution Financing Plan:

\$0

**Success****Q: How long will it take me to complete this program?****A:**

This 90-credit program is designed to be completed in six academic quarters over two calendar years.

For the 2011-2012 award year, 65% of graduates from this program finished within this time.



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# Business Administration - Marketing Associate in Applied Science Degree (A.A.S.)

## Course Requirements

### MAJOR COURSES

Qtr. hrs. credit

#### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

#### **MKT233 Integrated Marketing Communications**

4

Provides an introduction to the concepts of integrated marketing communications. Examines the characteristics of the individual communications options and explores the benefits of their integration.

Prerequisite: MKT220

#### **MKT241 Consumer Behavior**

4

Introduction to the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

Prerequisite: MKT220

#### **MKT245 Professional Selling and Sales Management**

4

Provides students with an understanding of the principles and techniques necessary to sell a product, service, or idea. Students develop written and oral presentation skills by developing communication pieces, such as sales letters and sales presentations. Students also develop plans to manage sales associates.

Prerequisite: MKT220

### **IBS230 International Marketing**

4

An introduction to the various concepts of marketing in an international setting. Addresses the global issues that challenge marketers. Topics include techniques for entering and exploiting international markets, the elements of an international marketing mix, and the cultural influences on marketing management and strategies.

Prerequisites: IBS201, MKT220

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## **BUSINESS COURSES**

### **ACC110 Fundamentals of Accounting for Managers**

4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation

to Berkeley College’s computer framework, which includes content collection and compiling a professional e-portfolio.

### **BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

### **BUS250 Computer Applications in Business**

2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

### **BUS293 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College’s computer framework, which includes Blackboard, content collection, and portfolio development.

Multimedia and Business Presentations/Advanced Spreadsheets/Advanced Database Elective

2



**LIBERAL ARTS COURSES****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG105

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Macroeconomics/Microeconomics Elective

4

General Education Core Humanities Elective

4

General Education Core Mathematics/Science Elective	4
General Education Core Social Science Elective	4
FREE ELECTIVES	12

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#### 90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

#### Program Statistics



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## B.B.A., Business Administration - Marketing

Program is only available to continuing students currently enrolled.

- **B.B.A., Business Administration - Marketing Course Requirements**  
(/catalog\_2013/4730.htm)

*The following are B.B.A., Business Administration - Marketing program statistics for New York in 2011-2012.*

Click on the links for more information on jobs related to this program:

**MARKETING:**

11-2010 Advertising and Promotions Managers, (<http://www.bls.gov/soc/2010/soc112010.htm>)  
 11-2011 Advertising and Promotions Managers, (<http://www.bls.gov/soc/2010/soc112011.htm>)  
 11-2020 Marketing and Sales Managers, (<http://www.bls.gov/soc/2010/soc112020.htm>)  
 11-2021 Marketing Managers, (<http://www.bls.gov/soc/2010/soc112021.htm>)  
 11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)  
 11-9140 Property, Real Estate, and Community Association Managers, (<http://www.bls.gov/soc/2010/soc119140.htm>)  
 11-9141 Property, Real Estate, and Community Association Managers, (<http://www.bls.gov/soc/2010/soc119141.htm>)  
 11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)  
 13-1020 Buyers and Purchasing Agents (<http://www.bls.gov/soc/2010/soc131020.htm>)  
 13-1120 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131120.htm>)  
 13-1121 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131121.htm>)  
 13-1190 Miscellaneous Business Operations Specialists, (<http://www.bls.gov/soc/2010/soc131190.htm>)  
 13-1199 Business Operations Specialists, All Other, (<http://www.bls.gov/soc/2010/soc131199.htm>)  
 27-1026 Merchandise Displayers and Window Trimmers, (<http://www.bls.gov/soc/2010/soc271026.htm>)  
 27-3030 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273030.htm>)  
 27-3031 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273031.htm>)  
 41-1010 First-Line Supervisors of Sales Workers, (<http://www.bls.gov/soc/2010/soc411010.htm>)  
 41-1011 First-Line Supervisors of Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411011.htm>)  
 41-1012 First-Line Supervisors of Non-Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411012.htm>)  
 41-2022 Parts Salespersons, (<http://www.bls.gov/soc/2010/soc412022.htm>)  
 41-2030 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412030.htm>)  
 41-2031 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412031.htm>)  
 41-3010 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413010.htm>)  
 41-3011 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413011.htm>)  
 41-3020 Insurance Sales Agents, (<http://www.bls.gov/soc/2010/soc413020.htm>)  
 41-3021 Insurance Sales Agents, (<http://www.bls.gov/soc/2010/soc413021.htm>)  
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 41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)  
 41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)  
 41-9010 Models, Demonstrators, and Product Promoters, (<http://www.bls.gov/soc/2010/soc419010.htm>)  
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 41-9090 Miscellaneous Sales and Related Workers, (<http://www.bls.gov/soc/2010/soc419090.htm>)  
 41-9099 Sales and Related Workers, All Other, (<http://www.bls.gov/soc/2010/soc419099.htm>)  
 43-3060 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433060.htm>)  
 43-3061 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433061.htm>)  
 43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)  
 43-4051 Customer Service Representatives (<http://www.bls.gov/soc/2010/soc434051.htm>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

**Financing**

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 91% of graduates used

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:**

The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for **terms and conditions**

([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition)

). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus.

There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$25,809.00
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**

**A:**

This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 82% of graduates from this program finished within this time.



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# Business Administration - Marketing Bachelor of Business Administration Degree (B.B.A.)

## Course Requirements

### MAJOR COURSES

Qtr. hrs. credit

#### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

#### **MKT233 Integrated Marketing Communications**

4

Provides an introduction to the concepts of integrated marketing communications. Examines the characteristics of the individual communications options and explores the benefits of their integration.

Prerequisite: MKT220

#### **MKT241 Consumer Behavior**

4

Introduction to the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

Prerequisite: MKT220

#### **MKT245 Professional Selling and Sales Management**

4

Provides students with an understanding of the principles and techniques necessary to sell a product, service, or idea. Students develop written and oral presentation skills by developing communication pieces, such as sales letters and sales presentations. Students also develop plans to manage sales associates.

Prerequisite: MKT220

### **MKT390 Market Research**

4

Provides an in-depth review of the marketing research function in a contemporary business environment. Students discuss the various methods employed to collect, evaluate, and interpret marketing information in order to make more effective marketing decisions.

Prerequisites: MAT215, MKT220

### **MKT410 New Product Development**

4

Identifies the various steps through which new products are developed (idea generation, concept development and testing, marketing strategy, business analysis, development, testing, and commercialization). Emphasizes activities through which cost estimates become budgets, prototypes become products, and sales plans become sales calls.

Prerequisite: MKT390

### **MKT442 Strategic Marketing Management**

4

Focuses on the long-term implications of strategic market planning, including analysis of marketing opportunities, development of marketing strategies, shaping of marketing offers, and the management and delivery of marketing programs.

Prerequisites: MGT220, MKT220

### **IBS230 International Marketing**

4

An introduction to the various concepts of marketing in an international setting. Addresses the global issues that challenge marketers. Topics include techniques for entering and exploiting international

markets, the elements of an international marketing mix, and the cultural influences on marketing management and strategies.

Prerequisites: IBS201, MKT220

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## **BUSINESS COURSES**

### **ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

### **ACC113 Managerial Accounting** 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

### **BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar** 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

**BUS231 Business Law I** 4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

**BUS250 Computer Applications in Business** 2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

**BUS265 Business Communication** 4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

**BUS483 Internship** 4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

**FIN301 Principles of Finance I** 4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisite: ACC113



**IBS201 International Business** 4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

**MGT220 Principles of Management** 4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

**CIS115 Computer Applications** 4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

Business Electives 14

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**LIBERAL ARTS COURSES\*****ENG105 Expository Writing** 4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature** 4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking** 4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG105

**MAT210 Finite Mathematics** 4

Students gain an introduction to solving problems by using geometric approaches, algebraic approaches, and technology. Topics include linear functions, systems of linear equations, matrices, linear programming, and using mathematics in finance.

**MAT215 Statistics I** 4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

**SOC201 Macroeconomics** 4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their

application and impact in today’s world.

Prerequisite: MAT210 or MAT211

**SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisite: MAT210 or MAT211

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives

8

Mathematics/Science Electives

8

Social Science Electives

8

General Education Core Humanities Elective

4

General Education Core Mathematics/Science Elective

4

General Education Core Social Science Elective

4

FREE ELECTIVES

22

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*16 Liberal Arts credits must be at the 300/400 level.

## Program Statistics



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## B.S., Marketing

Program is only available to continuing students currently enrolled.

- **B.S., Marketing Course Requirements** ([/catalog\\_2013/4733.htm](/catalog_2013/4733.htm))

*The following are B.S., Marketing program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

**MARKETING:**

11-2010 Advertising and Promotions Managers, (<http://www.bls.gov/soc/2010/soc112010.htm>)  
 11-2011 Advertising and Promotions Managers, (<http://www.bls.gov/soc/2010/soc112011.htm>)  
 11-2020 Marketing and Sales Managers, (<http://www.bls.gov/soc/2010/soc112020.htm>)  
 11-2021 Marketing Managers, (<http://www.bls.gov/soc/2010/soc112021.htm>)  
 11-2022 Sales Managers, (<http://www.bls.gov/soc/2010/soc112022.htm>)  
 11-9140 Property, Real Estate, and Community Association Managers, (<http://www.bls.gov/soc/2010/soc119140.htm>)  
 11-9141 Property, Real Estate, and Community Association Managers, (<http://www.bls.gov/soc/2010/soc119141.htm>)  
 11-9190 Miscellaneous Managers, (<http://www.bls.gov/soc/2010/soc119190.htm>)  
 13-1020 Buyers and Purchasing Agents (<http://www.bls.gov/soc/2010/soc131020.htm>)  
 13-1120 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131120.htm>)  
 13-1121 Meeting, Convention, and Event Planners, (<http://www.bls.gov/soc/2010/soc131121.htm>)  
 13-1190 Miscellaneous Business Operations Specialists, (<http://www.bls.gov/soc/2010/soc131190.htm>)  
 13-1199 Business Operations Specialists, All Other, (<http://www.bls.gov/soc/2010/soc131199.htm>)  
 27-1026 Merchandise Displayers and Window Trimmers, (<http://www.bls.gov/soc/2010/soc271026.htm>)  
 27-3030 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273030.htm>)  
 27-3031 Public Relations Specialists, (<http://www.bls.gov/soc/2010/soc273031.htm>)  
 41-1010 First-Line Supervisors of Sales Workers, (<http://www.bls.gov/soc/2010/soc411010.htm>)  
 41-1011 First-Line Supervisors of Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411011.htm>)  
 41-1012 First-Line Supervisors of Non-Retail Sales Workers, (<http://www.bls.gov/soc/2010/soc411012.htm>)  
 41-2022 Parts Salespersons, (<http://www.bls.gov/soc/2010/soc412022.htm>)  
 41-2030 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412030.htm>)  
 41-2031 Retail Salespersons, (<http://www.bls.gov/soc/2010/soc412031.htm>)  
 41-3010 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413010.htm>)  
 41-3011 Advertising Sales Agents, (<http://www.bls.gov/soc/2010/soc413011.htm>)  
 41-3020 Insurance Sales Agents, (<http://www.bls.gov/soc/2010/soc413020.htm>)  
 41-3021 Insurance Sales Agents, (<http://www.bls.gov/soc/2010/soc413021.htm>)  
 41-3040 Travel Agents, (<http://www.bls.gov/soc/2010/soc413040.htm>)  
 41-3041 Travel Agents, (<http://www.bls.gov/soc/2010/soc413041.htm>)  
 41-3090 Miscellaneous Sales Representatives, Services, (<http://www.bls.gov/soc/2010/soc413090.htm>)  
 41-3099 Sales Representatives, Services, All Other, (<http://www.bls.gov/soc/2010/soc413099.htm>)  
 41-9010 Models, Demonstrators, and Product Promoters, (<http://www.bls.gov/soc/2010/soc419010.htm>)  
 41-9011 Demonstrators and Product Promoters, (<http://www.bls.gov/soc/2010/soc419011.htm>)  
 41-9020 Real Estate Brokers and Sales Agents, (<http://www.bls.gov/soc/2010/soc419020.htm>)  
 41-9022 Real Estate Sales Agents, (<http://www.bls.gov/soc/2010/soc419022.htm>)  
 41-9090 Miscellaneous Sales and Related Workers, (<http://www.bls.gov/soc/2010/soc419090.htm>)  
 41-9099 Sales and Related Workers, All Other, (<http://www.bls.gov/soc/2010/soc419099.htm>)  
 43-3060 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433060.htm>)  
 43-3061 Procurement Clerks, (<http://www.bls.gov/soc/2010/soc433061.htm>)  
 43-4050 Customer Service Representatives, (<http://www.bls.gov/soc/2010/soc434050.htm>)  
 43-4051 Customer Service Representatives (<http://www.bls.gov/soc/2010/soc434051.htm>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees: \$96,000

**Financing**

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 88% of graduates used loans to finance their education. For the 2011-

Books and supplies: \$3,820

On-campus room & board: Not required

**Q: What's included?**

**A:**

The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

2012 award year, the median debt for program graduates was:

Federal loans: \$24,620.65

Private educational loans: \$0

Institution Financing Plan: \$0

**Success**

**Q: How long will it take me to complete this program?**

**A:**

This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 80% of graduates from this program finished within this time.



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# Marketing Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

#### **MKT233 Integrated Marketing Communications**

4

Provides an introduction to the concepts of integrated marketing communications. Examines the characteristics of the individual communications options and explores the benefits of their integration.

Prerequisite: MKT220

#### **MKT241 Consumer Behavior**

4

Introduction to the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

Prerequisite: MKT220

#### **MKT245 Professional Selling and Sales Management**

4

Provides students with an understanding of the principles and techniques necessary to sell a product,

service, or idea. Students develop written and oral presentation skills by developing communication pieces, such as sales letters and sales presentations. Students also develop plans to manage sales associates.

Prerequisite: MKT220

### **MKT390 Market Research**

4

Provides an in-depth review of the marketing research function in a contemporary business environment. Students discuss the various methods employed to collect, evaluate, and interpret marketing information in order to make more effective marketing decisions.

Prerequisites: MAT215, MKT220

### **MKT410 New Product Development**

4

Identifies the various steps through which new products are developed (idea generation, concept development and testing, marketing strategy, business analysis, development, testing, and commercialization). Emphasizes activities through which cost estimates become budgets, prototypes become products, and sales plans become sales calls.

Prerequisite: MKT390

### **MKT442 Strategic Marketing Management**

4

Focuses on the long-term implications of strategic market planning, including analysis of marketing opportunities, development of marketing strategies, shaping of marketing offers, and the management and delivery of marketing programs.

Prerequisites: MGT220, MKT220

### **IBS230 International Marketing**

4

An introduction to the various concepts of marketing in an international setting. Addresses the global issues that challenge marketers. Topics include techniques for entering and exploiting international markets, the elements of an international marketing mix, and the cultural influences on marketing



management and strategies.

Prerequisites: IBS201, MKT220

Marketing Electives\* 12

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**BUSINESS COURSES**

**ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**ACC113 Managerial Accounting** 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

**BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar** 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

**BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

**BUS250 Computer Applications in Business**

2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

**BUS265 Business Communication**

4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

**BUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

**FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisite: ACC113

### **IBS201 International Business**

4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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## **LIBERAL ARTS COURSES\*\***

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG105

**MAT210 Finite Mathematics**

4

Students gain an introduction to solving problems by using geometric approaches, algebraic approaches, and technology. Topics include linear functions, systems of linear equations, matrices, linear programming, and using mathematics in finance.

**MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

**SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

Prerequisite: MAT210 or MAT211

**SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisite: MAT210 or MAT211

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives 12

Mathematics/Science Electives 12

Social Science Electives 12

Liberal Arts Electives 12

Generation Education Core Humanities Elective 4

General Education Core Mathematics/Science Elective 4

General Education Core Social Science Elective 4

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*8 Marketing elective credits must be at the 300/400 level.

\*\*24 Liberal Arts credits must be at the 300/400 level.



## Program Statistics

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## School of Health Studies

The Berkeley College School of Health Studies was created to provide outstanding career-focused education in some of today's most in-demand healthcare professions—in clinical specializations, as well as healthcare administration and management. Degree and certificate programs have been carefully developed to meet the needs of this important field.

In-depth classroom instruction combines with practical, hands-on learning to prepare students with the knowledge and skills to enter a rewarding, fulfilling career in a range of roles in various healthcare-related facilities and organizations. Clinical students train with modern medical devices and technology in simulated healthcare environments, where they learn current industry practices and procedures. Students pursuing careers in healthcare administration and management learn the essential skills and technologies that keep healthcare facilities running smoothly, including medical insurance, billing, and coding.

The School of Health Studies faculty members bring both excellent academic credentials and professional experience. Students benefit from the firsthand insight and expertise of instructors. Internships or clinical practicums are also an important part of the well-rounded healthcare education at Berkeley College. Students gain valuable experience working in leading area facilities under the supervision of healthcare professionals. Career Services specialists assist students and graduates in identifying and pursuing job opportunities.

Students interested in a rewarding, fulfilling career in the healthcare field should examine the programs at Berkeley College, where students receive personal attention and comprehensive support every step of the way.

### Academic Programs

- [Health Sciences \(/catalog\\_2013/catalog\\_2013\\_5259.htm\)](/catalog_2013/catalog_2013_5259.htm)
- [Health Services \(/catalog\\_2013/catalog\\_2013\\_4562.htm\)](/catalog_2013/catalog_2013_4562.htm)
- [Medical Assistant \(/catalog\\_2013/catalog\\_2013\\_5260.htm\)](/catalog_2013/catalog_2013_5260.htm)
- [Multi-Level Patient Care Technician \(/catalog\\_2013/7822.htm\)](/catalog_2013/7822.htm)
- [Practical Nurse \(/catalog\\_2013/catalog\\_2013\\_5339.htm\)](/catalog_2013/catalog_2013_5339.htm)
- [Surgical Processing Technician \(/catalog\\_2013/7821.htm\)](/catalog_2013/7821.htm)
- [Surgical Technology \(/catalog\\_2013/catalog\\_2013\\_5261.htm\)](/catalog_2013/catalog_2013_5261.htm)

For more information about Berkeley College graduation rates, the median debt of students who completed programs, and other important disclosures, please visit [BerkeleyCollege.edu/disclosures](http://BerkeleyCollege.edu/disclosures) (<http://BerkeleyCollege.edu/disclosures>) .



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## Health Sciences

### The first step toward many healthcare career options.

The Health Sciences Associate's degree program meets the needs of students who are or will become certified or licensed and who will be employed in health professions. Health Sciences students will be prepared to meet the challenges of today's complex healthcare environment through a combination of concentration-specific and general coursework. Students are able to select either a Multi-Level Patient Care Technician or Surgical Processing Technician concentration, based on their individual interests and career goals. Regardless of the selected concentration, this program allows students to fully explore the various facets and forms of healthcare organizations and the healthcare industry as a whole. This broad exposure and outlook will prepare students to be successful in a wide variety of healthcare settings.

Benefit from:

- A program that provides a strong foundation in the fundamentals of healthcare
- Hands-on learning using modern equipment in simulated healthcare environments
- Courses in Medical Terminology, Anatomy and Physiology, and Bioethics and Medical Law
- Opportunities to practice communication and interpersonal skills needed for developing a rapport with colleagues and patients
- Valuable, practical experience through a program-related, faculty-monitored internship
- Liberal Arts and Sciences courses, including a Humanities elective, that provides students with the foundation of skills and knowledge necessary to reason clearly and communicate effectively

### Programs

- **[A.A.S., Health Sciences \(/catalog\\_2013/catalog\\_2013\\_5351.htm\)](/catalog_2013/catalog_2013_5351.htm)**
- **[Multi-Level Patient Care Technician Certificate \(/catalog\\_2013/catalog\\_2013\\_5532.htm\)](/catalog_2013/catalog_2013_5532.htm)**
- **[Surgical Processing Technician Certificate \(/catalog\\_2013/catalog\\_2013\\_5536.htm\)](/catalog_2013/catalog_2013_5536.htm)**





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## A.A.S., Health Sciences

- [A.A.S., Health Sciences Course Requirements \(/catalog\\_2013/5353.htm\)](/catalog_2013/5353.htm)

*The following are A.A.S., Health Sciences program statistics for New Jersey. This program will begin in Fall 2013.*

Click on the links for more information on jobs related to this program:

Health Services/Allied Health/Health Sciences,  
**General 31-1011 Home Health Aides (<http://www.bls.gov/soc/2010/soc311011.htm>)**

**31-1014 Nursing Assistants (<http://www.bls.gov/soc/2010/soc311014.htm>)**

**31-9093 Medical Equipment Preparers (<http://www.bls.gov/soc/2010/soc319093.htm>)**



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**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition\)](http://berkeleycollege.edu/files_bc/Tuition)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.  
 Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.  
 Because this is a new program, there are no relevant statistics concerning program completion.

Governing regulations may disqualify individuals from obtaining professional certification in this field based upon health or criminal records. Therefore, in addition to meeting the

**immunization requirements****([http://berkeleycollege.edu/student\\_handbook/student\\_handbook\\_3049.htm](http://berkeleycollege.edu/student_handbook/student_handbook_3049.htm))**

of Berkeley College and the State of New Jersey, students applying to the Health Sciences program must submit a physical assessment by a licensed physician, advanced practice registered nurse, or physician assistant and provide authorization for a criminal background check prior to registration.

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# Health Sciences

## Associate in Applied Science Degree (A.A.S.)

### Course Requirements

#### MAJOR COURSES

Qtr. hrs. credit

#### HEA101 Introduction to Health Services

4

Students study the American healthcare system, its structure and operations, the forces responsible for shaping it, and the policies influencing its current and future performance.

#### HEA200 Medical Terminology I

4

Provides a solid foundation and understanding of the medical language used by healthcare professionals. This is accomplished through the introduction, reinforcement, and combining of medical word parts including prefixes, suffixes, and combining forms. Emphases are on word building, analysis of parts of the word, abbreviations, spelling, and correct pronunciation of various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

#### HEA201 Medical Terminology II

4

Students continue to develop their understanding of the medical terms that are used regarding various body systems. There is an emphasis on combining word parts (prefixes, suffixes, and combining forms) to create full medical terms including the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: HEA200

**HEA293 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226

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**BUSINESS COURSES****BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

**CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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**LIBERAL ARTS COURSES****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**SCI223 Anatomy and Physiology I**

4

Study of the structure, function, and pathology (disease) of the human body. Students are introduced to various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

**SCI224 Anatomy and Physiology II**

4

Students continue to develop their understanding of the anatomy, physiology, and pathology (diseases) of the human body. Topics covered include the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: SCI223

**SCI228 Microbiology**

4

The morphology and function of microorganisms, especially viruses and bacteria, are studied. The characteristics of microorganisms, the disease process, and the immune response are discussed.

**SCI242 Bioethics and Medical Law**

4

This course provides an understanding of the legal, moral, and ethical issues involved in the healthcare environment, including laws and standards that protect both the healthcare professional and patient. In addition, the bioethics component of the course focuses on the study of the ethical controversies involved in the practice of medicine including euthanasia, abortion, doctor-patient confidentiality, human and animal experimentation, genetic engineering, stem-cell research, cloning, and access to healthcare.

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Elective

4

Free Electives

7

Health Sciences Specialization

25

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**90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

**MULTI-LEVEL PATIENT CARE TECHNICIAN SPECIALIZATION COURSES**

PCT100	Fundamentals of Patient Care	2
PCT110	Patient Care Procedures	2
PCT121	Introduction to Clinical	1
PCT131	Advanced Patient Care Techniques	3
PCT150	Long-Term Care Techniques	4
PCT231	Patient Care Practicum	2
PCT255	Home Health Care Techniques and Clinical	3
PCT258	Medication Procedures Techniques	4
PCT270	Patient Care Capstone	4

**SURGICAL PROCESSING TECHNICIAN SPECIALIZATION COURSES**

SPT100	Introduction to Surgical Processing	3
SPT110	Surgical Instrumentation I: Inspection, Identification, Handling	4
SPT120	Surgical Instrumentation II: Sterile Packaging and Processing	4
SPT130	Sterilization, Cleaning, and Decontamination Techniques	4
SPT150	Surgical Processing Clinical Practicum	8
SPT151	Clinical Seminar	2

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## Multi-Level Patient Care Technician Certificate

**Work together with doctors, nurses, and other  
providers to offer vital patient care.**

Patient Care Technicians work with doctors, nurses, and other healthcare professionals to oversee and monitor patients. As vital members of the healthcare team, they provide direct patient care and comfort measures, take vital signs, collect specimens, and much more. Patient Care Technicians who are multi-skilled and cross-trained in venipuncture, electrocardiography, and home healthcare enjoy much broader responsibilities and advancement opportunities.

Graduates of the Multi-Level Patient Care Technician program are eligible to sit for a variety of certification examinations, including:

- Certified Patient Care Technicians (CPCT)
- Certified Home Health Aide (CHHA)
- Certified Electrocardiography (CET)
- Certified Phlebotomy (CPT)
- Certified Cardiopulmonary Resuscitation (CPR)

Students who wish to enhance their career opportunities can apply Multi-Level Patient Care Technician program credits toward the Berkeley College Health Sciences Associate in Applied Science degree program.

Benefit from:

- A strong foundation in both the theory and techniques of patient care
- Hands-on learning in on-site Multi-Level Patient Care Technician laboratories that simulate the clinical environment
- Opportunities to practice communication and interpersonal skills needed for developing a rapport with colleagues and patients
- Valuable, practical experience gained through the completion of a Patient Care Practicum at off-campus healthcare facilities, under the supervision of instructors and professional practitioners
- Eligibility to sit for numerous healthcare certification examinations

- 
- [Multi-Level Patient Care Technician Certificate Course Requirements \(/catalog\\_2013/5342.htm\)](/catalog_2013/5342.htm)

***The following are Multi-Level Patient Care Technician Certificate program statistics for New Jersey. This program began in Summer 2013.***

Click on the links for more information on jobs related to this program:

Nursing Assistant/Aide and Patient Care Assistant/Aide  
**31-1014 Nursing Assistants (<http://www.onetonline.org/link/summary/31-1014.00>)**



**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$19,800
Books and supplies:	\$1,450
Malpractice insurance:	\$25-\$30 (\$3,000,000 coverage)
On-campus room & board:	Not required

**Q: What's included?**  
**A:** Program costs include tuition, administrative and technology fees, background check where appropriate, malpractice insurance, and the cost of the first certification/licensure examination. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus.

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 55-credit program is designed to be completed in four academic quarters over 12 months.

Because this is a new program, there are no relevant statistics concerning program completion.

Governing regulations may disqualify individuals from obtaining professional certification in this field based upon health or criminal records. Therefore, in addition to meeting the **immunization requirements** (<http://berkeleycollege.edu/immunization/>) of Berkeley College and the State of New Jersey, students applying to the Multi-Level Patient Care Technician program must provide authorization for a criminal background check prior to registration and submit a physical assessment by a licensed physician, advanced practice registered nurse, or physician assistant prior to participating in clinical rotations.

Students are required to purchase their own malpractice insurance.



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# Multi-Level Patient Care Technician Certificate Program

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **PCT100 Fundamentals of Patient Care**

2

Students learn the components of patient care and the application of techniques and procedures to provide care to patients. Topics include introduction to patient care skills, principles of basic nutrition, basic therapeutic techniques, data collection, and communication skills. Hands-on demonstration, practice, and validation of skills are conducted in the lab.

#### **PCT110 Patient Care Procedures**

2

Students build on their patient care knowledge and skills in such areas as patient vital signs, specimen collection, and dressing changes. Hands-on demonstration, practice, and validation of skills are conducted in the lab.

Prerequisite: PCT100

#### **PCT121 Introduction to Clinical**

1

Students are introduced to the world of healthcare, providing them with an understanding of the roles and responsibilities of the patient-care technician and other healthcare providers. Topics include concepts of health, healthcare delivery systems, legal/ethical issues, interpersonal relationships, and health instruction.

#### **PCT131 Advanced Patient Care Techniques**

3

Students study such advanced patient care techniques

as oxygen therapy. Hands-on demonstration, practice, and validation of skills are conducted in the lab.

Prerequisite: PCT110

### **PCT150 Long-Term Care Techniques**

4

Students continue to build on their patient care knowledge and skills, as they focus on elderly and adult clients in long-term care settings. Topics include but are not limited to cognitive changes, concepts of long-term care, safety in long-term care, and legal and ethical considerations for long-term care. This course is taught in the classroom and laboratory.

Prerequisites: PCT110, CPR Certification

### **PCT231 Patient Care Practicum**

2

Students apply the knowledge and skills learned in PCT 100 – 131 to the acute care environment with the supervision of a New Jersey licensed Registered Nurse.

Prerequisites: PCT131, CPR Certification

### **PCT255 Home Healthcare Techniques and Clinical**

3

Students continue to build on their patient care knowledge and skills, as they focus on the elderly, adults, infants, and children in the home-care setting. Topics include but are not limited to concepts of home care/hospice, safety in home care, and legal and ethical considerations for home care/hospice. This course is taught in the classroom and laboratory and practiced in a home-care environment with the supervision of a New Jersey Licensed Registered Nurse.

Prerequisites: PCT110, CPR Certification

### **PCT258 Medication Procedures Techniques**

4

Students learn to assist the nurse in various tasks related to safe medication administration in home-care settings and assisted living facilities. Topics include but are not limited to medication forms and measurements, prevention of medication errors,

legal/ethical considerations, and safety and rights of medication related to safe administration of medications. This course is taught in the classroom and skills laboratory.

Prerequisite or Corequisite: PCT150  
Prerequisite: CPR Certification

### **PCT270 Patient Care Capstone**

4

Students apply the knowledge, skills, and techniques attained throughout the program. Critical thinking and teamwork skills are assessed through case studies reflecting the Patient Care Technician's workplace.

Prerequisites: BUS226, departmental approval, CPR Certification

---

## **MEDICAL COURSES**

### **MED230 Electrocardiography**

2

Introduction to the anatomy and physiology of the cardiac system. Students learn lead placement and perform EKGs on patients, troubleshoot EKG machine problems, and recognize basic cardiac arrhythmias. Spirometry testing is performed.

Prerequisites or Corequisites: HEA201, SCI224

### **MED232 Phlebotomy/Hematology**

2

Students learn the proper venipuncture and finger-stick techniques of obtaining human blood specimens in accordance with OSHA Standards. Basic blood chemistry tests, including glucose, are performed and results are properly recorded. Students also become familiar with the anatomy and physiology of the blood body system and cover topics such as blood formation, testing and grouping, and individual blood type identification.

Prerequisite or Corequisite: SCI224

---

## **HEALTHCARE COURSES**

**HEA200 Medical Terminology I**

4

Provides a solid foundation and understanding of the medical language used by healthcare professionals. This is accomplished through the introduction, reinforcement, and combining of medical word parts including prefixes, suffixes, and combining forms. Emphases are on word building, analysis of parts of the word, abbreviations, spelling, and correct pronunciation of various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

**HEA201 Medical Terminology II**

4

Students continue to develop their understanding of the medical terms that are used regarding various body systems. There is an emphasis on combining word parts (prefixes, suffixes, and combining forms) to create full medical terms including the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: HEA200

---

**BUSINESS COURSES****BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

---

**LIBERAL ARTS COURSES****SCI223 Anatomy and Physiology I**

4

Study of the structure, function, and pathology (disease) of the human body. Students are introduced to various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

**SCI224 Anatomy and Physiology II**

4

Students continue to develop their understanding of the anatomy, physiology, and pathology (diseases) of the human body. Topics covered include the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: SCI223

**SCI242 Bioethics and Medical Law**

4

This course provides an understanding of the legal, moral, and ethical issues involved in the healthcare environment, including laws and standards that protect both the healthcare professional and patient. In addition, the bioethics component of the course focuses on the study of the ethical controversies involved in the practice of medicine including euthanasia, abortion, doctor-patient confidentiality, human and animal experimentation, genetic engineering, stem-cell research, cloning, and access to healthcare.

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

---

55 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

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## Surgical Processing Technician Certificate

### Become an important part of a healthcare team.

Explore one of the most exciting, highly technical, and specialized environments in healthcare. The surgical processing department of a healthcare facility is the center of all activity involving supplies and equipment needed for surgery and other patient care areas.

The Surgical Processing Technician program provides students with the knowledge and professional skills necessary to deliver support to all patient care areas within a healthcare facility. Students learn processes for maintaining medical instruments and devices that must be decontaminated, processed, sterilized, and distributed in hospitals and surgical centers. Graduates have in-depth knowledge of operating rooms, operating room procedures, instruments used in operating rooms, and processes for sterilizing and packaging instruments used during surgery.

Students who wish to enhance their career opportunities can apply Surgical Processing Technician program credits toward the Berkeley College Health Sciences Associate in Applied Science degree program.

Benefit from:

- A strong foundation in both the theory and techniques of decontamination
- Hands-on learning in on-site Surgical Processing Technician laboratories that simulate the surgical processing environment
- Opportunities to practice communication and interpersonal skills needed for developing a rapport with colleagues and patients
- Valuable, practical experience gained through the completion of a Clinical Practicum at an off-campus healthcare facility
- Eligibility to sit for the Certified Registered Central Service Technician (CRCST) examination

#### Certified surgical processing technician eligibility

The Berkeley College Surgical Processing Technician program meets the requirements of the International Association of Healthcare Central Service Materiel Management (IAHCSMM). As a result, graduates of the Surgical Processing Technician program are eligible to sit for the Certified Registered Central Service Technician (CRCST) examination.

- [Surgical Processing Technician Certificate Course Requirements \(/catalog\\_2013/5349.htm\)](/catalog_2013/5349.htm)

***The following are Surgical Processing Technician Certificate program statistics for New Jersey. This program began in Summer 2013.***

Click on the links for more information on jobs related to this program:

Sterile Processing Technology/Technician



**31-9093 Medical Equipment Preparers (<http://www.onetonline.org/link/summary/31-9093.00>)**

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$16,700
Books and supplies:	\$850
On-campus room & board:	Not required

**Q: What's included?**  
**A:** Program costs include tuition, administrative and technology fees, background check where appropriate, and the cost of the first certification/licensure examination. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus.

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 47-credit program is designed to be completed in three academic quarters over nine months.

Because this is a new program, there are no relevant statistics concerning program completion.

Governing regulations may disqualify individuals from obtaining professional certification in this field based upon health or criminal records. Therefore, in addition to meeting the **immunization requirements (<http://berkeleycollege.edu/immunization/>)** of Berkeley College and the State of New Jersey, students applying to the Surgical Processing Technician program must provide authorization for a criminal background check prior to registration and submit a physical assessment by a licensed physician, advanced practice registered nurse, or physician assistant prior to participating in clinical rotations.

To qualify for graduation, students must pass all Surgical Processing Technician (SPT) courses with a minimum grade of C and participate in the Certified Registered Central Service Technician (CRCST) certification examination.



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# Surgical Processing Technician Certificate Program

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **SPT100 Introduction to Surgical Processing**

3

Students are introduced to the importance of the Central Service Department and its role in providing quality patient care. Government regulations and standards, infection prevention and control, quality assurance, safety, communication, and human relations skills are discussed. Students become familiar with the major body systems and related surgical procedures. Medical terms and abbreviations used in surgery are emphasized.

#### **SPT110 Surgical Instrumentation I: Inspection, Identification, Handling**

4

Study of the basic categories of surgical instruments (simple to complex); processing standards accompanying flash sterilization; concepts of inventory management; and management of commonly used patient-care equipment.

Prerequisite or Corequisite: SPT100

#### **SPT120 Surgical Instrumentation II: Sterile Packaging and Processing**

4

Provides an overview of the sterile packaging process, including reusable and disposable packaging materials. Factors impacting sterilization, including steam, dry heat, ethylene oxide, hydrogen peroxide (gas plasma), and ozone are discussed.

Prerequisite: SPT110

**SPT130 Sterilization, Cleaning, and Decontamination Techniques**

4

Provides an overview of water purification systems, factors impacting water quality, distillation, deionization, reverse osmosis systems, cleaning chemicals, and various methods of cleaning and decontamination. Includes tours to hospitals, ambulatory surgery centers, and medical offices.

Prerequisite: SPT110

**SPT150 Surgical Processing Clinical Practicum**

8

Supervised practical work-experience program in a sterile processing environment which provides students with hands-on experience. Didactic and laboratory skills acquired in the program are applied in the clinical setting.

Prerequisite: BUS226 and departmental approval

**SPT151 Clinical Seminar**

2

Students focus on integrating the skills learned throughout the program with the work experience.

Corequisite: SPT150

**HEALTHCARE COURSES****HEA200 Medical Terminology I**

4

Provides a solid foundation and understanding of the medical language used by healthcare professionals. This is accomplished through the introduction, reinforcement, and combining of medical word parts including prefixes, suffixes, and combining forms. Emphases are on word building, analysis of parts of the word, abbreviations, spelling, and correct pronunciation of various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

**HEA201 Medical Terminology II**

4

Students continue to develop their understanding of the medical terms that are used regarding various

body systems. There is an emphasis on combining word parts (prefixes, suffixes, and combining forms) to create full medical terms including the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: HEA200

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## **BUSINESS COURSES**

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

---

## **LIBERAL ARTS COURSES**

### **SCI228 Microbiology**

4

The morphology and function of microorganisms, especially viruses and bacteria, are studied. The characteristics of microorganisms, the disease process, and the immune response are discussed.

### **SCI242 Bioethics and Medical Law**

4

This course provides an understanding of the legal, moral, and ethical issues involved in the healthcare environment, including laws and standards that

protect both the healthcare professional and patient. In addition, the bioethics component of the course focuses on the study of the ethical controversies involved in the practice of medicine including euthanasia, abortion, doctor-patient confidentiality, human and animal experimentation, genetic engineering, stem-cell research, cloning, and access to healthcare.

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47 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

### Program Statistics



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## Health Services

### Help manage the business of health.

The healthcare field is one of the fastest-growing industries. Berkeley College offers degree programs to prepare students with the important business and technology skills needed for positions in administration, insurance, billing, and more. A range of curricula explores the operations and challenges of various types and sizes of organizations delivering and supporting health services.

Benefit from:

- Curricula that focus on the structure and dynamics of the healthcare industry
- An exploration of the role and contributions of hospitals, rehabilitation centers, long-term care facilities, and practitioners
- Opportunities for student interactions with healthcare providers and private and governmental funding agencies
- An emphasis on technology and specialized software to collect, process, and use information essential to the industry and its clients
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

### Degree Programs

- **A.A.S., Health Services Administration**  
(/catalog\_2013/catalog\_2013\_4576.htm)
- **A.A.S., Health Services Administration - Medical Insurance, Billing, and Coding**  
(/catalog\_2013/catalog\_2013\_4575.htm)
- **B.B.A., Health Services Management**  
(/catalog\_2013/catalog\_2013\_4574.htm)
- **B.S., Health Services Management**  
(/catalog\_2013/catalog\_2013\_4573.htm)



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## A.A.S., Health Services Administration

- **A.A.S., Health Services Administration Course Requirements**  
(/catalog\_2013/4745.htm)

*The following are A.A.S., Health Services Administration program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

HEALTH SERVICES ADMINISTRATION:

43-3010 Bill and Account Collectors, (<http://www.bls.gov/soc/2010/soc433010.htm>)

43-3011 Bill and Account Collectors, (<http://www.bls.gov/soc/2010/soc433011.htm>)

43-3020 Billing and Posting Clerks, (<http://www.bls.gov/soc/2010/soc433020.htm>)

43-3021 Billing and Posting Clerks, (<http://www.bls.gov/soc/2010/soc433021.htm>)

43-4170 Receptionists and Information Clerks, (<http://www.bls.gov/soc/2010/soc434170.htm>)

43-4171 Receptionists and Information Clerks, (<http://www.bls.gov/soc/2010/soc434171.htm>)

43-9040 Insurance Claims and Policy Processing Clerks,

(<http://www.bls.gov/soc/2010/soc439040.htm>)

43-9041 Insurance Claims and Policy Processing Clerks

(<http://www.bls.gov/soc/2010/soc439041.htm>)

### Cost

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees: \$46,800

Books and supplies: \$1,910

On-campus room & board: Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

### Financing

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, students may borrow funds through federal, private, and institutional loans to finance their education.

In accordance with applicable regulations, the College does not disclose median debt information for programs completed by fewer than 10 students during the award year.

### Success

**Q: How long will it take me to complete this program?**

**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.

In accordance with applicable regulations, the College does not disclose on-time completion rates for programs completed by fewer than 10 students during the award year.

healthcare field may be contingent upon the results of a post-offer medical examination, which may include drug and alcohol testing, and receipt of satisfactory references. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in a healthcare-related program.

## **The following are A.A.S., Health Services Administration program statistics for New York in 2011-2012.**

Click on the links for more information on jobs related to this program:

HEALTH SERVICES ADMINISTRATION:

**43-3010 Bill and Account Collectors, (<http://www.bls.gov/soc/2010/soc433010.htm>)**

**43-3011 Bill and Account Collectors, (<http://www.bls.gov/soc/2010/soc433011.htm>)**

**43-3020 Billing and Posting Clerks, (<http://www.bls.gov/soc/2010/soc433020.htm>)**

**43-3021 Billing and Posting Clerks, (<http://www.bls.gov/soc/2010/soc433021.htm>)**

**43-4170 Receptionists and Information Clerks, (<http://www.bls.gov/soc/2010/soc434170.htm>)**

**43-4171 Receptionists and Information Clerks, (<http://www.bls.gov/soc/2010/soc434171.htm>)**

**43-9040 Insurance Claims and Policy Processing Clerks, (<http://www.bls.gov/soc/2010/soc439040.htm>)**

**43-9041 Insurance Claims and Policy Processing Clerks (<http://www.bls.gov/soc/2010/soc439041.htm>)**

<b>Cost</b>	<p><b>Q: How much will this program cost me to complete?</b></p> <p><b>A:</b> If you begin this program in 2013, your estimated total costs for the entire program are:</p> <table><tbody><tr><td>Tuition and fees:</td><td>\$46,800</td></tr><tr><td>Books and supplies:</td><td>\$1,910</td></tr><tr><td>On-campus room &amp; board:</td><td>Not required</td></tr></tbody></table> <p><b>Q: What's included?</b></p> <p><b>A:</b> The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for <a href="http://berkeleycollege.edu/files_bc/Tuition">terms and conditions</a> (<a href="http://berkeleycollege.edu/files_bc/Tuition">http://berkeleycollege.edu/files_bc/Tuition</a>)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).</p>	Tuition and fees:	\$46,800	Books and supplies:	\$1,910	On-campus room & board:	Not required
Tuition and fees:	\$46,800						
Books and supplies:	\$1,910						
On-campus room & board:	Not required						
<b>Financing</b>	<p><b>Q: What are my financing options to pay for the program?</b></p> <p><b>A:</b> In addition to any grant and scholarship aid for which they are eligible, 95% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:</p> <table><tbody><tr><td>Federal loans:</td><td>\$20,136.00</td></tr><tr><td>Private educational loans:</td><td>\$0</td></tr><tr><td>Institution Financing Plan:</td><td>\$0</td></tr></tbody></table>	Federal loans:	\$20,136.00	Private educational loans:	\$0	Institution Financing Plan:	\$0
Federal loans:	\$20,136.00						
Private educational loans:	\$0						
Institution Financing Plan:	\$0						
<b>Success</b>	<p><b>Q: How long will it take me to complete this program?</b></p> <p><b>A:</b> This 90-credit program is designed to be completed in six academic quarters over two calendar years.</p> <p>For the 2011-2012 award year, 81% of graduates from this program finished within this time.</p>						

Eligibility for internships required to obtain a Berkeley College degree and employment opportunities in the healthcare field may be contingent upon the results of a post-offer medical examination, which may include drug and alcohol testing, and receipt of satisfactory references. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in a healthcare-related program.





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# Health Services Administration Associate in Applied Science Degree (A.A.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **HEA101 Introduction to Health Services**

4

Students study the American healthcare system, its structure and operations, the forces responsible for shaping it, and the policies influencing its current and future performance.

#### **HEA203 Ethical and Legal Aspects of Health Services**

4

An introduction to the principles of law as applied to the healthcare field. Students learn ethical standards and issues as related to healthcare.

#### **HEA205 Managed Care and Health Insurance**

4

Provides an overview of the principles and practices of managed care and health insurance. Students analyze and evaluate private- and government-sponsored programs in relation to systems in other countries.

#### **HEA215 Health Communications**

4

Provides the effective health communication skills that are necessary for employment and success in health services, including writing accurate and concise health reports, familiarization with vocabulary of terms commonly used, and verbal communication.

**HEA220 Health Services Management I**

4

Course provides an introduction to health insurance products and various approaches to the delivery of healthcare services. Students learn how to manage the issues of consumers, providers, and insurers and explore the organization and structure of the current healthcare system with a view toward options for its future direction.

Prerequisite: HEA101

**HEA255 Computer Applications in Health Services**

2

Explores current and emerging uses of technology in the health services industry. Students learn how to use industry software for medical office management, billing, and coding.

Prerequisites: CIS115, HEA101

**HEA270 Special Topics in Health Services**

4

Involves readings and discussions organized around selected topics in health. Topics will vary each quarter and may include health policy, health-services risk management, the politics of health, and professional ethics.

Prerequisite: HEA101

**HEA293 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226

---

**BUSINESS COURSES****ACC110 Fundamentals of Accounting for Managers**

4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

**LIBERAL ARTS COURSES****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception,

abnormal behavior, and therapy.

General Education Core Humanities Elective	4
General Education Core Mathematics/Science Elective	4
General Education Core Social Science Elective	4
FREE ELECTIVES	10

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#### 90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

#### Program Statistics



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## A.A.S., Health Services Administration - Medical Insurance, Billing, and Coding

- [A.A.S., Health Services Administration - Medical Insurance, Billing, and Coding Course Requirements \(/catalog\\_2013/4748.htm\)](/catalog_2013/4748.htm)

*The following are A.A.S., Health Services Administration - Medical Insurance, Billing, and Coding program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

HEALTH SERVICES ADMINISTRATION -Medical Insurance, Billing, and Coding:  
**29-2071 Medical Records and Health Information Technicians**  
<http://www.onetonline.org/link/summary/29-2071.00>



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<b>Cost</b>	<p><b>Q: How much will this program cost me to complete?</b></p> <p><b>A:</b> If you begin this program in 2013, your estimated total costs for the entire program are:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">Tuition and fees:</td> <td style="text-align: right;">\$46,800</td> </tr> <tr> <td style="padding-left: 20px;">Books and supplies:</td> <td style="text-align: right;">\$1,910</td> </tr> <tr> <td style="padding-left: 20px;">On-campus room &amp; board:</td> <td style="text-align: right;">Not required</td> </tr> </table> <p><b>Q: What's included?</b></p> <p><b>A:</b> The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for <a href="http://berkeleycollege.edu/files_bc/Tuition">terms and conditions (http://berkeleycollege.edu/files_bc/Tuition)</a> ). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).</p>	Tuition and fees:	\$46,800	Books and supplies:	\$1,910	On-campus room & board:	Not required
Tuition and fees:	\$46,800						
Books and supplies:	\$1,910						
On-campus room & board:	Not required						
<b>Financing</b>	<p><b>Q: What are my financing options to pay for the program?</b></p> <p><b>A:</b> In addition to any grant and scholarship aid for which they are eligible, 87% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">Federal loans:</td> <td style="text-align: right;">\$16,611.50</td> </tr> <tr> <td style="padding-left: 20px;">Private educational loans:</td> <td style="text-align: right;">\$0</td> </tr> <tr> <td style="padding-left: 20px;">Institution Financing Plan:</td> <td style="text-align: right;">\$0</td> </tr> </table>	Federal loans:	\$16,611.50	Private educational loans:	\$0	Institution Financing Plan:	\$0
Federal loans:	\$16,611.50						
Private educational loans:	\$0						
Institution Financing Plan:	\$0						
<b>Success</b>	<p><b>Q: How long will it take me to complete this program?</b></p> <p><b>A:</b> This 90-credit program is designed to be completed in six academic quarters over two calendar years.</p> <p>For the 2011-2012 award year, 67% of graduates from this program finished within this time.</p>						

Eligibility for internships required to obtain a Berkeley College degree and employment opportunities in the healthcare field may be contingent upon the results of a post-offer medical examination, which may include drug and alcohol testing, and receipt of satisfactory references. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in a healthcare-related program.

**The following are A.A.S., Health Services Administration - Medical Insurance, Billing, and Coding program statistics for New York in 2011-2012.**

Click on the links for more information on jobs related to this program:

HEALTH SERVICES ADMINISTRATION -Medical Insurance, Billing, and Coding:  
**29-2071 Medical Records and Health Information Technicians**  
(<http://www.onetonline.org/link/summary/29-2071.00>)

<b>Cost</b>	<p><b>Q: How much will this program cost me to complete?</b> <b>A:</b> If you begin this program in 2013, your estimated total costs for the entire program are:</p> <table><tr><td>Tuition and fees:</td><td>\$46,800</td></tr><tr><td>Books and supplies:</td><td>\$1,910</td></tr><tr><td>On-campus room &amp; board:</td><td>Not required</td></tr></table> <p><b>Q: What's included?</b> <b>A:</b> The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for <a href="http://berkeleycollege.edu/files_bc/Tuition">terms and conditions</a> (<a href="http://berkeleycollege.edu/files_bc/Tuition">http://berkeleycollege.edu/files_bc/Tuition</a>)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).</p>	Tuition and fees:	\$46,800	Books and supplies:	\$1,910	On-campus room & board:	Not required
Tuition and fees:	\$46,800						
Books and supplies:	\$1,910						
On-campus room & board:	Not required						
<b>Financing</b>	<p><b>Q: What are my financing options to pay for the program?</b> <b>A:</b> In addition to any grant and scholarship aid for which they are eligible, 94% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:</p> <table><tr><td>Federal loans:</td><td>\$19,478.00</td></tr><tr><td>Private educational loans:</td><td>\$0</td></tr><tr><td>Institution Financing Plan:</td><td>\$0</td></tr></table>	Federal loans:	\$19,478.00	Private educational loans:	\$0	Institution Financing Plan:	\$0
Federal loans:	\$19,478.00						
Private educational loans:	\$0						
Institution Financing Plan:	\$0						
<b>Success</b>	<p><b>Q: How long will it take me to complete this program?</b> <b>A:</b> This 90-credit program is designed to be completed in six academic quarters over two calendar years.</p> <p>For the 2011-2012 award year, 83% of graduates from this program finished within this time.</p>						

Eligibility for internships required to obtain a Berkeley College degree and employment opportunities in the healthcare field may be contingent upon the results of a post-offer medical examination, which may include drug and alcohol testing, and receipt of satisfactory references. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in a healthcare-related program.







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## Health Services Administration - Medical Insurance, Billing, and Coding Associate in Applied Science Degree (A.A.S.)

### Course Requirements

#### MAJOR COURSES

Qtr. hrs. credit

#### HEA101 Introduction to Health Services

4

Students study the American healthcare system, its structure and operations, the forces responsible for shaping it, and the policies influencing its current and future performance.

#### HEA200 Medical Terminology I

4

Provides a solid foundation and understanding of the medical language used by healthcare professionals. This is accomplished through the introduction, reinforcement, and combining of medical word parts including prefixes, suffixes, and combining forms. Emphases are on word building, analysis of parts of the word, abbreviations, spelling, and correct pronunciation of various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

#### HEA201 Medical Terminology II

4

Students continue to develop their understanding of the medical terms that are used regarding various body systems. There is an emphasis on combining word parts (prefixes, suffixes, and combining forms) to create full medical terms including the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: HEA200

#### HEA203 Ethical and Legal Aspects of Health Services

4

An introduction to the principles of law as applied to

the healthcare field. Students learn ethical standards and issues as related to healthcare.

### **HEA210 Medical Coding I**

3

An introduction to the development of medical nomenclature and classification systems. Topics include coding of diseases and procedures, an overview of coding systems, and basic coding rules and conventions.

### **HEA211 Medical Coding II**

3

Students learn about inpatient coding, the assignment of DRGs, the relationships of coding to reimbursement, and selected nomenclature and classification systems.

Prerequisite: HEA210

### **HEA215 Health Communications**

4

Provides the effective health communication skills that are necessary for employment and success in health services, including writing accurate and concise health reports, familiarization with vocabulary of terms commonly used, and verbal communication.

### **HEA255 Computer Applications in Health Services**

2

Explores current and emerging uses of technology in the health services industry. Students learn how to use industry software for medical office management, billing, and coding.

Prerequisites: CIS115, HEA101

### **HEA293 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226

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## **BUSINESS COURSES**

**ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar** 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

**CIS115 Computer Applications** 4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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**LIBERAL ARTS COURSES****ENG105 Expository Writing** 4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature** 4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking** 4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**SCI223 Anatomy and Physiology I** 4

Study of the structure, function, and pathology (disease) of the human body. Students are introduced to various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

**SCI224 Anatomy and Physiology II** 4

Students continue to develop their understanding of the anatomy, physiology, and pathology (diseases) of the human body. Topics covered include the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: SCI223

**SOC201 Macroeconomics** 4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

**SOC225 Psychology** 4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development,

learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

General Education Core Humanities Elective	4
General Education Core Mathematics/Science Elective	4
General Education Core Social Science Elective	4
FREE ELECTIVES	4

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**90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

**Program Statistics**



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## B.B.A., Health Services Management

- **B.B.A., Health Services Management Course Requirements**  
([/catalog\\_2013/4751.htm](/catalog_2013/4751.htm))

*The following are B.B.A., Health Services Management program statistics for New York in 2011-2012.*

Click on the links for more information on jobs related to this program:

HEALTH SERVICES MANAGEMENT:  
(<http://www.bls.gov/soc/2010/soc119110.htm>)  
11-9111 Medical and Health Services Managers (<http://www.bls.gov/soc/2010/soc119111.htm>)

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, 95% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$32,933.41
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 94% of graduates from this program finished within this time.

Eligibility for internships required to obtain a Berkeley College degree and employment opportunities in the healthcare field may be contingent upon the results of a post-offer medical examination, which may include drug and alcohol testing, and receipt of satisfactory references. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in a healthcare-related program.





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# Health Services Management Bachelor of Business Administration Degree (B.B.A.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **HEA101 Introduction to Health Services**

4

Students study the American healthcare system, its structure and operations, the forces responsible for shaping it, and the policies influencing its current and future performance.

#### **HEA200 Medical Terminology I**

4

Provides a solid foundation and understanding of the medical language used by healthcare professionals. This is accomplished through the introduction, reinforcement, and combining of medical word parts including prefixes, suffixes, and combining forms. Emphases are on word building, analysis of parts of the word, abbreviations, spelling, and correct pronunciation of various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

#### **HEA201 Medical Terminology II**

4

Students continue to develop their understanding of the medical terms that are used regarding various body systems. There is an emphasis on combining word parts (prefixes, suffixes, and combining forms) to create full medical terms including the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: HEA200

<b>HEA203 Ethical and Legal Aspects of Health Services</b>	4
<p>An introduction to the principles of law as applied to the healthcare field. Students learn ethical standards and issues as related to healthcare.</p>	
<b>HEA215 Health Communications</b>	4
<p>Provides the effective health communication skills that are necessary for employment and success in health services, including writing accurate and concise health reports, familiarization with vocabulary of terms commonly used, and verbal communication.</p>	
<b>HEA220 Health Services Management I</b>	4
<p>Course provides an introduction to health insurance products and various approaches to the delivery of healthcare services. Students learn how to manage the issues of consumers, providers, and insurers and explore the organization and structure of the current healthcare system with a view toward options for its future direction.</p> <p>Prerequisite: HEA101</p>	
<b>HEA255 Computer Applications in Health Services</b>	2
<p>Explores current and emerging uses of technology in the health services industry. Students learn how to use industry software for medical office management, billing, and coding.</p> <p>Prerequisites: CIS115, HEA101</p>	
<b>HEA310 Health Services Management II</b>	4
<p>Students examine and apply the most recent theories and current practices in the healthcare industry. Emphasis is on encouraging students to develop the vision, problem-solving, and analytical skills essential for leadership in the healthcare environment.</p> <p>Prerequisite: HEA220</p>	

<b>HEA409 Health Services Finance</b>	4
<p>An introduction to the foundations of financing health services in a dynamically changing environment. Topics include healthcare costs, reimbursement systems, insurance issues, the roles of budgeting and accounts, the multifunctionality of financial services within the health services industry, and trends in health services financing.</p> <p>Prerequisites: FIN301, HEA101</p>	
<b>HEA410 Research Methods for Health Services</b>	4
<p>Students gain an awareness of the various frameworks for technical writing and research in the health services field. Emphasizes effective written communication and analytical skills in health services.</p> <p>Prerequisites: ENG105, HEA101</p>	
<b>HEA470 Special Topics in Health Services Management</b>	4
<p>Involves reading and discussions organized around selected topics in health. Topics will vary each quarter and may include health policy, health services risk management, the politics of health, and professional ethics.</p> <p>Prerequisite: HEA101</p>	
<b>HEA483 Internship</b>	4
<p>Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.</p> <p>Prerequisite: BUS226</p>	
Health Services Electives	12

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**BUSINESS COURSES**

**ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**ACC113 Managerial Accounting** 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

**BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar** 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

**FIN301 Principles of Finance I** 4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **MGT231 Organizational Behavior**

4

Examines organizational theory and development, corporate culture, factors facilitating or inhibiting organizational change, power, and politics. Students develop an understanding of how these components of organizational behavior may be directed in order to maximize organizational effectiveness.

Prerequisite: MGT220

### **MGT249 Human Resources Management**

4

Introduction to the strategic planning and implementation of human resources management. Topics include staffing, development, appraisal, and rewards.

Prerequisite: MGT220

### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use

software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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## **LIBERAL ARTS COURSES\***

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

### **SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

### **SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives

8

Mathematics/Science Electives

8

Social Science Electives	8
General Education Core Humanities Elective	4
General Education Core Mathematics/Science Elective	4
General Education Core Social Science Elective	4
FREE ELECTIVES	16

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#### 180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*16 Liberal Arts credits must be at the 300/400 level.

#### Program Statistics





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## B.S., Health Services Management

- **B.S., Health Services Management Course Requirements**  
([/catalog\\_2013/4754.htm](/catalog_2013/4754.htm))

*The following are B.S., Health Services Management program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

HEALTH SERVICES MANAGEMENT:  
(<http://www.bls.gov/soc/2010/soc119110.htm>)  
11-9111 Medical and Health Services Managers (<http://www.bls.gov/soc/2010/soc119111.htm>)

<b>Cost</b>	<p><b>Q: How much will this program cost me to complete?</b></p> <p><b>A:</b> If you begin this program in 2013, your estimated total costs for the entire program are:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Tuition and fees:</td> <td style="text-align: right; padding: 5px;">\$96,000</td> </tr> <tr> <td style="padding: 5px;">Books and supplies:</td> <td style="text-align: right; padding: 5px;">\$3,820</td> </tr> <tr> <td style="padding: 5px;">On-campus room &amp; board:</td> <td style="text-align: right; padding: 5px;">Not required</td> </tr> </table> <p><b>Q: What's included?</b></p> <p><b>A:</b> The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for <a href="http://berkeleycollege.edu/files_bc/Tuition">terms and conditions</a> (<a href="http://berkeleycollege.edu/files_bc/Tuition">http://berkeleycollege.edu/files_bc/Tuition</a>)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).</p>	Tuition and fees:	\$96,000	Books and supplies:	\$3,820	On-campus room & board:	Not required
Tuition and fees:	\$96,000						
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<b>Financing</b>	<p><b>Q: What are my financing options to pay for the program?</b></p> <p><b>A:</b> In addition to any grant and scholarship aid for which they are eligible, 97% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Federal loans:</td> <td style="text-align: right; padding: 5px;">\$32,851.25</td> </tr> <tr> <td style="padding: 5px;">Private educational loans:</td> <td style="text-align: right; padding: 5px;">\$0</td> </tr> <tr> <td style="padding: 5px;">Institution Financing Plan:</td> <td style="text-align: right; padding: 5px;">\$0</td> </tr> </table>	Federal loans:	\$32,851.25	Private educational loans:	\$0	Institution Financing Plan:	\$0
Federal loans:	\$32,851.25						
Private educational loans:	\$0						
Institution Financing Plan:	\$0						
<b>Success</b>	<p><b>Q: How long will it take me to complete this program?</b></p> <p><b>A:</b> This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.</p> <p>For the 2011-2012 award year, 89% of graduates from this program finished within this time.</p>						

Eligibility for internships required to obtain a Berkeley College degree and employment opportunities in the healthcare field may be contingent upon the results of a post-offer medical examination, which may include drug and alcohol testing, and receipt of satisfactory references. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in a healthcare-related program.



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# Health Services Management Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

Qtr. hrs. credit

#### HEA101 Introduction to Health Services

4

Students study the American healthcare system, its structure and operations, the forces responsible for shaping it, and the policies influencing its current and future performance.

#### HEA200 Medical Terminology I

4

Provides a solid foundation and understanding of the medical language used by healthcare professionals. This is accomplished through the introduction, reinforcement, and combining of medical word parts including prefixes, suffixes, and combining forms. Emphases are on word building, analysis of parts of the word, abbreviations, spelling, and correct pronunciation of various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

#### HEA201 Medical Terminology II

4

Students continue to develop their understanding of the medical terms that are used regarding various body systems. There is an emphasis on combining word parts (prefixes, suffixes, and combining forms) to create full medical terms including the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: HEA200

#### HEA203 Ethical and Legal Aspects of Health Services

4

An introduction to the principles of law as applied to the healthcare field. Students learn ethical standards and issues as related to healthcare.

### **HEA215 Health Communications**

4

Provides the effective health communication skills that are necessary for employment and success in health services, including writing accurate and concise health reports, familiarization with vocabulary of terms commonly used, and verbal communication.

### **HEA220 Health Services Management I**

4

Course provides an introduction to health insurance products and various approaches to the delivery of healthcare services. Students learn how to manage the issues of consumers, providers, and insurers and explore the organization and structure of the current healthcare system with a view toward options for its future direction.

Prerequisite: HEA101

### **HEA255 Computer Applications in Health Services**

2

Explores current and emerging uses of technology in the health services industry. Students learn how to use industry software for medical office management, billing, and coding.

Prerequisites: CIS115, HEA101

### **HEA310 Health Services Management II**

4

Students examine and apply the most recent theories and current practices in the healthcare industry. Emphasis is on encouraging students to develop the vision, problem-solving, and analytical skills essential for leadership in the healthcare environment.

Prerequisite: HEA220

### **HEA409 Health Services Finance**

4

An introduction to the foundations of financing health services in a dynamically changing environment. Topics include healthcare costs, reimbursement systems, insurance issues, the roles of budgeting and accounts, the multifunctionality of financial services within the health services industry, and trends in health services financing.

Prerequisites: FIN301, HEA101

#### **HEA410 Research Methods for Health Services**

4

Students gain an awareness of the various frameworks for technical writing and research in the health services field. Emphasizes effective written communication and analytical skills in health services.

Prerequisites: ENG105, HEA101

#### **HEA470 Special Topics in Health Services Management**

4

Involves reading and discussions organized around selected topics in health. Topics will vary each quarter and may include health policy, health services risk management, the politics of health, and professional ethics.

Prerequisite: HEA101

#### **HEA483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226

Health Services Electives

8

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### **BUSINESS COURSES**

#### **ACC110 Fundamentals of Accounting for Managers**

4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

### **ACC113 Managerial Accounting**

4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **FIN301 Principles of Finance I**

4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

**MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

**MGT249 Human Resources Management**

4

Introduction to the strategic planning and implementation of human resources management. Topics include staffing, development, appraisal, and rewards.

Prerequisite: MGT220

**MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

**CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

---

**LIBERAL ARTS COURSES\*****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of

grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211



**SOC201 Macroeconomics** 4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

**SOC202 Microeconomics** 4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

**SOC225 Psychology** 4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives 12

Mathematics/Science Electives 12

Social Science Electives 12

Liberal Arts Electives 12

General Education Core Humanities Elective 4

General Education Core Mathematics/Science Elective 4

General Education Core Social Science Elective 4

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*24 Liberal Arts credits must be at the 300/400 level.

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## Medical Assistant

### Become an integral member of a medical team.

Medical Assistants perform administrative and clinical tasks to keep the offices of physicians, podiatrists, chiropractors, and other health practitioners running smoothly. A medical assistant takes vital signs, prepares patients for and assists physicians during examinations, collects and prepares laboratory specimens, performs basic laboratory tests on the premises, schedules appointments, bills patients, fills out insurance forms, and much more.

Berkeley College's Medical Assistant Associate in Applied Science degree and Certificate programs prepare students to enter the high-demand field of healthcare and to work in a variety of settings, including physicians' offices, hospitals, nursing homes, and other professional healthcare facilities. Graduates are prepared to meet both the clinical and administrative challenges of today's rapidly changing healthcare environment.

The Associate in Applied Science degree program is an extension of the career-track certificate program. Graduates of the A.A.S. degree program are also issued a diploma in Medical Assisting.

Graduates of the Medical Assistant programs are eligible to sit for a variety of certification examinations, including:

- Certified Medical Assistant (CMA)
- Registered Medical Assistant (RMA)
- Certified Clinical Medical Assistant (CCMA)
- Certified Electrocardiography (CET)
- Certified Phlebotomy (CPT)
- Certified Cardiopulmonary Resuscitation (CPR)

Students gain experience in a wide variety of areas, including:

- Clinical procedures such as electrocardiography (EKG), venipuncture, and specimen collection
- Medical office administration
- Medical terminology and coding
- Medical law and ethics

Benefit from:

- A strong foundation in both the theory and practice of clinical care
- Hands-on learning using modern equipment in simulated healthcare environments
- Instruction in the use of relevant medical devices and software
- Valuable, practical experience through a program-related, faculty-monitored internship
- Eligibility to sit for the Certified Medical Assistant (CMA), Registered Medical Assistant (RMA), or Certified Clinical Medical Assistant (CCMA) examination

### Certification

The Medical Assistant Certificate program is accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP) upon the recommendation of

the Medical Assisting Education Review Board (MAERB). Only graduates of CAAHEP-accredited Medical Assistant programs are eligible to sit for the Certified Medical Assistant (CMA) exam. The CMA designation is a national credential awarded by the American Association of Medical Assistants (AAMA), indicating that the Medical Assistant meets certain standards of competence as determined by the AAMA. In the State of New Jersey, Medical Assistants who hold the CMA credential are permitted to administer injections.

## Programs

- **[A.A.S., Medical Assistant \(/catalog\\_2013/catalog\\_2013\\_5355.htm\)](/catalog_2013/catalog_2013_5355.htm)**
- **[Medical Assistant Certificate \(/catalog\\_2013/catalog\\_2013\\_5337.htm\)](/catalog_2013/catalog_2013_5337.htm)**



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## A.A.S., Medical Assistant

- [A.A.S., Medical Assistant Course Requirements \(/catalog\\_2013/5357.htm\)](/catalog_2013/5357.htm)

*The following are A.A.S., Medical Assistant program statistics for New Jersey. This program will begin in Fall 2013.*

Click on the links for more information on jobs related to this program:

Allied Health and Medical Assisting Services  
[31-9092 Medical Assistant \(http://www.onetonline.org/link/summary/31-9092.00\)](http://www.onetonline.org/link/summary/31-9092.00)



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<b>Cost</b>	<p><b>Q: How much will this program cost me to complete?</b>  <b>A:</b> If you begin this program in 2013, your estimated total costs for the entire program are:</p> <table border="0"> <tr> <td>Tuition and fees:</td> <td style="text-align: right;">\$46,800</td> </tr> <tr> <td>Books and supplies:</td> <td style="text-align: right;">\$1,910</td> </tr> <tr> <td>On-campus room &amp; board:</td> <td style="text-align: right;">Not required</td> </tr> </table> <p><b>Q: What's included?</b>  <b>A:</b> The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for <a href="http://berkeleycollege.edu/files_bc/Tuition">terms and conditions (http://berkeleycollege.edu/files_bc/Tuition</a>)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).</p>	Tuition and fees:	\$46,800	Books and supplies:	\$1,910	On-campus room & board:	Not required
Tuition and fees:	\$46,800						
Books and supplies:	\$1,910						
On-campus room & board:	Not required						
<b>Financing</b>	<p><b>Q: What are my financing options to pay for the program?</b>  <b>A:</b> In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.</p> <p>Because this is a new program, there are no relevant statistics concerning student loan debt.</p>						
<b>Success</b>	<p><b>Q: How long will it take me to complete this program?</b>  <b>A:</b> This 90-credit program is designed to be completed in six academic quarters over two calendar years.</p> <p>Because this is a new program, there are no relevant statistics concerning program completion.</p>						

In addition to meeting the **immunization requirements (http://berkeleycollege.edu/immunization/)** of Berkeley College and the State of New Jersey, a tetanus shot administered within the past ten years is also recommended for students enrolled in the Medical Assistant program. Hepatitis B vaccination and a tetanus shot are also recommended for part-time students enrolled in the Medical Assistant program.

To qualify for graduation, students must participate in the Certified Medical Assistant (CMA), Registered Medical Assistant (RMA), or Certified Clinical Medical Assistant (CCMA) certification examination.

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# Medical Assistant Associate in Applied Science Degree (A.A.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

**MED107 Medical Emergencies** 1

Students learn to respond to common emergency situations, administer first aid in accordance with OSHA Standards, recognize the effect of stress on all persons involved in emergency situations, as well as to demonstrate self-awareness in responding to emergency situations. Students must obtain BLS for Healthcare provider certification through the American Heart Association.

**MED121 Medical Office Administration I** 3

Introduction into the healthcare industry and the Medical Assistant profession. Emphasizes efficient procedures and administration of the professional office. Telephone techniques, patient scheduling, medical records management, and patient privacy within the practice are covered. An emphasis on professionalism and patient relations also is addressed.

**MED221 Medical Office Administration II** 3

Introduction into the management of the professional office. Emphasizes administrative functions necessary in an efficient healthcare facility. Medical insurance, billing and collections, finances, and management of a practice are covered.

Prerequisite: MED121

**MED230 Electrocardiography** 2

Introduction to the anatomy and physiology of the cardiac system. Students learn lead placement and perform EKGs on patients, troubleshoot EKG machine problems, and recognize basic cardiac arrhythmias. Spirometry testing is performed.

Prerequisites or Corequisites: HEA201, SCI224

**MED232 Phlebotomy/Hematology** 2

Students learn the proper venipuncture and finger-stick techniques of obtaining human blood specimens in accordance with OSHA Standards. Basic blood chemistry tests, including glucose, are performed and results are properly recorded. Students also become familiar with the anatomy and physiology of the blood body system and cover topics such as blood formation, testing and grouping, and individual blood type identification.

Prerequisite or Corequisite: SCI224

**MED236 Clinical Laboratory** 2

Covers basic laboratory techniques and Clinical Laboratory Improvement Amendments (CLIA), including specimen collection, preservation, and analysis and reporting of all specimen results.

Prerequisites: HEA201, SCI224

**MED240 Clinical Procedures I** 3

Students learn the skills needed to function in a clinical office setting including patient relations, proper laboratory procedures and safety, medical asepsis, obtaining vital signs, draping patients, assisting with examinations and treatments, and performing diagnostic procedures. Review anatomy and physiology of the eye and ear and gastrointestinal systems, and focus on tests and diagnostic procedures of these systems. Students are introduced to OSHA standards.

Prerequisites or Corequisites: HEA201, SCI224

**MED242 Clinical Procedures II** 3



Students learn the skills needed to function in a clinical office setting including patient relations, proper laboratory procedures and safety, specifics of the gynecological patient, the pediatric patient, growth and development, urology and male health. Responsibilities include assisting with examinations, treatments, and procedures of the orthopedic patient, and performing diagnostic procedures, imaging, patient teaching, and preparation for tests. Students re-enforce OSHA standards.

Prerequisites: MED230, MED240  
Prerequisite or Corequisite: MED232

### **MED246 Assisting with Minor Surgeries**

1

Through practical applications, students develop the skills necessary to maintain medical asepsis, recognize surgical instrumentation, and conduct proper autoclaving and disinfecting. Students also learn to prepare and maintain a sterile surgical environment, prepare a patient for minor surgery, and assist during minor surgical procedures.

Prerequisites or Corequisites: HEA201, SCI224

### **MED251 Pharmacology**

3

Students study the different drug categories and the methods of administration, including oral and by injection. Includes the proper use of the Physician's Desk Reference (PDR) and how to accurately read, prepare, and call in written prescriptions.

### **MED282 Medical Assistant Capstone**

4

Designed to elicit reflection and application to the whole of the Medical Assistant Program. The course requires the student to apply the knowledge, skills and techniques attained throughout the Medical Assistant Program. The Capstone course provides an opportunity for the assessment of the medical assistant critical thinking skills, and teamwork skills through case studies reflecting experiences often encountered in the Medical Assistant's workplace. Finally, the Capstone course is designed to reinforce the knowledge and skills needed to sit for industry specific certifications examinations such as the Certified Medical Assistant (CMA), Registered Medical Assistant (RMA), and/or Certified Clinical Medical Assistant (CCMA).

Prerequisite: BUS226 and departmental approval  
Corequisite: MED293

### **MED293 Medical Assistant Internship**

6

Work-experience program in a supervised healthcare environment which provides students with hands-on experience. On-campus seminars focus on integrating the skills learned throughout the program with the work experience.

Prerequisite: BUS226 and departmental approval

### **HEA101 Introduction to Health Services**

4

Students study the American healthcare system, its structure and operations, the forces responsible for shaping it, and the policies influencing its current and future performance.

### **HEA200 Medical Terminology I**

4

Provides a solid foundation and understanding of the medical language used by healthcare professionals. This is accomplished through the introduction, reinforcement, and combining of medical word parts including prefixes, suffixes, and combining forms. Emphases are on word building, analysis of parts of the word, abbreviations, spelling, and correct pronunciation of various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

### **HEA201 Medical Terminology II**

4

Students continue to develop their understanding of the medical terms that are used regarding various body systems. There is an emphasis on combining word parts (prefixes, suffixes, and combining forms) to create full medical terms including the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: HEA200

### **HEA210 Medical Coding I**

3

An introduction to the development of medical nomenclature and classification systems. Topics include coding of diseases and procedures, an overview of coding systems, and basic coding rules and conventions.

Prerequisites: HEA201, SCI224

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## **BUSINESS COURSES**

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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## **LIBERAL ARTS COURSES**

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive

abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **SCI223 Anatomy and Physiology I**

4

Study of the structure, function, and pathology (disease) of the human body. Students are introduced to various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

### **SCI224 Anatomy and Physiology II**

4

Students continue to develop their understanding of the anatomy, physiology, and pathology (diseases) of the human body. Topics covered include the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: SCI223

### **SCI228 Microbiology**

4

The morphology and function of microorganisms, especially viruses and bacteria, are studied. The characteristics of microorganisms, the disease process, and the immune response are discussed.

### **SCI242 Bioethics and Medical Law**

4

This course provides an understanding of the legal, moral, and ethical issues involved in the healthcare environment, including laws and standards that protect both the healthcare professional and patient. In addition, the bioethics component of the course focuses on the study of the ethical controversies involved in the practice of medicine including euthanasia, abortion, doctor-patient confidentiality, human and animal experimentation, genetic engineering, stem-cell research, cloning, and access to healthcare.

### **SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Elective

4

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### 90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

### **Program Statistics**



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## Medical Assistant Certificate

- **Medical Assistant Certificate Course Requirements**  
(/catalog\_2013/5345.htm)

*The following are Medical Assistant Certificate program statistics for New Jersey. This program began in Summer 2013.*

Click on the links for more information on jobs related to this program:

Allied Health and Medical Assisting Services  
31-9092 Medical Assistant (<http://www.onetonline.org/link/summary/31-9092.00>)

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$19,100
Books and supplies:	\$1,700
On-campus room & board:	Not required

**Q: What's included?**  
**A:** Program costs include tuition, administrative and technology fees, background check where appropriate, and the cost of the first certification/licensure examination. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus.

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 60-credit program is designed to be completed in four academic quarters over 12 months.

Because this is a new program, there are no relevant statistics concerning program completion.

In addition to meeting the **immunization requirements** (<http://berkeleycollege.edu/immunization/>) of Berkeley College and the State of New Jersey, a tetanus shot administered within the past ten years is also recommended for students enrolled in the Medical Assistant program. Hepatitis B vaccination and a tetanus shot are

also recommended for part-time students enrolled in the Medical Assistant program.

To qualify for graduation, students must participate in the Certified Medical Assistant (CMA), Registered Medical Assistant (RMA), or Certified Clinical Medical Assistant (CCMA) certification examination.

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# Medical Assistant Certificate Program

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **MED107 Medical Emergencies**

1

Students learn to respond to common emergency situations, administer first aid in accordance with OSHA Standards, recognize the effect of stress on all persons involved in emergency situations, as well as to demonstrate self-awareness in responding to emergency situations. Students must obtain BLS for Healthcare provider certification through the American Heart Association.

#### **MED121 Medical Office Administration I**

3

Introduction into the healthcare industry and the Medical Assistant profession. Emphasizes efficient procedures and administration of the professional office. Telephone techniques, patient scheduling, medical records management, and patient privacy within the practice are covered. An emphasis on professionalism and patient relations also is addressed.

#### **MED230 Electrocardiography**

2

Introduction to the anatomy and physiology of the cardiac system. Students learn lead placement and perform EKGs on patients, troubleshoot EKG machine problems, and recognize basic cardiac arrhythmias. Spirometry testing is performed.

Prerequisites or Corequisites: HEA201, SCI224

#### **MED232 Phlebotomy/Hematology**

2



Students learn the proper venipuncture and finger-stick techniques of obtaining human blood specimens in accordance with OSHA Standards. Basic blood chemistry tests, including glucose, are performed and results are properly recorded. Students also become familiar with the anatomy and physiology of the blood body system and cover topics such as blood formation, testing and grouping, and individual blood type identification.

Prerequisite or Corequisite: SCI224

### **MED236 Clinical Laboratory**

2

Covers basic laboratory techniques and Clinical Laboratory Improvement Amendments (CLIA), including specimen collection, preservation, and analysis and reporting of all specimen results.

Prerequisites: HEA201, SCI224

### **MED240 Clinical Procedures I**

3

Students learn the skills needed to function in a clinical office setting including patient relations, proper laboratory procedures and safety, medical asepsis, obtaining vital signs, draping patients, assisting with examinations and treatments, and performing diagnostic procedures. Review anatomy and physiology of the eye and ear and gastrointestinal systems, and focus on tests and diagnostic procedures of these systems. Students are introduced to OSHA standards.

Prerequisites or Corequisites: HEA201, SCI224

### **MED246 Assisting with Minor Surgeries**

1

Through practical applications, students develop the skills necessary to maintain medical asepsis, recognize surgical instrumentation, and conduct proper autoclaving and disinfecting. Students also learn to prepare and maintain a sterile surgical environment, prepare a patient for minor surgery, and assist during minor surgical procedures.

Prerequisites or Corequisites: HEA201, SCI224

### **MED251 Pharmacology**

3

Students study the different drug categories and the methods of administration, including oral and by injection. Includes the proper use of the Physician's Desk Reference (PDR) and how to accurately read, prepare, and call in written prescriptions.

### **MED282 Medical Assistant Capstone**

4

Designed to elicit reflection and application to the whole of the Medical Assistant Program. The course requires the student to apply the knowledge, skills and techniques attained throughout the Medical Assistant Program. The Capstone course provides an opportunity for the assessment of the medical assistant critical thinking skills, and teamwork skills through case studies reflecting experiences often encountered in the Medical Assistant's workplace. Finally, the Capstone course is designed to reinforce the knowledge and skills needed to sit for industry specific certifications examinations such as the Certified Medical Assistant (CMA), Registered Medical Assistant (RMA), and/or Certified Clinical Medical Assistant (CCMA).

Prerequisite: BUS226 and departmental approval  
Corequisite: MED293

### **MED293 Medical Assistant Internship**

6

Work-experience program in a supervised healthcare environment which provides students with hands-on experience. On-campus seminars focus on integrating the skills learned throughout the program with the work experience.

Prerequisite: BUS226 and departmental approval

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## **HEALTHCARE COURSES**

### **HEA200 Medical Terminology I**

4

Provides a solid foundation and understanding of the medical language used by healthcare professionals. This is accomplished through the introduction, reinforcement, and combining of medical word parts including prefixes, suffixes, and combining forms. Emphases are on word building, analysis of parts of the word, abbreviations, spelling, and correct pronunciation of various body systems including the musculoskeletal, digestive, nervous, and

integumentary, as well as the senses.

### **HEA201 Medical Terminology II**

4

Students continue to develop their understanding of the medical terms that are used regarding various body systems. There is an emphasis on combining word parts (prefixes, suffixes, and combining forms) to create full medical terms including the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: HEA200

### **HEA210 Medical Coding I**

3

An introduction to the development of medical nomenclature and classification systems. Topics include coding of diseases and procedures, an overview of coding systems, and basic coding rules and conventions.

Prerequisites: HEA201, SCI224

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## **BUSINESS COURSES**

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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**LIBERAL ARTS COURSES****SCI223 Anatomy and Physiology I**

4

Study of the structure, function, and pathology (disease) of the human body. Students are introduced to various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

**SCI224 Anatomy and Physiology II**

4

Students continue to develop their understanding of the anatomy, physiology, and pathology (diseases) of the human body. Topics covered include the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: SCI223

**SCI242 Bioethics and Medical Law**

4

This course provides an understanding of the legal, moral, and ethical issues involved in the healthcare environment, including laws and standards that protect both the healthcare professional and patient. In addition, the bioethics component of the course focuses on the study of the ethical controversies involved in the practice of medicine including euthanasia, abortion, doctor-patient confidentiality, human and animal experimentation, genetic engineering, stem-cell research, cloning, and access to healthcare.

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

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60 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

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## Practical Nurse

### Provide vital care to patients in need.

The Practical Nurse program provides students with the knowledge and clinical skills necessary to enter the healthcare field as a Practical Nurse. Graduates of the Practical Nurse program are eligible to sit for the NCLEX-PN licensure examination. Passing this exam is required to become a Licensed Practical Nurse (LPN).

Practical Nurses provide basic medical care, including:

- Monitoring a patient's health by checking vital signs
- Administering wound care and inserting catheters
- Providing for the basic comfort of patients, such as helping them bathe or dress
- Reporting a patient's medical status to the registered nurse and/or physician
- Maintaining patient health records
- Collecting specimens

Practical Nurse graduates provide care to their patients in a variety of healthcare environments, including physicians' offices, clinics, nursing homes, assisted living facilities, rehabilitation centers, and home healthcare settings.

Benefit from:

- A strong foundation in both the theory and techniques of clinical nursing
- Hands-on learning in on-site nursing laboratories that simulate various clinical environments
- Opportunities to practice communication and interpersonal skills needed for developing a rapport with colleagues and patients
- Valuable, practical experience gained through the completion of clinical rotations at off-campus healthcare facilities, under the supervision of Registered Nurse instructors and professional practitioners
- Eligibility to sit for the NCLEX-PN licensure examination to become a Licensed Practical Nurse (LPN)

### Program

- [Practical Nurse Certificate \(/catalog\\_2013/catalog\\_2013\\_5534.htm\)](/catalog_2013/catalog_2013_5534.htm)



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## Practical Nurse Certificate

- **Practical Nurse Certificate Course Requirements**  
(/catalog\_2013/5347.htm)

*The following are Practical Nurse Certificate program statistics for New Jersey. This program begins Fall 2013.*

Click on the links for more information on jobs related to this program:

Licensed Practical/Vocational Nurse Training  
**29-2061 Licensed Practical Nurse** (<http://www.onetonline.org/link/summary/29-2061.00>)

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$28,300
Books and supplies:	\$1,650
Malpractice insurance:	\$70-\$90 (\$3,000,000 coverage)
On-campus room & board:	Not required

**Q: What's included?**  
**A:** Program costs include tuition, administrative and technology fees, background check where appropriate, malpractice insurance, and the cost of the first certification/licensure examination. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus.

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.  
  
 Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 72-credit program is designed to be completed in five academic quarters over 15 months.  
  
 Because this is a new program, there are no relevant statistics concerning program completion.

Governing regulations may disqualify individuals from obtaining professional certification in this field based upon health or criminal records. Therefore, in addition to meeting the **immunization requirements** (<http://berkeleycollege.edu/immunization/>) of Berkeley College and the State of New Jersey, students applying to the Practical Nurse program must provide

authorization for a criminal background check prior to registration and submit a physical assessment by a licensed physician, advanced practice registered nurse, or physician assistant prior to participating in clinical rotations.

To qualify for graduation, students must pass all Nursing (NUR) courses, Life Sciences, and Psychology with a minimum grade of C+. Students are required to purchase their own malpractice insurance. There are strict attendance requirements for completion of this program.

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# Practical Nurse Certificate Program

## Course Requirements

### MAJOR COURSES

	<b>Qtr. hrs. credit</b>	<b>Clock hours</b>
<p><b>NUR100 Fundamentals of Nursing</b></p> <p>Students learn the components of nursing and the application of techniques and procedures to provide care to patients. Topics include introduction to nursing skills, principles of basic nutrition, basic therapeutic techniques, assessment and communication skills, and advanced therapeutics. Hands-on demonstration, practice, and validation of skills are conducted in the nursing lab.</p>	5	132
<p><b>NUR101 Introduction to Clinical Nursing</b></p> <p>Students are provided with an introduction of the evolution of nursing and the scope of nursing practice. Concepts of health-illness (a nursing concept), theoretical frameworks, healthcare delivery systems, legal and ethical issues, interpersonal relationships, and health instruction are explored. Review of basic mathematical skills required for accurate medication calculations, dose verification, and medication administration. Metric and apothecary systems as well as conversion units measurement are reviewed. Long-hand calculations to be utilized; calculator use not permitted. Hands-on demonstration, practice, and validation of skills are conducted during each class.</p>	1	24
<p><b>NUR123 Practical Nursing Process: Integumentary System</b></p> <p>Students study the integumentary system, including such topics as anatomy and physiology, assessment, diseases and disorders, diet therapy, pharmacology, special considerations across the life span, and the nursing process.</p>	1	12

Prerequisites: NUR100, NUR101, SOC225, SCI215  
 Prerequisite or Corequisite: NUR125

**NUR125 Pharmacology**

2

46

Students study the different drug categories and the methods of administration, including oral and by injection. Includes the proper use of the Physician’s Desk Reference (PDR) and how to accurately read, prepare, and call in written prescriptions.

Prerequisite: SCI215, NUR101

**NUR126 Practical Nursing Process: Cardiovascular System/Respiratory System**

6

132

Students study the needs and care of patients with cardiac and respiratory issues. Topics include anatomy and physiology, assessment, diseases and disorders, diet therapy, pharmacology, special considerations across the life span, and the nursing process. Hands-on care and management of patients via the nursing process are conducted in the clinical setting.

Prerequisites: NUR100, NUR101, NUR125, SCI215, SOC225, CPR Certification

**NUR127 Practical Nursing Process: Musculoskeletal System/Nervous System**

6

132

Students study the needs and care of patients with musculoskeletal and nervous system issues. Topics include anatomy and physiology, assessment, diseases and disorders, diet therapy, pharmacology, special considerations across the life span, and the nursing process. Hands-on care and management of patients via the nursing process are conducted in the clinical setting.

Prerequisites: NUR100, NUR101, NUR125, SOC225, SCI215, CPR Certification

**NUR128 Practical Nursing Process: Sensory System**

1

12

Students study the needs and care of patients with sensory system issues. Topics covered include anatomy and physiology, assessment, diseases and disorders, diet therapy, pharmacology, special considerations across the life span, and the nursing process.

Prerequisites: NUR100, NUR101, SOC225, SCI215  
Prerequisite or Corequisite: NUR125

**NUR131 Practical Nursing Process: Geriatric Nursing/Urinary System**

5

118

Students focus on the aging patient and diseases and disorders affecting them and their care. Topics include anatomy and physiology, assessment, diseases and disorders, elder abuse, ethical and legal issues, legislation, special considerations across the life span, and the nursing process. Hands-on care and management of patients via the nursing process are conducted in the clinical setting.

Prerequisites: NUR100, NUR101, SOC225, SCI215, CPR Certification  
Prerequisite or Corequisite: NUR125

**NUR132 Practical Nursing Process: Acute Care Nursing/Gastrointestinal System**

5

108

Students focus on acutely ill patients with gastrointestinal system issues and the management of their care. Topics include illness terminology, anatomy and physiology, assessment, diseases and disorders, response to illness, pre- and post-operative care, infection, special considerations across the life span, and the nursing process. Hands-on care and management of patients via the nursing process are conducted in the clinical setting.

Prerequisites: NUR100, NUR101, SOC225, SCI215, CPR Certification  
Prerequisite or Corequisite: NUR125

**NUR221 Practical Nursing Process: Maternity/Newborn Nursing/Child Health Nursing**

6

132

Students study the needs and care of patients from conception through childhood. Topics include maternal newborn health, conception and embryology, antepartal period, intrapartal period, postpartum period, newborn, management of health problems, healthcare delivery settings, reactions to hospitalization, childhood illnesses/disorders, outpatient settings, and federal legislation. Hands-on care and management of patients via the nursing process are conducted in the clinical setting.

Prerequisites: NUR100, NUR101, NUR125, SOC225,

SCI215, CPR Certification

**NUR223 Practical Nursing Process: Reproductive System**

3

36

Students study both male and female reproductive systems. Topics include anatomy and physiology, assessment, diseases and disorders, diet therapy, pharmacology, special considerations across the life span, and the nursing process.

Prerequisites: NUR100, NUR101, NUR125, SOC225, SCI215

**NUR232 Practical Nursing Process: Endocrine System/Psychiatric Nursing**

5

108

Students study the needs and care of patients with endocrine system issues as well as patients with mental health issues. Topics include anatomy and physiology, assessment, diseases and disorders, diet therapy, pharmacology, mental and emotional disorders, special considerations across the life span, and the nursing process. Hands-on care and management of patients via the nursing process are conducted in the clinical setting.

Prerequisites: NUR100, NUR101, NUR125, SOC225, SCI215, CPR Certification

**NUR234 Practical Nursing Process: Hematological/Immunological System/Oncology Nursing**

4

96

Students study the needs and care of patients with hematological/immunological conditions with a focus on the oncology patient. Topics include anatomy and physiology, assessment, diseases and disorders, diet therapy, pharmacology, special considerations across the life span, and the nursing process. Hands-on care and management of patients via the nursing process are conducted in the clinical setting.

Prerequisites: NUR100, NUR101, NUR125, SOC225, SCI215, CPR Certification

**NUR235 Practical Nursing Capstone**

8

204

The case study approach is utilized to enhance the

student’s transition to entry-level practical nursing. Emphasis is placed upon the integration of all aspects of patient care including legal, ethical, and current issues, as well as upon the development of leadership skills in the healthcare setting. Hands-on management and application of the nursing process to patients are conducted in the clinical setting.

Prerequisite: Completion of first four quarters and departmental approval

**LIBERAL ARTS COURSES**

**SCI215 Life Sciences** 8 96

Study of the structure and function of the human body. Students are introduced to the various body systems including the integumentary, skeletal, muscular, nervous, sensory, endocrine, respiratory, digestive, urinary, reproductive, hematological/immunological, and cardiovascular. Course includes definitions, terminology, chemical basis of life, and energy as well as microbiology.

**SOC225 Psychology** 4 48

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

**BUSINESS COURSES**

**BUS226 Career Management Seminar** 2 24

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College’s computer framework, which includes content collection and compiling a professional e-portfolio.

## 72 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

(1460 total clock hours)

There are strict attendance requirements for completion of this program.

The minimum passing grade for a Nursing course (NUR) is a C+. Nursing students who receive a grade of C or below in any Nursing (NUR) course may repeat that course. If the student receives a grade of C or below for the repeated course, the student will be dismissed automatically from the Practical Nurse program. Nursing students who fail two Nursing (NUR) courses, whether in the same quarter or in different quarters, will be dismissed automatically from the Practical Nurse program.

In addition, the minimum passing grade required for Life Sciences (SCI215) and Psychology (SOC225) is a C+. Nursing students who receive a grade of C or below in either of these courses may repeat that course. A minimum grade of C+ on the repeated course is required.

### Program Statistics



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## Surgical Technology

### Specialized training for a specialized career.

The Surgical Technology program prepares students to work as valuable members of a surgical team, which most commonly includes surgeons, anesthesiologists, and circulating nurses. Surgical Technologists assist in surgical procedures under the supervision of surgeons, registered nurses, and other surgical personnel. They perform a variety of critical hands-on tasks, including:

- Preparing operating rooms by setting up surgical instruments and equipment
- Preparing patients for surgery by washing, shaving, and disinfecting incision sites
- Passing instruments and other sterile supplies to surgeons during surgical procedures
- Maintaining a proper sterile field throughout the surgical process
- Monitoring and assessing operating room conditions

Benefit from:

- A strong foundation in both the theory and techniques of surgical technology
- Hands-on learning in on-site surgical laboratories that simulate the surgical environment
- Valuable, practical experience gained through the completion of Clinical Practicums at an off-campus healthcare facility, under the supervision of instructors and professional practitioners
- Liberal Arts and Sciences courses that provide students with a foundation of skills and knowledge necessary to reason clearly and communicate effectively
- Eligibility to sit for the Certified Surgical Technologist (CST) examination

### Certification

The Surgical Technology program is accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP) upon the recommendation of the Accreditation Review Council on Education in Surgical Technology and Surgical Assisting (ARC/STSA). Only students who complete a CAAHEP-accredited Surgical Technology program are eligible to sit for the Certified Surgical Technologist (CST) exam, a national credentialing exam administered by the National Board of Surgical Technology and Surgical Assisting (NBSTSA).

### Degree Program

- **[A.A.S., Surgical Technology \(/catalog\\_2013/catalog\\_2013\\_5359.htm\)](/catalog_2013/catalog_2013_5359.htm)**



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## A.A.S., Surgical Technology

- **A.A.S., Surgical Technology Course Requirements** ([/catalog\\_2013/5361.htm](/catalog_2013/5361.htm))

*The following are A.A.S., Surgical Technology program statistics for New Jersey. This program will begin in Fall 2013.*

Click on the links for more information on jobs related to this program:

Surgical Technology/Technologist:  
**29-2055 Surgical Technologists** (<http://www.onetonline.org/link/summary/29-2055.00>)

**31-9093 Medical Equipment Preparers** (<http://www.onetonline.org/link/summary/31-9093.00>)



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**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
Malpractice Insurance:	\$70*
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks, supplies, and malpractice insurance. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.

To qualify for employment as a Surgical Technologist in a "healthcare facility" in the State of New Jersey, a person must either complete a nationally or regionally accredited Surgical Technology program or meet other specified



criteria. Requirements may vary by state. Berkeley College's Surgical Technology program is accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP).

Only students who complete a CAAHEP-accredited Surgical Technology program are eligible to sit for the Certified Surgical Technologist (CST) exam. The CST designation is a national credential indicating that the Surgical Technologist meets certain standards of competence. To qualify for graduation, students must participate in the CST National Certification Exam administered by the National Board of Surgical Technology and Surgical Assisting (NBSTSA).

\*Surgical Technology students are required to purchase their own malpractice insurance. Costs listed above include \$1,000,000 per occurrence and \$3,000,000 in the aggregate.

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# Surgical Technology Associate in Applied Science Degree (A.A.S.)

## Course Requirements

### MAJOR COURSES

Qtr. hrs. credit

#### **SUR100 Fundamentals of Surgical Technology**

3

Students are introduced to the role and responsibilities of the surgical technologist, the healthcare team, and the clinical environment. Topics include environment and workplace safety, patient care and safety, age-extreme patients, and patients with special needs. Students learn the basic techniques for scrubbing, gowning, and gloving. An on-campus operating room laboratory provides students with such hands-on experience as vital signs, patient transporting, and positioning.

#### **SUR110 Surgical Instrumentation**

2

Focuses on the identification, classification, care, and handling of surgical instrumentation. Various methods of sterilization are included.

Prerequisite: SUR100

#### **SUR112 Surgical Techniques**

3

Provides an in-depth study of the principles of aseptic techniques. Topics include wound healing, specimen care, safe use of surgical equipment, surgical counts, and prepping and draping the patient. Various types of sutures, needles, stapling devices, sponges, dressings, packings, drains, and catheters are presented. Students are introduced to robotics, physics, and electricity.

Prerequisite: SUR100

**SUR115 Surgical Techniques Laboratory** 3

Students practice the principles of aseptic techniques. Emphasis is placed on setting up the instrument table, Mayo stand, and prepping and draping the patient.

Prerequisite: SUR100

Prerequisite or Corequisite: SUR110, SUR112

**SUR120 Surgical Procedures I** 3

Focuses on the diagnostic procedures and general, genitourinary, orthopedics, obstetrics and gynecological, ear, nose, and throat surgical procedures.

Prerequisites: SUR110, SUR112, SUR115

**SUR125 Surgical Procedures Laboratory I** 3

Students develop an operative routine as they set up for mock surgical procedures and role play the members of the perioperative team.

Prerequisite or Corequisite: SUR120

**SUR220 Surgical Procedures II** 3

Focuses on the following surgical specialties: ophthalmology, plastic, neurosurgery, thoracic surgery, peripheral vascular, cardiovascular, organ and tissue recovery, and pediatric surgery.

Prerequisites: SUR120, SUR125

**SUR251 Pharmacology and Anesthesiology** 2

The rationale for use of specific drugs, their therapeutic effects, major side effects on the surgical patient, and how these drugs may alter or influence surgical intervention are defined. Emphasis is on the role and responsibilities of the surgical technologist regarding pharmaceuticals in the operating room.

**SUR280 Clinical Practicum I** 5

Students apply the didactic and laboratory skills learned throughout the program to the clinical setting, gain clinical work experience in surgical procedures and operating room practices, and also have the opportunity to scrub on surgical cases in various surgical specialties.

Prerequisites: Completion of first four quarters and departmental approval

Prerequisite or Corequisite: SUR220

### **SUR281 Clinical Seminar I**

1

Students focus on integrating the skills learned throughout the program with the work experience. Research assignments required.

Prerequisite: Basic Cardiac Life Support/Automated External Defibrillation Certification

Corequisite: SUR280

### **SUR290 Clinical Practicum II**

5

Continuation of clinical work experience in surgical procedures and operating room practices.

Prerequisites: SUR280, departmental approval

### **SUR291 Clinical Seminar II**

1

Students continue to focus on integrating the skills learned throughout the program with the work experience. Oral presentations required.

Corequisite: SUR290

### **SUR292 Surgical Technologist Capstone**

4

Designed to elicit reflection and application to the whole of the Surgical Technology program. The course requires the student to apply the knowledge, skills and techniques attained throughout the Surgical Technology program. The Capstone course provides an opportunity for the assessment of surgical technologist critical thinking skills, and teamwork skills through case studies reflecting experiences often encountered in the Surgical Technologist's workplace. Finally, the Capstone course is developed to reinforce the knowledge and skills needed to sit for the national credentialing exam.

Corequisite: BUS226 and departmental approval

### **HEA200 Medical Terminology I**

4

Provides a solid foundation and understanding of the medical language used by healthcare professionals. This is accomplished through the introduction, reinforcement, and combining of medical word parts including prefixes, suffixes, and combining forms. Emphases are on word building, analysis of parts of the word, abbreviations, spelling, and correct pronunciation of various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

### **HEA201 Medical Terminology II**

4

Students continue to develop their understanding of the medical terms that are used regarding various body systems. There is an emphasis on combining word parts (prefixes, suffixes, and combining forms) to create full medical terms including the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: HEA200

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## **BUSINESS COURSES**

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

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## **LIBERAL ARTS COURSES**

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and

strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **SCI223 Anatomy and Physiology I**

4

Study of the structure, function, and pathology (disease) of the human body. Students are introduced to various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

### **SCI224 Anatomy and Physiology II**

4

Students continue to develop their understanding of the anatomy, physiology, and pathology (diseases) of the human body. Topics covered include the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: SCI223

### **SCI225 Anatomy and Physiology Laboratory I**

1

An introduction to the basic principles of human anatomy and physiology as explored through laboratory sessions. Laboratory activities coincide with lectures to enhance understanding of each topic by providing visual and hands-on experiments for the concepts learned in the lecture. Laboratory sessions include microscopy, dissections, and elementary physiological experiments. Among the topics considered are various body systems, including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

Corequisite: SCI223

### **SCI226 Anatomy and Physiology Laboratory II**

1

Continues the study of human anatomy and physiology through laboratory exploration. Laboratory activities coincide with lectures to enhance understanding of each topic by providing visual and hands-on experiments for the concepts learned in the lecture. Laboratory sessions include microscopy, dissections, and elementary physiological experiments. Among the topics covered are the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: SCI225

Corequisite: SCI224

### **SCI228 Microbiology**

4

The morphology and function of microorganisms, especially viruses and bacteria, are studied. The characteristics of microorganisms, the disease process, and the immune response are discussed.

### **SCI234 Pathophysiology**

2

Students are introduced to diseases and the abnormal surgical pathology of each body system. Surgical cancer treatments are discussed.

Prerequisites: SCI224, SCI226

### **SCI242 Bioethics and Medical Law**

4

This course provides an understanding of the legal, moral, and ethical issues involved in the healthcare

environment, including laws and standards that protect both the healthcare professional and patient. In addition, the bioethics component of the course focuses on the study of the ethical controversies involved in the practice of medicine including euthanasia, abortion, doctor-patient confidentiality, human and animal experimentation, genetic engineering, stem-cell research, cloning, and access to healthcare.

### **SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Liberal Arts and Sciences Electives

6

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### 90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses will be offered only during the late afternoon and early evening so as not to interfere with clinical rotations.

The minimum passing grade required for a Surgical Technology (SUR) course is a C+. Surgical Technology students who receive a grade of C or below in any Surgical Technology (SUR) course may repeat that course. A minimum grade of C+ on the repeated course is required to remain in the program. Surgical Technology students who receive a grade of C or below for any Surgical Technology course they are repeating will be dismissed automatically from the Surgical Technology program.

In addition, the minimum passing grade required for Anatomy and Physiology I (SCI223), Anatomy and Physiology Laboratory I (SCI225), Anatomy and Physiology II (SCI224), Anatomy and Physiology Laboratory II (SCI226), Pathophysiology (SCI234), and Microbiology (SCI228) is a C+. Surgical Technology students who receive a grade of C or below in any of these science courses may repeat that course. A minimum grade of C+ on the repeated course is required.

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## School of Professional Studies

The School of Professional Studies at Berkeley College provides a well-rounded education to help prepare students for careers requiring specialized training. Degree programs have been developed by industry experts to give students the in-depth knowledge and latest skills required to excel in professional environments. Curricula are updated regularly to meet current marketplace demands. The dedicated, outstanding faculty members have been selected for both excellent academic credentials and practical experience, and delivers close, personal attention to students. Comprehensive support services and resources are available to students at all locations and online.



### Academic Programs

- **Graphic Design**

([/catalog\\_2013/catalog\\_2013\\_5362.htm](/catalog_2013/catalog_2013_5362.htm))

- **Interior Design** ([/catalog\\_2013/catalog\\_2013\\_4561.htm](/catalog_2013/catalog_2013_4561.htm))
- **Justice Studies - Criminal Justice**  
([/catalog\\_2013/catalog\\_2013\\_4560.htm](/catalog_2013/catalog_2013_4560.htm))
- **Legal Studies** ([/catalog\\_2013/catalog\\_2013\\_4640.htm](/catalog_2013/catalog_2013_4640.htm))

The following program is not offered to new students and is only available to continuing students currently enrolled in it:

- **Paralegal Studies** ([/catalog\\_2013/catalog\\_2013\\_4559.htm](/catalog_2013/catalog_2013_4559.htm))

For more information about Berkeley College graduation rates, the median debt of students who completed programs, and other important disclosures, please visit [BerkeleyCollege.edu/disclosures](http://berkeleycollege.edu/disclosures) (<http://berkeleycollege.edu/disclosures>) .



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## Graphic Design

### Learn the art of graphic design for effective visual communications.

In today's competitive business world, visual communications are essential to successfully connect with target markets. Whether through websites, blogs, periodicals, newspapers, annual reports, catalogs, direct marketing, advertising, or packaging, virtually all organizations have to use visual communications to perform successfully – and it is skilled graphic designers who generate the type and images that capture the hearts and minds of the organizations' audiences around the world.

The Graphic Design program at Berkeley College offers an exciting curriculum that allows students to acquire the expertise needed to deliver creative results in the art and business of visual communications. Students explore the theory, language, and tools of graphic design and learn how to effectively apply their knowledge and skills in competitive industry environments. Expertise and visual aesthetics are refined by leveraging current industry software for web design, typography, and raster and vector manipulation, among others.

Benefit from:

- A program that provides a strong foundation in the theory and language of art and design
- Hands-on learning that allows students to develop the skills and abilities that are critical in today's visual communications
- The application and refinement of graphic design skills through various industry formats such as print publication and web design
- Introduction to, and proficiency in, prevalent industry software
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

### Degree Program

- **B.F.A., Graphic Design (/catalog\_2013/catalog\_2013\_5364.htm)**



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## B.F.A., Graphic Design

- **B.F.A., Graphic Design Course Requirements** ([/catalog\\_2013/5366.htm](/catalog_2013/5366.htm))

*The following are B.F.A., Graphic Design program statistics for New Jersey. This program will begin in Fall 2013.*



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Graphic Design  
**27-1024 Graphic Designers** (<http://www.onetonline.org/link/summary/27-1024.00>)  
**43-9031 Desk Top Publishers** (<http://www.onetonline.org/link/summary/43-9031.00>)

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.  
  
 Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.  
  
 Because this is a new program, there are no relevant statistics concerning program completion.



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# Graphic Design

## Bachelor of Fine Arts Degree (B.F.A.)

### Course Requirements

#### MAJOR COURSES

Qtr. hrs. credit

#### GRD100 Graphic Design Principles I

4

Introduction to two-dimensional design and color theory and their relational aspects, including an analysis of perception and presentation. The course explores the elements and principles of design, color, and light in the creative process, including idea development from concept to completion. The historical aspect is incorporated.

#### GRD105 Introduction to Painting

4

The approach to two-dimensional theory through the freeform and experiential painterly process. Students recreate and build upon elements of design in a painterly manner through their own work. Subject matters range from the traditional painting genre of still life, interiors, and figure, to the abstract. Students will be introduced to and apply the language of design and art in critique dialogs.

#### GRD120 3D Design

4

Introduction to the principles and applications of design as it relates to the synthesis of three-dimensional form, space, light, shadow, relief, and motion. The relationship of material and form and its application to packaging are explored. Subjects range from traditional art forms and man-made geometric forms, to architecture and nature.

#### GRD130 Desktop Publishing

4

Incorporation of type in multi-page projects using various page-layout formats and page-assembly techniques.

### **GRD170 Advanced Drawing**

4

Designed to further develop the skills acquired in Introduction to Drawing. Includes observation of the human figure in itself and in composition. Compositions will include three-dimensional objects, elevated and isometric views, still life, and interiors. Depth will be created through the use of perspective.

Prerequisite: HUM180

### **GRD180 Raster and Vector Graphics**

4

Introduction to concepts and applied theories of digital image manipulation in a raster environment and of drawing in a vector environment. Includes introduction to terminology, techniques, file specifications, and formats.

Prerequisites: GRD105, GRD120

### **GRD190 Typography I**

4

Introduction to the history of type, its physical attributes, type family classification, typographic terminology, structural aspects of type, leading, kerning, tracking and alignment.

Prerequisites: GRD130, GRD180

### **GRD200 Graphic Design Principles II**

4

Incorporation of the elements of typography and graphics through effective communications design. Students develop projects from concept through completion.

Prerequisites: GRD100, GRD190

### **GRD220 Communications Design I**

4

Integrates the skills acquired in the foundation

courses and conceptual abilities developed in Graphic Design Principles II. Emphasis is on creative conceptual approaches to communicating ideas in graphic design and includes analysis of content and graphics in project development for effective visual communication in design.

Prerequisites: GRD170, GRD200, MKT220

### **GRD226 Career Management Seminar**

2

Explores career-development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection, and how to compile a professional design portfolio.

### **GRD230 Digital Photography I**

4

Introduction to the basic concepts, terminology, history, and applications of digital photography. Creative approaches emphasize successful transformation of images for effective visual communication.

Prerequisite: GRD180

### **GRD233 Web Design I**

4

Incorporates typography and images into layout pages for the web environment. Through a case series of exercises, students are introduced to the concepts and applications of HTML5 and CSS.

### **GRD234 Web Design II**

4

Designed to further develop the skills acquired in Web Design I. Students learn advanced code functions of HTML5 and CSS and are introduced to Dreamweaver software.

Prerequisite: GRD233

### **GRD235 Web Design III**

4



Designed to further develop the skills acquired in Web Design II. Students use HTML5 and CSS to develop a website including multimedia, video, and audio elements.

Prerequisite: GRD234

### **GRD290 Typography II**

4

Designed to further develop the skills acquired in Typography I. Projects incorporate type as a decorative element to produce creative marketable design results. Principles of selecting typeface, use of grids, and basic layout designs and formats are addressed.

Prerequisites: GRD190

### **GRD310 Advanced Vector Graphics**

4

Focuses on further developing vector skills for effective design in visual communications in two-dimensional computer graphics. Projects incorporate narrative and complete corporate identity including logos.

Prerequisite: GRD180

### **GRD320 Communications Design II**

4

Designed to further develop the skills acquired in Communications Design I. Students use conceptual and strategic thinking to research and develop a campaign idea, and create visual communications to channel their campaign through a medium of their choice.

Prerequisite: GRD220, GRD290

### **GRD330 Digital Photography II**

4

Designed to further develop the skills acquired in Digital Photography I. Course includes advanced digital darkroom and color skills and introduces students to a wide range of styles in contemporary photography.

Prerequisite: GRD230

**GRD360 Packaging Design I** 4

Incorporates the history, purpose, types, materials, environmental considerations, graphic symbols and labels, and security measures of packaging. Students study packaging as a new-product development process, explore its graphic design for marketing options, and produce models with accompanying industry standard specifications sheets.

Prerequisites: GRD220

**GRD390 Typography III** 4

Designed to further develop the skills acquired in Typography II. Projects explore and emphasize creative use of type in professional presentations using various publication formats.

Prerequisite: GRD290

**GRD395 Corporate Identity Design** 4

Students research and analyze corporate identity visual communications for graphic design marketing and complete multi-faced corporate identity graphic design promotional projects.

Prerequisites: GRD320, GRD390

**GRD396 Information Design** 4

Designed to further develop the skills acquired in Corporate Identity Design. Data are structured and presented in creative graphic design projects.

Prerequisite: GRD234, GRD395

**GRD400 Print Production for Designers** 4

Covers procedures and techniques for successful printing of projects from planning to production. Explores the various print media format and color specifications from prepress production to finishing, and examines professional hard copy samples such as periodicals, posters, books, brochures and packaging.

Prerequisites: GRD320, GRD390

### **GRD410 Publication Design**

4

Students research and analyze graphic design in multi-page publications and create their own multi-page publication designs.

Prerequisite: GRD330, GRD395

### **GRD420 Communications Design III**

4

Designed to further develop and integrate the skills acquired in Communications Design II, Web Design III, and Information Design. Students research, develop, and present promotional graphic design materials for their target markets following client guidelines.

Prerequisites: GRD235, GRD396

### **GRD460 Packaging Design II**

4

Designed to further develop the skills acquired in Packaging Design I. Students research and develop design concepts for packaging as part of marketing campaigns, and develop prototype models and accompanying promotional graphic design marketing displays.

Prerequisites: GRD310, GRD360, GRD390

### **GRD480 Advanced Project**

4

Students utilize cumulative skills acquired in advanced course studies to work on an individual research project for their portfolio with the help of a faculty mentor. Course is taken in senior year.

Prerequisite: GRD420

### **GRD481 Portfolio**

2

Studio and critique workshop. Students edit, create, add, highlight, and refine projects to meet industry standards and promote individual graphic design skills

in their specialized area. Course is taken in senior year.

Prerequisite: GRD420

### **GRD483 Internship**

4

Provides a field-based internship experience, where students acquire career/professional skills within the graphic design industry. Course is taken in last quarter of study.

Prerequisites: GRD226 and prior approval

## **BUSINESS COURSES**

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

## **LIBERAL ARTS COURSES\***

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

**MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

**HUM180 Introduction to Drawing**

4

Offers students the opportunity to use drawing as a

means of exploring creativity. Students will learn techniques to portray objects, landscapes, figures, as well as personal interests. Course performance is assessed on growth not talent.

**HUM200 Arts in Contemporary Society** 4

Provides students with a comprehensive survey of new directions in the visual arts. Topics include key artists who helped shape perceptions of the world and themes and multiple forms of art, such as traditional studio art, video installations, and digital art.

Humanities Elective 4

Social Science Elective 4

Math/Science Elective 4

Foreign Language (2 Quarters) 8

General Education Core Humanities Elective 4

General Education Core Mathematics/Science Elective 4

General Education Core Social Science Elective 4

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*12 Liberal Arts credits must be at the 300/400 level.

**Program Statistics**





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## Interior Design

### Transform spaces into functional and aesthetic environments for living and working.

An interest in design and an attention to detail can develop into a professional career. Various degree programs focus on the creative and business aspects of Interior Design. Graduates are prepared with the technical skills and practical knowledge to enter the industry in a range of roles.

Benefit from:

- A curriculum that focuses on exploring design fundamentals, theory, visual communication, history, and color
- Hands-on experience with computer-aided design and other technology used in the design industry
- Degree programs that incorporate business fundamentals, including accounting, marketing, and management
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

### Degree Programs

- **A.A.S., Interior Design** ([/catalog\\_2013/catalog\\_2013\\_4571.htm](/catalog_2013/catalog_2013_4571.htm))
- **B.F.A., Interior Design** ([/catalog\\_2013/catalog\\_2013\\_4570.htm](/catalog_2013/catalog_2013_4570.htm))
- **B.S., Interior Design Management**  
([/catalog\\_2013/catalog\\_2013\\_4569.htm](/catalog_2013/catalog_2013_4569.htm))





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## A.A.S., Interior Design

- [A.A.S., Interior Design Course Requirements \(/catalog\\_2013/4757.htm\)](/catalog_2013/4757.htm)

*The following are A.A.S., Interior Design program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

INTERIOR DESIGN:

(<http://www.bls.gov/soc/2010/soc271020.htm>)

27-1025 Interior Designers, (<http://www.bls.gov/soc/2010/soc271025.htm>)

25-1031 Architecture Teachers, Postsecondary (<http://www.onetonline.org/link/summary/25-1031.00>)



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**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, 67% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$13,344.50
Private educational loans:	\$0
Institution Financing Plan:	\$94.98

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.

For the 2011-2012 award year, 28% of graduates from this program finished within this time.



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# Interior Design

## Associate in Applied Science Degree (A.A.S.)

### Course Requirements

**MAJOR COURSES** **Qtr. hrs. credit**

**INT100 Studio I: Architectural Visualization** 4

Students gain a solid foundation in basic drafting techniques through hands-on instruction in the proper use of drafting materials and tools. Topics include plan, elevation, section, and scale.

**INT110 Sketching and Rendering** 3

An introduction to the development of basic freehand sketches. Course emphasizes quick sketch techniques and rapid visualization. Students learn a variety of drawing media and rendering techniques for visually communicating design concepts.

**INT120 Studio II: Conceptual Design** 4

Introduces the principles and elements of design. Emphasis upon conceptual analysis and problem solution in two- and three-dimensional design. Students examine the psychological and cultural impact of form, space, and volume in making appropriate design decisions.

**INT130 Color and Composition** 3

Introduces principles of 2D composition with emphasis on color use and color theory to create effective graphic presentations/visual design communication. Students are introduced to traditional and digital media.

**INT150 CAD I** 4

Introduces AutoCAD as a drafting tool. Students learn to use CAD to create and edit plans, elevations, and section views of designs for use in design studies and presentations. Students also learn presentation styles, drawing organization, and other techniques used in professional practice.

Prerequisite: INT100

**INT160 Studio III: Space Planning** 4

Introduces space planning basics with an emphasis upon conceptual analysis. Students learn space planning and furniture arrangement from a functional and aesthetic viewpoint. Introduces major parameters of interior design including human factors, ADA, and universal design. Provides continued development of design theory.

Prerequisites: INT120, INT150

**INT170 History of Furniture and Interiors I** 4

Study of the history of architecture focusing on interiors, furniture, and decorative arts from ancient times through the 18th century. Emphasis on how the classical world influenced the major periods following it, including Gothic, Renaissance, Baroque, and Rococo.

**INT200 CAD II** 4

Provides students with more advanced commands used to create, modify, annotate, and print drawings to be used for presentation and production. Emphasizes skills and methods used in professional practice to create drawings that follow industry standards and encourages teamwork.

Prerequisite: INT150

**INT210 Perspective Drawing** 3

Students refine the techniques of constructing one-

and two-point perspective drawings. Emphasizes visualization techniques and rendering to enhance images.

Prerequisites: INT100, INT110

### **INT220 Studio IV: Lighting I**

4

Explores architectural lighting, including basic calculations and color-rendering theory. Covers fundamentals of electricity and the importance of psychology and lighting. Detailed reflected ceiling plans and lighting schedules as well as design and model making of a lighting fixture are included in the studio projects.

Prerequisite: INT160

### **INT230 Materials, Textiles, and Finishes**

4

Students learn the appropriate selection, application, and installation of materials and finishes used in the interior environment. Course emphasizes the basic materials, manufacturing, and specification processes and characteristics of goods specified by the interior designer.

Prerequisite: INT100

### **INT240 Studio V: Residential I**

4

Introduces the study of residential environments and the planning of interior spaces. Emphasizes the design process from initial client contact/programming through schematic and final design. Topics include space planning/presentation skills; review of human factors; and the physiologic, psychological, and social needs of clients and the public.

Prerequisites: INT200, INT220

### **INT260 Architectural Construction and Methods I**

4

Examines interior design and architectural systems. Topics include construction methods and materials with focus on the mixed masonry-wood structures. Explores foundation, floor, wall, and roof systems,

and covers site analysis, regulatory factors, and zoning ordinances.

Prerequisites: INT220, INT230

### **INT281 Career Management Seminar**

2

Explores career-development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection, and how to compile a professional design portfolio.

### **INT293 Internship**

4

Provides a field-based internship experience, where students acquire career/professional skills within the interior design industry.

Prerequisite: INT281

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## **BUSINESS COURSES**

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

---

## **LIBERAL ARTS COURSES**

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are

encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

General Education Core Humanities Elective

4

General Education Core Mathematics/Science Elective

4

General Education Core Social Science Elective

4

FREE ELECTIVES

3

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**90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

## Program Statistics





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## B.F.A., Interior Design

- [B.F.A., Interior Design Course Requirements \(/catalog\\_2013/4760.htm\)](/catalog_2013/4760.htm)

*The following are B.F.A., Interior Design program statistics for New Jersey. Students were able to start this program in 2011.*

### Peoplesoft Codes:

Click on the links for more information on jobs related to this program:

#### INTERIOR DESIGN:

- 17-3010 Drafters, (<http://www.bls.gov/soc/2010/soc173010.htm>)
- 17-3019 Drafters, All Other, (<http://www.bls.gov/soc/2010/soc173019.htm>)
- 25-4010 Archivists, Curators, and Museum Technicians, (<http://www.bls.gov/soc/2010/soc254010.htm>)
- 25-4011 Archivists, (<http://www.bls.gov/soc/2010/soc254011.htm>)
- 25-4012 Curators, (<http://www.bls.gov/soc/2010/soc254012.htm>)
- 27-1010 Artists and Related Workers, (<http://www.bls.gov/soc/2010/soc271010.htm>)
- 27-1011 Art Directors, (<http://www.bls.gov/soc/2010/soc271011.htm>)
- 27-1012 Craft Artists, (<http://www.bls.gov/soc/2010/soc271012.htm>)
- 27-1020 Designers, (<http://www.bls.gov/soc/2010/soc271020.htm>)
- 27-1025 Interior Designers, (<http://www.bls.gov/soc/2010/soc271025.htm>)
- 27-1026 Merchandise Displayers and Window Trimmers, (<http://www.bls.gov/soc/2010/soc271026.htm>)
- 27-1027 Set and Exhibit Designers, (<http://www.bls.gov/soc/2010/soc271027.htm>)
- 27-1029 Designers, All Other, (<http://www.bls.gov/soc/2010/soc271029.htm>)
- 41-1010 First-Line Supervisors of Sales Workers, (<http://www.bls.gov/soc/2010/soc411010.htm>)
- 41-2030 Retail Salespersons (<http://www.bls.gov/soc/2010/soc412030.htm>)



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### Cost

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition\)](http://berkeleycollege.edu/files_bc/Tuition)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

### Financing

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

### Success

**Q: How long will it take me to complete this program?**

**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.



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# Interior Design

## Bachelor of Fine Arts Degree (B.F.A.)

### Course Requirements

#### MAJOR COURSES

**Qtr. hrs. credit**

#### **INT100 Studio I: Architectural Visualization**

4

Students gain a solid foundation in basic drafting techniques through hands-on instruction in the proper use of drafting materials and tools. Topics include plan, elevation, section, and scale.

#### **INT110 Sketching and Rendering**

3

An introduction to the development of basic freehand sketches. Course emphasizes quick sketch techniques and rapid visualization. Students learn a variety of drawing media and rendering techniques for visually communicating design concepts.

#### **INT120 Studio II: Conceptual Design**

4

Introduces the principles and elements of design. Emphasis upon conceptual analysis and problem solution in two- and three-dimensional design. Students examine the psychological and cultural impact of form, space, and volume in making appropriate design decisions.

#### **INT130 Color and Composition**

3

Introduces principles of 2D composition with emphasis on color use and color theory to create effective graphic presentations/visual design communication. Students are introduced to traditional and digital media.

**INT150 CAD I**

4

Introduces AutoCAD as a drafting tool. Students learn to use CAD to create and edit plans, elevations, and section views of designs for use in design studies and presentations. Students also learn presentation styles, drawing organization, and other techniques used in professional practice.

Prerequisite: INT100

**INT160 Studio III: Space Planning**

4

Introduces space planning basics with an emphasis upon conceptual analysis. Students learn space planning and furniture arrangement from a functional and aesthetic viewpoint. Introduces major parameters of interior design including human factors, ADA, and universal design. Provides continued development of design theory.

Prerequisites: INT120, INT150

**INT170 History of Furniture and Interiors I**

4

Study of the history of architecture focusing on interiors, furniture, and decorative arts from ancient times through the 18th century. Emphasis on how the classical world influenced the major periods following it, including Gothic, Renaissance, Baroque, and Rococo.

**INT171 History of Furniture and Interiors II**

4

Study of the history of architecture focusing on interiors, furniture, and decorative arts from the mid-18th century through the present. Covers the evolution of modernism throughout Europe and the United States.

Prerequisite: INT170

**INT200 CAD II**

4

Provides students with more advanced commands used to create, modify, annotate, and print drawings to be used for presentation and production. Emphasizes skills and methods used in professional

practice to create drawings that follow industry standards and encourages teamwork.

Prerequisite: INT150

### **INT210 Perspective Drawing**

3

Students refine the techniques of constructing one- and two-point perspective drawings. Emphasizes visualization techniques and rendering to enhance images.

Prerequisites: INT100, INT110

### **INT220 Studio IV: Lighting I**

4

Explores architectural lighting, including basic calculations and color-rendering theory. Covers fundamentals of electricity and the importance of psychology and lighting. Detailed reflected ceiling plans and lighting schedules as well as design and model making of a lighting fixture are included in the studio projects.

Prerequisite: INT160

### **INT230 Materials, Textiles, and Finishes**

4

Students learn the appropriate selection, application, and installation of materials and finishes used in the interior environment. Course emphasizes the basic materials, manufacturing, and specification processes and characteristics of goods specified by the interior designer.

Prerequisite: INT100

### **INT240 Studio V: Residential I**

4

Introduces the study of residential environments and the planning of interior spaces. Emphasizes the design process from initial client contact/programming through schematic and final design. Topics include space planning/presentation skills; review of human factors; and the physiologic, psychological, and social needs of clients and the public.

Prerequisites: INT200, INT220

**INT250 Studio VI: Commercial I**

4

An introduction to commercial design and its specialized requirements for interior planning. Emphasizes space planning, codes and regulations, conceptual analysis, and problem solution.

Prerequisite: INT240

**INT260 Architectural Construction and Methods I**

4

Examines interior design and architectural systems. Topics include construction methods and materials with focus on the mixed masonry-wood structures. Explores foundation, floor, wall, and roof systems, and covers site analysis, regulatory factors, and zoning ordinances.

Prerequisites: INT220, INT230

**INT281 Career Management Seminar**

2

Explores career-development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection, and how to compile a professional design portfolio.

**INT300 Studio VII: Residential II**

4

Develops advanced residential design concepts and skills with emphasis placed upon historical precedents, functionalism, energy efficiency, space planning, materials, and the latest technology in equipment and fixtures.

Prerequisite: INT250

**INT310 Building Codes and Regulations**

4

Provides students with an overall understanding of codes, standards, and federal regulations with an

emphasis on interior projects. Utilizes real-life design examples to explain how specific codes and standards apply to a variety of building and project types.

Prerequisite: INT260

### **INT320 CAD III: 3-Dimensional Visualizat**

4

Students use AutoCAD and other software packages in the creation, manipulation, and rendering of 3-dimensional views of interior spaces. Students will learn to represent materials and lights and to manipulate views to develop striking renderings of their design solutions.

Prerequisite: INT200

### **INT330 Studio VIII: Commercial II**

4

Provides further study and analysis of retail/store planning design and hospitality spaces. Focuses on problem identification, research, programming, preliminary design, and design development. Examines relevant codes and regulations and sustainable impact.

Prerequisite: INT300

### **INT340 Sustainable Design**

4

Introduces principles and concepts of sustainability in the design process. Provides an understanding of LEED certification and rating system with emphasis upon interiors. Examines methods to determine the appropriateness of construction and finish materials for sustainable interiors.

Prerequisites: INT230, INT260

### **INT350 Architectural Construction and Methods II**

4

Advanced study of construction systems and methods with more detailed analysis of such topics as mechanical and electrical systems, moisture and thermal protection, and vertical circulation as it relates to interior design.

Prerequisite: INT260, Corequisite: INT340

### **INT360 Studio IX: Lighting II**

4

Expands on the knowledge and skills obtained in Lighting I. Focus on advanced illumination and photometrics. Studio projects will continue to expand on complex commercial lighting designs, including fixture creations and model making.

Prerequisite: INT330

### **INT370 CAD IV: Working Drawings**

4

Students learn to create industry standard construction drawings used by the trade to build and renovate spaces. Symbols, graphic notations, sections, details, and schedules are taught to be used in the proper representation of their designs as legal documents for construction.

Prerequisites: INT310, INT320

### **INT400 Studio X: Commercial III**

4

Studies design of large scale institutional public spaces (cultural centers, government, transportation) and other complex building types. Explores solutions to environmental, interior, and architectural problems based upon research, space analysis, and planning. Comprehensive program analysis with emphasis upon cultural, behavioral, and quality-of-life issues.

Prerequisite: INT360

### **INT410 Furniture Design**

3

Focuses on the design concepts, functionality, materials, and construction documents to build furniture. The creative process of furniture design is covered through the studio projects assigned. Anthropometric and ergonomics are covered in depth.

Prerequisites: INT300, INT320

### **INT420 Studio XI: Capstone Project I-Program**

2



Preparatory course for INT460, Capstone Project II-Design. Provides instruction in individual capstone design program development including project and site selection.

Prerequisite: INT400

### **INT430 Professional Practice**

4

Provides students with an introduction to the practices of the interior design profession, with special emphasis on professional ethics, contracts, design fees, budgets, project management, marketing, and client/contractor/designer/trade relationships.

Prerequisite: INT250

### **INT450 Special Topics in the History of Architecture**

4

Focuses in depth on a particular period in history with a detailed study of the social, economical, political, and religious aspects that influenced the designer in that period. Periods studied include Classical, Florentine Renaissance, Baroque, Rococo, Victorian, and 20th century.

Prerequisite: INT171

### **INT460 Studio XII: Capstone Project II-Design**

4

Students research and design an in-depth interiors project featuring residential and/or commercial design. Students apply all the skills and knowledge developed through their course of study in interior design.

Prerequisite: INT420

### **INT483 Internship**

4

Provides a field-based internship experience, where students acquire career/professional skills within the interior design industry.

Prerequisite: INT281

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**BUSINESS COURSES****CIS115 Computer Applications** 4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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**LIBERAL ARTS COURSES\*****ENG105 Expository Writing** 4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature** 4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking** 4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**HUM200 Arts in Contemporary Society** 4

Provides students with a comprehensive survey of new directions in the visual arts. Topics include key artists who helped shape perceptions of the world and themes and multiple forms of art, such as traditional studio art, video installations, and digital art.

**MAT211 College Algebra** 4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

**MAT215 Statistics I** 4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

**SOC225 Psychology** 4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Elective 4

Mathematics/Science Elective 4

Social Science Elective 4

Foreign Language	8
General Education Core Humanities Elective	4
General Education Core Mathematics/Science Elective	4
General Education Core Social Science Elective	4

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#### 180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*12 Liberal Arts credits must be at the 300/400 level.

#### Program Statistics



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# B.S., Interior Design Management

- **B.S., Interior Design Management Course Requirements**  
(/catalog\_2013/4763.htm)

*The following are B.S., Interior Design Management program statistics for New Jersey in 2011-2012.*



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Click on the links for more information on jobs related to this program:

**INTERIOR DESIGN:**

- 17-3010 Drafters, (<http://www.bls.gov/soc/2010/soc173010.htm>)
- 17-3019 Drafters, All Other, (<http://www.bls.gov/soc/2010/soc173019.htm>)
- 25-4010 Archivists, Curators, and Museum Technicians, (<http://www.bls.gov/soc/2010/soc254010.htm>)
- 25-4011 Archivists, (<http://www.bls.gov/soc/2010/soc254011.htm>)
- 25-4012 Curators, (<http://www.bls.gov/soc/2010/soc254012.htm>)
- 27-1010 Artists and Related Workers, (<http://www.bls.gov/soc/2010/soc271010.htm>)
- 27-1011 Art Directors, (<http://www.bls.gov/soc/2010/soc271011.htm>)
- 27-1012 Craft Artists, (<http://www.bls.gov/soc/2010/soc271012.htm>)
- 27-1020 Designers, (<http://www.bls.gov/soc/2010/soc271020.htm>)
- 27-1025 Interior Designers, (<http://www.bls.gov/soc/2010/soc271025.htm>)
- 27-1026 Merchandise Displayers and Window Trimmers, (<http://www.bls.gov/soc/2010/soc271026.htm>)
- 27-1027 Set and Exhibit Designers, (<http://www.bls.gov/soc/2010/soc271027.htm>)
- 27-1029 Designers, All Other, (<http://www.bls.gov/soc/2010/soc271029.htm>)
- 41-1010 First-Line Supervisors of Sales Workers, (<http://www.bls.gov/soc/2010/soc411010.htm>)
- 41-2030 Retail Salespersons (<http://www.bls.gov/soc/2010/soc412030.htm>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 91% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$24,142.00
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**

**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 92% of graduates from this program finished within this time.



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## Interior Design Management Bachelor of Science Degree (B.S.)

### Course Requirements

#### MAJOR COURSES

Qtr. hrs. credit

#### INT100 Studio I: Architectural Visualization

4

Students gain a solid foundation in basic drafting techniques through hands-on instruction in the proper use of drafting materials and tools. Topics include plan, elevation, section, and scale.

#### INT110 Sketching and Rendering

3

An introduction to the development of basic freehand sketches. Course emphasizes quick sketch techniques and rapid visualization. Students learn a variety of drawing media and rendering techniques for visually communicating design concepts.

#### INT120 Studio II: Conceptual Design

4

Introduces the principles and elements of design. Emphasis upon conceptual analysis and problem solution in two- and three-dimensional design. Students examine the psychological and cultural impact of form, space, and volume in making appropriate design decisions.

#### INT130 Color and Composition

3

Introduces principles of 2D composition with emphasis on color use and color theory to create effective graphic presentations/visual design communication. Students are introduced to traditional and digital media.

#### INT150 CAD I

4

Introduces AutoCAD as a drafting tool. Students learn to use CAD to create and edit plans, elevations, and section views of designs for use in design

studies and presentations. Students also learn presentation styles, drawing organization, and other techniques used in professional practice.

Prerequisite: INT100

### **INT160 Studio III: Space Planning**

4

Introduces space planning basics with an emphasis upon conceptual analysis. Students learn space planning and furniture arrangement from a functional and aesthetic viewpoint. Introduces major parameters of interior design including human factors, ADA, and universal design. Provides continued development of design theory.

Prerequisites: INT120, INT150

### **INT170 History of Furniture and Interiors I**

4

Study of the history of architecture focusing on interiors, furniture, and decorative arts from ancient times through the 18th century. Emphasis on how the classical world influenced the major periods following it, including Gothic, Renaissance, Baroque, and Rococo.

### **INT171 History of Furniture and Interiors II**

4

Study of the history of architecture focusing on interiors, furniture, and decorative arts from the mid-18th century through the present. Covers the evolution of modernism throughout Europe and the United States.

Prerequisite: INT170

### **INT200 CAD II**

4

Provides students with more advanced commands used to create, modify, annotate, and print drawings to be used for presentation and production. Emphasizes skills and methods used in professional practice to create drawings that follow industry standards and encourages teamwork.

Prerequisite: INT150

### **INT210 Perspective Drawing**

3

Students refine the techniques of constructing one- and two-point perspective drawings. Emphasizes



visualization techniques and rendering to enhance images.

Prerequisites: INT100, INT110

### **INT220 Studio IV: Lighting I**

4

Explores architectural lighting, including basic calculations and color-rendering theory. Covers fundamentals of electricity and the importance of psychology and lighting. Detailed reflected ceiling plans and lighting schedules as well as design and model making of a lighting fixture are included in the studio projects.

Prerequisite: INT160

### **INT230 Materials, Textiles, and Finishes**

4

Students learn the appropriate selection, application, and installation of materials and finishes used in the interior environment. Course emphasizes the basic materials, manufacturing, and specification processes and characteristics of goods specified by the interior designer.

Prerequisite: INT100

### **INT240 Studio V: Residential I**

4

Introduces the study of residential environments and the planning of interior spaces. Emphasizes the design process from initial client contact/programming through schematic and final design. Topics include space planning/presentation skills; review of human factors; and the physiologic, psychological, and social needs of clients and the public.

Prerequisites: INT200, INT220

### **INT260 Architectural Construction and Methods I**

4

Examines interior design and architectural systems. Topics include construction methods and materials with focus on the mixed masonry-wood structures. Explores foundation, floor, wall, and roof systems, and covers site analysis, regulatory factors, and zoning ordinances.

Prerequisites: INT220, INT230

**INT281 Career Management Seminar** 2

Explores career-development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection, and how to compile a professional design portfolio.

**INT483 Internship** 4

Provides a field-based internship experience, where students acquire career/professional skills within the interior design industry.

Prerequisite: INT281

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**BUSINESS COURSES****ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS255 Entrepreneurship** 4

Examines the conversion of ideas into successful business ventures. Topics include developing ideas for entrepreneurial ventures, testing the feasibility of ideas, evaluating the impact of business ownership on a person's lifestyle, preparing business plans, seeking expert advice, securing financing, and avoiding common pitfalls.

Prerequisite: BUS100

**MGT220 Principles of Management** 4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

### **MKT351 Public Relations**

4

Stresses the philosophical underpinning of public relations practices, including the importance of management and planning, ethics and research, communication, and public opinion. Explores practical applications, such as the emergence of video and the integration of public relations, marketing, and advertising into broader marketing communications campaigns.

Prerequisite: MKT220

### **MKT390 Market Research**

4

Provides an in-depth review of the marketing research function in a contemporary business environment. Students discuss the various methods employed to collect, evaluate, and interpret marketing information in order to make more effective marketing decisions.

Prerequisites: MAT215, MKT220

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

**LIBERAL ARTS COURSES\*****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

**MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

**SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

**SOC202 Microeconomics**

4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Humanities Electives

6

Mathematics/Science Electives

12

Social Science Electives

12

Liberal Arts Electives

12

General Education Core Humanities Elective

4

General Education Core Mathematics/Science Elective

4

General Education Core Social Science Elective

4

FREE ELECTIVES

3

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and

early evening so as not to interfere with internships.  
\*24 Liberal Arts credits must be at the 300/400 level.

### Program Statistics



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## Justice Studies - Criminal Justice

### Learn the skills to help make the world more secure.

Berkeley College's programs in Justice Studies - Criminal Justice provide students with a comprehensive foundation for a variety of careers in this important field. Students take courses that focus both on the technological and management skills required in the administration of justice.

Benefit from:

- A curriculum that examines the causes of crime, criminal law, the role of police, and forensic science
- Practical job preparation
- Exciting courses in specialized areas, such as Terrorism, Cyber Crime, Global Security, and Intelligence
- The opportunity to analyze emerging issues and focus studies in a single area such as policing or security
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

### Degree Programs

- **A.A.S., Justice Studies - Criminal Justice**  
([/catalog\\_2013/catalog\\_2013\\_4567.htm](/catalog_2013/catalog_2013_4567.htm))
- **B.S., Justice Studies - Criminal Justice**  
([/catalog\\_2013/catalog\\_2013\\_4566.htm](/catalog_2013/catalog_2013_4566.htm))
- **B.S., Justice Studies - Criminal Justice with a Minor in Information Technology Management** ([/catalog\\_2013/catalog\\_2013\\_7784.htm](/catalog_2013/catalog_2013_7784.htm))
- **B.S., Justice Studies - Criminal Justice with a Minor in Management** ([/catalog\\_2013/catalog\\_2013\\_7781.htm](/catalog_2013/catalog_2013_7781.htm))



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## A.A.S., Justice Studies - Criminal Justice

- **A.A.S., Justice Studies - Criminal Justice Course Requirements**  
(/catalog\_2013/4766.htm)

*The following are A.A.S., Justice Studies - Criminal Justice program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

**JUSTICE STUDIES:**

- 21-1093 Social and Human Service Assistants, (<http://www.bls.gov/soc/2010/soc211093.htm>)
- 21-1094 Community Health Workers, (<http://www.bls.gov/soc/2010/soc211094.htm>)
- 21-1099 Community and Social Service Specialists, All Other, (<http://www.bls.gov/soc/2010/soc211099.htm>)
- 23-2010 Paralegals and Legal Assistants, (<http://www.bls.gov/soc/2010/soc232010.htm>)
- 23-2011 Paralegals and Legal Assistants, (<http://www.bls.gov/soc/2010/soc232011.htm>)
- 23-2090 Miscellaneous Legal Support Workers, (<http://www.bls.gov/soc/2010/soc232090.htm>)
- 23-2090 Miscellaneous Legal Support Workers, (<http://www.bls.gov/soc/2010/soc232090.htm>)
- 23-2099 Legal Support Workers, All Other, (<http://www.bls.gov/soc/2010/soc232099.htm>)
- 23-2099 Legal Support Workers, All Other, (<http://www.bls.gov/soc/2010/soc232099.htm>)
- 33-1090 Miscellaneous First-Line Supervisors, Protective Service Workers, (<http://www.bls.gov/soc/2010/soc331090.htm>)
- 33-1099 First-Line Supervisors of Protective Service Workers, All Other, (<http://www.bls.gov/soc/2010/soc331099.htm>)
- 33-3011 Bailiffs, (<http://www.bls.gov/soc/2010/soc333011.htm>)
- 33-3040 Parking Enforcement Workers, (<http://www.bls.gov/soc/2010/soc333040.htm>)
- 33-3041 Parking Enforcement Workers, (<http://www.bls.gov/soc/2010/soc333041.htm>)
- 33-9020 Private Detectives and Investigators, (<http://www.bls.gov/soc/2010/soc339020.htm>)
- 33-9032 Security Guards, (<http://www.bls.gov/soc/2010/soc339032.htm>)
- 33-9090 Miscellaneous Protective Service Workers, (<http://www.bls.gov/soc/2010/soc339090.htm>)
- 33-9092 Lifeguards, Ski Patrol, and Other Recreational Protective Service, (<http://www.bls.gov/soc/2010/soc339092.htm>)
- 33-9093 Transportation Security Screeners (<http://www.bls.gov/soc/2010/soc339093.htm>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for

**Financing**

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 96% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$16,321.00
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**

**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.

For the 2011-2012 award year, 77% of graduates from this program finished within this time.



six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

Eligibility for some internships required to obtain a Berkeley College degree and employment opportunities in fields related to this program may require candidates to meet specific health requirements or pass criminal background checks prescribed by law. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in this program. Note that law enforcement jobs typically require the candidate to be physically and mentally fit and have a valid driver's license, a clean driving record, no felony criminal record, no domestic violence charges (felony or misdemeanor), no loan/credit card defaults, and the ability to be licensed (via your agency or department) to carry a firearm. A selection process involving qualifying examination and/or supplementary training may also be required. Job requirements for non-sworn personnel in criminal justice and related agencies vary.

### ***The following are A.A.S., Justice Studies - Criminal Justice program statistics for New York in 2011-2012.***

Click on the links for more information on jobs related to this program:

#### JUSTICE STUDIES:

- 21-1093 Social and Human Service Assistants, (<http://www.bls.gov/soc/2010/soc211093.htm>)
- 21-1094 Community Health Workers, (<http://www.bls.gov/soc/2010/soc211094.htm>)
- 21-1099 Community and Social Service Specialists, All Other, (<http://www.bls.gov/soc/2010/soc211099.htm>)
- 23-2010 Paralegals and Legal Assistants, (<http://www.bls.gov/soc/2010/soc232010.htm>)
- 23-2011 Paralegals and Legal Assistants, (<http://www.bls.gov/soc/2010/soc232011.htm>)
- 23-2090 Miscellaneous Legal Support Workers, (<http://www.bls.gov/soc/2010/soc232090.htm>)
- 23-2090 Miscellaneous Legal Support Workers, (<http://www.bls.gov/soc/2010/soc232090.htm>)
- 23-2099 Legal Support Workers, All Other, (<http://www.bls.gov/soc/2010/soc232099.htm>)
- 23-2099 Legal Support Workers, All Other, (<http://www.bls.gov/soc/2010/soc232099.htm>)
- 33-1090 Miscellaneous First-Line Supervisors, Protective Service Workers, (<http://www.bls.gov/soc/2010/soc331090.htm>)
- 33-1099 First-Line Supervisors of Protective Service Workers, All Other, (<http://www.bls.gov/soc/2010/soc331099.htm>)
- 33-3011 Bailiffs, (<http://www.bls.gov/soc/2010/soc333011.htm>)
- 33-3040 Parking Enforcement Workers, (<http://www.bls.gov/soc/2010/soc333040.htm>)
- 33-3041 Parking Enforcement Workers, (<http://www.bls.gov/soc/2010/soc333041.htm>)
- 33-9020 Private Detectives and Investigators, (<http://www.bls.gov/soc/2010/soc339020.htm>)
- 33-9032 Security Guards, (<http://www.bls.gov/soc/2010/soc339032.htm>)
- 33-9090 Miscellaneous Protective Service Workers, (<http://www.bls.gov/soc/2010/soc339090.htm>)
- 33-9092 Lifeguards, Ski Patrol, and Other Recreational Protective Service, (<http://www.bls.gov/soc/2010/soc339092.htm>)
- 33-9093 Transportation Security Screeners (<http://www.bls.gov/soc/2010/soc339093.htm>)

#### Cost

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](#))

#### Financing

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 86% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$20,655.00
Private educational loans:	\$0
Institution Financing Plan:	\$0

#### ess

**Q: How long will it take me to complete this**

([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

Succ

#### program?

#### A:

This 90-credit program is designed to be completed in six academic quarters over two calendar years.

For the 2011-2012 award year, 73% of graduates from this program finished within this time.

Eligibility for some internships required to obtain a Berkeley College degree and employment opportunities in fields related to this program may require candidates to meet specific health requirements or pass criminal background checks prescribed by law. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in this program. Note that law enforcement jobs typically require the candidate to be physically and mentally fit and have a valid driver's license, a clean driving record, no felony criminal record, no domestic violence charges (felony or misdemeanor), no loan/credit card defaults, and the ability to be licensed (via your agency or department) to carry a firearm. A selection process involving qualifying examination and/or supplementary training may also be required. Job requirements for non-sworn personnel in criminal justice and related agencies vary.



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# Justice Studies - Criminal Justice Associate in Applied Science Degree (A.A.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **JUS100 Introduction to Justice Studies**

4

An introduction to the major institutions of justice in society. Topics include justice in a free society, the police, courts, correctional services, the balance of individual rights and public order, law and public policy, and factors affecting the future of the justice system.

#### **JUS110 Communication Skills for Justice Professionals**

4

This course examines the nature and importance of communication within the criminal justice system. Students develop report writing skills and an understanding of the impact report writing has on the investigation and prosecution of crime, as well as on the administration of justice.

Prerequisite or Corequisite: JUS100

#### **JUS201 Criminal Procedure**

4

An introduction to the methods and body of rules by which criminal law functions in a free society. Topics include the collection and handling of evidence in a crime, police procedure in regard to search and seizure, emergency police searches, vehicle searches, confessions, and arrest and interrogation procedures.

Prerequisite: JUS100

**JUS205 Criminal Law**

4

An introduction to the study of criminal law. Students will learn about general categories of criminal law (felonies and misdemeanors) and the various defenses to criminal charges (alibi, justification, excuse, conspiracy, and legal insanity).

Prerequisite: JUS100

**JUS255 Computer Applications in Criminal Justice**

2

An introduction to the fundamental concepts underlying technology in criminal justice. Topics include the concepts of technology, tactical information, strategic information, the application of technology in criminal justice to improve operational efficiency and effectiveness, in order to implement community policing, situational crime prevention, and resource allocation.

Prerequisites: CIS115, JUS100

**JUS293 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226

**SOC218 Police and Society**

4

An introduction to the history and traditions of American policing. Examines the role of the police in advancing justice in a democratic society. Topics include law enforcement operations and strategies such as profiling, organizational structure, community affairs, the police use of force, and various major concerns in public policy.

**SOC220 Criminology**

4

An introduction to the various causes of crime in a free society. Considers factors such as free will,

biology, and other possible causes, such as DNA, nutrition, hormones, and subcultures of violence.

Justice Studies Elective

4

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## **BUSINESS COURSES**

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

### **CIS204 Database Management Systems**

2

Hands-on experience with well-known database management software applications, such as Microsoft Access. Topics include an introduction to database programming, multiple database files, query files, reports, and the planning, development, and implementation of database systems.

Prerequisite: CIS115

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**LIBERAL ARTS COURSES****ENG105 Expository Writing** 4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature** 4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking** 4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**HUM225 Ethics** 4

Introduction to the study of ethics and moral philosophy, including its historical development, the major figures within that history, and some of the ethical and moral issues that face us today. Introduces students to the ideas of great thinkers throughout history and encourages students' own thinking on various ethical and moral issues.

**SOC210 Sociology** 4

An introduction to the study of sociology. Examines the social institutions that shape and influence the behavior of the individual and groups in society, with emphasis on examining contemporary social problems. Topics include the foundation of the study of human social life, theories and methods of sociology, and basic sociological concepts.

**SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

**SCI230 Forensic Science**

4

An introduction to the application of science to law. Students are introduced to the field of forensic science through a hands-on approach to its applications to criminal investigations, with clear explanations of the techniques, abilities, and limitations of the modern crime laboratory and crime-scene analysis.

General Education Core Humanities Elective

4

General Education Core Social Science Elective

4

FREE ELECTIVES

8

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**90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

**Program Statistics**





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## B.S., Justice Studies - Criminal Justice

- [B.S., Justice Studies - Criminal Justice Course Requirements \(/catalog\\_2013/4769.htm\)](/catalog_2013/4769.htm)

*The following are B.S., Justice Studies - Criminal Justice program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

JUSTICE STUDIES:

**11-9199 Regulatory Affairs Managers, Compliance Managers, Investment Fund Managers, Security Managers and Loss Prevention Managers** (<http://www.onetonline.org/find/quick?s=11-9199>)

**25-1111 Criminal Justice and Law Enforcement Teachers, Postsecondary** (<http://www.onetonline.org/link/summary/25-1111.00>)

**33-1012 First-Line Supervisors of Police and Detectives** (<http://www.onetonline.org/link/summary/33-1012.00>)

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition\)](http://berkeleycollege.edu/files_bc/Tuition)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, 97% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$30,798.00
Private educational loans:	\$0
Institution Financing Plan:	\$0

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

For the 2011-2012 award year, 83% of graduates from this program finished within this time.

Eligibility for some internships required to obtain a Berkeley College degree and employment opportunities in fields related to this program may require candidates to meet specific health requirements or pass criminal background checks prescribed by law. Applicants for whom such requirements may be matters of concern are strongly advised to

contact an Admissions counselor prior to enrolling in this program. Note that law enforcement jobs typically require the candidate to be physically and mentally fit and have a valid driver's license, a clean driving record, no felony criminal record, no domestic violence charges (felony or misdemeanor), no loan/credit card defaults, and the ability to be licensed (via your agency or department) to carry a firearm. A selection process involving qualifying examination and/or supplementary training may also be required. Job requirements for non-sworn personnel in criminal justice and related agencies vary.

## **The following are B.S., Justice Studies - Criminal Justice program statistics for New York in 2011-2012.**

Click on the links for more information on jobs related to this program:

JUSTICE STUDIES:

**11-9199 Regulatory Affairs Managers, Compliance Managers, Investment Fund Managers, Security Managers and Loss Prevention Managers (<http://www.onetonline.org/find/quick?s=11-9199>)**

**25-1111 Criminal Justice and Law Enforcement Teachers, Postsecondary (<http://www.onetonline.org/link/summary/25-1111.00>)**

**33-1012 First-Line Supervisors of Police and Detectives (<http://www.onetonline.org/link/summary/33-1012.00>)**

<p><b>Cost</b></p> <p><b>Q: How much will this program cost me to complete?</b>  <b>A:</b> If you begin this program in 2013, your estimated total costs for the entire program are:</p> <table border="0"> <tbody> <tr> <td>Tuition and fees:</td> <td>\$96,000</td> </tr> <tr> <td>Books and supplies:</td> <td>\$3,820</td> </tr> <tr> <td>On-campus room &amp; board:</td> <td>Not required</td> </tr> </tbody> </table> <p><b>Q: What's included?</b>  <b>A:</b>            The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (<a href="http://berkeleycollege.edu/files_bc/Tuition">click here for terms and conditions (http://berkeleycollege.edu/files_bc/Tuition</a>)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).</p>	Tuition and fees:	\$96,000	Books and supplies:	\$3,820	On-campus room & board:	Not required	<p><b>Financing</b></p> <p><b>Q: What are my financing options to pay for the program?</b>  <b>A:</b>            In addition to any grant and scholarship aid for which they are eligible, 95% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:</p> <table border="0"> <tbody> <tr> <td>Federal loans:</td> <td>\$28,491.99</td> </tr> <tr> <td>Private educational loans:</td> <td>\$0</td> </tr> <tr> <td>Institution Financing Plan:</td> <td>\$0</td> </tr> </tbody> </table>	Federal loans:	\$28,491.99	Private educational loans:	\$0	Institution Financing Plan:	\$0
Tuition and fees:	\$96,000												
Books and supplies:	\$3,820												
On-campus room & board:	Not required												
Federal loans:	\$28,491.99												
Private educational loans:	\$0												
Institution Financing Plan:	\$0												
	<p><b>Success</b></p> <p><b>Q: How long will it take me to complete this program?</b>  <b>A:</b>            This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.</p> <p>For the 2011-2012 award year, 98% of graduates from this program finished within this time.</p>												

Eligibility for some internships required to obtain a Berkeley College degree and employment opportunities in fields related to this program may require candidates to meet specific health requirements or pass criminal background checks prescribed by law. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in this program. Note that law enforcement jobs typically require the candidate to be physically and mentally fit and have a valid driver's license, a clean driving record, no felony criminal record, no domestic violence charges (felony or misdemeanor), no loan/credit card defaults, and the ability to be licensed (via your agency or department) to carry a firearm. A selection process involving qualifying

examination and/or supplementary training may also be required. Job requirements for non-sworn personnel in criminal justice and related agencies vary.

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# Justice Studies - Criminal Justice Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

**Qtr. hrs. credit**

#### **JUS100 Introduction to Justice Studies**

4

An introduction to the major institutions of justice in society. Topics include justice in a free society, the police, courts, correctional services, the balance of individual rights and public order, law and public policy, and factors affecting the future of the justice system.

#### **JUS110 Communication Skills for Justice Professionals**

4

This course examines the nature and importance of communication within the criminal justice system. Students develop report writing skills and an understanding of the impact report writing has on the investigation and prosecution of crime, as well as on the administration of justice.

Prerequisite or Corequisite: JUS100

#### **JUS201 Criminal Procedure**

4

An introduction to the methods and body of rules by which criminal law functions in a free society. Topics include the collection and handling of evidence in a crime, police procedure in regard to search and seizure, emergency police searches, vehicle searches, confessions, and arrest and interrogation procedures.

Prerequisite: JUS100

#### **JUS205 Criminal Law**

4

An introduction to the study of criminal law. Students will learn about general categories of criminal law (felonies and misdemeanors) and the various defenses to criminal charges (alibi, justification, excuse, conspiracy, and legal insanity).

Prerequisite: JUS100

### **JUS255 Computer Applications in Criminal Justice**

2

An introduction to the fundamental concepts underlying technology in criminal justice. Topics include the concepts of technology, tactical information, strategic information, the application of technology in criminal justice to improve operational efficiency and effectiveness, in order to implement community policing, situational crime prevention, and resource allocation.

Prerequisites: CIS115, JUS100

### **JUS305 Justice and the Judiciary**

4

An introduction to the history, structure, and procedures of the state and federal judicial systems. Topics include the roles and responsibilities of the district attorney, defense attorney, bailiff, judge, jury, and expert witness in determining guilt or innocence. Pretrial activities are also discussed, such as grand jury, preliminary hearings, and pleas.

Prerequisite: JUS100

### **JUS307 Corrections, Probation, and Parole**

4

An introduction to the history and current state of corrections, probation, and parole in the United States. Topics include the roles of corrections, probation, and parole officers; different types of jails and prisons; restorative justice; community-based correctional models; and extra-institutional supervision of convicted offenders.

Prerequisite: JUS100

### **JUS406 Research Methods in Criminal Justice**

4

An examination of academic research with particular

attention to research designs, data collection, and sampling. This course will address the procedures and methods necessary to conduct a research study in criminal justice. Methodological problems and ethical issues will be considered in detail.

Prerequisite: JUS100

**JUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226

**SOC218 Police and Society**

4

An introduction to the history and traditions of American policing. Examines the role of the police in advancing justice in a democratic society. Topics include law enforcement operations and strategies such as profiling, organizational structure, community affairs, the police use of force, and various major concerns in public policy.

**SOC220 Criminology**

4

An introduction to the various causes of crime in a free society. Considers factors such as free will, biology, and other possible causes, such as DNA, nutrition, hormones, and subcultures of violence.

Justice Studies Electives\*

16

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**BUSINESS COURSES**

**BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

**CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

**CIS204 Database Management Systems**

2

Hands-on experience with well-known database management software applications, such as Microsoft Access. Topics include an introduction to database programming, multiple database files, query files, reports, and the planning, development, and implementation of database systems.

Prerequisite: CIS115

---

**LIBERAL ARTS COURSES\*\*****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**HUM225 Ethics**

4

Introduction to the study of ethics and moral philosophy, including its historical development, the major figures within that history, and some of the ethical and moral issues that face us today. Introduces students to the ideas of great thinkers throughout history and encourages students' own thinking on various ethical and moral issues.

**MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

**MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability,



frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SCI230 Forensic Science**

4

An introduction to the application of science to law. Students are introduced to the field of forensic science through a hands-on approach to its applications to criminal investigations, with clear explanations of the techniques, abilities, and limitations of the modern crime laboratory and crime-scene analysis.

### **SOC210 Sociology**

4

An introduction to the study of sociology. Examines the social institutions that shape and influence the behavior of the individual and groups in society, with emphasis on examining contemporary social problems. Topics include the foundation of the study of human social life, theories and methods of sociology, and basic sociological concepts.

### **SOC215 Political Science**

4

An introduction to contemporary political forces and political theory. Provides historical background on current political issues as institutions and stresses political tools for problem solving.

### **SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

### **SOC318 Drugs and Drug Policy**

4

Provides students with a comprehensive understanding of the misuse of legal and illegal

psychoactive drugs. Explores the different control policies regarding the enforcement of the use, sale, and manufacture of illegal drugs. Fosters awareness concerning the effects of drugs on users and the different dimensions in enforcing drug policy.

### **SOC320 Gender, Race, and Class**

4

Explores relationships between race, gender, and class. Examines reality in the determination of socioeconomic mobility and analyzes the perceived role of race and gender in American society.

### **SOC415 Global Social Change**

4

Explores global trends that have impacted all societies. Emphasizes developing nations experiencing extensive technological and social change. Students examine case studies which focus on ethnic separatist and religious fundamentalist movements that emerge as rapid modernization processes erode traditional belief systems.

### **SOC425 Abnormal Psychology**

4

Examines the criteria used to define abnormal behavior in specific cultural and historical contexts. Students gain an understanding of experiential and therapeutic responses to mental illness and a basic knowledge of the medical model as it applies to the diagnosis and treatment of psychological disorders.

Prerequisite: SOC225

Humanities Electives

8

Mathematics/Science Elective

4

Liberal Arts Electives

8

General Education Core Humanities Elective

4

General Education Core Mathematics/Science Elective

4

General Education Core Social Science Elective

4

## FREE ELECTIVES

22

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

**\*JUSTICE STUDIES ELECTIVES****Public Safety/Homeland Security Elective Cluster**

JUS230 Terrorism

JUS302 Homeland Security

JUS314 Introduction to Intelligence

JUS407 Global Security

**Information Technology and Criminal Justice Cluster**

JUS255 Computer Applications in Criminal Justice

JUS403 Cyber Crime

ITM100 Introduction to Information Technology

ITM210 Introduction to Database Management

\*\*24 Liberal Arts credits must be at the 300/400 level.

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## B.S., Justice Studies - Criminal Justice with a Minor in Information Technology Management

- [B.S., Justice Studies - Criminal Justice with a Minor in Information Technology Management Course Requirements \(/catalog\\_2013/7787.htm\)](/catalog_2013/7787.htm)



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*The following are B.S., Justice Studies - Criminal Justice with a Minor in Information Technology Management program statistics for New Jersey. Students were able to start this program in 2013.*

Click on the links for more information on jobs related to this program:

- JUSTICE STUDIES:
- [11-9199 Regulatory Affairs Managers, Compliance Managers, Investment Fund Managers, Security Managers and Loss Prevention Managers \(http://www.onetonline.org/find/quick?s=11-9199\)](http://www.onetonline.org/find/quick?s=11-9199)
  - [25-1111 Criminal Justice and Law Enforcement Teachers, Postsecondary \(http://www.onetonline.org/link/summary/25-1111.00\)](http://www.onetonline.org/link/summary/25-1111.00)
  - [33-1012 First-Line Supervisors of Police and Detectives \(http://www.onetonline.org/link/summary/33-1012.00\)](http://www.onetonline.org/link/summary/33-1012.00)

Cost

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains

Financing

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

Success

**Q: How long will it take me to complete this program?**

**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.

location (which has an additional estimated cost of \$37,800 for 12 quarters).

**The following are B.S., Justice Studies - Criminal Justice with a Minor in Information Technology Management program statistics for New York. Students were able to start this program in 2013.**

Click on the links for more information on jobs related to this program:

JUSTICE STUDIES:

**11-9199 Regulatory Affairs Managers, Compliance Managers, Investment Fund Managers, Security Managers and Loss Prevention Managers (<http://www.onetonline.org/find/quick?s=11-9199>)**

**25-1111 Criminal Justice and Law Enforcement Teachers, Postsecondary (<http://www.onetonline.org/link/summary/25-1111.00>)**

**33-1012 First-Line Supervisors of Police and Detectives (<http://www.onetonline.org/link/summary/33-1012.00>)**

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(\[http://berkeleycollege.edu/files\\\_bc/Tuition\]\(http://berkeleycollege.edu/files\_bc/Tuition\)\)](http://berkeleycollege.edu/files_bc/Tuition)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**

**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.



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# Justice Studies - Criminal Justice with a Minor in Information Technology Management Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES Qtr. hrs. credit

#### JUS100 Introduction to Justice Studies 4

An introduction to the major institutions of justice in society. Topics include justice in a free society, the police, courts, correctional services, the balance of individual rights and public order, law and public policy, and factors affecting the future of the justice system.

#### JUS110 Communication Skills for Justice Professionals 4

This course examines the nature and importance of communication within the criminal justice system. Students develop report writing skills and an understanding of the impact report writing has on the investigation and prosecution of crime, as well as on the administration of justice.

Prerequisite: JUS100

#### JUS201 Criminal Procedure 4

An introduction to the methods and body of rules by which criminal law functions in a free society. Topics include the collection and handling of evidence in a crime, police procedure in regard to search and seizure, emergency police searches, vehicle searches, confessions, and arrest and interrogation procedures.

Prerequisite: JUS100

**JUS205 Criminal Law**

4

An introduction to the study of criminal law. Students will learn about general categories of criminal law (felonies and misdemeanors) and the various defenses to criminal charges (alibi, justification, excuse, conspiracy, and legal insanity).

Prerequisite: JUS100

**JUS255 Computer Applications in Criminal Justice**

2

An introduction to the fundamental concepts underlying technology in criminal justice. Topics include the concepts of technology, tactical information, strategic information, the application of technology in criminal justice to improve operational efficiency and effectiveness in order to implement community policing, situational crime prevention, and resource allocation.

Prerequisites: CIS115, JUS100

**JUS305 Justice and the Judiciary**

4

An introduction to the history, structure, and procedures of the state and federal judicial systems. Topics include the roles and responsibilities of the district attorney, defense attorney, bailiff, judge, jury, and expert witness in determining guilt or innocence. Pretrial activities are also discussed, such as grand jury, preliminary hearings, and pleas.

Prerequisite: JUS100

**JUS307 Corrections, Probation, and Parole**

4

An introduction to the history and current state of corrections, probation, and parole in the United States. Topics include the roles of corrections, probation, and parole officers; different types of jails and prisons; restorative justice; community-based correctional models; and extra-institutional supervision of convicted offenders.

Prerequisite: JUS100



**JUS406 Research Methods in Criminal Justice**

4

An examination of academic research with particular attention to research designs, data collection, and sampling. This course will address the procedures and methods necessary to conduct a research study in criminal justice. Methodological problems and ethical issues will be considered in detail.

Prerequisite: JUS100

**JUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226

**SOC218 Police and Society**

4

An introduction to the history and traditions of American policing. Examines the role of the police in advancing justice in a democratic society. Topics include law enforcement operations and strategies such as profiling, organizational structure, community affairs, the police use of force, and various major concerns in public policy.

**SOC220 Criminology**

4

An introduction to the various causes of crime in a free society. Considers factors such as free will, biology, and other possible causes, such as DNA, nutrition, hormones, and subcultures of violence.

Justice Studies Electives

12

**BUSINESS COURSES****BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses

are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional ePortfolio.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

### **CIS204 Database Management Systems**

2

Hands-on experience with well-known database management software applications, such as Microsoft Access. Topics include an introduction to database programming, multiple database files, query files, reports, and the planning, development, and implementation of database systems.

Prerequisite: CIS115

### **ITM100 Introduction to Information Technology**

4

Explores fundamental technical issues pertaining to computers and information technology. Introduces hardware and software components of an information system, their mutual relationship, dependency, and historical evolution.

### **ITM200 Introduction to Networking**

4

Introduces underlying concepts of data communications, telecommunications, and networking. Emphasizes terminology and technologies in networking environments and provides a general overview of the field of networking.

### **ITM210 Introduction to Database Management**

4

Provides an overview of the skills and knowledge necessary for the development and management of relational database systems. Topics include database creation, modeling structures, physical and logical components, accessing techniques, and SQL. Concepts are explored through the use of MS Access.

### **ITM250 Information Technology and Law**

4

Explores legal and ethical issues that pertain to information technology management, such as digital property rights, data protection, identity protection, individual privacy, and systems integrity.

### **ITM310 Principles of Database Management**

4

Explores database terminology and concepts, logical system organization, data models, entity concepts, and data manipulation through SQL. Students are introduced to concepts of database security, networking, and database access.

Prerequisite: ITM210

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## **LIBERAL ARTS COURSES\***

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**HUM225 Ethics**

4

Introduction to the study of ethics and moral philosophy, including its historical development, the major figures within that history, and some of the ethical and moral issues that face us today. Introduces students to the ideas of great thinkers throughout history and encourages students' own thinking on various ethical and moral issues.

**MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian coordinate system, linear equations, absolute value, rational and exponential functions, systems of linear equations, and linear inequalities.

Prerequisite: CSK099 or placement

**MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency

distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SCI230 Forensic Science**

4

An introduction to the application of science to law. Students are introduced to the field of forensic science through a hands-on approach to its applications to criminal investigations, with clear explanations of the techniques, abilities, and limitations of the modern crime laboratory and crime-scene analysis.

### **SOC210 Introduction to Sociology**

4

Examines the social institutions that shape and influence the behavior of the individual and groups in society, with emphasis on examining contemporary social problems. Topics include the foundation of the study of human social life, theories and methods of sociology, and basic sociological concepts.

### **SOC215 Introduction to Political Science**

4

An overview of the American political system, the ideas that shaped it, and the conflicts that continue to redefine the relationship between people and political power.

### **SOC225 Introduction to Psychology**

4

Examines the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

### **SOC318 Drugs and Drug Policy**

4

Provides students with a comprehensive understanding of the misuse of legal and illegal psychoactive drugs. Explores the different control policies regarding the enforcement of the use, sale,

and manufacture of illegal drugs. Fosters awareness concerning the effects of drugs on users and the different dimensions in enforcing drug policy.

**SOC320 Gender, Race, and Class**

4

Explores relationships between race, gender, and class. Examines reality in the determination of socioeconomic mobility and analyzes the perceived role of race and gender in American society.

**SOC415 Global Social Change**

4

Explores global trends that have impacted all societies. Emphasizes developing nations experiencing extensive technological and social change. Students examine case studies which focus on ethnic separatist and religious fundamentalist movements that emerge as rapid modernization processes erode traditional belief systems.

**SOC425 Abnormal Psychology**

4

Examines the criteria used to define abnormal behavior in specific cultural and historical contexts. Students gain an understanding of experiential and therapeutic responses to mental illness and a basic knowledge of the medical model as it applies to the diagnosis and treatment of psychological disorders.

Prerequisite: SOC225

Humanities Electives

8

Mathematics/Science Elective

4

Liberal Arts Electives

8

General Education Core Humanities Elective

4

General Education Core Mathematics/Science Elective

4

General Education Core Social Science Elective

4

FREE ELECTIVES

6

180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*24 Liberal Arts credits must be at the 300/400 level.



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## B.S., Justice Studies - Criminal Justice with a Minor in Management

- [B.S., Justice Studies - Criminal Justice with a Minor in Management Course Requirements \(/catalog\\_2013/7783.htm\)](/catalog_2013/7783.htm)

*The following are B.S., Justice Studies - Criminal Justice with a Minor in Management program statistics for New Jersey. Students were able to start this program in 2013.*

Click on the links for more information on jobs related to this program:

**JUSTICE STUDIES:**

**11-9199 Regulatory Affairs Managers, Compliance Managers, Investment Fund Managers, Security Managers and Loss Prevention Managers** (<http://www.onetonline.org/find/quick?s=11-9199>)

**25-1111 Criminal Justice and Law Enforcement Teachers, Postsecondary** (<http://www.onetonline.org/link/summary/25-1111.00>)

**33-1012 First-Line Supervisors of Police and Detectives** (<http://www.onetonline.org/link/summary/33-1012.00>)



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Cost

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition\)](http://berkeleycollege.edu/files_bc/Tuition)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

Financing

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

Success

**Q: How long will it take me to complete this program?**  
**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.



**The following are B.S., Justice Studies - Criminal Justice with a Minor in Management program statistics for New York. Students were able to start this program in 2013.**

Click on the links for more information on jobs related to this program:

**JUSTICE STUDIES:**

**11-9199 Regulatory Affairs Managers, Compliance Managers, Investment Fund Managers, Security Managers and Loss Prevention Managers (<http://www.onetonline.org/find/quick?s=11-9199>)**

**25-1111 Criminal Justice and Law Enforcement Teachers, Postsecondary (<http://www.onetonline.org/link/summary/25-1111.00>)**

**33-1012 First-Line Supervisors of Police and Detectives (<http://www.onetonline.org/link/summary/33-1012.00>)**

**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(\[http://berkeleycollege.edu/files\\\_bc/Tuition\]\(http://berkeleycollege.edu/files\_bc/Tuition\)\)](http://berkeleycollege.edu/files_bc/Tuition)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.



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# Justice Studies - Criminal Justice with a Minor in Management Bachelor of Science Degree (B.S.)

## Course Requirements

### MAJOR COURSES

Qtr. hrs. credit

#### JUS100 Introduction to Justice Studies

4

An introduction to the major institutions of justice in society. Topics include justice in a free society, the police, courts, correctional services, the balance of individual rights and public order, law and public policy, and factors affecting the future of the justice system.

#### JUS110 Communication Skills for Justice Professionals

4

This course examines the nature and importance of communication within the criminal justice system. Students develop report writing skills and an understanding of the impact report writing has on the investigation and prosecution of crime, as well as on the administration of justice.

Prerequisite: JUS100

#### JUS201 Criminal Procedure

4

An introduction to the methods and body of rules by which criminal law functions in a free society. Topics include the collection and handling of evidence in a crime, police procedure in regard to search and seizure, emergency police searches, vehicle searches, confessions, and arrest and interrogation procedures.

Prerequisite: JUS100

**JUS205 Criminal Law**

4

An introduction to the study of criminal law. Students will learn about general categories of criminal law (felonies and misdemeanors) and the various defenses to criminal charges (alibi, justification, excuse, conspiracy, and legal insanity).

Prerequisite: JUS100

**JUS255 Computer Applications in Criminal Justice**

2

An introduction to the fundamental concepts underlying technology in criminal justice. Topics include the concepts of technology, tactical information, strategic information, the application of technology in criminal justice to improve operational efficiency and effectiveness in order to implement community policing, situational crime prevention, and resource allocation.

Prerequisites: CIS115, JUS100

**JUS305 Justice and the Judiciary**

4

An introduction to the history, structure, and procedures of the state and federal judicial systems. Topics include the roles and responsibilities of the district attorney, defense attorney, bailiff, judge, jury, and expert witness in determining guilt or innocence. Pretrial activities are also discussed, such as grand jury, preliminary hearings, and pleas.

Prerequisite: JUS100

**JUS307 Corrections, Probation, and Parole**

4

An introduction to the history and current state of corrections, probation, and parole in the United States. Topics include the roles of corrections, probation, and parole officers; different types of jails and prisons; restorative justice; community-based correctional models; and extra-institutional supervision of convicted offenders.

Prerequisite: JUS100

**JUS406 Research Methods in Criminal Justice**

4

An examination of academic research with particular attention to research designs, data collection, and sampling. This course will address the procedures and methods necessary to conduct a research study in criminal justice. Methodological problems and ethical issues will be considered in detail.

Prerequisite: JUS100

### **JUS483 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226

### **SOC218 Police and Society**

4

An introduction to the history and traditions of American policing. Examines the role of the police in advancing justice in a democratic society. Topics include law enforcement operations and strategies such as profiling, organizational structure, community affairs, the police use of force, and various major concerns in public policy.

### **SOC220 Criminology**

4

An introduction to the various causes of crime in a free society. Considers factors such as free will, biology, and other possible causes, such as DNA, nutrition, hormones, and subcultures of violence.

Justice Studies Electives

12

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## **BUSINESS COURSES**

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise

our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional ePortfolio.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

### **CIS204 Database Management Systems**

2

Hands-on experience with well-known database management software applications, such as Microsoft Access. Topics include an introduction to database programming, multiple database files, query files, reports, and the planning, development, and implementation of database systems.

Prerequisite: CIS115

### **MGT220 Principles of Management**

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **MGT225 Customer Service Management**

4

Provides an overview of customer relations from an integrated viewpoint with a focus on customer satisfaction. Includes the functional operations needed to optimize the total internal and external customer satisfaction experience.

Prerequisite: MGT220

### **MGT231 Organizational Behavior**

4

Examines organizational theory and development, corporate culture, factors facilitating or inhibiting organizational change, power, and politics. Students develop an understanding of how these components of organizational behavior may be directed in order to maximize organizational effectiveness.

Prerequisite: MGT220

### **MGT249 Human Resources Management**

4

Introduction to the strategic planning and implementation of human resources management. Topics include staffing, development, appraisal, and rewards.

Prerequisite: MGT220

### **MGT332 Operations Management**

4

Explores the production and operations management system from the perspective of its ability to enhance value. Topics include the issues of performance, cost, competition, and customer expectations.

Prerequisites: MAT215, MGT220

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## **LIBERAL ARTS COURSES\***

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are

encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **HUM225 Ethics**

4

Introduction to the study of ethics and moral philosophy, including its historical development, the major figures within that history, and some of the ethical and moral issues that face us today. Introduces students to the ideas of great thinkers throughout history and encourages students' own thinking on various ethical and moral issues.

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian coordinate system, linear equations, absolute value, rational and exponential functions, systems of linear equations, and linear inequalities.

Prerequisite: CSK099 or placement

### **MAT215 Statistics I**

4



An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **SCI230 Forensic Science**

4

An introduction to the application of science to law. Students are introduced to the field of forensic science through a hands-on approach to its applications to criminal investigations, with clear explanations of the techniques, abilities, and limitations of the modern crime laboratory and crime-scene analysis.

### **SOC210 Introduction to Sociology**

4

Examines the social institutions that shape and influence the behavior of the individual and groups in society, with emphasis on examining contemporary social problems. Topics include the foundation of the study of human social life, theories and methods of sociology, and basic sociological concepts.

### **SOC215 Introduction to Political Science**

4

An overview of the American political system, the ideas that shaped it, and the conflicts that continue to redefine the relationship between people and political power.

### **SOC225 Introduction to Psychology**

4

Examines the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

### **SOC318 Drugs and Drug Policy**

4

Provides students with a comprehensive understanding of the misuse of legal and illegal psychoactive drugs. Explores the different control policies regarding the enforcement of the use, sale, and manufacture of illegal drugs. Fosters awareness concerning the effects of drugs on users and the different dimensions in enforcing drug policy.

**SOC320 Gender, Race, and Class**

4

Explores relationships between race, gender, and class. Examines reality in the determination of socioeconomic mobility and analyzes the perceived role of race and gender in American society.

**SOC415 Global Social Change**

4

Explores global trends that have impacted all societies. Emphasizes developing nations experiencing extensive technological and social change. Students examine case studies which focus on ethnic separatist and religious fundamentalist movements that emerge as rapid modernization processes erode traditional belief systems.

**SOC425 Abnormal Psychology**

4

Examines the criteria used to define abnormal behavior in specific cultural and historical contexts. Students gain an understanding of experiential and therapeutic responses to mental illness and a basic knowledge of the medical model as it applies to the diagnosis and treatment of psychological disorders.

Prerequisite: SOC225

Humanities Electives

8

Mathematics/Science Elective

4

Liberal Arts Electives

8

General Education Core Humanities Elective

4

General Education Core Mathematics/Science Elective

4

General Education Core Social Science Elective	4
FREE ELECTIVES	6

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180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*24 Liberal Arts credits must be at the 300/400 level.



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## Legal Studies

### Learn the skills needed to enter legal support professions.

The Bachelor's and Associate's degree programs in Legal Studies give students a broad skill set with which to enter the exciting and competitive legal support professions. By developing your critical reasoning abilities as you improve your skills in communication, research, writing, and more, you may even open up additional future possibilities in law-related professions. Various tracks within the Bachelor's degree program allow students to concentrate on:

- Law firm administration
- Health and elder law
- The business of law

You will be prepared to perform law-related work under the supervision of a lawyer, such as analyzing legal issues; investigating and evaluating facts; preparing pleadings, contracts, forms, legal memoranda, and other documents; interviewing clients; assisting in case management; and executing other duties.

Benefit from:

- Preparation to work in legal areas such as business/corporate, real estate, family, criminal, and intellectual property law, as well as a variety of legal settings including small and large law firms, government and regulatory agencies, courts, and not-for-profit organizations.
- Faculty who are licensed attorneys offer firsthand knowledge and experience
- Hands-on experience with technology used in law firms
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

## Degree Programs

- **A.A.S., Legal Studies** ([/catalog\\_2013/catalog\\_2013\\_4642.htm](/catalog_2013/catalog_2013_4642.htm))
- **B.S., Legal Studies** ([/catalog\\_2013/catalog\\_2013\\_4643.htm](/catalog_2013/catalog_2013_4643.htm))



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## A.A.S., Legal Studies

- [A.A.S., Legal Studies Course Requirements \(/catalog\\_2013/4772.htm\)](/catalog_2013/4772.htm)

*The following are A.A.S., Legal Studies program statistics for New Jersey. Students were able to start this program in 2012.*

Click on the links for more information on jobs related to this program:

LEGAL STUDIES:

[23-2011 Paralegals and Legal Assistants \(http://www.onetonline.org/link/summary/23-2011.00\)](http://www.onetonline.org/link/summary/23-2011.00)

[23-2099 Legal Support Workers, All Other \(http://www.onetonline.org/link/summary/23-2099.00\)](http://www.onetonline.org/link/summary/23-2099.00)

[43-1011 First-Line Supervisors of Office and Administrative Support Workers \(http://www.onetonline.org/link/summary/43-1011.00\)](http://www.onetonline.org/link/summary/43-1011.00)

[43-6012 Legal Secretaries \(http://www.onetonline.org/link/summary/43-6012.00\)](http://www.onetonline.org/link/summary/43-6012.00)



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**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**A:**  
 The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition\)](http://berkeleycollege.edu/files_bc/Tuition)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:**  
 In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.  
  
 Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**  
**A:**  
 This 90-credit program is designed to be completed in six academic quarters over two calendar years.  
  
 Because this is a new program, there are no relevant statistics concerning program completion.

**The following are A.A.S., Legal Studies program statistics for New York. Students were able to start this program in 2013.**

Click on the links for more information on jobs related to this program:

LEGAL STUDIES:

**23-2011 Paralegals and Legal Assistants** (<http://www.onetonline.org/link/summary/23-2011.00>)

**23-2099 Legal Support Workers, All Other** (<http://www.onetonline.org/link/summary/23-2099.00>)

**43-1011 First-Line Supervisors of Office and Administrative Support Workers** (<http://www.onetonline.org/link/summary/43-1011.00>)

**43-6012 Legal Secretaries** (<http://www.onetonline.org/link/summary/43-6012.00>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**A:**

The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for

**terms and conditions**

([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

**Financing**

**Q: What are my financing options to pay for the program?**

**A:**

In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**

**A:**

This 90-credit program is designed to be completed in six academic quarters over two calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.



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# Legal Studies

## Associate in Applied Science Degree (A.A.S.)

### Course Requirements

#### MAJOR COURSES

Qtr. hrs. credit

#### LAW100 Introduction to Law and the American Legal System

4

Students will be introduced to the United States legal system. The structure and administration of the state and federal courts are examined as well as the function of the trial and appellate courts. The sources of law will be discussed, and procedural and substantive law distinguished. Students will be introduced to the legal principles of torts, contracts, criminal, civil, and property law.

#### LAW200 Legal Ethics and Professional Values

4

The course will introduce students to the defining ethical issues that lawyers and the legal community face in various practice settings. Topics will include access to justice; issues in the attorney-client relationship such as competence, confidentiality, and conflict of interest; and ethics in particular context, such as criminal practice, government, and corporate law.

Prerequisite: LAW100

#### LAW210 Legal Research

4

Students will locate and identify primary and secondary sources of law using traditional and computer-assisted research techniques, including Lexis, Westlaw, and the Internet. Students will use the databases to formulate searches, retrieve and display documents, and validate findings.

Prerequisite: LAW100

#### LAW220 Writing for Legal Professionals

4

Students will structure and draft legal case briefs, opinion letters, and memoranda of law in a logical, clear concise manner. The course will stress proper grammar, organization, legal citation, and ethical considerations in legal writing. The students will learn appropriate writing style and tone, adapting the style/tone based on purpose of document and audience. The students will learn the use of outlines and charts in preparing to write legal documents.

Prerequisites: LAW210, ENG106

### **LAW230 Civil Litigation**

4

Students will be introduced to the rules governing the civil litigation process in both the state and federal civil courts. Topics will include all aspects of civil litigation, including preparation of pleadings, discovery methods, motion practice, trial documents, and the appellate process.

Prerequisite: LAW100

### **BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

### **LAW293 Legal Studies Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226

Legal Studies Elective

4

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## **BUSINESS COURSES**

### **ACC110 Fundamentals of Accounting for Managers**

4

Covers basic financial accounting elements,



definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

### **BUS100 Business Organization and Management**

4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

---

## **LIBERAL ARTS COURSES**

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive

abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

Humanities Electives

4

Mathematics/Science Electives

4

Social Science Electives

4

General Education Core Humanities Elective

4

General Education Core Mathematics/Science Elective

4

General Education Core Social Science Elective

4

FREE ELECTIVES

4

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### 90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

Students must achieve a grade of C or better in each English Composition course to remain in the program.

## Program Statistics



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## B.S., Legal Studies

- [B.S., Legal Studies Course Requirements \(/catalog\\_2013/4775.htm\)](/catalog_2013/4775.htm)

*The following are B.S., Legal Studies program statistics for New Jersey. Students were able to start this program in 2012.*

**Peoplesoft Codes:**

Click on the links for more information on jobs related to this program:

LEGAL STUDIES:

23-2011 Paralegals and Legal Assistants (<http://www.onetonline.org/link/summary/23-2011.00>)

23-2099 Legal Support Workers, All Other (<http://www.onetonline.org/link/summary/23-2099.00>)

43-1011 First-Line Supervisors of Office and Administrative Support Workers (<http://www.onetonline.org/link/summary/43-1011.00>)

43-6012 Legal Secretaries (<http://www.onetonline.org/link/summary/43-6012.00>)



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**Cost**

**Q: How much will this program cost me to complete?**  
**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**  
**A:** The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**  
**A:** In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**  
**A:** This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.

**The following are B.S., Legal Studies program statistics for New York. Students were able to start this program in 2013.**

**Peoplesoft Codes:**

Click on the links for more information on jobs related to this program:

LEGAL STUDIES:

**23-2011 Paralegals and Legal Assistants** (<http://www.onetonline.org/link/summary/23-2011.00>)

**23-2099 Legal Support Workers, All Other** (<http://www.onetonline.org/link/summary/23-2099.00>)

**43-1011 First-Line Supervisors of Office and Administrative Support Workers** (<http://www.onetonline.org/link/summary/43-1011.00>)

**43-6012 Legal Secretaries** (<http://www.onetonline.org/link/summary/43-6012.00>)

**Cost**

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$96,000
Books and supplies:	\$3,820
On-campus room & board:	Not required

**Q: What's included?**

**A:**  
The cost is based on completion of the program within four years for a Bachelor's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Centre in Newark, NJ (which has an additional estimated cost of \$31,800 for 12 quarters) or housing at the White Plains location (which has an additional estimated cost of \$37,800 for 12 quarters).

**Financing**

**Q: What are my financing options to pay for the program?**

**A:**  
In addition to any grant and scholarship aid for which they are eligible, students may be eligible to borrow federal loans and private educational loans, and participate in institutional financing plans.

Because this is a new program, there are no relevant statistics concerning student loan debt.

**Success**

**Q: How long will it take me to complete this program?**

**A:**  
This 180-credit program is designed to be completed in 12 academic quarters over four calendar years.

Because this is a new program, there are no relevant statistics concerning program completion.





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# Legal Studies

## Bachelor of Science Degree (B.S.)

### Course Requirements

#### MAJOR COURSES

Qtr. hrs. credit

#### **LAW100 Introduction to Law and the American Legal System**

4

Students will be introduced to the United States legal system. The structure and administration of the state and federal courts are examined as well as the function of the trial and appellate courts. The sources of law will be discussed, and procedural and substantive law distinguished. Students will be introduced to the legal principles of torts, contracts, criminal, civil, and property law.

#### **LAW200 Legal Ethics and Professional Values**

4

The course will introduce students to the defining ethical issues that lawyers and the legal community face in various practice settings. Topics will include access to justice; issues in the attorney-client relationship such as competence, confidentiality, and conflict of interest; and ethics in particular context, such as criminal practice, government, and corporate law.

Prerequisite: LAW100

#### **LAW210 Legal Research**

4

Students will locate and identify primary and secondary sources of law using traditional and computer-assisted research techniques, including Lexis, Westlaw, and the Internet. Students will use the databases to formulate searches, retrieve and display documents, and validate findings.

Prerequisite: LAW100

**LAW220 Writing for Legal Professionals**

4

Students will structure and draft legal case briefs, opinion letters, and memoranda of law in a logical, clear concise manner. The course will stress proper grammar, organization, legal citation, and ethical considerations in legal writing. The students will learn appropriate writing style and tone, adapting the style/tone based on purpose of document and audience. The students will learn the use of outlines and charts in preparing to write legal documents.

Prerequisites: LAW210, ENG106

**LAW230 Civil Litigation**

4

Students will be introduced to the rules governing the civil litigation process in both the state and federal civil courts. Topics will include all aspects of civil litigation, including preparation of pleadings, discovery methods, motion practice, trial documents, and the appellate process.

Prerequisite: LAW100

**BUS231 Business Law I**

4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

**LAW310 Alternative Dispute Resolution**

4

This course will explore the field of Alternative Dispute Resolution (ADR) by exploring the various mechanisms utilized to resolve disputes, including mediation and arbitration, the advantages and disadvantages of utilizing ADR as opposed to litigation, as well as the types and subjects where ADR is commonly employed. Students will engage in role plays throughout the course to demonstrate their knowledge of the various ADR options.

Prerequisite: LAW100



**LAW410 Constitutional Law**

4

A survey of U.S. constitutional issues as primarily interpreted by the U.S. Supreme Court. Topics include: issues of government structure, including the powers of the three branches of government and checks and balances, separation of powers in the federal and state governments, as well as, individual liberties and civil rights, including First Amendment Freedom of Speech, Assembly and Religion and Equal Protection Clause.

Prerequisite: LAW100

**LAW420 Real Property Law**

4

This course will allow students to learn and explore fundamental topics related to the petition, ownership, and transfer of real property interest. Topics will include closings of residential property real estate financing, including mortgages and insurance, foreclosure, and short sales. Through a simulated real estate closing exercise, students will relate theory to practice and demonstrate their knowledge of the topics studied.

Prerequisite: LAW100

**LAW430 Advanced Legal Research, Writing, and Advocacy**

4

This course further develops and refines the research, analysis, citation, and writing skills introduced in Legal Research (LAW 210) and Writing for Legal Professionals (LAW 220) courses. Students will prepare either a complex trial brief or appellate brief and present oral argument.

Prerequisite: LAW220

**LAW483 Legal Studies Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226

Legal Studies Electives*	16
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## **BUSINESS COURSES**

<b>ACC110 Fundamentals of Accounting for Managers</b>	4
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Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

<b>BUS100 Business Organization and Management</b>	4
--	---

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

<b>BUS226 Career Management Seminar</b>	2
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Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

<b>CIS115 Computer Applications</b>	4
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An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

<b>CIS204 Database Management Systems</b>	2
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Hands-on experience with well-known database management software applications, such as Microsoft

Access. Topics include an introduction to database programming, multiple database files, query files, reports, and the planning, development, and implementation of database systems.

Prerequisite: CIS115

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## **LIBERAL ARTS COURSES\*\***

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### **MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational

and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT215 Statistics I**

4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **HUM225 Ethics**

4

Introduction to the study of ethics and moral philosophy, including its historical development, the major figures within that history, and some of the ethical and moral issues that face us today. Introduces students to the ideas of great thinkers throughout history and encourages students' own thinking on various ethical and moral issues.

### **HUM355 Social Justice Philosophies**

4

By exploring debates from the court rooms of ancient Athens to the streets of present-day America and the world, students will study philosophical ways of questioning how we live together and consider the practical significance and frequent resistance to new and revolutionary ideas.

### **HUM360 Law and the Humanities**

4

Examines the treatment of legal themes in literature, music, film and other visual arts as part of a broader consideration of the relationship between the humanities and the law. Students will explore the ways that the humanities utilize different perspectives and aesthetic styles in the discussion of such legal themes as morality, justice, equality and authority.

### **SOC215 Political Science**

4

An introduction to contemporary political forces and political theory. Provides historical background on current political issues as institutions and stresses political tools for problem solving.

**SOC231 Human Relations in the Workforce** 4

Students will develop the interpersonal skills known to be key ingredients for successful everyday interactions with coworkers, supervisors, and customers/clients at any work environment. Some major skill areas covered in the course include making a good impression with your employer, managing conflict with difficult coworkers, working on a team with diverse groups of people, providing exceptional service for customers/clients, and managing on-the-job stressors.

**SOC310 Intercultural Communication** 4

An introduction to the various cultural influences on communication. Emphasizes the obstacles and portals to effective communication. Students study the communication styles of different cultural groups and learn to apply cultural perspectives to their daily interactions in business and in their lives.

Humanities Electives 8

Mathematics/Science Electives 8

Social Science Electives 8

Liberal Arts Electives 12

General Education Core Humanities Elective 4

General Education Core Mathematics/Science Elective 4

General Education Core Social Science Elective 4

FREE ELECTIVES 12

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

**LEGAL STUDIES OPTIONS****Legal Administration Required Courses**

LAW260	Law Firm Communications and Technology	4
LAW330	Employment Law	4
LAW340	Law Firm Management and Administration	4
LAW460	Law Firm Financial Management	4

**Business Required Courses**

MGT220	Principles of Management	4
MGT346	Developing Managerial Competence	4
LAW330	Employment Law	4
LAW450	Intellectual Property Law	4

**Elder Care Law Required Courses**

LAW250	Wills, Trusts, and Estates	4
LAW320	Elder Care Law	4
LAW440	Contemporary Issues in Elder and Special Needs Law	4
HEA203	Legal and Ethical Issues in Health	4

Students must achieve a grade of C or better in each English Composition course to remain in the program.

\*8 Legal Studies elective credits must be at the 300/400 level.

\*\*12 Liberal Arts credits must be at the 300/400 level.

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## Paralegal Studies

### Lawyers depend on paralegals.

Paralegals perform law-related work under the supervision of a lawyer: analyze legal issues; investigate and evaluate facts; prepare pleadings, contracts, forms, legal memoranda, and other documents; interview clients; assist in case management; and perform other duties. Paralegals may not provide legal services directly to the public, but they are an important part of the legal process.

Benefit from:

- A program approved by the American Bar Association (ABA)
- The technical skills, general knowledge, and communication abilities necessary to be a successful legal assistant
- Preparation to work in legal areas such as business/corporate, real estate, family, criminal, environmental, and intellectual property law
- Faculty who are licensed attorneys offer firsthand knowledge and experience
- Hands-on experience with technology used in law firms
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments

### Degree Program

Program is only available to continuing students currently enrolled.

- **[A.A.S., Paralegal Studies \(/catalog\\_2013/catalog\\_2013\\_4564.htm\)](/catalog_2013/catalog_2013_4564.htm)**



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## A.A.S., Paralegal Studies

Program is only available to continuing students currently enrolled.

- [A.A.S., Paralegal Studies Course Requirements \(/catalog\\_2013/4778.htm\)](/catalog_2013/4778.htm)

*The following are A.A.S., Paralegal Studies program statistics for New Jersey in 2011-2012.*

Click on the links for more information on jobs related to this program:

PARALEGAL:

(<http://www.bls.gov/soc/2010/soc232010.htm>)

23-2011 Paralegals and Legal Assistants, (<http://www.bls.gov/soc/2010/soc232011.htm>)

23-2099 Legal Support Workers, All Other (<http://www.bls.gov/soc/2010/soc232099.htm>)

23-2093 Title Examiners, Abstractors, and Searchers (<http://www.onetonline.org/link/summary/23-2093.00>)

### Cost

**Q: How much will this program cost me to complete?**

**A:** If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

**Q: What's included?**

**A:** The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions \(http://berkeleycollege.edu/files\\_bc/Tuition\)](http://berkeleycollege.edu/files_bc/Tuition)). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

### Financing

**Q: What are my financing options to pay for the program?**

**A:** In addition to any grant and scholarship aid for which they are eligible, 100% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$16,623.00
Private educational loans:	\$0
Institution Financing Plan:	\$0

### Success

**Q: How long will it take me to complete this program?**

**A:** This 90-credit program is designed to be completed in six academic quarters over two calendar years.

For the 2011-2012 award year, 91% of graduates from this program finished within this time.



## The following are A.A.S., Paralegal Studies program statistics for New York in 2011-2012.

Click on the links for more information on jobs related to this program:

PARALEGAL:

(<http://www.bls.gov/soc/2010/soc232010.htm>)

23-2011 Paralegals and Legal Assistants, (<http://www.bls.gov/soc/2010/soc232011.htm>)

23-2099 Legal Support Workers, All Other (<http://www.bls.gov/soc/2010/soc232099.htm>)

23-2093 Title Examiners, Abstractors, and Searchers (<http://www.onetonline.org/link/summary/23-2093.00>)

### Cost

#### Q: How much will this program cost me to complete?

A: If you begin this program in 2013, your estimated total costs for the entire program are:

Tuition and fees:	\$46,800
Books and supplies:	\$1,910
On-campus room & board:	Not required

#### Q: What's included?

A:

The cost is based on completion of the program within two years for an Associate's degree (Note: Additional costs may be incurred due to individual circumstances such as specific course selections and remediation requirements). Berkeley College does offer a Tuition Freeze Program which may reduce overall tuition cost (click here for [terms and conditions](http://berkeleycollege.edu/files_bc/Tuition) ([http://berkeleycollege.edu/files\\_bc/Tuition](http://berkeleycollege.edu/files_bc/Tuition))). Program costs include tuition and fees plus the estimated cost of textbooks and supplies. Living expenses, such as room, board, and transportation, can vary considerably and are not included in the figures above. Berkeley College does not require students to live on campus. There is optional housing available to students at either the University Center in Newark, NJ (which has an additional estimated cost of \$15,300 for six quarters) or housing at the White Plains location (which has an additional estimated cost of \$18,300 for six quarters).

### Financing

#### Q: What are my financing options to pay for the program?

A:

In addition to any grant and scholarship aid for which they are eligible, 93% of graduates used loans to finance their education. For the 2011-2012 award year, the median debt for program graduates was:

Federal loans:	\$18,589.00
Private educational loans:	\$0
Institution Financing Plan:	\$0

### Success

#### Q: How long will it take me to complete this program?

A:

This 90-credit program is designed to be completed in six academic quarters over two calendar years.

For the 2011-2012 award year, 75% of graduates from this program finished within this time.



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# Paralegal Studies

## Associate in Applied Science Degree (A.A.S.)

### Course Requirements

#### MAJOR COURSES

**Qtr. hrs. credit**

#### **LEG105 Introduction to Paralegalism**

4

An introduction to the legal system and the legal process, particularly as it operates in the state and federal courts. Topics include ethical considerations; computer applications; research in law; and specific paralegal skills in law office management, interviewing, investigation, and advocacy.

#### **LEG120 Contracts and Uniform Commercial Code**

3

Examines contracts and the intricacies of the Uniform Commercial Code. Topics include private agreements; the roles of the parties and the court; the failure of performance and the rights and remedies of parties upon breach; express and implied warranties and disclaimers; and security agreements, commercial paper, and negotiability.

Prerequisite: LEG105

#### **LEG215 Computerized Legal Applications**

3

An introduction to office management programs, word processing for the law office, and practice-specific programs. Course provides an introduction to the Internet for legal use. Students also gain hands-on instruction in several software programs that are used in the legal environment.

Prerequisites: CIS115, LEG105

**LEG220 Torts** 4

An introduction to civil wrongs. Topics include negligence, intentional torts, strict liability, products liability, defamation, and toxic torts. Students will examine relevant statutes as well as case law regarding various areas of torts.

Prerequisite: LEG105

**LEG221 Litigation** 3

An introduction to litigation. Students learn the structure of the court system, the methods and procedures employed in litigation, and the various stages of litigation, such as trial preparation, rules of evidence, and trial and appeal procedures.

Prerequisite: LEG105

**LEG231 Legal Research and Writing** 3

Students locate and identify primary and secondary sources of law using traditional and computer-assisted research techniques. Includes structuring and drafting of legal case briefs and memoranda of law. Stresses various methods of computer-based legal and factual research with hands-on applications.

Prerequisites: ENG105, ENG106, LEG105

**LEG232 Advanced Legal Research and Writing** 3

Continuation of Legal Research and Writing.

Prerequisite: LEG231

**LEG235 LEXIS and WESTLAW** 1

An introduction to computerized legal research using LEXIS and WESTLAW. Topics include using the databases, formulating searches, retrieving and displaying documents, validating findings, and advanced research techniques.

Prerequisite: LEG105 or Corequisite: LEG231

**LEG292 Internship** 4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS225

Legal Electives 8

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**BUSINESS COURSES****ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS225 Career Management Seminar** 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-Portfolio.

**CIS115 Computer Applications** 4

An introduction to computer technology with an emphasis on applications. Students learn how to use

software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

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## **LIBERAL ARTS COURSES**

### **ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### **ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### **ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG105

### **SOC201 Macroeconomics**

4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

Prerequisite: MAT210 or MAT211

### **SOC225 Psychology**

4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

General Education Core Humanities Elective

4

General Education Core Mathematics/Science Elective

4

General Education Core Social Science Elective

4

FREE ELECTIVES

8

### **90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

Students must achieve a grade of C or better in each ENG105 and ENG106 to remain in the program.

Approved by the American Bar Association (ABA) in New Jersey through August 2013 and in New York through February 2014.

### **Program Statistics**



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## School of Liberal Arts

A liberal arts education is an important part of the Berkeley College curriculum. It adds value to the specialized, career-focused business or professional studies training received by students. Supportive instructors, chosen for their excellent academic credentials, offer courses in humanities, mathematics/science, social sciences, English, and foreign languages. The School of Liberal Arts helps students work toward professional and personal success by expanding their knowledge of related subjects and broadening their awareness of the world around them.



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## Course Descriptions

- **Larry L. Luing School of Business Courses**  
([/catalog\\_2013/catalog\\_2013\\_5527.htm](/catalog_2013/catalog_2013_5527.htm))
- **School of Health Studies Courses**  
([/catalog\\_2013/catalog\\_2013\\_7826.htm](/catalog_2013/catalog_2013_7826.htm))
- **School of Liberal Arts Courses** ([/catalog\\_2013/catalog\\_2013\\_5526.htm](/catalog_2013/catalog_2013_5526.htm))
- **School of Professional Studies Courses**  
([/catalog\\_2013/catalog\\_2013\\_5525.htm](/catalog_2013/catalog_2013_5525.htm))
- **Developmental Education Courses** ([/catalog\\_2013/4545.htm](/catalog_2013/4545.htm))

Enrollment in specific courses may be limited at the discretion of the College.

Course descriptions for students participating in the teach-out of Dover Business College programs are available [here](http://berkeleycollege.edu/files_bc/School_of_Health_Studies_Teach-Out_Catalog.pdf#page=30) ([http://berkeleycollege.edu/files\\_bc/School\\_of\\_Health\\_Studies\\_Teach-Out\\_Catalog.pdf#page=30](http://berkeleycollege.edu/files_bc/School_of_Health_Studies_Teach-Out_Catalog.pdf#page=30)) .





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## Larry L. Luing School of Business Courses

- [Accounting \(/catalog\\_2013/4547.htm\)](/catalog_2013/4547.htm)
- [Business Administration \(/catalog\\_2013/4546.htm\)](/catalog_2013/4546.htm)
- [Computer Information Systems \(/catalog\\_2013/4544.htm\)](/catalog_2013/4544.htm)
- [Fashion \(/catalog\\_2013/4542.htm\)](/catalog_2013/4542.htm)
- [Finance \(/catalog\\_2013/4541.htm\)](/catalog_2013/4541.htm)
- [Information Technology Management \(/catalog\\_2013/4538.htm\)](/catalog_2013/4538.htm)
- [International Business \(/catalog\\_2013/4536.htm\)](/catalog_2013/4536.htm)
- [Management \(/catalog\\_2013/4532.htm\)](/catalog_2013/4532.htm)
- [Marketing Communications \(/catalog\\_2013/4644.htm\)](/catalog_2013/4644.htm)



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## Accounting

### ACC110 Fundamentals of Accounting for Managers

**4 Credit Hours**

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

### ACC111 Financial Accounting I

**4 Credit Hours**

An introduction to the basic structure of accounting terminology and procedures. Students learn about recording and reporting functions, adjusting and closing entries, working papers, and the preparation of financial statements.

### ACC112 Financial Accounting II

**4 Credit Hours**

Covers the partnership and corporate form of a business organization. Students learn accounting principles for the valuation of merchandise inventory. Course also introduces the recording of plant assets, intangible assets, depreciation, current liabilities, and payroll by the accrual method.

Prerequisite: ACC111

### ACC113 Managerial Accounting

**4 Credit Hours**

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

### ACC201 Intermediate Accounting I

**4 Credit Hours**

Presents an in-depth study of accounting concepts, principles, and processes. Students examine the development and purpose of working papers, cost and revenue apportionments, and adjusting and reversing entries. Course places emphasis on contemporary accounting theory.

Prerequisite: ACC113

**ACC202 Intermediate Accounting II****4 Credit Hours**

A continuation of Intermediate Accounting I. The course gives special attention to classifications in the balance sheet. Students learn accounting for fixed assets, current and long-term liabilities, and stockholders' equity.

Prerequisite: ACC201

**ACC203 Intermediate Accounting III****4 Credit Hours**

Students will explore contemporary accounting topics as enumerated in FASB pronouncements. Topics include investments in marketable securities, income taxes, pensions, post-retirement benefits, leases, accounting changes, error analyses, and statements of cash flow.

Prerequisite: ACC202

**ACC240 Cost Accounting****4 Credit Hours**

Examines accounting procedures and concepts applicable to the distribution of costs of business enterprises. Emphasizes the determination of unit costs using job orders and process cost systems. Students study the valuation of expenses and distribution of overhead in order to facilitate the preparation of statements.

Prerequisites: ACC113, MAT212

**ACC255 Computer Applications in Accounting****2 Credit Hours**

Students use a major accounting software application to input data into books of original entry; maintain accounts receivable and payable, general ledger, payroll and charts of account; generate financial statements; and more. They also use a major spreadsheet application to analyze financial and accounting information and to generate and analyze reports.

Prerequisites: CIS115, ACC113

**ACC310 Advanced Accounting****4 Credit Hours**

Examines advanced theory and problem-solving for corporations and partnerships. Provides an analytical overview of the accounting problems associated with mergers and acquisitions. Students learn how to prepare and interpret financial reports with respect to the resultant combined corporate entities.

Prerequisite: ACC203

**ACC330 Government and Nonprofit Accounting****4 Credit Hours**

Focuses on the theory, concepts, and procedures of government and nonprofit accounting and financial reporting. Examines concepts, standards, and procedures applicable to state, local, and federal governments, hospitals, voluntary health and welfare organizations, and various nonprofit organizations.

Prerequisite: ACC203

**ACC351 Federal Taxation I****4 Credit Hours**

Course introduces the study of federal income tax, including the principles of income recognition, business and nonbusiness expense deductions, and the concept of capital gains and losses. Students prepare tax returns and supporting schedules.

Prerequisite: ACC203

**ACC352 Federal Taxation II****4 Credit Hours**

A continuation of ACC351. Course introduces the study of advanced income taxation. Provides particular emphasis on taxation of corporations, partnerships, and estates.

Prerequisite: ACC351

**ACC410 Auditing****4 Credit Hours**

Examines the role and function of the independent auditor. Provides analyses of court decisions and rulings by regulatory agencies. Students learn about the forces that have influenced the philosophy and conceptual foundations of auditing, the standards that guide the auditor, and the methodology used in conducting an audit.

Prerequisites: ACC310, MAT215

**ACC415 Forensic Accounting and Fraud Investigation****4 Credit Hours**

Covers basic forensic accounting principles, types of fraud, and methods to detect and investigate financial fraud in an organization. Provides students with a broad understanding of various types of fraud prevention and detection procedures.

Prerequisite: FIN301

**ACC425 Advanced Analysis of Financial Statements****4 Credit Hours**

Provides a broad understanding of and a practical approach to the use of financial statements to assess the financial viability of an organization. Students learn how to read and interpret financial statements from a user's perspective.

Prerequisite: ACC410



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## Business Administration

### **BUS100 Business Organization and Management**

**4 Credit Hours**

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

### **BUS226 Career Management Seminar**

**2 Credit Hours  
24 Clock Hours**

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional e-portfolio.

### **BUS231 Business Law I**

**4 Credit Hours**

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

### **BUS245 Business Ethics**

**4 Credit Hours**

Examines the principles of ethics with relation to business decision-making and business strategies. Students learn how to integrate ethical decision-making into organizational behavior, strategy, and the challenges posed by the globalization of business practices.

Prerequisite: BUS100 or Principles course within major

### **BUS250 Computer Applications in Business**

**2 Credit Hours**

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

**BUS255 Entrepreneurship****4 Credit Hours**

Examines the conversion of ideas into successful business ventures. Topics include developing ideas for entrepreneurial ventures, testing the feasibility of ideas, evaluating the impact of business ownership on a person's lifestyle, preparing business plans, seeking expert advice, securing financing, and avoiding common pitfalls.

Prerequisite: BUS100

**BUS260 Business in Technology Mediated Environments****4 Credit Hours**

An introduction to the ideas, decisions, policies, and practices facing organizations conducting business in technologically mediated environments. Topics include the various roles technology plays in business models, legal and social challenges, organizational requirements, financial expectations, and current business practices.

Prerequisite: BUS100

**BUS267 Management Information Systems****4 Credit Hours**

Course examines the technical, economic, and organizational impact of complex interdependent work systems. Topics include the analysis of short- and long-term information needs and the communication of these needs to technical specialists and higher management.

Prerequisite: BUS100

**BUS270 Special Topics in Business****4 Credit Hours**

Involves readings and discussions organized around selected topics in business. Topics will vary from quarter to quarter.

**BUS281 Project Management****4 Credit Hours**

Provides an overview of various project management knowledge areas. Topics include project integration, scope, quality, human resources, communications, risk, and procurement management. Students will use Microsoft Project software.

Prerequisite: BUS100

**BUS293 Internship****4 Credit Hours**

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

**BUS319 Money and Banking****4 Credit Hours**

Provides an overview of the relationship between the financial system and the level, growth, and stability of economic activity. Emphasizes the theory, structure, and regulation of financial markets and institutions. Students also examine the role of capital market yields as the mechanism that allocates savings and investments.

Prerequisites: FIN301, SOC201, SOC202

**BUS320 Entertainment Studies****4 Credit Hours**

An introduction to the various specialties within the entertainment industry. Students examine various strategies and relationships among entertainment products.

**BUS331 Business Law II****4 Credit Hours**

Provides an in-depth examination of the political, legal, ethical, and regulatory issues related to managerial decisions. Topics include commercial paper, real and personal property, creditors' rights and bankruptcy, agency, estate planning, and government regulations.

Prerequisite: BUS231

**BUS410 Business Research Methodology****4 Credit Hours**

Explores the processes and techniques of business research methods and their application to making effective and efficient decisions. Areas covered include defining a problem, selecting the method of research, ascertaining costs and benefits, and statistical tools and presentation.

Prerequisites: BUS100, MAT215

**BUS451 Business Strategy and Policy****4 Credit Hours**

An overview of the most recent theories and the current practices in strategic management. Examines the development and implementation of strategies in



various areas of business activity (finance, sourcing, production, human resource management, marketing, and international business).

Prerequisites: FIN301, IBS201, MGT220, MKT220

### **BUS483 Internship**

**4 Credit Hours**

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval



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## Computer Information Systems

### **CIS115 Computer Applications**

**4 Credit Hours**

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

### **CIS131 Fundamentals of Information Technology**

**4 Credit Hours**

Provides an overview of network concepts and terminology. Students learn about local and wide-area networks, the OSI model of networking, network protocols, transmission methods, physical and logical topologies, and network hardware.

### **CIS201 Advanced Spreadsheets**

**2 Credit Hours**

Students gain experience with spreadsheet applications, such as Microsoft Excel. Topics include building complex worksheets; importing and exporting data; using mathematical, financial, and statistical functions; developing macros; consolidating spreadsheets; creating templates; and utilizing "what if" analyses to make business decisions.

Prerequisite: CIS115

### **CIS204 Database Management Systems**

**2 Credit Hours**

Hands-on experience with well-known database management software applications, such as Microsoft Access. Topics include an introduction to database programming, multiple database files, query files, reports, and the planning, development, and implementation of database systems.

Prerequisite: CIS115

### **CIS212 Multimedia and Business Presentations**

**2 Credit Hours**

Focuses on enhancing business communications via the growing areas of electronic communication. Students learn to develop, design, and deliver oral presentations using multimedia and online data services. Practice sessions and videotape feedback provide additional insight into presentation style and

effectiveness.

Prerequisite: CIS115

### **CIS215 Administrative Technologies**

**2 Credit Hours**

Focuses on the integration of decision-making skills and administrative technologies to facilitate professional operations and enhance productivity. Topics include scheduling, event planning, records management, office procedures, and electronic communications and research.

### **CIS233 Web Design I**

**4 Credit Hours**

Incorporates typography and images into layout pages for the web environment. Through a case series of exercises, students are introduced to the concepts and applications of HTML5 and CSS.

### **CIS234 Web Design II**

**4 Credit Hours**

Designed to further develop the skills acquired in Web Design I. Students learn advanced code functions of HTML5 and CSS and are introduced to Dreamweaver software.

Prerequisite: CIS233

### **CIS235 Web Design III**

**4 Credit Hours**

Designed to further develop the skills acquired in Web Design II. Students use HTML5 and CSS to develop a website including multimedia, video, and audio elements.

Prerequisite: CIS234

### **CIS241 Graphic Development**

**3 Credit Hours**

Students learn to create elements for multimedia and the web, using software such as Adobe Photoshop. Topics include simple image conversions; creating and editing layers, splash screens, and transparent GIFs; adding text to images; image adjustment; and 3D effects and surfaces.

### **CIS270 Special Topics in Technology**

**3 Credit Hours**

Involves readings and discussions around various topics in technology. Topics

vary from quarter to quarter.



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## Fashion

### FAS101 Introduction to the Fashion Business

**4 Credit Hours**

Provides an overview of the fashion business. Students learn the types of fashion enterprises, merchandising practices, internal relationships, line development, and trends of the major sectors in the marketing of fashion products.

### FAS230 Fashion Textiles for Apparel and Home

**4 Credit Hours**

Provides a comprehensive overview of the textile industry. Students acquire basic knowledge of fibers, yarns, cloth construction, finishes, and embellishments necessary to determine quality and to make appropriate fabric choices for contemporary fashion apparel and home furnishings.

### FAS240 Visual Merchandising

**4 Credit Hours**

Examines the ways in which visual presentation is used in a variety of settings. Students learn color theory and principles of visual design and apply this knowledge in venues that include department and specialty stores, malls, and restaurants.

### FAS245 Merchandise Planning and Buying

**4 Credit Hours**

Provides an overview of modern inventory control systems and sales records. Topics include retail methods of inventory, operating statements, techniques of planning, and methods of figuring markups, markdowns, open-to-buy, and terms of sales.

### FAS250 Computer Applications in the Fashion Industry

**4 Credit Hours**

An introduction to the software management programs that are utilized in the fashion industry. Students learn underlying technology principles, which they apply in several software programs that fashion organizations use to remain competitive.

Prerequisites: CIS115, FAS245

**FAS256 Product Development****4 Credit Hours**

An introduction to the study of product development from concept to consumer. Students examine the merchandising process and apply strategies to turn the fashion/retail organization into a profitable business. Topics include the development of plans for stores, products, assortment, space, and allocation.

Prerequisites: CIS115, FAS250, MKT220

**FAS260 Fashion Forecasting****4 Credit Hours**

Provides an overview and analysis of current color, fiber, and fashion trends, as well as their impact upon sales forecasting. Students will research, analyze, and develop fashion forecasts related to specific seasons in the apparel industry.

Prerequisites: FAS101, FAS230, FAS240

**FAS270 Special Topics in Fashion****4 Credit Hours**

Involves readings and discussions organized around selected themes in fashion. Themes will vary each quarter.

**FAS304 Menswear Marketing****4 Credit Hours**

Examines successful marketing practices of menswear manufacturers in all categories of retail enterprises. Topics include demographics, line development, style, production, and distribution.

Prerequisite: FAS101

**FAS310 Fashion and the Media****4 Credit Hours**

An introduction to the history and development of the media as it relates to the fashion industry. Students examine and analyze the influences of various media sources on fashion makers. They also discuss trends and current programs in the media related to fashion advertisers and consumers.

**FAS312 Marketing Accessories, Home, and Cosmetics****4 Credit Hours**

An introduction to product information related to fashion accessories, home furnishings (carpets, linens, dinnerware, tableware, and lighting), and cosmetics. Students research merchandise classifications and present

comprehensive reports following current fashion trends in these classifications.

Prerequisite: FAS230

### **FAS318 Presentations in the Fashion Business**

**4 Credit Hours**

Students prepare weekly oral and written fashion presentations using PowerPoint and storyboards revolving around the business-to-business aspects of the fashion industry.

Prerequisites: ENG115, FAS245

### **FAS321 Art's Influence on Fashion**

**4 Credit Hours**

Examines fashion as a defining art form and analyzes how it influences current fashion collections. Topics include the study of major artists, decorative art movements, and relationship of art to contemporary apparel.

Prerequisite: FAS101

### **FAS327 The Great Fashion Designers**

**4 Credit Hours**

Examines the aesthetics of major fashion designers from the 19th to the 21st centuries through lecture and study of museum clothing collections. Students will gain knowledge of historic fashion influences with application to contemporary and future fashion apparel.

Prerequisite: FAS101

### **FAS335 Retail Management**

**4 Credit Hours**

Provides an in-depth analysis of the nature of distribution channels and their management. Topics include channel behavior; channel design; selection, motivation, and control of channel members; types of retailers; retailer marketing decisions; the future of retailing; and wholesaling.

Prerequisite: MKT220

### **FAS427 Operations Management in the Fashion Business**

**4 Credit Hours**

Examines the production and operations management system in the fashion industry from the perspective of its ability to enhance value. Course will explore the issues of performance, cost, competitive reactions, and customer expectations and emphasize current management topics, such as ethics, diversity, technology, and globalization.

Prerequisite: MGT220

**FAS470 Special Topics in Fashion**

**4 Credit Hours**

Involves readings and discussions organized around selected topics in fashion. Themes will vary each quarter.





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## Finance

### **FIN200 Introduction to Financial Services**

**4 Credit Hours**

An introduction to the world of financial services, including banking, insurance, and securities/brokerage. Topics include financial planning, treasury management, risk management, financial analysis, and securities investments.

Prerequisite: ACC110

### **FIN204 Financial Markets and Institutions**

**4 Credit Hours**

This course is designed to introduce students to the workings of financial markets and institutions. It will explore the role these markets and institutions play in the economy and their relationship to public policy issues.

Prerequisite: FIN200

### **FIN250 Computer Applications in Financial Services**

**2 Credit Hours**

An introduction to computer-based problem simulation in the world of financial services. Students learn how to use financial modeling and spreadsheets to solve real-world financial planning problems.

Prerequisites: FIN204, CIS115

### **FIN301 Principles of Finance I**

**4 Credit Hours**

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

### **FIN305 Principles of Financial Planning**

**4 Credit Hours**

Provides an in-depth analysis of the financial planning process. Topics include the CFP Board's Code of Ethics and Professional Responsibility, emergency fund planning, credit and debt management, financial institutions, educational funding, property tilting, and monetary settlement planning.

Prerequisites: FIN204, MAT212

### **FIN310 Insurance Planning**

**4 Credit Hours**

Students become familiar with the principles of risk management and insurance planning. Topics include risk exposure; property and casualty insurance; general business liability; and life, health, disability, and long-term care insurance.

Prerequisite: FIN305

### **FIN315 Investment Planning**

**4 Credit Hours**

Students learn the principles of constructing and managing investment vehicles in relation to client needs. Topics include an overview of investment vehicles, measures of investment risk and returns, portfolio management, asset pricing, leverage, and hedging options.

Prerequisite: FIN305

### **FIN400 Tax Planning**

**4 Credit Hours**

Students learn and analyze the principles of taxation. Topics include income tax fundamentals, trusts and estates, cost recovery, and charitable contributions.

Prerequisites: FIN310, FIN315

### **FIN405 Retirement Planning**

**4 Credit Hours**

Focuses on the effective planning, implementation, and monitoring of individual and business-sponsored retirement plans. Topics include retirement needs analysis, social security, Medicare, and distributions.

Prerequisite: FIN400

### **FIN410 Estate Planning**

**4 Credit Hours**

An introduction to the world of estate planning. Topics include property transfer at death, gifting strategies, incapacity planning, trusts, and charitable giving.

Prerequisite: FIN405

**FIN415 Principles of Finance II****4 Credit Hours**

Analysis of various advanced corporate finance concepts, including investment criteria, the use of techniques and tools such as net present value, internal rate of return, risk and return, cost of capital and long-term financial policy, and short-term financial planning and management.

Prerequisite: FIN301

**FIN420 Personal Financial Planning Capstone****4 Credit Hours**

This course will give students the skills necessary to construct a comprehensive personal financial plan based on client information. Students will develop plans that integrate all key areas of personal financial planning.

Prerequisites: FIN410



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## Information Technology Management

### **ITM100 Introduction to Information Technology**

**4 Credit Hours**

Explores fundamental technical issues pertaining to computers and information technology. Introduces hardware and software components of an information system, their mutual relationship, dependency, and historical evolution.

### **ITM200 Introduction to Networking**

**4 Credit Hours**

Introduces underlying concepts of data communications, telecommunications, and networking. Emphasizes terminology and technologies in networking environments and provides a general overview of the field of networking.

### **ITM210 Introduction to Database Management**

**4 Credit Hours**

Provides an overview of the skills and knowledge necessary for the development and management of relational database systems. Topics include database creation, modeling structures, physical and logical components, accessing techniques, and SQL. Concepts are explored through the use of MS Access.

### **ITM220 Introduction to Web Design and Graphics**

**4 Credit Hours**

Introduces students to concepts of website structure, basic web page layout using text and multimedia, content management, and user experience. Essentials of conceptual design of web pages and basic Internet topics are explored.

### **ITM230 Fundamentals of Object Oriented Programming**

**4 Credit Hours**

Provides an introduction to the principles of computer programming using a current programming language, such as Visual Basic, .NET, C++, or Java. Intended to be a beginning programming course focusing on basic principles of object-oriented design.

### **ITM240 Information Systems Analysis and Design**

**4 Credit Hours**

Covers the analysis, planning, and development of information systems. Explores the different phases and related activities of the system-development life cycle, and how system components should be implemented in solving business problems.

### **ITM250 Information Technology and Law**

**4 Credit Hours**

Explores legal and ethical issues that pertain to information technology management, such as digital property rights, data protection, identity protection, individual privacy, and systems integrity.

### **ITM300 Fundamentals of Network Security Management**

**4 Credit Hours**

Provides network administrators with the knowledge to design and implement an effective security strategy for networking environments. Covers network security design concepts utilizing anti-virus tools, security policies and practices, and setting up and securing a VPN. Examines network configurations, password management, security through hardware, software, firewalls, and packet filtering.

Prerequisite: ITM200

### **ITM301 Network Protocols and Techniques**

**4 Credit Hours**

Explores communications protocols used to connect the Internet and Intranet systems, such as TCP/IP, and other Internet protocols. Addresses concepts such as link layers, logical addressing (IP), physical Address Resolution Protocol (ARP), Reverse Address Resolution Protocol (RARP), Internet Control Message Protocol (ICMP), and Domain Name System (DNS), and topics related to transition, implementation, security, and mobility.

Prerequisite: ITM200

### **ITM302 Disaster Prevention and Recovery**

**4 Credit Hours**

Covers the analysis of computer incidents from an investigative standpoint. Applied topics include how to isolate systems, recover key files, conduct a live analysis, and address operating system specific issues and the logistics of recovery from data catastrophes or malware infection. This course will also examine methods for digital forensic investigation.

Prerequisite: ITM301

### **ITM310 Principles of Database Management**

**4 Credit Hours**

Explores database terminology and concepts, logical system organization, data models, entity concepts, and data manipulation through SQL. Students are introduced to concepts of database security, networking, and database access.

Prerequisite: ITM210

### **ITM311 Database Analysis and Design**

**4 Credit Hours**

Explores the process and methodology for database analysis and design. Topics include relational and hierarchical development, use of various database models, indexing, and database integrity. Through hands-on assignments and team projects, students understand how to translate business data requirements into database systems.

Prerequisite: ITM210

### **ITM312 Database Programming**

**4 Credit Hours**

Covers the principles of relational database programming using a case-based, problem-solving approach. The use of tables, queries, forms, reports, embedded SQL, dynamic SQL, and ODBC interfaces will be studied. Students learn the essentials of developing database applications, including the design, creation, and maintenance of databases.

Prerequisite: ITM311

### **ITM320 Fundamentals of Website Management**

**4 Credit Hours**

Introduces students to principles of website management, including techniques, strategies, hardware, and software necessary to operate and maintain a successful and secure website.

Prerequisite: ITM220

### **ITM321 Web Graphic Development**

**4 Credit Hours**

Explores web graphic development techniques including simple image conversions, creating and editing, layers, splash screens, transparent GIFs, adding text to images, image adjustment, and 3D effects and surfaces.

Prerequisite: ITM220

### **ITM322 Web Development and Animation**

**4 Credit Hours**

Explores creating dynamic websites. Students will be introduced to techniques such as working with tables and frames; objects and images; symbols and

instances; and adding animation image maps, rollovers, and animated GIFs. Character design, creation and motion, tweening, effects, and storyboarding will also be explored.

Prerequisite: ITM321

#### **ITM400 Intrusion Detection and Management**

**4 Credit Hours**

Explore standard intrusion methodologies and forensics, such as discovery, foot-printing, targeting, penetration, escalation of privileges, and maintaining access. Concepts concerning means for countering and prevention are investigated.

Prerequisite: ITM301

#### **ITM401 Network Monitoring and Documentation**

**4 Credit Hours**

Examines standard intrusion detection models and collects the full spectrum of data types needed to identify and validate intrusions on network infrastructures. Investigates typical network security monitoring hardware, tools, design, and deployment. Standard vulnerability packet analysis scenarios will provide an in-depth appreciation of monitoring corporate-level networking environments.

Prerequisite: ITM400

#### **ITM410 Database Information Security and Privacy**

**4 Credit Hours**

Develops the issues and challenges related to database and content security and identifies possible solutions. Examines database security methodologies for the control, protection, and access to the contents of a database, as well as the preservation of the integrity of the data.

Prerequisite: ITM311

#### **ITM411 Data Mining Techniques and Applications**

**4 Credit Hours**

Covers the principles, processes, and techniques employed by data mining for discovering the underlying relationships in large amounts of data. Topics covered include the data mining process, data preparation, and model development/validation, as well as a number of pattern recognition techniques. Techniques covered include the statistical pattern recognition and decision trees.

Prerequisites: ITM312, MAT216

**ITM420 Web Technologies****4 Credit Hours**

Covers applications for creating web pages using scripting language. Basic hypertext elements, including headings, titles, document body, paragraphs, lists, anchors, links, and meta tags, and graphic design enable students to work with documents and images for the creation of a website.

Prerequisite: ITM321

**ITM421 Web Services and Enterprise Application Integration****4 Credit Hours**

Covers web services and enterprise application technology. Topics include various approaches and architecture. Other technologies involve using web services as part of service-oriented architecture as a means of integration or using HTTP as a complete application protocol that defines the semantics for service behavior.

Prerequisite: ITM320

**ITM498 Capstone: Senior Project****6 Credit Hours**

Integrates the course work in students' major to help them learn the process and challenges of implementing a professional information technology project. Students will follow a structured project design process to plan, complete, document, and present their senior project. Students from different tracks get together in groups to implement a business plan. Upon completion of this course, the entire project will serve as part of each student's professional portfolio.

Prerequisite: Departmental approval





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## International Business

### **IBS201 International Business**

**4 Credit Hours**

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

### **IBS225 International Trade Policies and Practices**

**4 Credit Hours**

Examines the various international trade theories, policies, practices, and current controversies regarding national trade policies. Also explores the influences of the World Trade Organization and international trade agreements on government and corporate trade practices. Focuses on the operational aspects of conducting international trade.

Prerequisite: IBS201

### **IBS230 International Marketing**

**4 Credit Hours**

An introduction to the various concepts of marketing in an international setting. Addresses the global issues that challenge marketers. Topics include techniques for entering and exploiting international markets, the elements of an international marketing mix, and the cultural influences on marketing management and strategies.

Prerequisites: IBS201, MKT220

### **IBS240 International Management**

**4 Credit Hours**

An introduction to the various aspects of international management. Topics include the challenges of managing international organizations, the impact of culture on organizations, and the management of cultural diversity at home and abroad.

Prerequisites: IBS201, MGT220

### **IBS320 International Business Law**

**4 Credit Hours**

Students develop an understanding of the legal environment of global business. Students learn the current legal rules and regulations affecting international businesses and develop insights into new developments and trends that affect future transactions.

Prerequisites: BUS231, IBS201

### **IBS341 International Banking and Finance**

**4 Credit Hours**

Provides an introduction to international banking, financial markets, global government, and private financial institutions. Covers the financial functions that multinational corporations, government agencies, and other organizations use in their funding and investment activities.

Prerequisites: FIN301, IBS201

### **IBS342 Global Business Management**

**4 Credit Hours**

Students develop an understanding of the global challenges of the 21st century. Considers globalization within a historical, social, and political framework emphasizing the emergence of modernity.

Prerequisites: IBS201, MGT220

### **IBS344 Global Supply Chain Management and Logistics**

**4 Credit Hours**

Covers the organization, functions, and processes of a global purchasing department. Examines various global sourcing and logistical management topics.

Prerequisites: IBS201, MGT220

### **IBS345 Comparative International Management**

**4 Credit Hours**

Students gain an overview of how business is conducted in different regions of the world. Focuses on economic, cultural, and political influences affecting business operations. Explores business in various regions, such as Asia, Latin America, and Europe.

Prerequisite: IBS240

### **IBS405 International Business Simulation**

**4 Credit Hours**

Students move beyond theory to the application of business principles when placed in a variety of challenging workplace scenarios. By analyzing financials, internal and external environments, strategies, and operations of global

companies, students make decisions on which international markets to enter, strategies to grow the business, and how to combat global competitive pressure.

Prerequisites: IBS225, IBS240, IBS341

**IBS406 Model U.N. on International Trade and Business**

**4 Credit Hours**

Students step into the shoes of representatives from U.N. member states to debate current issues on the World Trade Organization's agenda. Students use a variety of communication and critical-thinking skills to represent the trade policies of a particular country.

Prerequisite: IBS240

Corequisite: IBS225

**IBS410 Export and Import Policies and Practices**

**4 Credit Hours**

An introduction to various procedural practices and methods of handling exports and imports. Topics include United States customs regulations and practices, tariff legislation and duties, marine and other insurance protection, and import and export documents applicable to specific countries.

Prerequisite: IBS225

**IBS415 Emerging Markets**

**4 Credit Hours**

Emphasizes business practices and characteristics of emerging markets. Provides students with the competencies required to develop and flourish business in newly industrialized and developing nations.

Prerequisite: IBS225

**IBS419 Multinational Corporate Management**

**4 Credit Hours**

An introduction to the globalization of markets and the challenges that multinational corporations face. Topics include the management of international objectives and strategies, multinational corporate structures, corporate skills for international operations, managerial communications, and operating policies of the multinational corporation.

Prerequisites: IBS240, IBS341

**IBS440 International Strategic Management**

**4 Credit Hours**

Integrates the concepts and practices of using the various functional areas of

business to build and consolidate a sustainable competitive advantage in the global arena. Examines the framework needed for the successful formulation of a corporate mission and global corporate strategies. Analyzes strategic problems unique to global business.

Prerequisites: IBS225, IBS240, IBS341

**IBS470 Special Topics in International Business**

**4 Credit Hours**

Involves readings and discussions organized around selected topics in international business. Topics will vary each quarter.



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## Management

### **MGT220 Principles of Management**

**4 Credit Hours**

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

### **MGT225 Customer Service Management**

**4 Credit Hours**

Provides an overview of customer relations from an integrated viewpoint with a focus on customer satisfaction. Includes the functional operations needed to optimize the total internal and external customer satisfaction experience.

Prerequisite: MGT220

### **MGT231 Organizational Behavior**

**4 Credit Hours**

Examines organizational theory and development, corporate culture, factors facilitating or inhibiting organizational change, power, and politics. Students develop an understanding of how these components of organizational behavior may be directed in order to maximize organizational effectiveness.

Prerequisite: MGT220

### **MGT249 Human Resources Management**

**4 Credit Hours**

Introduction to the strategic planning and implementation of human resources management. Topics include staffing, development, appraisal, and rewards.

Prerequisite: MGT220

### **MGT250 Not-For-Profit Management**

**4 Credit Hours**

An introduction to the theory and practice of management within various nonprofit organizations. Students will consider best practices in managing various components of nonprofit organizations. They examine the varying perspectives of nonprofit managers, volunteers, board members, policymakers, donors, and clients/customers.

Prerequisite: MGT220

### **MGT252 Introduction to Sports Management**

**4 Credit Hours**

Explores various principles and practices in sports management. Emphases are on career opportunities and strategies for general success for specific sports and in the field. Each student will research in depth at least one professional sport played in the United States or internationally.

Prerequisite: MGT220

**MGT253 Fundraising and Resource Development  
for Nonprofit Organizations**

**4 Credit Hours**

Focuses on the theory and practice of philanthropy. Students are exposed to various methods of resource acquisition through ethical fundraising practices and innovative income-producing approaches.

Prerequisite: MGT250

**MGT260 Environmental Management**

**4 Credit Hours**

An introduction to the role that business organizations play in the discourse surrounding the natural environment. Students learn about the various environmental concerns that are increasing from several directions and how corporations are being pressured to respond.

Prerequisite: MGT220

**MGT305 Managerial Decision Making**

**4 Credit Hours**

Analyzes the processes used by individuals, groups, and organizations to make effective and efficient business decisions. Includes the development of quantitative and qualitative skills to enhance managerial problem-solving approaches.

Prerequisite: MGT220

**MGT314 Organizational Theory and Development**

**4 Credit Hours**

Examines the various influential theories of organizations, such as Weber's theory of bureaucracy, open-systems theory, resource dependence, institutional theory, transaction-cost economics, and organizational ecology. Focuses on how contemporary managers structure and operate organizations to be effective in today's global environment.

Prerequisite: MGT220

**MGT316 Sustainable Enterprise Management**

**4 Credit Hours**

Integrates the concepts and practice of using the various functional areas of business to build and consolidate sustainable competitive advantage in the global arena, while minimizing harmful social and environmental impact. Focuses on enterprise planning for promoting social responsibility and ecological sustainability.

Prerequisite: MGT260

**MGT317 Environmental Regulations and Policy**

**4 Credit Hours**

Focuses on the impact of the regulatory environment on the business response to environmental issues. The response of the legal system to consumer and business attitudes and behavior is also investigated.

Prerequisite: MGT260

**MGT318 Environmental Ethics in Business**

**4 Credit Hours**

Examines the philosophical study of humans, businesses, and governments and their interactions with both other humans and the natural environment. Explores a global perspective on environmental ethical issues. Examines the fundamental questions related to the responsibility and accountability of businesses as stewards of the planet.

Prerequisite: MGT260

**MGT322 Financial Management of Nonprofit Organizations**

**4 Credit Hours**

Focuses on financial management practices relevant to the nonprofit sector including budgeting, financial analysis, financial controls, and managing risk. Governance issues including relations with governmental and private funding sources are examined.

Prerequisite: MGT250

**MGT323 Legal and Regulatory Compliance for Nonprofit Organizations**

**4 Credit Hours**

Examines various legal and regulatory issues that nonprofit organizations must manage. Topics such as legal formation, governance, reporting requirements, disclosure requirements, and fundraising are discussed.

Prerequisite: MGT250

**MGT332 Operations Management**

**4 Credit Hours**

Explores the production and operations management system from the perspective of its ability to enhance value. Topics include the issues of performance, cost, competition, and customer expectations.

Prerequisites: MAT215, MGT220

**MGT345 Managing with Information Systems**

**4 Credit Hours**

Explores and discusses the nature of information systems and how managers

can access and utilize company information systems. Students will learn the principles behind information and decision support systems and will examine individual, group, and executive-decision support systems.

Prerequisite: MGT220

### **MGT346 Developing Managerial Competence**

**4 Credit Hours**

An introduction to the theoretical and practical aspects of managing. Stresses a hands-on approach to improving a student's ability to manage people.

Prerequisite: MGT220

### **MGT347 Staffing**

**4 Credit Hours**

An introduction to the methods and practices related to recruitment, selection, and retention of employees. Explores the strategic role of staffing in modern business organizations. Students will learn various techniques for attracting and retaining human talent in an organization.

Prerequisite: MGT249

### **MGT348 Employee and Labor Relations**

**4 Credit Hours**

Examines the various legal aspects related to maintaining effective employee and employer relations. Students will explore the implications of various employment laws on employee and employer conduct and gain an understanding of labor-management relations through collective bargaining arrangements.

Prerequisite: MGT249

### **MGT349 Compensation and Benefits**

**4 Credit Hours**

An introduction to the role of compensation and benefits management in attracting and retaining talent in business organizations. Examines the theoretical and practical implications of various compensation models. Students will explore the rationale behind offering various benefit programs to employees.

Prerequisite: MGT249

### **MGT350 Small Business Management**

**4 Credit Hours**

Provides the information necessary to set up, operate, and control a small business. Examines the process of starting a new business venture or successfully maintaining an existing one. Students learn the essential skills and conceptual perspectives needed to bring ideas into fruition as successful enterprises.

Prerequisites: FIN301, MGT220, MKT220



**MGT351 Small Business Start-Up****4 Credit Hours**

Provides an overview of key factors entrepreneurs must consider in assessing a business opportunity, developing a plan, and preparing for start-up. Topics include feasibility analysis, concept testing, strategy development, and implementation. Students will be required to identify and assess business opportunities.

Prerequisites: FIN301, MGT220, MKT220

**MGT352 Managing the Family Enterprise****4 Credit Hours**

Focuses on key management issues that frequently arise in family-run businesses. Topics include legal issues related to ownership, planning and organizational structure, insurance, liability, and financial management.

Prerequisites: FIN301, MGT220, MKT220

**MGT353 Financing the Entrepreneurial Venture****4 Credit Hours**

An introduction to financial management for the small business. Topics include the assessment of capital requirements, financing sources, forecasting and cash flow, credit and collections, and record keeping and accounting.

Prerequisites: FIN301, MGT220, MKT220

**MGT355 Training and Development****4 Credit Hours**

A comprehensive, step-by-step approach to developing training programs based on a needs-centered model of training and performance improvement. Provides students with a background in learning theory and instructional design required to develop training programs.

Prerequisite: MGT249

**MGT420 Managing for Change****4 Credit Hours**

Integrates the concepts and techniques involved in implementing and managing a planned change process. Includes discussions and case studies on changing the way work is done, changing communication and influence patterns, and changing managerial strategy.

Prerequisite: MGT220

**MGT425 Management Simulation****4 Credit Hours**

These simulation exercises place students, often working in teams, in the position of managing a company. By analyzing a company's history, financial reports, and other information provided, students make decisions on hiring, forecasting, suppliers to use, costs, and marketing.

Prerequisites: FIN300, MGT220, MKT220

**MGT430 Leadership****4 Credit Hours**

Examines the leadership variables that affect the achievement of organizational goals. Topics include theories of leadership, power, and influence as they affect organizational behavior, team building, motivation, group dynamics, organizational communication processes, and change management. While this course is theory-based, it is also practice driven.

Prerequisite: MGT220

**MGT470 Special Topics in Management****4 Credit Hours**

Involves readings and discussions organized around a selected topic, which varies from quarter to quarter.



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## Marketing Communications

### **MKT220 Principles of Marketing**

**4 Credit Hours**

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.

### **MKT221 Sports and Events Marketing**

**4 Credit Hours**

Examines the application of marketing principles and processes to the sports industry. The role of marketing in analyzing, planning, implementing, and controlling programs and events is explored.

Prerequisite: MKT220

### **MKT222 Foundations of Market Research**

**4 Credit Hours**

Provides an in-depth review of the marketing research function in a contemporary business environment. The course will discuss the market research process, focus on secondary data, and introduce students to quantitative and qualitative primary data collection methods.

Prerequisites: MKT220, MAT215

### **MKT223 Digital and Social Media Strategy**

**4 Credit Hours**

Explores current and emerging forms of digital media, and how to leverage them to build brands and engage customers. Students will evaluate digital media against communication and marketing objectives and develop effective media plans.

Prerequisite: MKT220

### **MKT233 Integrated Marketing Communications**

**4 Credit Hours**

Provides an introduction to the concepts of integrated marketing communications. Examines the characteristics of the individual communications options and explores the benefits of their integration.

Prerequisite: MKT220

**MKT235 Business-to-Business Marketing****4 Credit Hours**

Focuses on the specialized nature of strategy development for businesses that market products to other firms. Topics include organizational buying behavior, B2B market segmentation, channel management, and relationship marketing.

Prerequisite: MKT220

**MKT241 Consumer Behavior****4 Credit Hours**

Introduction to the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

Prerequisite: MKT220

**MKT242 Brand Management****4 Credit Hours**

Provides students with a comprehensive treatment of brands, brand equity, and brand management. Includes the design and implementation of marketing programs and activities to build, measure, and manage brand equity.

Prerequisite: MKT220

**MKT245 Professional Selling and Sales Management****4 Credit Hours**

Provides students with an understanding of the principles and techniques necessary to sell a product, service, or idea. Students develop written and oral presentation skills by developing communication pieces, such as sales letters and sales presentations. Students also develop plans to manage sales associates.

Prerequisite: MKT220

**MKT247 Advertising Management****4 Credit Hours**

Provides students with a broad view of advertising principles and their relation to the marketing process. Students gain an understanding of the three key functional areas of advertising: account management, media planning, and creative design.

Prerequisite: MKT220

**MKT318 Green Marketing****4 Credit Hours**

Focuses on potential market advantage and competitiveness gained from emphasizing corporate social responsibility, environmental sustainability, and global carbon footprint. Exposes the principles of ethical marketing and consumerism to understand the underlying concepts of green marketing.

Prerequisites: MGT260, MKT220

**MKT321 Direct and Database Marketing****4 Credit Hours**

Focuses on the planning, design, and execution of direct marketing programs and the underlying information-driven processes that convert transactional data into usable market intelligence.

Prerequisite: MKT220

**MKT340 The Art of the Creative Brief****4 Credit Hours**

Provides in-depth instruction on how to write a Creative Brief – the most important strategic document in advertising. Students will learn how to research for, and develop strategy through, the briefing process.

Prerequisites: MKT220, MKT222

**MKT350 Market Research Tools and Technology****4 Credit Hours**

Provides an in-depth review of secondary and syndicated sources of market information and their use in managerial decision-making. Students will gain hands-on experience with the most relevant research tools used in the field.

Prerequisites: MKT220, MKT222

**MKT351 Public Relations****4 Credit Hours**

Stresses the philosophical underpinning of public relations practices, including the importance of management and planning, ethics and research, communication, and public opinion. Explores practical applications, such as the emergence of video and the integration of public relations, marketing, and advertising into broader marketing communications campaigns.

Prerequisite: MKT220

**MKT352 Nonprofit Marketing and Public Relations****4 Credit Hours**

Examines the special challenges for successful promotion of the nonprofit

organization. Students are exposed to the marketing concepts relevant to nonprofit organizations.

Prerequisites: MGT250, MKT220

### **MKT354 Copywriting**

**4 Credit Hours**

Focuses on crafting the written word in advertising. Students will learn how to generate creative ideas that solve marketing problems and to execute them through the production of copy for print, television, radio, direct mail, and other promotional materials.

Prerequisites: MKT220, GEC111

### **MKT356 Advertising Design**

**4 Credit Hours**

Examines design principles and how they intersect with advertising management and strategy. Provides students with the theoretical tools to produce great ads and allows students to begin to practice the craft of advertising design.

Prerequisites: MKT220, GEC111

### **MKT390 Market Research**

**4 Credit Hours**

Provides an in-depth review of the marketing research function in a contemporary business environment. Students discuss the various methods employed to collect, evaluate, and interpret marketing information in order to make more effective marketing decisions.

Prerequisites: MAT215, MKT220

### **MKT410 New Product Development**

**4 Credit Hours**

Identifies the various steps through which new products are developed (idea generation, concept development and testing, marketing strategy, business analysis, development, testing, and commercialization). Emphasizes activities through which cost estimates become budgets, prototypes become products, and sales plans become sales calls.

Prerequisite: MKT390

### **MKT442 Strategic Marketing Management**

**4 Credit Hours**

Focuses on the long-term implications of strategic market planning, including analysis of marketing opportunities, development of marketing strategies, shaping of marketing offers, and the management and delivery of marketing

programs.

Prerequisites: MGT220, MKT220

### **MKT446 Media Strategy and Metrics**

**4 Credit Hours**

Focuses on linking target markets with advertising media through the development of media objectives, strategies, and tactics. Students use secondary research to create media plans that balance effectiveness and efficiency.

Prerequisites: MKT220, MKT247

### **MKT455 The IMC Campaign**

**4 Credit Hours**

Provides students with a hands-on application of program content via creation of a fully functional Integrated Marketing Communications (IMC) campaign. Students will isolate a client, conduct secondary and primary research, set communication objectives, develop strategy, and produce the communication pieces such as ads, press releases, and other tactical executions.

Prerequisites: MKT222, MKT446

### **MKT460 Quantitative Research Design and Analysis**

**4 Credit Hours**

Teaches the fundamentals of effective survey construction and experimental design to capture quantitative data and the primary means by which those data are analyzed. Acquaints students with some state-of-the-art quantitative techniques useful for forecasting, product design, market segmentation, concept testing, and test marketing.

Prerequisites: MKT220, MKT222

### **MKT461 Qualitative Research Design and Analysis**

**4 Credit Hours**

Provides students with conceptual knowledge for qualitative marketing research. Students will learn the techniques of observational research, projective techniques, interviewing, and focus groups and how to analyze the data collected.

Prerequisites: MKT220, MKT222

### **MKT470 Special Topics in Marketing**

**4 Credit Hours**

Involves readings and discussions around selected topics in marketing. Topics

vary each quarter.





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## Health Services

### HEA101 Introduction to Health Services

**4 Credit Hours**

Students study the American healthcare system, its structure and operations, the forces responsible for shaping it, and the policies influencing its current and future performance.

### HEA200 Medical Terminology I

**4 Credit Hours**

Provides a solid foundation and understanding of the medical language used by healthcare professionals. This is accomplished through the introduction, reinforcement, and combining of medical word parts including prefixes, suffixes, and combining forms. Emphases are on word building, analysis of parts of the word, abbreviations, spelling, and correct pronunciation of various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

### HEA201 Medical Terminology II

**4 Credit Hours**

Students continue to develop their understanding of the medical terms that are used regarding various body systems. There is an emphasis on combining word parts (prefixes, suffixes, and combining forms) to create full medical terms including the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: HEA200

### HEA203 Ethical and Legal Aspects of Health Services

**4 Credit Hours**

An introduction to the principles of law as applied to the healthcare field. Students learn ethical standards and issues as related to healthcare.

### HEA205 Managed Care and Health Insurance

**4 Credit Hours**

Provides an overview of the principles and practices of managed care and health insurance. Students analyze and evaluate private- and government-sponsored programs in relation to systems in other countries.

### HEA210 Medical Coding I

**3 Credit Hours**

An introduction to the development of medical nomenclature and classification systems. Topics include coding of diseases and procedures, an overview of coding

systems, and basic coding rules and conventions.

Prerequisites: HEA201, SCI224

### **HEA211 Medical Coding II**

**3 Credit Hours**

Students learn about inpatient coding, the assignment of DRGs, the relationships of coding to reimbursement, and selected nomenclature and classification systems.

Prerequisite: HEA210

### **HEA215 Health Communications**

**4 Credit Hours**

Provides the effective health communication skills that are necessary for employment and success in health services, including writing accurate and concise health reports, familiarization with vocabulary of terms commonly used, and verbal communication.

### **HEA220 Health Services Management I**

**4 Credit Hours**

Course provides an introduction to health insurance products and various approaches to the delivery of healthcare services. Students learn how to manage the issues of consumers, providers, and insurers and explore the organization and structure of the current healthcare system with a view toward options for its future direction.

Prerequisite: HEA101

### **HEA255 Computer Applications in Health Services**

**2 Credit Hours**

Explores current and emerging uses of technology in the health services industry. Students learn how to use industry software for medical office management, billing, and coding.

Prerequisites: CIS115, HEA101

### **HEA260 Customer Service Management in Health Services**

**4 Credit Hours**

An introduction to the various clients of the health services industry including patients and their families, practitioners, and healthcare agencies. Students learn various strategies for defining and evaluating standards for customer satisfaction.

Prerequisite: HEA101

### **HEA270 Special Topics in Health Services**

**4 Credit Hours**

Involves readings and discussions organized around selected topics in health. Topics will vary each quarter and may include health policy, health-services risk management, the politics of health, and professional ethics.

Prerequisite: HEA101

### **HEA293 Internship**

**4 Credit Hours**

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226

### **HEA310 Health Services Management II**

**4 Credit Hours**

Students examine and apply the most recent theories and current practices in the healthcare industry. Emphasis is on encouraging students to develop the vision, problem-solving, and analytical skills essential for leadership in the healthcare environment.

Prerequisite: HEA220

### **HEA320 Community Health and Medical Care**

**4 Credit Hours**

Explores issues related to the design and delivery of healthcare programs to all segments of the community. Focuses on public health and government-funded programs, as well as private healthcare.

Prerequisite: HEA101

### **HEA350 Long-Term and Residential Care**

**4 Credit Hours**

Explores current long-term and residential care services and financing options. Students learn about alternate delivery systems and organizational structures proposed to accommodate an aging population.

Prerequisite: HEA101

### **HEA409 Health Services Finance**

**4 Credit Hours**

An introduction to the foundations of financing health services in a dynamically changing environment. Topics include healthcare costs, reimbursement systems, insurance issues, the roles of budgeting and accounts, the multifunctionality of financial services within the health services industry, and trends in health services financing.

Prerequisites: FIN301, HEA101

### **HEA410 Research Methods for Health Services**

**4 Credit Hours**

Students gain an awareness of the various frameworks for technical writing and research in the health services field. Emphasizes effective written communication and analytical skills in health services.

Prerequisites: ENG105, HEA101

### **HEA420 Introduction to Epidemiology**

**4 Credit Hours**

Familiarizes students with epidemiology concepts and principles and analyses that students can draw from in the professional work force. Provides working knowledge of how health and illness are distributed among populations and disease patterns, dynamics, and prevention.

### **HEA430 Behavioral Health**

**4 Credit Hours**

Overview of behavioral health services utilizing case studies. Explores the awareness and acceptance of and advances in treatment for behavioral problems. Develops understanding of behavioral health services historical, financial, legal, regulatory, societal, and care-delivery issues.

### **HEA455 Health Information Systems**

**4 Credit Hours**

Provides managerial training in improving performance by measuring it accurately using the right tools. Health services professionals who understand how to collect, analyze, and discuss data in the context of performance improvement will excel in the field for many years.

### **HEA460 Business Strategies for Health Services**

**4 Credit Hours**

Provides an understanding of how to implement corporate strategy in the healthcare market, including how to mobilize resources to maximize the offerings for current customers while nudging the business outward to capture more and still be able to address competitive forces.

### **HEA470 Special Topics in Health Services Management**

**4 Credit Hours**

Involves reading and discussions organized around selected topics in health. Topics will vary each quarter and may include health policy, health services risk management, the politics of health, and professional ethics.

Prerequisite: HEA101

### **HEA483 Internship**

**4 Credit Hours**

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226



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## Medical Assistant

### **MED107 Medical Emergencies**

**1 Credit Hour**

Students learn to respond to common emergency situations, administer first aid in accordance with OSHA Standards, recognize the effect of stress on all persons involved in emergency situations, as well as to demonstrate self-awareness in responding to emergency situations. Students must obtain BLS for Healthcare provider certification through the American Heart Association.

### **MED121 Medical Office Administration I**

**3 Credit Hours**

Introduction into the healthcare industry and the Medical Assistant profession. Emphasizes efficient procedures and administration of the professional office. Telephone techniques, patient scheduling, medical records management, and patient privacy within the practice are covered. An emphasis on professionalism and patient relations also is addressed.

### **MED221 Medical Office Administration II**

**3 Credit Hours**

Introduction into the management of the professional office. Emphasizes administrative functions necessary in an efficient healthcare facility. Medical insurance, billing and collections, finances, and management of a practice are covered.

Prerequisite: MED121

### **MED230 Electrocardiography**

**2 Credit Hours**

Introduction to the anatomy and physiology of the cardiac system. Students learn lead placement and perform EKGs on patients, troubleshoot EKG machine problems, and recognize basic cardiac arrhythmias. Spirometry testing is performed.

Prerequisites or Corequisites: HEA201, SCI224

### **MED232 Phlebotomy/Hematology**

**2 Credit Hours**

Students learn the proper venipuncture and finger-stick techniques of obtaining human blood specimens in accordance with OSHA Standards. Basic blood chemistry tests, including glucose, are performed and results are properly recorded. Students also become familiar with the anatomy and physiology of the

blood body system and cover topics such as blood formation, testing and grouping, and individual blood type identification.

Prerequisite or Corequisite: SCI224

### **MED236 Clinical Laboratory**

**2 Credit Hours**

Covers basic laboratory techniques and Clinical Laboratory Improvement Amendments (CLIA), including specimen collection, preservation, and analysis and reporting of all specimen results.

Prerequisites: HEA201, SCI224

### **MED240 Clinical Procedures I**

**3 Credit Hours**

Students learn the skills needed to function in a clinical office setting including patient relations, proper laboratory procedures and safety, medical asepsis, obtaining vital signs, draping patients, assisting with examinations and treatments, and performing diagnostic procedures. Review anatomy and physiology of the eye and ear and gastrointestinal systems, and focus on tests and diagnostic procedures of these systems. Students are introduced to OSHA standards.

Prerequisites or Corequisites: HEA201, SCI224

### **MED242 Clinical Procedures II**

**3 Credit Hours**

Students learn the skills needed to function in a clinical office setting including patient relations, proper laboratory procedures and safety, specifics of the gynecological patient, the pediatric patient, growth and development, urology and male health. Responsibilities include assisting with examinations, treatments, and procedures of the orthopedic patient, and performing diagnostic procedures, imaging, patient teaching, and preparation for tests. Students re-enforce OSHA standards.

Prerequisites: MED230, MED240  
Prerequisite or Corequisite: MED232

### **MED246 Assisting with Minor Surgeries**

**1 Credit Hour**

Through practical applications, students develop the skills necessary to maintain medical asepsis, recognize surgical instrumentation, and conduct proper autoclaving and disinfecting. Students also learn to prepare and maintain a sterile surgical environment, prepare a patient for minor surgery, and assist during minor surgical procedures.

Prerequisites or Corequisites: HEA201, SCI224



**MED251 Pharmacology****3 Credit Hours**

Students study the different drug categories and the methods of administration, including oral and by injection. Includes the proper use of the Physician's Desk Reference (PDR) and how to accurately read, prepare, and call in written prescriptions.

**MED282 Medical Assistant Capstone****4 Credit Hours**

Designed to elicit reflection and application to the whole of the Medical Assistant Program. The course requires the student to apply the knowledge, skills and techniques attained throughout the Medical Assistant Program. The Capstone course provides an opportunity for the assessment of the medical assistant critical thinking skills, and teamwork skills through case studies reflecting experiences often encountered in the Medical Assistant's workplace. Finally, the Capstone course is designed to reinforce the knowledge and skills needed to sit for industry specific certifications examinations such as the Certified Medical Assistant (CMA), Registered Medical Assistant (RMA), and/or Certified Clinical Medical Assistant (CCMA).

Prerequisite: BUS226 and departmental approval

Corequisite: MED293

**MED293 Medical Assistant Internship****6 Credit Hours**

Work-experience program in a supervised healthcare environment which provides students with hands-on experience. On-campus seminars focus on integrating the skills learned throughout the program with the work experience.

Prerequisite: BUS226 and departmental approval



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## Nursing

### **NUR100 Fundamentals of Nursing**

**5 Credit Hours  
132 Clock Hours**

Students learn the components of nursing and the application of techniques and procedures to provide care to patients. Topics include introduction to nursing skills, principles of basic nutrition, basic therapeutic techniques, assessment and communication skills, and advanced therapeutics. Hands-on demonstration, practice, and validation of skills are conducted in the nursing lab.

### **NUR101 Introduction to Clinical Nursing**

**1 Credit Hour  
24 Clock Hours**

Students are provided with an introduction of the evolution of nursing and the scope of nursing practice. Concepts of health-illness (a nursing concept), theoretical frameworks, healthcare delivery systems, legal and ethical issues, interpersonal relationships, and health instruction are explored. Review of basic mathematical skills required for accurate medication calculations, dose verification, and medication administration. Metric and apothecary systems as well as conversion units measurement are reviewed. Long-hand calculations to be utilized; calculator use not permitted. Hands-on demonstration, practice, and validation of skills are conducted during each class.

### **NUR123 Practical Nursing Process: Integumentary System**

**1 Credit Hour  
12 Clock Hours**

Students study the integumentary system, including such topics as anatomy and physiology, assessment, diseases and disorders, diet therapy, pharmacology, special considerations across the life span, and the nursing process.

Prerequisites: NUR100, NUR101, SOC225, SCI215  
Prerequisite or Corequisite: NUR125

### **NUR125 Pharmacology**

**2 Credit Hours  
46 Clock Hours**

Students study the different drug categories and the methods of administration, including oral and by injection. Includes the proper use of the Physician's Desk Reference (PDR) and how to accurately read, prepare, and call in written prescriptions.

Prerequisite: SCI215, NUR101

**NUR126 Practical Nursing Process:  
Cardiovascular System/Respiratory System****6 Credit Hours  
132 Clock Hours**

Students study the needs and care of patients with cardiac and respiratory issues. Topics include anatomy and physiology, assessment, diseases and disorders, diet therapy, pharmacology, special considerations across the life span, and the nursing process. Hands-on care and management of patients via the nursing process are conducted in the clinical setting.

Prerequisites: NUR100, NUR101, NUR125, SCI215, SOC225, CPR Certification

**NUR127 Practical Nursing Process:  
Musculoskeletal System/Nervous System****6 Credit Hours  
132 Clock Hours**

Students study the needs and care of patients with musculoskeletal and nervous system issues. Topics include anatomy and physiology, assessment, diseases and disorders, diet therapy, pharmacology, special considerations across the life span, and the nursing process. Hands-on care and management of patients via the nursing process are conducted in the clinical setting.

Prerequisites: NUR100, NUR101, NUR125, SOC225, SCI215, CPR Certification

**NUR128 Practical Nursing Process: Sensory  
System****1 Credit Hour  
12 Clock Hours**

Students study the needs and care of patients with sensory system issues. Topics covered include anatomy and physiology, assessment, diseases and disorders, diet therapy, pharmacology, special considerations across the life span, and the nursing process.

Prerequisites: NUR100, NUR101, SOC225, SCI215

Prerequisite or Corequisite: NUR125

**NUR131 Practical Nursing Process: Geriatric  
Nursing/Urinary System****5 Credit Hours  
118 Clock Hours**

Students focus on the aging patient and diseases and disorders affecting them and their care. Topics include anatomy and physiology, assessment, diseases and disorders, elder abuse, ethical and legal issues, legislation, special considerations across the life span, and the nursing process. Hands-on care and management of patients via the nursing process are conducted in the clinical setting.

Prerequisites: NUR100, NUR101, SOC225, SCI215, CPR Certification

Prerequisite or Corequisite: NUR125

**NUR132 Practical Nursing Process: Acute Care  
Nursing/Gastrointestinal System****5 Credit Hours  
108 Clock Hours**

Students focus on acutely ill patients with gastrointestinal system issues and the management of their care. Topics include illness terminology, anatomy and physiology, assessment, diseases and disorders, response to illness, pre- and post-operative care, infection, special considerations across the life span, and the nursing process. Hands-on care and management of patients via the nursing process are conducted in the clinical setting.

Prerequisites: NUR100, NUR101, SOC225, SCI215, CPR Certification  
Prerequisite or Corequisite: NUR125

**NUR221 Practical Nursing Process:  
Maternity/Newborn Nursing/Child Health  
Nursing**

**6 Credit Hours  
132 Clock Hours**

Students study the needs and care of patients from conception through childhood. Topics include maternal newborn health, conception and embryology, antepartal period, intrapartal period, postpartum period, newborn, management of health problems, healthcare delivery settings, reactions to hospitalization, childhood illnesses/disorders, outpatient settings, and federal legislation. Hands-on care and management of patients via the nursing process are conducted in the clinical setting.

Prerequisites: NUR100, NUR101, NUR125, SOC225, SCI215, CPR Certification

**NUR223 Practical Nursing Process: Reproductive  
System**

**3 Credit Hours  
36 Clock Hours**

Students study both male and female reproductive systems. Topics include anatomy and physiology, assessment, diseases and disorders, diet therapy, pharmacology, special considerations across the life span, and the nursing process.

Prerequisites: NUR100, NUR101, NUR125, SOC225, SCI215

**NUR232 Practical Nursing Process: Endocrine  
System/Psychiatric Nursing**

**5 Credit Hours  
108 Clock Hours**

Students study the needs and care of patients with endocrine system issues as well as patients with mental health issues. Topics include anatomy and physiology, assessment, diseases and disorders, diet therapy, pharmacology, mental and emotional disorders, special considerations across the life span, and the nursing process. Hands-on care and management of patients via the nursing process are conducted in the clinical setting.

Prerequisites: NUR100, NUR101, NUR125, SOC225, SCI215, CPR Certification

**NUR234 Practical Nursing Process:  
Hematological/Immunological System/Oncology  
Nursing**

**4 Credit Hours  
96 Clock Hours**

Students study the needs and care of patients with hematological/immunological conditions with a focus on the oncology patient. Topics include anatomy and physiology, assessment, diseases and disorders, diet therapy, pharmacology, special considerations across the life span, and the nursing process. Hands-on care and management of patients via the nursing process are conducted in the clinical setting.

Prerequisites: NUR100, NUR101, NUR125, SOC225, SCI215, CPR Certification

### **NUR235 Practical Nursing Capstone**

**8 Credit Hours  
204 Clock Hours**

The case study approach is utilized to enhance the student's transition to entry-level practical nursing. Emphasis is placed upon the integration of all aspects of patient care including legal, ethical, and current issues, as well as upon the development of leadership skills in the healthcare setting. Hands-on management and application of the nursing process to patients are conducted in the clinical setting.

Prerequisite: Completion of first four quarters and departmental approval



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## Patient Care

### **PCT100 Fundamentals of Patient Care**

**2 Credit Hours**

Students learn the components of patient care and the application of techniques and procedures to provide care to patients. Topics include introduction to patient care skills, principles of basic nutrition, basic therapeutic techniques, data collection, and communication skills. Hands-on demonstration, practice, and validation of skills are conducted in the lab.

### **PCT110 Patient Care Procedures**

**2 Credit Hours**

Students build on their patient care knowledge and skills in such areas as patient vital signs, specimen collection, and dressing changes. Hands-on demonstration, practice, and validation of skills are conducted in the lab.

Prerequisite: PCT100

### **PCT121 Introduction to Clinical**

**1 Credit Hour**

Students are introduced to the world of healthcare, providing them with an understanding of the roles and responsibilities of the patient-care technician and other healthcare providers. Topics include concepts of health, healthcare delivery systems, legal/ethical issues, interpersonal relationships, and health instruction.

### **PCT131 Advanced Patient Care Techniques**

**3 Credit Hours**

Students study such advanced patient care techniques as oxygen therapy. Hands-on demonstration, practice, and validation of skills are conducted in the lab.

Prerequisite: PCT110

### **PCT150 Long-Term Care Techniques**

**4 Credit Hours**

Students continue to build on their patient care knowledge and skills, as they focus on elderly and adult clients in long-term care settings. Topics include but are not limited to cognitive changes, concepts of long-term care, safety in long-term care, and legal and ethical considerations for long-term care. This course is taught in the classroom and laboratory.

Prerequisites: PCT110, CPR Certification

### **PCT231 Patient Care Practicum**

**2 Credit Hours**

Students apply the knowledge and skills learned in PCT 100 – 131 to the acute care environment with the supervision of a New Jersey licensed Registered Nurse.

Prerequisites: PCT131, CPR Certification

### **PCT255 Home Healthcare Techniques and Clinical**

**3 Credit Hours**

Students continue to build on their patient care knowledge and skills, as they focus on the elderly, adults, infants, and children in the home-care setting. Topics include but are not limited to concepts of home care/hospice, safety in home care, and legal and ethical considerations for home care/hospice. This course is taught in the classroom and laboratory and practiced in a home-care environment with the supervision of a New Jersey Licensed Registered Nurse.

Prerequisites: PCT110, CPR Certification

### **PCT258 Medication Procedures Techniques**

**4 Credit Hours**

Students learn to assist the nurse in various tasks related to safe medication administration in home-care settings and assisted living facilities. Topics include but are not limited to medication forms and measurements, prevention of medication errors, legal/ethical considerations, and safety and rights of medication related to safe administration of medications. This course is taught in the classroom and skills laboratory.

Prerequisite or Corequisite: PCT150

Prerequisite: CPR Certification

### **PCT270 Patient Care Capstone**

**4 Credit Hours**

Students apply the knowledge, skills, and techniques attained throughout the program. Critical thinking and teamwork skills are assessed through case studies reflecting the Patient Care Technician's workplace.

Prerequisites: BUS226, departmental approval, CPR Certification







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## Surgical Processing

### **SPT100 Introduction to Surgical Processing**

**3 Credit Hours**

Students are introduced to the importance of the Central Service Department and its role in providing quality patient care. Government regulations and standards, infection prevention and control, quality assurance, safety, communication, and human relations skills are discussed. Students become familiar with the major body systems and related surgical procedures. Medical terms and abbreviations used in surgery are emphasized.

### **SPT110 Surgical Instrumentation I: Inspection, Identification, Handling**

**4 Credit Hours**

Study of the basic categories of surgical instruments (simple to complex); processing standards accompanying flash sterilization; concepts of inventory management; and management of commonly used patient-care equipment.

Prerequisite or Corequisite: SPT100

### **SPT120 Surgical Instrumentation II: Sterile Packaging and Processing**

**4 Credit Hours**

Provides an overview of the sterile packaging process, including reusable and disposable packaging materials. Factors impacting sterilization, including steam, dry heat, ethylene oxide, hydrogen peroxide (gas plasma), and ozone are discussed.

Prerequisite: SPT110

### **SPT130 Sterilization, Cleaning, and Decontamination Techniques**

**4 Credit Hours**

Provides an overview of water purification systems, factors impacting water quality, distillation, deionization, reverse osmosis systems, cleaning chemicals, and various methods of cleaning and decontamination. Includes tours to hospitals, ambulatory surgery centers, and medical offices.

Prerequisite: SPT110

### **SPT150 Surgical Processing Clinical Practicum**

**8 Credit Hours**

Supervised practical work-experience program in a sterile processing environment which provides students with hands-on experience. Didactic and laboratory skills acquired in the program are applied in the clinical setting.

Prerequisite: BUS226 and departmental approval

**SPT151 Clinical Seminar**

**2 Credit Hours**

Students focus on integrating the skills learned throughout the program with the work experience.

Corequisite: SPT150



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## Surgical Technology

### **SUR100 Fundamentals of Surgical Technology**

**3 Credit Hours**

Students are introduced to the role and responsibilities of the surgical technologist, the healthcare team, and the clinical environment. Topics include environment and workplace safety, patient care and safety, age-extreme patients, and patients with special needs. Students learn the basic techniques for scrubbing, gowning, and gloving. An on-campus operating room laboratory provides students with such hands-on experience as vital signs, patient transporting, and positioning.

### **SUR110 Surgical Instrumentation**

**2 Credit Hours**

Focuses on the identification, classification, care, and handling of surgical instrumentation. Various methods of sterilization are included.

Prerequisite: SUR100

### **SUR112 Surgical Techniques**

**3 Credit Hours**

Provides an in-depth study of the principles of aseptic techniques. Topics include wound healing, specimen care, safe use of surgical equipment, surgical counts, and prepping and draping the patient. Various types of sutures, needles, stapling devices, sponges, dressings, packings, drains, and catheters are presented. Students are introduced to robotics, physics, and electricity.

Prerequisite: SUR100

### **SUR115 Surgical Techniques Laboratory**

**3 Credit Hours**

Students practice the principles of aseptic techniques. Emphasis is placed on setting up the instrument table, Mayo stand, and prepping and draping the patient.

Prerequisite: SUR100

Prerequisite or Corequisite: SUR110, SUR112

### **SUR120 Surgical Procedures I**

**3 Credit Hours**

Focuses on the diagnostic procedures and general, genitourinary, orthopedics, obstetrics and gynecological, ear, nose, and throat surgical procedures.

Prerequisites: SUR110, SUR112, SUR115

### **SUR125 Surgical Procedures Laboratory I**

**3 Credit Hours**

Students develop an operative routine as they set up for mock surgical procedures and role play the members of the perioperative team.

Prerequisite or Corequisite: SUR120

### **SUR220 Surgical Procedures II**

**3 Credit Hours**

Focuses on the following surgical specialties: ophthalmology, plastic, neurosurgery, thoracic surgery, peripheral vascular, cardiovascular, organ and tissue recovery, and pediatric surgery.

Prerequisites: SUR120, SUR125

### **SUR251 Pharmacology and Anesthesiology**

**2 Credit Hours**

The rationale for use of specific drugs, their therapeutic effects, major side effects on the surgical patient, and how these drugs may alter or influence surgical intervention are defined. Emphasis is on the role and responsibilities of the surgical technologist regarding pharmaceuticals in the operating room.

### **SUR280 Clinical Practicum I**

**5 Credit Hours**

Students apply the didactic and laboratory skills learned throughout the program to the clinical setting, gain clinical work experience in surgical procedures and operating room practices, and also have the opportunity to scrub on surgical cases in various surgical specialties.

Prerequisites: Completion of first four quarters and departmental approval

Prerequisite or Corequisite: SUR220

### **SUR281 Clinical Seminar I**

**1 Credit Hour**

Students focus on integrating the skills learned throughout the program with the work experience. Research assignments required.

Prerequisite: Basic Cardiac Life Support/Automated External Defibrillation Certification

Corequisite: SUR280

### **SUR290 Clinical Practicum II**

**5 Credit Hours**

Continuation of clinical work experience in surgical procedures and operating room practices.

Prerequisites: SUR280, departmental approval

### **SUR291 Clinical Seminar II**

**1 Credit Hour**

Students continue to focus on integrating the skills learned throughout the program with the work experience. Oral presentations required.

Corequisite: SUR290

### **SUR292 Surgical Technologist Capstone**

**4 Credit Hours**

Designed to elicit reflection and application to the whole of the Surgical Technology program. The course requires the student to apply the knowledge, skills and techniques attained throughout the Surgical Technology program. The Capstone course provides an opportunity for the assessment of surgical technologist critical thinking skills, and teamwork skills through case studies reflecting experiences often encountered in the Surgical Technologist's workplace. Finally, the Capstone course is developed to reinforce the knowledge and skills needed to sit for the national credentialing exam.

Corequisite: BUS226 and departmental approval



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## English

### ENG105 Expository Writing

**4 Credit Hours**

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

### ENG106 Writing Through Literature

**4 Credit Hours**

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

### ENG115 Public Speaking

**4 Credit Hours**

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

### ENG265 Business Communication

**4 Credit Hours**

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents, learn techniques for organizing information, and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106



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## Foreign Languages

### **FRE101 Elementary French I**

**4 Credit Hours**

Students are introduced to simple structures enabling them to describe the concerns of everyday life: the self, the family, the weather, time, food, clothing, and orienting the self in society and in space. Emphasis on the use of the language, not its description.

### **FRE102 Elementary French II**

**4 Credit Hours**

This course builds directly upon the knowledge and skills acquired in FRE101. It extends the capacity of the student to describe the self, by including the distant past and the continuous past. Simple and compound sentences and interrogative forms of a greater complexity are learned and practiced.

Prerequisite: FRE101

### **SPA101 Elementary Spanish I**

**4 Credit Hours**

Students are introduced to simple structures enabling them to describe the concerns of everyday life: the self, the family, the weather, time, food, clothing, and orienting the self in society and in space. Emphasis on the use of the language, not its description.

### **SPA102 Elementary Spanish II**

**4 Credit Hours**

This course builds directly upon the knowledge and skills acquired in SPA101. It extends the capacity of the student to describe the self, by including the distant past and the continuous past. Simple and compound sentences and interrogative forms of a greater complexity are learned and practiced.

Prerequisite: SPA101





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## General Education Core - Humanities

### **GEC110 Literature in the Modern World**

**4 Credit Hours**

An introduction to important works of world literature. Students will discuss works that represent a broad range of cultural perspectives and historical eras.

### **GEC111 The Art of Argument**

**4 Credit Hours**

Students gain knowledge of the various techniques of argumentation. The flaws in arguments, such as frauds, deceptions, and logical errors, are presented.

### **GEC112 The Art of Creativity**

**4 Credit Hours**

Presents the nature of creativity as a means to discover the full scope of human potential and to maximize creative resources. Students learn a combination of factors that foster creative achievements.

### **GEC410 Telling Stories in the Modern World**

**4 Credit Hours**

Students examine new forms of the literary narrative as well as those of film, television, video, and the new media in an attempt to construct a critical understanding of how stories are told in the digitally fueled post-modern world.

Prerequisite: ENG106



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## General Education Core - Social Sciences

### GEC120 The Individual and Society

**4 Credit Hours**

Draws from social science, literature, real world events, and personal experience. Course explores the self in relation to social forces and processes.

### GEC121 Law and Society

**4 Credit Hours**

Topics include the origin of law, basic legal theories, and relationships between law and morality, law and power, the individual and the state, and domestic and international laws.

### GEC122 World Religions

**4 Credit Hours**

A survey of the major world religions, along with their corresponding cultural frameworks. Explores the critical issues in the study of comparative religions.

### GEC123 Introduction to Applied Psychology

**4 Credit Hours**

Examines the application of basic psychological concepts to healthy styles of functioning in relationships, the adjustment to college life, academic challenges, communication skills, stress management, conflict management, and success in the workplace. Some of the subtopics covered include self-esteem, confidence, balancing home/college/work, and positive thinking.

### GEC420 Constructing the Self in Modern America

**4 Credit Hours**

The bewildering variety of models for self-identification in America has led to new ways to construct personal images. Students will study how people now create their own idea of the self by following models that have emerged in American culture in the past 30 years.



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## General Education Core - Mathematics/Sciences

### **GEC130 Discovering Science**

**4 Credit Hours**

Students gain an appreciation of the general principles of science and the relevance of science to future experiences in life.

### **GEC131 The Mind and the Body**

**4 Credit Hours**

An introduction to the “magic” of the human brain through revelations of what its parts are and how they work. Topics include causes and explanations of dreams, fluctuations of memory, sensation, perception, attention, and the automation of mental processes in which voluntary conscious controls become automatic.

### **GEC133 Quantitative Reasoning**

**4 Credit Hours**

Encourages students to think about the world quantitatively. Topics include measuring systems, percentages, rates of change, personal finances, an introduction to statistics, and math applications in art and business.

### **GEC134 Natural Disasters**

**4 Credit Hours**

Investigates how the natural world operates and, in so doing, kills and maims humans and destroys their structures. Students will learn how mankind has learned to adapt and survive destructive forces of nature that plague all of us every day, regardless of where we choose to live.

### **GEC430 Science, Technology, and Modern Life**

**4 Credit Hours**

In this course students study some of the ways that our social lives, our health, and our professional lives have been affected by recent advances in science and technology.



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## Honors Program

### HON100 Pre-Honors Seminar

**4 Credit Hours**

Introduces freshmen students to the Honors Program. Provides instruction in library research and the mechanics of writing a thesis paper. Satisfies a GEC100-level requirement.

### HON200 Introductory Honors Seminar

**4 Credit Hours**

Introduces the Honors Program unifying theme, used to structure the work of the HON300 and HON400 seminars, and demonstrates how the theme may be studied from different view points.

Prerequisite (freshmen students): HON100

### HON300 Honors Seminar

**4 Credit Hours**

Advanced interdisciplinary work on the special topic chosen for the program. Students work in small groups within the seminar dealing with issues from various points of view. Open only to students in the Honors Program.

Prerequisite: HON200

### HON400 Advanced Honors Seminar

**4 Credit Hours**

Building on the work of the previous seminars, students will strive to construct theoretical paradigms to account for the issues studied. They will relate theoretical concerns to the work of their major field. Open only to students in the Honors Program.

Prerequisite: HON300

### HON410 Directed Research

**4 Credit Hours**

The final seminar in interdisciplinary honors is devoted to the development of the capstone research project. Special lectures, screenings, and trips enhance the work of the seminar. The program culminates in the presentation of the students' research in written and oral form. Open only to students in the Honors Program.

Corequisite: HON400



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## Humanities

### **HUM170 History of Furniture and Interiors I**

**4 Credit Hours**

Study of the history of architecture focusing on interiors, furniture and decorative arts from ancient times through the 18th century. Emphasis on how the classical world influenced the major periods following it, including Gothic, Renaissance, Baroque, and Rococo.

### **HUM171 History of Furniture and Interiors II**

**4 Credit Hours**

Study of the history of architecture focusing on interiors, furniture and decorative arts from the mid-18th century through the present. Covers the evolution of modernism throughout Europe and the United States.

Prerequisite: HUM170

### **HUM180 Introduction to Drawing**

**4 Credit Hours**

Offers students the opportunity to use drawing as a means of exploring creativity. Students will learn techniques to portray objects, landscapes, figures, as well as personal interests. Course performance is assessed on growth not talent.

### **HUM200 Arts in Contemporary Society**

**4 Credit Hours**

Provides students with a comprehensive survey of new directions in the visual arts. Topics include key artists who helped shape perceptions of the world and themes and multiple forms of art, such as traditional studio art, video installations, and digital art.

### **HUM205 The Art of Film**

**4 Credit Hours**

Introduction to film analysis and criticism. Focus on the techniques filmmakers use to form meaning and shape perceptions. Students view a variety of films with the goal of building a critical vocabulary to enhance their ability to analyze what they see with increased understanding and skill.

Prerequisite: ENG106

**HUM210 Multicultural Voices in American Literature****4 Credit Hours**

An introduction to American literature with a focus on the evolution and transformation of the American literary voice. Students read and analyze short stories, novels, drama, and poetry from colonial writing to works by contemporary writers and develop an understanding of American culture, national identity, and ethnicity.

Prerequisite: ENG106

**HUM215 World Literature****4 Credit Hours**

A survey of world literature that offers insight into the world of ideas. Students read and analyze essays, short stories, novels, poetry, and drama in order to develop the skills of deduction and comparison. Students identify, consider, and discuss universally relevant themes as they relate to literature.

Prerequisite: ENG106

**HUM220 Philosophy****4 Credit Hours**

Introduction to the study of philosophy. Topics include its historical development, the major figures within that historical development, and the areas and problems of philosophical inquiry. Students are exposed to the historical development of reason, which will help develop the student's own capacity for critical reasoning.

**HUM225 Ethics****4 Credit Hours**

Introduction to the study of ethics and moral philosophy, including its historical development, the major figures within that history, and some of the ethical and moral issues that face us today. Introduces students to the ideas of great thinkers throughout history and encourages students' own thinking on various ethical and moral issues.

**HUM228 Histories, Mysteries and Scandals in 20th Century America****4 Credit Hours**

An exploration of historical, mysterious and in some cases scandalous events that reflected political, social, cultural and economic developments in America throughout the 20th century. Analyzes the significance of such major news stories as the prohibition of alcohol, the Stock Market Crash of 1929, the refusal of Rosa Parks to give up her bus seat, the assassinations of JFK, RFK, and MLK, and the burglary at the Watergate Complex.



**HUM231 World Civilization I****4 Credit Hours**

A history of civilization to 1650. Students develop an understanding of what lies at the roots of our contemporary culture and society. Topics include the roots of Western ideas, technology, and the arts; and the evolution of human rights, democracy, and liberty.

**HUM232 World Civilization II****4 Credit Hours**

A history of civilization from 1650. Topics include an examination of the birth of the modern age, the evolution of new political and social systems, the rise of modern nationalism and national conflicts, and colonialism and its aftermath.

**HUM238 Humanities in the Media****4 Credit Hours**

An introduction to the various methods and technologies afforded by diverse media (print, film, video, sound, digital, and cybernetics) to access and evaluate a range of cultural phenomena (literature, film, visual arts, performance arts, nonfiction) more traditionally studied in print.

Prerequisite: ENG106

**HUM250 British Literature****4 Credit Hours**

An introduction to the literature of the British Isles from the medieval period to the present. Students will read and discuss the works of authors who best represent the major historical periods and aesthetic movements and will gain an appreciation for the power, permanence, and worldwide influence of British literature.

Prerequisite: ENG106

**HUM251 From Jazz to Hip-Hop: The Roots of American Popular Music****4 Credit Hours**

Traces the development of American popular music from the mid-19th century up to the 1990s. Particular emphasis will be given to the impact of African American culture on jazz, blues, rock and reggae. Concludes with an analysis of hip-hop's globalization and its impact on society.

**HUM270 Special Topics in the Humanities****4 Credit Hours**

Involves readings and discussions organized around selected topics in the humanities. Topics vary each quarter.

**HUM300 Poetry****4 Credit Hours**

An introduction to poetry and its many forms, from the measured rhymes of Chaucer to modern free verse. Emphasizes the interpretation of poetic language, including the concepts of imagery, metaphor, and symbolism. Students gain a deeper understanding of the power and resonance of the poetic voice.

Prerequisite: ENG106

**HUM310 Drama****4 Credit Hours**

An introduction to dramatic works from various cultures and historical periods. Students read and interpret works from the ancient Greeks to contemporary playwrights. Emphasizes the elements of drama as a distinct genre.

Prerequisite: ENG106

**HUM311 Persuasive Communication****4 Credit Hours**

Emphasizes the role of persuasion in society, theories of persuasion, and the development of analytical and speaking techniques necessary for success in formal and informal presentations.

Prerequisite: ENG115

**HUM313 Creative Writing****4 Credit Hours**

An introduction to a wide range of techniques in writing fiction, poetry, drama, and literary nonfiction. Students will generate original material, as well as study texts by published authors. Emphasis is placed on workshops in which students review one another's work.

Prerequisite: ENG106

**HUM315 Contemporary United States History****4 Credit Hours**

An introduction to the major political, social, economic, and technological trends that have shaped the United States since World War II. Students will learn about pivotal events and multi-decade trends, such as the Civil Rights movement, the shift in economies, the Cold War, and the position of the United States as a world power.

**HUM325 Feminist Thought****4 Credit Hours**

An introduction to the writings of contemporary feminist theorists that explores issues of gender identity, reproduction, ethnicity, and acculturation. Students analyze works at the theoretical level and their application to contemporary concerns, such as the role of women in the family, community, workforce, and political arena.

**HUM330 Art of the Americas****4 Credit Hours**

Students gain a comprehensive historical view of the visual arts in the Americas and the ideas and forces affecting them. Students explore the variety and richness of art, including work by Native Americans, African Americans, and Latinos.

**HUM332 Fiction****4 Credit Hours**

An introduction to the study of narrative fiction. Students read and discuss works that represent a broad range of cultural perspectives and historical eras and gain interpretive skills by developing a critical vocabulary and exploring the literature using a variety of analytical methods and philosophies.

Prerequisite: ENG106

**HUM355 Social Justice Philosophies****4 Credit Hours**

By exploring debates from the court rooms of ancient Athens to the streets of present-day America and the world, students will study philosophical ways of questioning how we live together and consider the practical significance and frequent resistance to new and revolutionary ideas.

**HUM360 Law and the Humanities****4 Credit Hours**

Examines the treatment of legal themes in literature, music, film and other visual arts as part of a broader consideration of the relationship between the humanities and the law. Students will explore the ways that the humanities utilize different perspectives and aesthetic styles in the discussion of such legal themes as morality, justice, equality and authority.

**HUM450 Special Topics in the History of Architecture****4 Credit Hours**

Focuses in depth on a particular period in history with a detailed study of the social, economic, political, and religious aspects that influenced the designer in that period. Periods studied include: Classical, Florentine Renaissance, Baroque, Rococo, Victorian, and the 20th century.

Prerequisite: HUM171

**HUM470 Special Topics in Humanities**

**4 Credit Hours**

Special topics in literature, the arts, or philosophy are studied in depth at an advanced level.

Prerequisite: any 200-level course in the Humanities



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## Mathematics

### **MAT210 Finite Mathematics**

**4 Credit Hours**

Students gain an introduction to solving problems by using geometric approaches, algebraic approaches, and technology. Topics include linear functions, systems of linear equations, matrices, linear programming, and using mathematics in finance.

### **MAT211 College Algebra**

**4 Credit Hours**

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian Coordinate System, Linear Equations, Absolute Value, Rational and Exponential Functions, Systems of Linear Equations, and Linear Inequalities.

Prerequisite: CSK099 or placement

### **MAT212 Mathematics with Business Applications**

**4 Credit Hours**

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real world business problems.

Prerequisites: CSK099 or placement

### **MAT215 Statistics I**

**4 Credit Hours**

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

### **MAT216 Statistics II**

**4 Credit Hours**

A continuation of the Statistics I course. Topics include sample hypothesis

tests, sample inferences, F-tests, chi-square tests, linear correlation, and linear regression.

Prerequisite: MAT215

### **MAT270 Special Topics in Mathematics**

**4 Credit Hours**

Involves reading and discussions organized around selected topics in mathematics. Topics will vary each quarter.

### **MAT301 Discrete Mathematics**

**4 Credit Hours**

Explores mathematical concepts most directly related to information technology management and/or computer science related fields. Topics covered include logic, relations, functions, basic set theory, graph theory, combinatorics, recursive functions, Boolean algebra and its applications.

Prerequisite: MAT211

### **MAT470 Special Topics in Mathematics**

**4 Credit Hours**

Special topics in mathematical understanding are studied in depth at an advanced level.

Prerequisite: any 200-level course in Mathematics



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## Sciences

### SCI215 Life Sciences

**8 Credit Hours  
96 Clock Hours**

Study of the structure and function of the human body. Students are introduced to the various body systems including the integumentary, skeletal, muscular, nervous, sensory, endocrine, respiratory, digestive, urinary, reproductive, hematological/immunological, and cardiovascular. Course includes definitions, terminology, chemical basis of life, and energy as well as microbiology.

### SCI220 Human Sexuality

**4 Credit Hours**

An introduction to the biological and developmental aspects of human sexuality. Topics include the anatomy and physiology of reproduction, sexual development and behavior, current issues in contraception, artificial insemination, transmission and control of sexual diseases, and gender selection.

### SCI223 Anatomy and Physiology I

**4 Credit Hours**

Study of the structure, function, and pathology (disease) of the human body. Students are introduced to various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

### SCI224 Anatomy and Physiology II

**4 Credit Hours**

Students continue to develop their understanding of the anatomy, physiology, and pathology (diseases) of the human body. Topics covered include the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: SCI223

### SCI225 Anatomy and Physiology Laboratory I

**1 Credit Hour**

An introduction to the basic principles of human anatomy and physiology as explored through laboratory sessions. Laboratory activities coincide with lectures to enhance understanding of each topic by providing visual and hands-on experiments for the concepts learned in the lecture. Laboratory

sessions include microscopy, dissections, and elementary physiological experiments. Among the topics considered are various body systems, including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

Corequisite: SCI223

### **SCI226 Anatomy and Physiology Laboratory II**

**1 Credit Hour**

Continues the study of human anatomy and physiology through laboratory exploration. Laboratory activities coincide with lectures to enhance understanding of each topic by providing visual and hands-on experiments for the concepts learned in the lecture. Laboratory sessions include microscopy, dissections, and elementary physiological experiments. Among the topics covered are the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: SCI223

Corequisite: SCI224

### **SCI228 Microbiology**

**4 Credit Hours**

The morphology and function of microorganisms, especially viruses and bacteria, are studied. The characteristics of microorganisms, the disease process, and the immune response are discussed.

### **SCI230 Forensic Science**

**4 Credit Hours**

An introduction to the application of science to law. Students are introduced to the field of forensic science through a hands-on approach to its applications to criminal investigations, with clear explanations of the techniques, abilities, and limitations of the modern crime laboratory and crime-scene analysis.

### **SCI233 The Evolution of Life**

**4 Credit Hours**

An introduction to the process of evolution by natural selection with a focus on the biological basis of inheritance, adaptation, population dynamics, and human origins.

### **SCI234 Pathophysiology**

**2 Credit Hours**

Students are introduced to diseases and the abnormal surgical pathology of each body system. Surgical cancer treatments are discussed.

Prerequisites: SCI224, SCI226



**SCI235 Health and Fitness****4 Credit Hours**

An introduction to basic health concepts. Topics include an examination of the principles of human health, its relationship to personal fitness, nutrition, stress, and an overall understanding of wellness.

**SCI242 Bioethics and Medical Law****4 Credit Hours**

This course provides an understanding of the legal, moral, and ethical issues involved in the healthcare environment, including laws and standards that protect both the healthcare professional and patient. In addition, the bioethics component of the course focuses on the study of the ethical controversies involved in the practice of medicine including euthanasia, abortion, doctor-patient confidentiality, human and animal experimentation, genetic engineering, stem-cell research, cloning, and access to healthcare.

**SCI270 Special Topics in Science****4 Credit Hours**

Involves readings and discussions of selected topics in science. Topics will vary each quarter.

**SCI301 Addiction and Obsession****4 Credit Hours**

Explores both the biological and socio-cultural components of addiction. Compares and contrasts addictions that affect every individual regardless of socioeconomic status, race, or gender. Students will learn to assess addiction as a disease mediated by both environmental and genetic factors.

**SCI405 Bio-Ethics****4 Credit Hours**

An introduction to the ethical controversies involved in the practice of healthcare. Topics include death and dying, reproductive technologies, human and animal experimentation, biomedical advances and disparities in healthcare.

**SCI410 Sustainable Solutions****4 Credit Hours**

Incorporates the interconnected concepts of ecology, economy and ethics to real, practical, workable sustainable solutions. A portfolio and presentation on designing a sustainable community, life plan, or business plan with sustainable alternatives are completed.

## **SCI470 Special Topics in Science**

**4 Credit Hours**

Special topics in scientific understanding are studied in depth at an advanced level.

Prerequisite: any 200-level course in Science



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## Social Sciences

### SOC201 Macroeconomics

**4 Credit Hours**

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

### SOC202 Microeconomics

**4 Credit Hours**

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms and wages of individual workers.

Prerequisites: SOC201

### SOC205 World Cultures

**4 Credit Hours**

An introduction to cultural anthropology. Examines the norms, values, and practices of a variety of cultures around the world. Course gives specific attention to those universals which are found in nearly all societies.

### SOC210 Sociology

**4 Credit Hours**

An introduction to the study of sociology. Examines the social institutions that shape and influence the behavior of the individual and groups in society, with emphasis on examining contemporary social problems. Topics include the foundation of the study of human social life, theories and methods of sociology, and basic sociological concepts.

### SOC215 Political Science

**4 Credit Hours**

An introduction to contemporary political forces and political theory. Provides historical background on current political issues as institutions and stresses political tools for problem solving.

### SOC218 Police and Society

**4 Credit Hours**

An introduction to the history and traditions of American policing. Examines the role of the police in advancing justice in a democratic society. Topics include law enforcement operations and strategies such as profiling, organizational structure, community affairs, the police use of force, and

various major concerns in public policy.

**SOC220 Criminology****4 Credit Hours**

An introduction to the various causes of crime in a free society. Considers factors such as free will, biology, and other possible causes, such as DNA, nutrition, hormones, and subcultures of violence.

**SOC225 Psychology****4 Credit Hours  
48 Clock Hours**

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

**SOC231 Human Relations in the Workforce****4 Credit Hours**

Students will develop the interpersonal skills known to be key ingredients for successful everyday interactions with coworkers, supervisors, and customers/clients at any work environment. Some major skill areas covered in the course include making a good impression with your employer, managing conflict with difficult coworkers, working on a team with diverse groups of people, providing exceptional service for customers/clients, and managing on-the-job stressors.

**SOC232 Social Psychology****4 Credit Hours**

Studies people's thoughts, feelings, and behaviors in social situations. Topics covered include self and social knowledge, culture and gender, leadership, attraction and intimacy, prejudice, and conformity.

**SOC270 Special Topics in the Social Sciences****4 Credit Hours**

Involves readings and discussions organized around selected topics in the social sciences. Topics will vary each quarter.

**SOC305 The Changing Family: A Multicultural Perspective****4 Credit Hours**

An introduction to the traditional and changing family as a social institution with multicultural and cross-cultural differences. Examines family roles and patterns, with emphasis on the forms they assume in different cultures and subcultures, including ethnic and class variations.

**SOC310 Intercultural Communication****4 Credit Hours**

An introduction to the various cultural influences on communication. Emphasizes the obstacles and portals to effective communication. Students study the communication styles of different cultural groups and learn to apply cultural perspectives to their daily interactions in business and in their lives.

**SOC311 Social Policy and Health Services****4 Credit Hours**

Reviews the evolution of healthcare policy. Examines proposals for changes in the structure, organization, and funding of the health services industry.

**SOC315 Juvenile Justice****4 Credit Hours**

Examines the factors that contribute to juvenile delinquency and ways in which the American juvenile justice system responds to youthful offenders. Students examine societal shifts between punitive and therapeutic approaches to delinquency and the merits of various formal and informal treatment options.

**SOC318 Drugs and Drug Policy****4 Credit Hours**

Provides students with a comprehensive understanding of the misuse of legal and illegal psychoactive drugs. Explores the different control policies regarding the enforcement of the use, sale, and manufacture of illegal drugs. Fosters awareness concerning the effects of drugs on users and the different dimensions in enforcing drug policy.

**SOC320 Gender, Race, and Class****4 Credit Hours**

Explores relationships between race, gender, and class. Examines reality in the determination of socioeconomic mobility and analyzes the perceived role of race and gender in American society.

**SOC401 International Economics****4 Credit Hours**

An introduction to the commercial and financial relationships between the United States and the rest of the world. Emphasizes the development of the international monetary system, including a detailed comparison of floating exchange rates with the workings of the gold standard and the Bretton Woods system.

**SOC415 Global Social Change****4 Credit Hours**

Explores global trends that have impacted all societies. Emphasizes developing nations experiencing extensive technological and social change. Students examine case studies which focus on ethnic separatist and religious fundamentalist movements that emerge as rapid modernization processes erode traditional belief systems.

**SOC420 Psychology of Personality****4 Credit Hours**

An introduction to the major theories of personality development. Perspectives presented are analyzed for their scientific rigor and discussed in terms of their contributions to understanding the thoughts, feelings, intentions, and actions of the individual.

Prerequisite: SOC225

**SOC425 Abnormal Psychology****4 Credit Hours**

Examines the criteria used to define abnormal behavior in specific cultural and historical contexts. Students gain an understanding of experiential and therapeutic responses to mental illness and a basic knowledge of the medical model as it applies to the diagnosis and treatment of psychological disorders.

Prerequisite: SOC225

**SOC470 Special Topics in Social Science****4 Credit Hours**

Special topics in social sciences are studied in depth at an advanced level.

Prerequisite: any 200-level course in Social Science



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## School of Professional Studies Courses

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## Graphic Design

### GRD100 Graphic Design Principles I

**4 Credit Hours**

Introduction to two-dimensional design and color theory and their relational aspects, including an analysis of perception and presentation. The course explores the elements and principles of design, color, and light in the creative process, including idea development from concept to completion. The historical aspect is incorporated.

### GRD105 Introduction to Painting

**4 Credit Hours**

The approach to two-dimensional theory through the freeform and experiential painterly process. Students recreate and build upon elements of design in a painterly manner through their own work. Subject matters range from the traditional painting genre of still life, interiors, and figure, to the abstract. Students will be introduced to and apply the language of design and art in critique dialogs.

### GRD120 3D Design

**4 Credit Hours**

Introduction to the principles and applications of design as it relates to the synthesis of three-dimensional form, space, light, shadow, relief, and motion. The relationship of material and form and its application to packaging are explored. Subjects range from traditional art forms and man-made geometric forms, to architecture and nature.

### GRD130 Desktop Publishing

**4 Credit Hours**

Incorporation of type in multi-page projects using various page-layout formats and page-assembly techniques.

### GRD170 Advanced Drawing

**4 Credit Hours**

Designed to further develop the skills acquired in Introduction to Drawing. Includes observation of the human figure in itself and in composition. Compositions will include three-dimensional objects, elevated and isometric views, still life, and interiors. Depth will be created through the use of perspective.

Prerequisite: HUM180



**GRD180 Raster and Vector Graphics****4 Credit Hours**

Introduction to concepts and applied theories of digital image manipulation in a raster environment and of drawing in a vector environment. Includes introduction to terminology, techniques, file specifications, and formats.

Prerequisites: GRD105, GRD120

**GRD190 Typography I****4 Credit Hours**

Introduction to the history of type, its physical attributes, type family classification, typographic terminology, structural aspects of type, leading, kerning, tracking and alignment.

Prerequisites: GRD130, GRD180

**GRD200 Graphic Design Principles II****4 Credit Hours**

Incorporation of the elements of typography and graphics through effective communications design. Students develop projects from concept through completion.

Prerequisites: GRD100, GRD190

**GRD220 Communications Design I****4 Credit Hours**

Integrates the skills acquired in the foundation courses and conceptual abilities developed in Graphic Design Principles II. Emphasis is on creative conceptual approaches to communicating ideas in graphic design and includes analysis of content and graphics in project development for effective visual communication in design.

Prerequisites: GRD170, GRD200, MKT220

**GRD226 Career Management Seminar****2 Credit Hours**

Explores career-development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection, and how to compile a professional design portfolio.

**GRD230 Digital Photography I****4 Credit Hours**

Introduction to the basic concepts, terminology, history, and applications of digital photography. Creative approaches emphasize successful transformation of images for effective visual communication.

Prerequisite: GRD180

### **GRD233 Web Design I**

**4 Credit Hours**

Incorporates typography and images into layout pages for the web environment. Through a case series of exercises, students are introduced to the concepts and applications of HTML5 and CSS.

### **GRD234 Web Design II**

**4 Credit Hours**

Designed to further develop the skills acquired in Web Design I. Students learn advanced code functions of HTML5 and CSS and are introduced to Dreamweaver software.

Prerequisite: GRD233

### **GRD235 Web Design III**

**4 Credit Hours**

Designed to further develop the skills acquired in Web Design II. Students use HTML5 and CSS to develop a website including multimedia, video, and audio elements.

Prerequisite: GRD234

### **GRD290 Typography II**

**4 Credit Hours**

Designed to further develop the skills acquired in Typography I. Projects incorporate type as a decorative element to produce creative marketable design results. Principles of selecting typeface, use of grids, and basic layout designs and formats are addressed.

Prerequisites: GRD190

### **GRD310 Advanced Vector Graphics**

**4 Credit Hours**

Focuses on further developing vector skills for effective design in visual communications in two-dimensional computer graphics. Projects incorporate narrative and complete corporate identity including logos.

Prerequisite: GRD180

**GRD320 Communications Design II****4 Credit Hours**

Designed to further develop the skills acquired in Communications Design I. Students use conceptual and strategic thinking to research and develop a campaign idea, and create visual communications to channel their campaign through a medium of their choice.

Prerequisite: GRD220, GRD290

**GRD330 Digital Photography II****4 Credit Hours**

Designed to further develop the skills acquired in Digital Photography I. Course includes advanced digital darkroom and color skills and introduces students to a wide range of styles in contemporary photography.

Prerequisite: GRD230

**GRD360 Packaging Design I****4 Credit Hours**

Incorporates the history, purpose, types, materials, environmental considerations, graphic symbols and labels, and security measures of packaging. Students study packaging as a new-product development process, explore its graphic design for marketing options, and produce models with accompanying industry standard specifications sheets.

Prerequisites: GRD220

**GRD390 Typography III****4 Credit Hours**

Designed to further develop the skills acquired in Typography II. Projects explore and emphasize creative use of type in professional presentations using various publication formats.

Prerequisite: GRD290

**GRD395 Corporate Identity Design****4 Credit Hours**

Students research and analyze corporate identity visual communications for graphic design marketing and complete multi-faced corporate identity graphic design promotional projects.

Prerequisites: GRD320, GRD390

**GRD396 Information Design****4 Credit Hours**

Designed to further develop the skills acquired in Corporate Identity Design.

Data are structured and presented in creative graphic design projects.

Prerequisite: GRD234, GRD395

### **GRD400 Print Production for Designers**

**4 Credit Hours**

Covers procedures and techniques for successful printing of projects from planning to production. Explores the various print media format and color specifications from prepress production to finishing, and examines professional hard copy samples such as periodicals, posters, books, brochures and packaging.

Prerequisites: GRD320, GRD390

### **GRD410 Publication Design**

**4 Credit Hours**

Students research and analyze graphic design in multi-page publications and create their own multi-page publication designs.

Prerequisite: GRD330, GRD395

### **GRD420 Communications Design III**

**4 Credit Hours**

Designed to further develop and integrate the skills acquired in Communications Design II, Web Design III, and Information Design. Students research, develop, and present promotional graphic design materials for their target markets following client guidelines.

Prerequisites: GRD235, GRD396

### **GRD460 Packaging Design II**

**4 Credit Hours**

Designed to further develop the skills acquired in Packaging Design I. Students research and develop design concepts for packaging as part of marketing campaigns, and develop prototype models and accompanying promotional graphic design marketing displays.

Prerequisites: GRD310, GRD360, GRD390

### **GRD480 Advanced Project**

**4 Credit Hours**

Students utilize cumulative skills acquired in advanced course studies to work on an individual research project for their portfolio with the help of a faculty mentor. Course is taken in senior year.

Prerequisite: GRD420

**GRD481 Portfolio****2 Credit Hours**

Studio and critique workshop. Students edit, create, add, highlight, and refine projects to meet industry standards and promote individual graphic design skills in their specialized area. Course is taken in senior year.

Prerequisite: GRD420

**GRD483 Internship****4 Credit Hours**

Provides a field-based internship experience, where students acquire career/professional skills within the graphic design industry. Course is taken in last quarter of study.

Prerequisites: GRD226 and prior approval



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## Interior Design

### **INT100 Studio I: Architectural Visualization**

**4 Credit Hours**

Students gain a solid foundation in basic drafting techniques through hands-on instruction in the proper use of drafting materials and tools. Topics include plan, elevation, section, and scale.

### **INT110 Sketching and Rendering**

**3 Credit Hours**

An introduction to the development of basic freehand sketches. Course emphasizes quick sketch techniques and rapid visualization. Students learn a variety of drawing media and rendering techniques for visually communicating design concepts.

### **INT120 Studio II: Conceptual Design**

**4 Credit Hours**

Introduces the principles and elements of design. Emphasis upon conceptual analysis and problem solution in two- and three-dimensional design. Students examine the psychological and cultural impact of form, space, and volume in making appropriate design decisions.

### **INT130 Color and Composition**

**3 Credit Hours**

Introduces principles of 2D composition with emphasis on color use and color theory to create effective graphic presentations/visual design communication. Students are introduced to traditional and digital media.

### **INT150 CAD I**

**4 Credit Hours**

Introduces AutoCAD as a drafting tool. Students learn to use CAD to create and edit plans, elevations, and section views of designs for use in design studies and presentations. Students also learn presentation styles, drawing organization, and other techniques used in professional practice.

Prerequisite: INT100

### **INT160 Studio III: Space Planning**

**4 Credit Hours**

Introduces space planning basics with an emphasis upon conceptual analysis. Students learn space planning and furniture arrangement from a functional and aesthetic viewpoint. Introduces major parameters of interior design including human factors, ADA, and universal design. Provides continued development of design theory.

Prerequisites: INT120, INT150

### **INT170 History of Furniture and Interiors I**

**4 Credit Hours**

Study of the history of architecture focusing on interiors, furniture, and decorative arts from ancient times through the 18th century. Emphasis on how the classical world influenced the major periods following it, including Gothic, Renaissance, Baroque, and Rococo.

### **INT171 History of Furniture and Interiors II**

**4 Credit Hours**

Study of the history of architecture focusing on interiors, furniture, and decorative arts from the mid-18th century through the present. Covers the evolution of modernism throughout Europe and the United States.

Prerequisite: INT170

### **INT200 CAD II**

**4 Credit Hours**

Provides students with more advanced commands used to create, modify, annotate, and print drawings to be used for presentation and production. Emphasizes skills and methods used in professional practice to create drawings that follow industry standards and encourages teamwork.

Prerequisite: INT150

### **INT210 Perspective Drawing**

**3 Credit Hours**

Students refine the techniques of constructing one- and two-point perspective drawings. Emphasizes visualization techniques and rendering to enhance images.

Prerequisites: INT100, INT110

### **INT220 Studio IV: Lighting I**

**4 Credit Hours**

Explores architectural lighting, including basic calculations and color-rendering theory. Covers fundamentals of electricity and the importance of psychology and lighting. Detailed reflected ceiling plans and lighting schedules as well as design and model making of a lighting fixture are included in the studio

projects.

Prerequisite: INT160

### **INT230 Materials, Textiles, and Finishes**

**4 Credit Hours**

Students learn the appropriate selection, application, and installation of materials and finishes used in the interior environment. Course emphasizes the basic materials, manufacturing, and specification processes and characteristics of goods specified by the interior designer.

Prerequisite: INT100

### **INT240 Studio V: Residential I**

**4 Credit Hours**

Introduces the study of residential environments and the planning of interior spaces. Emphasizes the design process from initial client contact/programming through schematic and final design. Topics include space planning/presentation skills; review of human factors; and the physiologic, psychological, and social needs of clients and the public.

Prerequisites: INT200, INT220

### **INT250 Studio VI: Commercial I**

**4 Credit Hours**

An introduction to commercial design and its specialized requirements for interior planning. Emphasizes space planning, codes and regulations, conceptual analysis, and problem solution.

Prerequisite: INT240

### **INT260 Architectural Construction and Methods I**

**4 Credit Hours**

Examines interior design and architectural systems. Topics include construction methods and materials with focus on the mixed masonry-wood structures. Explores foundation, floor, wall, and roof systems, and covers site analysis, regulatory factors, and zoning ordinances.

Prerequisites: INT220, INT230

### **INT281 Career Management Seminar**

**2 Credit Hours**

Explores career-development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection, and how to compile a professional design portfolio.



**INT293 Internship****4 Credit Hours**

Provides a field-based internship experience, where students acquire career/professional skills within the interior design industry.

Prerequisite: INT281

**INT300 Studio VII: Residential II****4 Credit Hours**

Develops advanced residential design concepts and skills with emphasis placed upon historical precedents, functionalism, energy efficiency, space planning, materials, and the latest technology in equipment and fixtures.

Prerequisite: INT250

**INT310 Building Codes and Regulations****4 Credit Hours**

Provides students with an overall understanding of codes, standards, and federal regulations with an emphasis on interior projects. Utilizes real-life design examples to explain how specific codes and standards apply to a variety of building and project types.

Prerequisite: INT260

**INT320 CAD III: 3-Dimensional Visualizaton****4 Credit Hours**

Students use AutoCAD and other software packages in the creation, manipulation, and rendering of 3-dimensional views of interior spaces. Students will learn to represent materials and lights and to manipulate views to develop striking renderings of their design solutions.

Prerequisite: INT200

**INT330 Studio VIII: Commercial II****4 Credit Hours**

Provides further study and analysis of retail/store planning design and hospitality spaces. Focuses on problem identification, research, programming, preliminary design, and design development. Examines relevant codes and regulations and sustainable impact.

Prerequisite: INT300

**INT340 Sustainable Design****4 Credit Hours**

Introduces principles and concepts of sustainability in the design process. Provides an understanding of LEED certification and rating system with emphasis upon interiors. Examines methods to determine the appropriateness of construction and finish materials for sustainable interiors.

Prerequisites: INT230, INT260

### **INT350 Architectural Construction and Methods II**

**4 Credit Hours**

Advanced study of construction systems and methods with more detailed analysis of such topics as mechanical and electrical systems, moisture and thermal protection, and vertical circulation as it relates to interior design.

Prerequisite: INT260, Corequisite: INT340

### **INT360 Studio IX: Lighting II**

**4 Credit Hours**

Expands on the knowledge and skills obtained in Lighting I. Focus on advanced illumination and photometrics. Studio projects will continue to expand on complex commercial lighting designs, including fixture creations and model making.

Prerequisite: INT330

### **INT370 CAD IV: Working Drawings**

**4 Credit Hours**

Students learn to create industry standard construction drawings used by the trade to build and renovate spaces. Symbols, graphic notations, sections, details, and schedules are taught to be used in the proper representation of their designs as legal documents for construction.

Prerequisites: INT310, INT320

### **INT400 Studio X: Commercial III**

**4 Credit Hours**

Studies design of large scale institutional public spaces (cultural centers, government, transportation) and other complex building types. Explores solutions to environmental, interior, and architectural problems based upon research, space analysis, and planning. Comprehensive program analysis with emphasis upon cultural, behavioral, and quality-of-life issues.

Prerequisite: INT360

### **INT410 Furniture Design**

**3 Credit Hours**

Focuses on the design concepts, functionality, materials, and construction documents to build furniture. The creative process of furniture design is covered through the studio projects assigned. Anthropometric and ergonomics are covered in depth.

Prerequisites: INT300, INT320

### **INT420 Studio XI: Capstone Project I-Program**

**2 Credit Hours**

Preparatory course for INT460, Capstone Project II-Design. Provides instruction in individual capstone design program development including project and site selection.

Prerequisite: INT400

### **INT430 Professional Practice**

**4 Credit Hours**

Provides students with an introduction to the practices of the interior design profession, with special emphasis on professional ethics, contracts, design fees, budgets, project management, marketing, and client/contractor/designer/trade relationships.

Prerequisite: INT250

### **INT450 Special Topics in the History of Architecture**

**4 Credit Hours**

Focuses in depth on a particular period in history with a detailed study of the social, economical, political, and religious aspects that influenced the designer in that period. Periods studied include Classical, Florentine Renaissance, Baroque, Rococo, Victorian, and 20th century.

Prerequisite: INT171

### **INT460 Studio XII: Capstone Project II-Design**

**4 Credit Hours**

Students research and design an in-depth interiors project featuring residential and/or commercial design. Students apply all the skills and knowledge developed through their course of study in interior design.

Prerequisite: INT420

### **INT483 Internship**

**4 Credit Hours**

Provides a field-based internship experience, where students acquire career/professional skills within the interior design industry.

Prerequisite: INT281



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## Justice Studies

### **JUS100 Introduction to Justice Studies**

**4 Credit Hours**

An introduction to the major institutions of justice in society. Topics include justice in a free society, the police, courts, correctional services, the balance of individual rights and public order, law and public policy, and factors affecting the future of the justice system.

### **JUS110 Communication Skills for Justice Professionals**

**4 Credit Hours**

This course examines the nature and importance of communication within the criminal justice system. Students develop report writing skills and an understanding of the impact report writing has on the investigation and prosecution of crime, as well as on the administration of justice.

Prerequisite or Corequisite: JUS100

### **JUS201 Criminal Procedure**

**4 Credit Hours**

An introduction to the methods and body of rules by which criminal law functions in a free society. Topics include the collection and handling of evidence in a crime, police procedure in regard to search and seizure, emergency police searches, vehicle searches, confessions, and arrest and interrogation procedures.

Prerequisite: JUS100

### **JUS205 Criminal Law**

**4 Credit Hours**

An introduction to the study of criminal law. Students will learn about general categories of criminal law (felonies and misdemeanors) and the various defenses to criminal charges (alibi, justification, excuse, conspiracy, and legal insanity).

Prerequisite: JUS100

### **JUS210 Community Relations and the Police**

**4 Credit Hours**

An introduction to the history of community relations and the police. Explores public relations programs and strategies.

Prerequisite: JUS100

### **JUS220 Justice and the Media**

**4 Credit Hours**

An introduction to the relationship between the media and the justice system. Topics include freedom of the press, the individual's right to privacy, the Freedom of Information Act, sensationalism in the media with regard to crime, and the role of the media in crime-solving and law enforcement.

Prerequisite: JUS100

### **JUS225 Criminal Investigations**

**4 Credit Hours**

An introduction to criminal investigation procedures including the historical development of criminal investigations and how investigative processes relate to the various functions of law enforcement. Procedures including the collection, organization, and preservation of evidence using basic investigative tools will be discussed. Primary sources of information will be reviewed, the importance of writing skills analyzed, and the constitutional (legal) limitations of criminal investigations reviewed.

### **JUS230 Terrorism**

**4 Credit Hours**

A study of the history and causes of terrorism, including an overview of the philosophies, objectives, strategies, technology, and response of democratic governments in combating terrorism. Concentrates on the structure and function of major terrorist groups. Includes an investigation of terrorist activities, legal viewpoints, and media responsibility.

Prerequisite: JUS100

### **JUS255 Computer Applications in Criminal Justice**

**2 Credit Hours**

An introduction to the fundamental concepts underlying technology in criminal justice. Topics include the concepts of technology, tactical information, strategic information, the application of technology in criminal justice to improve operational efficiency and effectiveness, in order to implement community policing, situational crime prevention, and resource allocation.

Prerequisites: CIS115, JUS100

### **JUS260 Contemporary Issues in Justice Studies**

**4 Credit Hours**

Includes a focus on social issues such as violence, abuse, racial and ethnic relations, racism, concentrated poverty, joblessness, terrorism, and suicide,

and explores how these issues impact justice in the United States.

Prerequisite: JUS100

### **JUS270 Special Topics in Justice Studies**

**4 Credit Hours**

Includes readings and discussions organized around selected topics in justice studies. Topics will vary each quarter.

### **JUS293 Internship**

**4 Credit Hours**

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226

### **JUS301 Police Administration and Management**

**4 Credit Hours**

Examines the management practices and organizational designs in American policing. Topics include leadership and leadership development, law enforcement and politics, CompStat, organizational development, and human resources.

Prerequisites: JUS100, SOC218

### **JUS302 Homeland Security**

**4 Credit Hours**

An introduction to the emerging issues of Homeland Security and potential terrorist threats. Includes the history of terrorism, the National Security Act, the events of September 11, and overall public safety challenges.

Prerequisites: JUS100, SOC218

### **JUS305 Justice and the Judiciary**

**4 Credit Hours**

An introduction to the history, structure, and procedures of the state and federal judicial systems. Topics include the roles and responsibilities of the district attorney, defense attorney, bailiff, judge, jury, and expert witness in determining guilt or innocence. Pretrial activities are also discussed, such as grand jury, preliminary hearings, and pleas.

Prerequisite: JUS100

**JUS307 Corrections, Probation, and Parole****4 Credit Hours**

An introduction to the history and current state of corrections, probation, and parole in the United States. Topics include the roles of corrections, probation, and parole officers; different types of jails and prisons; restorative justice; community-based correctional models; and extra-institutional supervision of convicted offenders.

Prerequisite: JUS100

**JUS314 Introduction to Intelligence****4 Credit Hours**

Considers the intelligence function within the context of the Patriot Act. Topics include the use of informants, issues in police interrogation practices, Miranda warnings, electronic eavesdropping and surveillance, and the civil rights implications of electronic evidence.

Prerequisite: JUS100

**JUS401 Corporate Security Management****4 Credit Hours**

An introduction to contemporary security management in the private sector. Emphasizes the integration of the security function into an organization's operations in order to ensure safety and security and enhance overall efficiency and profitability.

Prerequisite: JUS100

**JUS402 Private Security Management****4 Credit Hours**

An examination of security management. Stresses the role of management in handling protection and control of facilities, property, and personnel in the private sector. Topics include disaster control, fire safety and prevention, industrial espionage, labor disputes, public disorder, computer security, and coordination with public safety agencies.

Prerequisite: JUS100

**JUS403 Cyber Crime****4 Credit Hours**

An introduction to the links between computers, crime, and social control. Includes an analysis of the technological, social, economic, and political context from which cyber crime has emerged. Considers social and political relations to cyber crime, as well as social policy questions of privacy and freedom on the Internet.

Prerequisites: CIS115, JUS100



**JUS404 White Collar Crime****4 Credit Hours**

An introduction to the social and legal dimensions of crimes committed by corporations, as well as by individuals. Covers the social definition of white collar crime, who commits it, who is harmed by white collar offenses, and how law enforcement and society respond.

Prerequisite: JUS102

**JUS405 Transportation Security****4 Credit Hours**

Analyzes the security challenges created by economic dependence on public transportation. Assesses the impact of compromised public transportation systems.

Prerequisite: JUS100

**JUS406 Research Methods in Criminal Justice****4 Credit Hours**

An examination of academic research with particular attention to research designs, data collection, and sampling. This course will address the procedures and methods necessary to conduct a research study in criminal justice. Methodological problems and ethical issues will be considered in detail.

Prerequisite: JUS100

**JUS407 Global Security****4 Credit Hours**

An introduction to various international security concepts, such as international terrorism, multi-national military conflict, economic growth and expansion, and the global environment.

Prerequisite: JUS100

**JUS470 Special Topics in Justice Studies****4 Credit Hours**

Involves readings and discussions around selected topics in justice studies. Topics will vary each quarter.

**JUS483 Internship****4 Credit Hours**

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226



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## Legal Studies

### **LAW100 Introduction to Law and the American Legal System**

**4 Credit Hours**

Students will be introduced to the United States legal system. The structure and administration of the state and federal courts are examined as well as the function of the trial and appellate courts. The sources of law will be discussed, and procedural and substantive law distinguished. Students will be introduced to the legal principles of torts, contracts, criminal, civil, and property law.

### **LAW200 Legal Ethics and Professional Values**

**4 Credit Hours**

The course will introduce students to the defining ethical issues that lawyers and the legal community face in various practice settings. Topics will include access to justice; issues in the attorney-client relationship such as competence, confidentiality, and conflict of interest; and ethics in particular context, such as criminal practice, government, and corporate law.

Prerequisite: LAW100

### **LAW210 Legal Research**

**4 Credit Hours**

Students will locate and identify primary and secondary sources of law using traditional and computer-assisted research techniques, including Lexis, Westlaw, and the Internet. Students will use the databases to formulate searches, retrieve and display documents, and validate findings.

Prerequisite: LAW100

### **LAW220 Writing for Legal Professionals**

**4 Credit Hours**

Students will structure and draft legal case briefs, opinion letters, and memoranda of law in a logical, clear concise manner. The course will stress proper grammar, organization, legal citation, and ethical considerations in legal writing. The students will learn appropriate writing style and tone, adapting the style/tone based on purpose of document and audience. The students will learn the use of outlines and charts in preparing to write legal documents.

Prerequisites: LAW210, ENG106

### **LAW230 Civil Litigation**

**4 Credit Hours**

Students will be introduced to the rules governing the civil litigation process in both the state and federal civil courts. Topics will include all aspects of civil litigation, including preparation of pleadings, discovery methods, motion practice, trial documents, and the appellate process.

Prerequisite: LAW100

### **LAW240 Family Law**

**4 Credit Hours**

This course will explore the field of Family Law from both a theoretical and practical perspective by examining the requirements of family law practice. Topics covered will include planning for marriage and formation of the marriage through its dissolution, including divorce, separation, and annulment. Child matters including child support, visitation, and adoption will also be covered. Other topics will include domestic partnerships, domestic violence considerations including orders of protection, and non-dispute resolution and its role in Family Law.

Prerequisite: LAW100

### **LAW250 Wills, Trusts, and Estates**

**4 Credit Hours**

Involves planning, formation, and administration of property-interest transfer instruments; preparation and execution of estate and trust instruments; testate and intestate probates and estate administrations; handling an elective share and related disputes; and accounting for income or asset accumulation, administration, and distribution, including federal and state taxation issues.

Prerequisite: LAW100

### **LAW260 Law Firm Communications and Technology**

**4 Credit Hours**

Designed to provide students with the knowledge and practical application of the different technologies and software packages used in the legal industry. Students develop the conceptual, technical and interpersonal skills required to manage information and personnel in an automated law office environment.

Prerequisites: LAW100, CIS115

### **LAW293 Legal Studies Internship**

**4 Credit Hours**

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226

**LAW310 Alternative Dispute Resolution****4 Credit Hours**

This course will explore the field of Alternative Dispute Resolution (ADR) by exploring the various mechanisms utilized to resolve disputes, including mediation and arbitration, the advantages and disadvantages of utilizing ADR as opposed to litigation, as well as the types and subjects where ADR is commonly employed. Students will engage in role plays throughout the course to demonstrate their knowledge of the various ADR options.

Prerequisite: LAW100

**LAW320 Elder Care Law****4 Credit Hours**

Addresses legal requirements and procedures, state and federal benefits systems, taxation issues and financial principles, ethics, end-of-life issues, and elder abuse issues related to aged and special needs populations. Case management techniques appropriate to aged and special needs populations will be addressed.

Prerequisite: LAW250

**LAW330 Employment Law****4 Credit Hours**

Course covers the basic concepts in federal and state Employment Law. Topics include the hiring process, legal regulation, benefits, employee privacy, expression and association, health and safety, the organization and representation, union collective action, collective bargaining, termination of the employment, restrictive covenants, wrongful discharge, plant closings, and retirement.

Prerequisites: LAW100, BUS231

**LAW340 Law Firm Management and Administration****4 Credit Hours**

Provides an overview of the legal industry, including the parameters and policies of the business of law. Topics include: principles of law firm management and supervision; the organizational structure of a law office; law firm hiring practices; human resources; client relations; office procedures; workforce ethics; facilities management; security; and confidentiality.

Prerequisites: LAW100, BUS100

**LAW410 Constitutional Law****4 Credit Hours**

A survey of U.S. constitutional issues as primarily interpreted by the U.S. Supreme Court. Topics include: issues of government structure, including the powers of the three branches of government and checks and balances,

separation of powers in the federal and state governments, as well as, individual liberties and civil rights, including First Amendment Freedom of Speech, Assembly and Religion and Equal Protection Clause.

Prerequisite: LAW100

### **LAW420 Real Property Law**

**4 Credit Hours**

This course will allow students to learn and explore fundamental topics related to the petition, ownership, and transfer of real property interest. Topics will include closings of residential property real estate financing, including mortgages and insurance, foreclosure, and short sales. Through a simulated real estate closing exercise, students will relate theory to practice and demonstrate their knowledge of the topics studied.

Prerequisite: LAW100

### **LAW430 Advanced Legal Research, Writing, and Advocacy**

**4 Credit Hours**

This course further develops and refines the research, analysis, citation, and writing skills introduced in Legal Research (LAW 210) and Writing for Legal Professionals (LAW 220) courses. Students will prepare either a complex trial brief or appellate brief and present oral argument.

Prerequisite: LAW220

### **LAW440 Contemporary Issues in Elder and Special Needs Law**

**4 Credit Hours**

Involves reading and discussions organized around selected topics. Topics will vary each quarter and may include health policy, financial aspects of money management, housing issues, legal issues, and professional ethics related to special needs and geriatric populations.

Prerequisites: LAW250, HEA203

### **LAW450 Intellectual Property**

**4 Credit Hours**

Includes the study of each field of law that typically falls under the umbrella of intellectual property, including trademarks, copyrights, patents, trade secrets, and unfair competition. The methods by which each is created, procedures to register or protect each, duration of rights, protection from infringement, and new and international developments will be discussed for each of the intellectual property fields.

Prerequisites: LAW100, BUS231

**LAW460 Law Firm Financial Management****4 Credit Hours**

Students learn the principles and practical applications of law firm financial management, the maintenance of attorney trust accounts and ethical rules governing financial transactions. Topics include: basics of accounting and bookkeeping, management of attorney trust accounts and business accounts; billing, collections and accounts payable; attorney record keeping and time management and budgeting.

Prerequisites: LAW100, ACC110

**LAW483 Legal Studies Internship****4 Credit Hours**

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS226



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## Paralegal Studies

### **LEG105 Introduction to Paralegalism**

**4 Credit Hours**

An introduction to the legal system and the legal process, particularly as it operates in the state and federal courts. Topics include ethical considerations; computer applications; research in law; and specific paralegal skills in law office management, interviewing, investigation, and advocacy.

### **LEG120 Contracts and Uniform Commercial Code**

**3 Credit Hours**

Examines contracts and the intricacies of the Uniform Commercial Code. Topics include private agreements; the roles of the parties and the court; the failure of performance and the rights and remedies of parties upon breach; express and implied warranties and disclaimers; and security agreements, commercial paper, and negotiability.

Prerequisite: LEG105

### **LEG215 Computerized Legal Applications**

**3 Credit Hours**

An introduction to office management programs, word processing for the law office, and practice-specific programs. Course provides an introduction to the Internet for legal use. Students also gain hands-on instruction in several software programs that are used in the legal environment.

Prerequisites: CIS115, LEG105

### **LEG220 Torts**

**4 Credit Hours**

An introduction to civil wrongs. Topics include negligence, intentional torts, strict liability, products liability, defamation, and toxic torts. Students will examine relevant statutes as well as case law regarding various areas of torts.

Prerequisite: LEG105

### **LEG221 Litigation**

**3 Credit Hours**

An introduction to litigation. Students learn the structure of the court system, the methods and procedures employed in litigation, and the various stages of litigation, such as trial preparation, rules of evidence, and trial and appeal procedures.



Prerequisite: LEG105

### **LEG231 Legal Research and Writing**

**3 Credit Hours**

Students locate and identify primary and secondary sources of law using traditional and computer-assisted research techniques. Includes structuring and drafting of legal case briefs and memoranda of law. Stresses various methods of computer-based legal and factual research with hands-on applications.

Prerequisites: ENG105, ENG106, LEG105

### **LEG232 Advanced Legal Research and Writing**

**3 Credit Hours**

Continuation of Legal Research and Writing.

Prerequisite: LEG231

### **LEG235 LEXIS and WESTLAW**

**1 Credit Hour**

An introduction to computerized legal research using LEXIS and WESTLAW. Topics include using the databases, formulating searches, retrieving and displaying documents, validating findings, and advanced research techniques.

Prerequisite: LEG105 or Corequisite: LEG231

### **LEG240 Business Organizations and Corporations**

**4 Credit Hours**

Covers individual, partnership, and corporate forms of business organizations. Topics include formation; implementation; rules governing operations and decision-making; duties and liabilities of corporate actors; and mergers, acquisitions, and dissolutions of corporations.

Prerequisite: LEG105

### **LEG242 Employment Law**

**4 Credit Hours**

Topics include the hiring process, legal regulation of benefits, employee privacy, expression and association, health and safety, organization and representation, union collective action, collective bargaining, termination of employment, restrictive covenants, wrongful discharge, plant closing, and retirement.

Prerequisites: LEG105, LEG120

**LEG244 Bankruptcy Law****4 Credit Hours**

Covers preliminary problems leading to bankruptcy, eligibility for bankruptcy, collection of the debtor's estate, the trustee's avoiding powers, distribution of the estate, and discharge of the debtor under the federal bankruptcy and related state law.

Prerequisites: LEG105, LEG120

**LEG246 Real Estate Law****4 Credit Hours**

Covers the sale and transfer of real property interests. Students learn about real property interests and their methods and forms of petition, ownership, and transfer. Other topics include rules and procedures involved in real estate closings and functions and forms of real estate financing, mortgages, and insurance.

Prerequisite: LEG105

**LEG250 Family Law****4 Credit Hours**

Examines forms and procedures in divorce actions from client interviews to settlement agreements and formal adjudication; resolution of family disputes involving annulments, separations, parenthood, support, alimony, and parent-child relationships; family support services and non-judicial dispute resolution; and juvenile protection and agencies.

Prerequisite: LEG105

**LEG252 Criminal Law and Procedures****4 Credit Hours**

Covers the regulation of criminal versus civil activity and criminal trial preparation and procedures. Topics include indictment and arraignment procedures, pretrial motions, defenses, discovery, burden of proof, and post-trial disposition.

Prerequisite: LEG105

**LEG258 Intellectual Property Law****4 Credit Hours**

Includes the study of each field of law that typically falls under the umbrella of intellectual property, including trademarks, copyrights, patents, trade secrets, and unfair competition. Methods by which each is created, procedures to register or protect each, duration of rights, protection from infringement, and new and international developments are discussed for each of the intellectual property fields.

Prerequisite: LEG105

**LEG260 Wills, Trusts, and Estates****4 Credit Hours**

Involves planning, formation, and administration of property-interest transfer instruments; preparation and execution of estate and trust instruments; probates and estate administrations; handling an elective; and accounting for income or asset accumulation, administration, and distribution.

Prerequisite: LEG105

**LEG270 Special Topics in Paralegal****4 Credit Hours**

Involves readings and discussions organized around selected topics. Topics will vary each quarter.

Prerequisite: LEG105

**LEG292 Internship****4 Credit Hours**

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS225

**LEG482 Internship****4 Credit Hours**

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisite: BUS225



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## Developmental Education Courses

### **DED051 Foundations of Critical Reading**

**4 Equivalency Units**

This course provides students with the foundations needed for academic and reflective reading, critical thinking, and response writing. Topics include academic vocabulary; flexible reading; advanced comprehension skills, including analyzing, evaluating and responding to materials across academic disciplines; learning and study skills, including outlining, note-taking and time management; and metacognitive strategies.

### **DED061 Foundations of Critical Writing**

**4 Equivalency Units**

This course provides students with the foundations needed for academic and reflective writing. Topics include the writing process, academic grammar and style, paragraph organization, essay development, and basic research using MLA format. Writing styles include argument/persuasion, illustration/example/description, comparison/contrast, and narration. The interrelatedness of reading and writing will also be reinforced.

Prerequisite: DED051 or satisfactory score on reading portion of placement test

### **DED090 Bridge to Success**

**4 Equivalency Units**

The Bridge to Success program provides students with critical math, study, and problem-solving skills, and provides an early introduction to the expectations and culture of college life. Emphasis is placed on the use of quantitative processes to explain the meaning and application of arithmetic operations, integers, graphs/charts/tables, basic descriptive statistics, linear equations and the coordinate system as well as the development of time management, critical thinking, and active reading skills. Students who satisfactorily complete the program will be eligible to register for their first quarter at Berkeley College.

### **DED099 Transitional Math**

**4 Equivalency Units**

This course is intended to prepare students to become successful learners in courses requiring basic math skills. Emphasis is placed on the use of quantitative processes to explain the meaning and application of arithmetic operations, descriptive statistics, linear equations, and the coordinate system. Supplemental instruction will be required based on placement scores.



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## Academic Calendar

### WINTER QUARTER 2013

Wednesday, January 2 – Classes Begin  
 Monday, January 21 - Martin Luther King,  
 Jr. Day – No Classes  
 Monday, February 18 - Presidents' Day –  
 No Classes  
 Sunday, March 24 - Classes End  
 Monday, March 25 through Sunday, March  
 31- Spring Vacation

### SPRING QUARTER 2013

Monday, April 1 – Classes Begin  
 Monday, May 27 - Memorial Day – No  
 Classes  
 Sunday, June 23 - Classes End  
 Monday, June 24 through Sunday, July 7  
 - Summer Vacation

### SUMMER QUARTER 2013

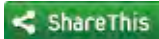
Monday, July 8 – Classes Begin  
 Monday, September 2 - Labor Day – No  
 Classes  
 Sunday, September 22 - Classes End  
 Monday, September 23 through Sunday,  
 September 29 - Fall Vacation

### FALL QUARTER 2013

Monday, September 30 – Classes Begin  
 Monday, October 14 - Columbus Day – No  
 Classes  
 Thursday, November 28 through Sunday,  
 December 1 - Thanksgiving Recess  
 Sunday, December 22 - Classes End  
 Monday, December 23 through Sunday,  
 January 5, 2014 - Winter Vacation

### WINTER QUARTER 2014

Monday, January 6 - Classes Begin  
 Monday, January 20 - Martin Luther King,  
 Jr. Day – No Classes  
 Monday, February 17 - Presidents' Day –  
 No Classes  
 Sunday, March 30 - Classes End  
 Monday, March 31 through Sunday, April  
 6 - Spring Vacation



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## Employment, Retention, and Graduation Rates

### Employment Rates

Over 87 percent of Berkeley College graduates who graduated during the academic year ending June 30, 2011 secured employment in their chosen fields (as communicated by the graduates) prior to June 30, 2012 (excluding graduates who were not actively pursuing employment or did not provide information).

### First-to-Second Year Retention Rates

**New Jersey:** Fifty percent of first-time, full-time students and 56 percent of first-time, part-time students seeking Bachelor's degrees who began their studies at Berkeley College in Fall 2010 returned in Fall 2011.

**New York:** Fifty percent of first-time, full-time students and 25 percent of first-time, part-time students seeking Bachelor's degrees who began their studies at Berkeley College in Fall 2010 returned in Fall 2011.

The many students who attended another postsecondary institution before enrolling at Berkeley College or who began their studies part-time are not included in those rates. If those students were included, then retention rates would be 53 percent for full-time and part-time New Jersey students and 52 percent for full-time and 36 percent for part-time New York students.

### Graduation Rates

Federal law requires colleges that participate in certain financial aid programs to report the percentage of first-time degree or certificate seeking students who successfully completed those programs within one and a half times the "normal time" (for example, that would be six years for a Bachelor's degree program or three years for an Associate's degree program). Reported graduation rates for full-time, first-time freshmen who entered Berkeley College in Fall 2005 were 38 percent for New Jersey students and 33 percent for New York students.

If students who attended another postsecondary institution before enrolling at Berkeley College or who began their studies part-time were included, then graduation rates would be 40 percent for New Jersey students and 36 percent for New York students.



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## Admissions and Finances



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- **[Transfer Credit Policy \(/catalog\\_2013/catalog\\_2013\\_4476.htm\)](/catalog_2013/catalog_2013_4476.htm)**
- **[Credit for Prior Learning \(/catalog\\_2013/catalog\\_2013\\_7794.htm\)](/catalog_2013/catalog_2013_7794.htm)**
- **[Degree Program Tuition and Fees \(/catalog\\_2013/catalog\\_2013\\_4475.htm\)](/catalog_2013/catalog_2013_4475.htm)**
- **[Certificate Program Tuition and Fees \(/catalog\\_2013/catalog\\_2013\\_5585.htm\)](/catalog_2013/catalog_2013_5585.htm)**
- **[Guide to Financial Aid \(/catalog\\_2013/catalog\\_2013\\_4474.htm\)](/catalog_2013/catalog_2013_4474.htm)**





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## Admissions

Berkeley College seeks to provide students with an education that balances academic preparation, professional training, and hands-on experience. The College considers students for admission on the basis of future potential and the motivation and interest to succeed in a chosen profession as well as on past academic achievement.

Graduation from high school or the equivalent and an entrance exam or SAT/ACT scores are basic requirements for admission. Documentation of successful completion of high school or the equivalent must be submitted to the College prior to starting classes.

A personal interview is strongly recommended. Applicants are encouraged to contact the Director of Admissions at the location of their choice to arrange for an appointment with an admissions associate. Please allow a minimum of one hour for the visit to discuss educational objectives and career plans and to receive a tour of the College. For further information, students may also call the College at 800-446-5400, Ext. WC1 or email [info@BerkeleyCollege.edu](mailto:info@BerkeleyCollege.edu) (<mailto:info@BerkeleyCollege.edu>) .

Since Berkeley maintains a rolling admissions policy, students are encouraged to apply as early as possible. The Committee on Admissions notifies applicants of a decision as soon as all credentials have been evaluated.

**High School Applicants:** To be considered for admission, the following information must be submitted:

- An application for admission ([BerkeleyCollege.edu/Apply](http://BerkeleyCollege.edu/Apply) (<http://BerkeleyCollege.edu/Apply>) ) and a non-refundable \$50 application fee
- Certification of high school graduation or the equivalent as recognized by state departments of education

**Adult Applicants:** Many adult students are striving to balance work and family with college studies, while others have not yet found the time to reenter or even begin college. To meet these special requirements, Berkeley College has established an Adult Admissions Department, which provides an environment that is sensitive to the needs of adult students.

Nine convenient locations in the New York City, Westchester, and New Jersey metropolitan areas and an online option provide exceptional convenience and flexibility, as students have the option of combining day, evening, weekend, and online classes at more than one campus. In addition, faculty provide professional guidance to adult students who may be able to earn credit for college-level learning acquired through experience.

Adult students who have previously attended college should follow the procedures for transfer applicants. Adults who are first-time college students must submit the following information to be considered for admission:

- An application for admission ([BerkeleyCollege.edu/Apply](http://BerkeleyCollege.edu/Apply) (<http://BerkeleyCollege.edu/Apply>) ) and a non-refundable \$50 application fee
- Certification of high school graduation or the equivalent as recognized by state departments of education

**Online Degree Applicants:** The Online Admissions Department works with busy adults who are seeking flexibility and convenience and wish to earn their degree entirely online.

Applicants must successfully complete a short introductory online course to familiarize themselves with online learning prior to course registration. Interested students should call 800-446-5400, Ext. WC1 or email [info@BerkeleyCollege.edu](mailto:info@BerkeleyCollege.edu) (<mailto:info@BerkeleyCollege.edu>) .

**Transfer Applicants:** Students who graduated from high school or the equivalent and then attended another college or university are considered transfer students. To be considered for admission, the following information must be submitted:

- An application for admission ([BerkeleyCollege.edu/Apply](http://BerkeleyCollege.edu/Apply) (<http://BerkeleyCollege.edu/Apply>) ) and a non-refundable \$50 application fee
- Certification of high school graduation or the equivalent as recognized by state departments of education
- An official transcript of previously completed education

If all post-secondary institutions previously attended are not listed on the admission application, transfer credit may not be granted and the student becomes subject to disciplinary action.

**Military and Veteran Applicants:** Berkeley College is dedicated to assisting veterans, members of the National Guard, active duty military members, and their families achieve college degrees. The College adheres to the principles from the Servicemembers Opportunity Colleges (SOC) and participates in the Post 9/11 GI Bill. In addition, Berkeley College participates in the Department of Veterans Affairs' Yellow Ribbon Program, partners with the Army in the GoArmyEd program, and is a partner with the Navy through the SOCNAV NCDLP program. The Berkeley College Office of Military and Veterans Affairs is dedicated to supporting all veterans, military personnel, and their dependents. Students should call the College at 800-446-5400, Ext. VET or email [VeteransAffairs@BerkeleyCollege.edu](mailto:VeteransAffairs@BerkeleyCollege.edu) (<mailto:VeteransAffairs@BerkeleyCollege.edu>) for further information.

**International Applicants:** The International Student Department works with each location to provide assistance to international students in such areas as immigration, visas, housing, orientation to college, and adjustment to American life. This office is located at Berkeley's Midtown Manhattan location. Students can contact the International Student Department by phone (212-687-3730), fax (212-986-7827), or email ([international@BerkeleyCollege.edu](mailto:international@BerkeleyCollege.edu) (<mailto:international@BerkeleyCollege.edu>)).

International students applying for admission should submit an international application form ([BerkeleyCollege.edu/Apply](http://BerkeleyCollege.edu/Apply) (<http://BerkeleyCollege.edu/Apply>)); a transcript of previously completed education, in English; a TOEFL score, if appropriate; and certification of finances.

**Degree Program Applicants:** All new students enrolled in degree programs must meet the College's [immunization requirements](http://berkeleycollege.edu/student_handbook/student_handbook_2013_5914.htm) ([http://berkeleycollege.edu/student\\_handbook/student\\_handbook\\_2013\\_5914.htm](http://berkeleycollege.edu/student_handbook/student_handbook_2013_5914.htm)) prior to registering for classes.

**Healthcare Program Applicants:** Students enrolled in the [Practical Nurse](/student_handbook/student_handbook_2013_pn_index.htm) ([/student\\_handbook/student\\_handbook\\_2013\\_pn\\_index.htm](/student_handbook/student_handbook_2013_pn_index.htm)) , [Multi-Level Patient Care Technician](/student_handbook/student_handbook_2013_mpct_index.htm) ([/student\\_handbook/student\\_handbook\\_2013\\_mpct\\_index.htm](/student_handbook/student_handbook_2013_mpct_index.htm)) , and [Surgical Processing Technician](/student_handbook/student_handbook_2013_spt_index.htm) ([/student\\_handbook/student\\_handbook\\_2013\\_spt\\_index.htm](/student_handbook/student_handbook_2013_spt_index.htm)) certificate programs should refer to their respective Student Handbook Supplements for program-specific immunization requirement policies.

In addition to meeting the [immunization requirements](http://berkeleycollege.edu/student_handbook/student_handbook_2013_5914.htm) ([http://berkeleycollege.edu/student\\_handbook/student\\_handbook\\_2013\\_5914.htm](http://berkeleycollege.edu/student_handbook/student_handbook_2013_5914.htm)) of Berkeley College, students enrolled in the [Surgical Technology A.A.S. program](#)

([/student\\_handbook/student\\_handbook\\_2013\\_st\\_index.htm](/student_handbook/student_handbook_2013_st_index.htm)) should refer to their respective Student Handbook Supplement for additional program-specific immunization requirement policies.

In addition, students applying to the Health Sciences, Multi-Level Patient Care Technician, Practical Nurse, Surgical Processing Technician, and Surgical Technology programs must provide authorization for a criminal background check prior to registration and submit a physical assessment by a licensed physician, advanced practice registered nurse, or physician assistant prior to participating in clinical rotations.

Medical Assistant program applicants must complete and sign a Health Record and Supplemental form, which provides technical information, prior to the start of classes. A tetanus shot administered within the past ten years is also recommended. Hepatitis B vaccination and a tetanus shot are also recommended for part-time students enrolled in the Medical Assistant program.



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## Transfer Credit Policy

Students must complete the last 25 percent of the credits required for their degree at Berkeley College. Acceptance of transfer credits is solely within the discretion of the Registrar. All decisions shall be final, with the exception of decisions that are appealable in accordance with the New Jersey Comprehensive Statewide Transfer Agreement.

**Transfer Credit:** Berkeley College will accept transfer credits from regionally or nationally accredited post-secondary institutions for courses in which the student earned a minimum grade of C and that are applicable to the student's program at Berkeley and not more than ten (10) years old. Students may receive 90 quarter credit hours if they have an Associate's degree that articulates with a Berkeley College Bachelor's degree.

Nursing, surgical technology, and some science courses require a minimum grade of C+ to be considered for transfer and will be evaluated on a course by course basis.

**Foreign Transcripts:** Foreign transcripts will be evaluated considering the relative strength of the foreign curriculum, applicability to the Berkeley College program in which the student seeks to enroll, and other factors. Prior to enrolling, students are advised of the number of transfer credits that will be applied. Transfer credits appear as CR on the student's Berkeley College transcript and are not included in the GPA calculation. Transferability of credit is recorded on a student's Berkeley College transcript upon receipt of an official transcript from the previous institution.

**New Jersey Comprehensive Statewide Transfer Agreement:** Berkeley College has implemented the New Jersey Comprehensive Statewide Transfer Agreement, which provides for a seamless transition from Associate to Baccalaureate degree programs and supports the successful acquisition of Baccalaureate degrees by transfer students. An A.A. or A.S. degree from a New Jersey community college will be fully transferable as 90 credits to be counted towards the degree requirements of a New Jersey Baccalaureate degree, with the 90 credits to be granted as either course-by-course equivalencies between courses in the student's A.A. or A.S. degree and those at Berkeley College or as general elective credits.

To the extent that Berkeley College's different Baccalaureate degrees have varying requirements concerning elective credits, students are advised to consult with the Advisement Department at their intended location to determine the applicability of their transferred credits towards their intended program of study at Berkeley College.

Berkeley College has established an **appeal process** ([http://berkeleycollege.edu/admissions\\_bc/3312.htm](http://berkeleycollege.edu/admissions_bc/3312.htm)) through which transfer students can appeal a decision that they believe is not consistent with this Agreement. Questions regarding the appeals process can be forwarded to the Registrar Department.

**Credit by Advanced Placement Examination:** Students who have taken college-level courses in high school and who have passed the Advanced Placement exams given by the College Board and received a score of 4 or higher, will receive credit for those courses if they are applicable to their program at Berkeley College. Credit for such courses will appear as CR on the student's Berkeley College transcript and will not be included in the GPA calculation.

**Credit from Articulation Agreements:** Through a series of articulation agreements, Berkeley College has agreed to accept credits from certain other institutions of higher education. A current list of such institutions may be found at

[berkeleycollege.edu/berkeley\\_bc/2038.htm](http://berkeleycollege.edu/berkeley_bc/2038.htm)

([http://berkeleycollege.edu/berkeley\\_bc/2038.htm](http://berkeleycollege.edu/berkeley_bc/2038.htm)) . This list is updated periodically. Each individual agreement covers specific courses and credits. Credit for such courses will appear as CR on the student's Berkeley College transcript and will not be included in the GPA calculation.

**Credit by Standardized Testing and Published Guides:** Berkeley College grants credit as recommended by standard assessment guides, including National CCRS (College Credit Recommendation Service), ACE (The American Council on Education), and DANTES (Defense Activity for Non-Traditional Educational Support). The College also grants credit for acceptable scores on national standardized examinations, including CLEP (College-Level Examination Program), ACT-PEP (American College Testing-Proficiency Examination Program), and for professional certification exams in the ACE exam guide.



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## Credit for Prior Learning

### What is prior learning?

Learning does not only take place in the halls of academia. Adult learners bring to the classroom many years of learning through diverse experiences in life and in the workplace. Some of these experiences may be counted towards college-level work through prior learning credits.

**Prior learning** is defined as documented college-level learning acquired through previous study or through non-classroom experiences. These experiences may include travel; volunteer work; independent acquisition of knowledge; participation in formal courses sponsored by associations, business, government, industry, the military, and unions; and participation in certification programs and professional development courses. Only documented, college-level learning assessed by faculty will be awarded college credit. Credit is granted for learning from experience, not for experience alone; however, students must complete a minimum of 25 percent of the credits required for their degree in residence at Berkeley College.

### How can I earn prior learning credits?

- Challenge examinations
- National standardized tests, such as AP, CLEP, DANTES, Regents College Exams (formerly ACT)
- Military training
- Portfolio evaluation
- Published guides, such as the American Council on Education CREDIT program and the National College Credit Recommendation Service (National CCRS)

**For more information please click here for the Credit for Prior Learning Guide ([/files\\_bc/Credit\\_for\\_Prior\\_Learning\\_Guide.pdf](/files_bc/Credit_for_Prior_Learning_Guide.pdf)) .**

The first step is to complete the **Initial Prior Learning Assessment eForm ([http://berkeleycollege.edu/admissions\\_bc/initial\\_prior\\_learning\\_assessment.htm](http://berkeleycollege.edu/admissions_bc/initial_prior_learning_assessment.htm))** , available online. Students will receive a Credit for Prior Learning Plan via email and will be contacted to meet with an academic advisor, who will review the possibilities for credit recognition and provide advice on the best method for assessment as well as the procedures to be followed.

Students enrolled in the Practical Nurse program are not eligible to receive credit for prior learning for Practical Nurse (NUR) courses due to the clinical and laboratory components required in the nursing courses. Multi-Level Patient Care Technician students who possess active, current healthcare certifications issued by the State of New Jersey may be eligible to receive credit for prior learning for some PCT courses. Multi-Level Patient Care Technician students requesting credit for prior learning must provide evidence of their active, current New Jersey certification(s) to the Department Chair for review.



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## Degree Program Tuition and Fees

Educational costs are an important consideration for students selecting a college. For that reason, Berkeley College protects eligible students from increases in full-time tuition rates through the Tuition Freeze Program. To be eligible, students must be enrolled full-time in degree programs for three consecutive quarters, beginning with their first quarter at the College. Eligible students' full-time tuition rates stay the same as long as the students remain continuously enrolled in degree programs with no more than one quarter of absence. For the complete Tuition Freeze Policy, [click here \(/files\\_bc/Tuition\\_Freeze\\_Policy.pdf\)](/files_bc/Tuition_Freeze_Policy.pdf).

### 2013 DEGREE PROGRAM TUITION per quarter

Full-Time Students (12-16 credits)	\$7,300
Full-Time Students (in excess of 16 credits)	\$7,300 + \$510 per credit
Part-Time Students (1-11 credits)	\$510 per credit

### DEGREE PROGRAM FEES (NON-REFUNDABLE)

Quarterly technology	\$150 per quarter
Online course resource	\$75 per course
Quarterly administrative	
• 9 or more credits	\$250 per quarter
• 8 or fewer credits	\$125 per quarter
Graduation	\$100 upon graduation
Late registration	\$50 per instance
Late scheduling (online only)	\$100 per instance

Any changes in tuition and/or fees apply to students who enter in or after the winter quarter.

### TUITION DEPOSIT

For first-time students entering from high school, the \$300 tuition deposit is due by May 1. Deposits will be refunded provided the College receives written notice of cancellation at least 60 days prior to the start of the applicable quarter. No refunds will be made to persons canceling during this 60-day period.

For adult students, the \$300 deposit must be paid within two weeks after receiving a financial aid award letter. It will be refunded provided the College receives written notice of cancellation at least 60 days prior to the start of the applicable quarter. No refunds will be made to persons canceling during this 60-day period.

### TUITION PAYMENTS

Tuition is payable in advance. Tuition may be paid in person, by mail, or online through Student Self-Service. The Student Accounts Department accepts payment by cash, check, MasterCard, Visa, or American Express.

Billing for tuition and fees is done on a quarterly basis, although the student may make one payment in full for the entire academic year.

Instructions for registration and payment of term bills are sent by mail to all students for their first term. Subsequent term bill information is available to students online through Student Self-Service six weeks prior to the start of each term. It is the student's responsibility to obtain and pay the term bill on time. Students who fail to do so are charged a late registration fee.

The College reserves the right to make any changes in the schedule of hours or in the courses of study that may be desirable.

#### **( ) TUITION REFUND POLICY\***

If a student officially withdraws or is dismissed from the College during a quarter, credit for that quarter will be issued as follows:

Notification date during

- |                              |     |
|------------------------------|-----|
| • First and second weeks     | 90% |
| • Third week                 | 50% |
| • Fourth through sixth weeks | 25% |
| • After the sixth week       | 0%  |

Students who cease attendance but do not officially withdraw may be liable for 100 percent of charges for the quarter. Sample tuition refund calculations are available on Blackboard. To officially withdraw, students must contact the Advisement Department.

A student's enrollment status is determined at the end of the add/drop period (week two). At that time the student is charged, and any financial aid is paid based on the enrollment status. Individual course drops after week two do not entitle the student to a refund for that course.

Balances in excess of charges, including deposits, held at the time of withdrawal or dismissal, will be applied to outstanding charges. Any overpayment of tuition and fees will be refunded.

Residence ( ) charges are fully incurred at the start of each quarter; once the quarter has started, there will be no refunds.

Students who withdraw from the College prior to the end of the term will have their financial aid adjusted based on the date that the student officially or unofficially (based on one of three census dates) withdrew from the College. Eligibility for disbursement of federal and state funds will be recalculated in accordance with federal and state regulations. Refunds will be made in accordance with the federal refund allocation schedule.

Institutional aid will not be refunded to the student. Berkeley institutional financial aid awards are earned ratably each quarter during the tuition refund period.

Students who withdraw or are dismissed after the 60 percent point (week seven) of the quarter will retain 100 percent of their federal awards.

\*Refund information for online students residing in Maryland is different and may be found [here \(/files\\_bc/Maryland\\_Online\\_Refund\\_Policy.pdf\)](#) .

#### **MISCELLANEOUS COSTS**

Costs for textbooks, supplies, field trips, and other classroom-related expenses are estimated at \$955 per academic year for degree programs. Living expenses can vary



considerably. Estimated room and board costs for students not living in Berkeley College facilities range between \$3,950 and \$13,700 per academic year. Personal expenses are estimated to be \$3,215, and transportation averages \$3,400 per academic year. Actual expenses vary based on personal situations and choices.

Berkeley College does not offer a student health insurance plan or require New Jersey students to demonstrate health insurance coverage prior to enrollment. New Jersey students who would like more information about available health insurance options may find it at the following website:

[http://www.state.nj.us/dobi/division\\_insurance/ihcseh/shop\\_ihc.htm](http://www.state.nj.us/dobi/division_insurance/ihcseh/shop_ihc.htm)  
([http://www.state.nj.us/dobi/division\\_insurance/ihcseh/shop\\_ihc.htm](http://www.state.nj.us/dobi/division_insurance/ihcseh/shop_ihc.htm)) .

## **RESIDENCE**

Residence facilities should be reserved well in advance. Priorities on apartments and room assignments are based on the date residence deposits are received. An advance deposit of \$400 is due with the residence application. Of this amount, \$200 is credited toward the final quarter's rent; the remaining \$200 is held as a "breakage" deposit until the student has checked out satisfactorily.

The balance of the fee must be paid prior to moving into the residence. If a residence reservation is canceled, the advance deposit is refunded only if the College receives notice in writing at least 60 days prior to the start of the quarter for which the student originally was accepted.

### **White Plains**

Cottage Place Apartments, a six-story student residence adjacent to the College, features studio apartments with kitchenettes and two- and three-bedroom apartments with full kitchens and living rooms. All studios and bedrooms are designed for double occupancy.

Sussex House, a one-floor student residence located within the College building, features studio apartments with kitchenettes and two-bedroom apartments with kitchens, living rooms, and two bathrooms. All studios are designed for three students and two-bedroom apartments are designed for six students.

The quarterly rate per occupant is \$3,000.

### **Newark**

Berkeley students can reside at the University Centre (UC) located in Newark's University Heights. UC, a student housing facility that is not owned or operated by the College, is five blocks away from Berkeley's Newark location, and is convenient to the NYC locations via New Jersey rail and bus lines.

The quarterly rate per occupant is \$2,500.

View the [housing page](#) ([http://berkeleycollege.edu/student\\_experience\\_bc/1920.htm](http://berkeleycollege.edu/student_experience_bc/1920.htm)) for more information.



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## Certificate Program Tuition and Fees

### 2013 CERTIFICATE PROGRAM TUITION\*

Medical Assistant (4 quarters)	\$19,200
Multi-Level Patient Care Technician (4 quarters)	\$19,650
Practical Nurse (5 quarters)	\$27,950
Surgical Processing Technician (3 quarters)	\$16,350

\*Includes tuition, books, background check where appropriate, and the cost of the first certification/licensure examination. Program tuition will be reduced for students who transfer courses into a Certificate program.

### CERTIFICATE PROGRAM FEES (NON-REFUNDABLE)

Quarterly technology	\$150 per quarter
Quarterly administrative	
• 9 or more credits	\$250 per quarter
• 8 or fewer credits	\$125 per quarter
Graduation	\$100 upon graduation
Late registration	\$50 per instance

### TUITION DEPOSIT

For first-time students entering from high school, the \$300 tuition deposit is due by May 1. Deposits will be refunded provided the College receives written notice of cancellation at least 60 days prior to the start of the applicable quarter. No refunds will be made to persons canceling during this 60-day period.

For adult students, the \$300 deposit must be paid within two weeks after receiving a financial aid award letter. It will be refunded provided the College receives written notice of cancellation at least 60 days prior to the start of the applicable quarter. No refunds will be made to persons canceling during this 60-day period.

### TUITION PAYMENTS

Tuition is payable in advance. Tuition may be paid in person, by mail, or online through Student Self-Service. The Student Accounts Department accepts payment by cash, check, MasterCard, Visa, or American Express. Billing for tuition and fees is done on a quarterly basis, although the student may make one payment in full for the program. Instructions for registration and payment of term bills are sent by mail to all students for their first term. Subsequent term bill information is available to students online through Student Self-Service six weeks prior to the start of each term. It is the student's responsibility to obtain and pay the term bill on time. Students who fail to do so are charged a late registration fee. Failed courses will lead to a repeat charge assessed on a per-credit basis.

### TUITION REFUND POLICY

If a student officially withdraws or is dismissed from the College before the completion of the program, credit will be issued as follows:

<b>Student Tuition Responsibility</b>	<b>Time of Withdrawal Full-time Student</b>	<b>Time of Withdrawal Part-Time Student</b>
0% tuition	Within three business days of signing the contract	Within three business days of signing the contract
10% tuition	During the first week	Within the first 25 hours of instruction
20% tuition	Weeks two and three	More than 25, but within 75 hours of instruction
45% tuition	After three weeks and prior to 25%	After three weeks and prior to 25%
70% tuition	After 25% of the program and before 50%	After 25% of the program and before 50%
100% tuition	After 50% of the program is completed	After 50% of the program is completed

To officially withdraw, students must contact the Advisement Department either in writing or verbally during business hours. The last documented date of attendance will be used as the withdrawal date.

A student's enrollment status is determined at the end of the add/drop period (week two). At that time the student is charged, and any financial aid is paid based on the enrollment status.

### **MISCELLANEOUS COSTS**

Living expenses vary considerably. Estimated room and board costs for students range between \$7,200 and \$19,650 per academic year (day and evening students). Personal expenses, including transportation, are estimated to range between \$1,440 and \$3,435 per academic year (day and evening students). Practical Nurse students and Multi-Level Patient Care Technician students are also required to purchase their own malpractice insurance. Total costs may average \$25-\$30 for Multi-Level Patient Care Technician students and \$70-\$90 for Practical Nurse students (for \$3,000,000 coverage).

Berkeley College does not offer a student health insurance plan or require New Jersey students to demonstrate health insurance coverage prior to enrollment. New Jersey students who would like more information about available health insurance options may find it at the following website:

[http://www.state.nj.us/dobi/division\\_insurance/ihcseh/shop\\_ihc.htm](http://www.state.nj.us/dobi/division_insurance/ihcseh/shop_ihc.htm)  
([http://www.state.nj.us/dobi/division\\_insurance/ihcseh/shop\\_ihc.htm](http://www.state.nj.us/dobi/division_insurance/ihcseh/shop_ihc.htm)) .

### **Dover Business College Teach-Out Programs**

Tuition, fees, and refund policies for students participating in the teach-out of Dover Business College programs are different, and are available [here](http://berkeleycollege.edu/files_bc/School_of_Health_Studies_Teach-Out_Catalog.pdf#page=25) ([http://berkeleycollege.edu/files\\_bc/School\\_of\\_Health\\_Studies\\_Teach-Out\\_Catalog.pdf#page=25](http://berkeleycollege.edu/files_bc/School_of_Health_Studies_Teach-Out_Catalog.pdf#page=25)) .





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## Guide to Financial Aid

- [Financial Aid Summary \(/catalog\\_2013/catalog\\_2013\\_4529.htm\)](/catalog_2013/catalog_2013_4529.htm)
- [Financing an Education \(/catalog\\_2013/catalog\\_2013\\_4528.htm\)](/catalog_2013/catalog_2013_4528.htm)
- [How to Apply \(/catalog\\_2013/catalog\\_2013\\_4527.htm\)](/catalog_2013/catalog_2013_4527.htm)
- [Disbursement of Aid \(/catalog\\_2013/catalog\\_2013\\_4526.htm\)](/catalog_2013/catalog_2013_4526.htm)
- [Early Refund for Books and Supplies \(/catalog\\_2013/catalog\\_2013\\_4525.htm\)](/catalog_2013/catalog_2013_4525.htm)
- [Other Title IV Refunds \(/catalog\\_2013/catalog\\_2013\\_4524.htm\)](/catalog_2013/catalog_2013_4524.htm)
- [Other Financial Aid Refunds \(/catalog\\_2013/catalog\\_2013\\_4523.htm\)](/catalog_2013/catalog_2013_4523.htm)
- [Federal Financial Aid Programs \(/catalog\\_2013/catalog\\_2013\\_4522.htm\)](/catalog_2013/catalog_2013_4522.htm)
- [New Jersey State Financial Aid \(/catalog\\_2013/catalog\\_2013\\_4521.htm\)](/catalog_2013/catalog_2013_4521.htm)
- [New York State Financial Aid \(/catalog\\_2013/catalog\\_2013\\_4520.htm\)](/catalog_2013/catalog_2013_4520.htm)
- [Berkeley Financial Aid \(/catalog\\_2013/catalog\\_2013\\_4519.htm\)](/catalog_2013/catalog_2013_4519.htm)
- [General Financial Aid Policies \(/catalog\\_2013/catalog\\_2013\\_4518.htm\)](/catalog_2013/catalog_2013_4518.htm)
- [Satisfactory Academic Progress \(SAP\) \(/catalog\\_2013/catalog\\_2013\\_4517.htm\)](/catalog_2013/catalog_2013_4517.htm)

Additional financial aid information for students participating in the teach-out of Dover Business College programs is available [here](http://berkeleycollege.edu/files_bc/School_of_Health_Studies_Teach-Out_Catalog.pdf#page=27) ([http://berkeleycollege.edu/files\\_bc/School\\_of\\_Health\\_Studies\\_Teach-Out\\_Catalog.pdf#page=27](http://berkeleycollege.edu/files_bc/School_of_Health_Studies_Teach-Out_Catalog.pdf#page=27)) .



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## Financial Aid Summary

### Federal Financial Aid



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Award	Maximum Allowed per Award Period
Federal Pell Grant	Up to \$5,550
Federal Supplemental Educational Opportunity Grant (FSEOG)	\$300
Federal Direct Stafford Loan (FDSL)	Up to \$3,500 (base) for first year Up to \$4,500 (base) second year Up to \$5,500 (base) third and fourth year
Federal Direct Unsubsidized Stafford Loan (UFDSL)	Dependent Students Up to \$2,000 Independent Students or if Parent is not eligible for Parent Loan Up to \$6,000 for first and second year Up to \$7,000 for third and fourth year
Federal Direct Parent Loan for Undergraduate Students (FDPLUS)	Up to the cost of attendance minus other financial aid/assistance and other resources
Federal Work Study (FWS)	Awards vary
Veterans' Benefits	Awards vary
Federal Aid to Native Americans	Awards vary
Social Security Benefits	Awards vary

### New Jersey State Financial Aid

Award	Amount per Year
Tuition Aid Grant (TAG)	Up to \$10,980
Garden State Urban Scholars Program (renewals only)	\$930
Garden State Bloustein Distinguished Scholars Program (renewals only)	\$930

### New York State Financial Aid

Award	Amount per Year
-------	-----------------

Tuition Assistance Program (TAP)	Up to \$5,000
Regents Award for Children of Deceased or Disabled Veterans	Up to \$450
Aid for Part-Time Study (APTS)	Awards vary based on need
Aid for Native Americans	Awards vary

### **Berkeley Financial Aid**

<b>Award</b>	<b>Amount per Year</b>
Achievement Awards	Up to \$3,000 based on GPA
Alumni Association Scholarships	Up to full tuition
Berkeley TAP Grant (NY only)	\$1,500
Challenge Program Awards	Up to \$1,275
DECA Scholarships	Up to full tuition
Ethel C. Townsend Foundation Scholarships	Awards vary
FBLA Scholarships	Up to 25% of tuition
<b>Honors Scholarship</b> ( <a href="http://berkeleycollege.edu/academics_bc/honors_program.htm">http://berkeleycollege.edu/academics_bc/honors_program.htm</a> )	Up to 50% of tuition
Howard L. Newhouse Grants	Up to \$675 based on need
Non-Resident Student Grants	Up to \$5,000
International Student Grants	Up to 25% of tuition
Residence Hall Grants	Up to \$750
Robert V. Maher Access Grants	Up to \$675 based on need
Transfer Opportunity Program (T.O.P. Scholars)	Up to 50% of tuition
Woodland Park Scholarship	One-third tuition

WTC Supplemental Scholarship

Up to full  
tuition





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## Financing an Education

Students interested in applying for Financial aid must submit a Free Application for Federal Student Aid (FAFSA). As a result, students eligible for financial aid will be offered a financial aid package detailing eligibility for federal, state, and institutional grants, scholarships, and loans. Federal and state aid will be awarded to eligible students based on need and enrollment level as determined by federal and state formulas. Berkeley College need-based aid may be awarded to students who have borrowed their annual maximum Stafford loan and have unmet need after federal and state aid has been awarded. All students have the opportunity, and are encouraged, to meet with a financial aid administrator.

Berkeley College recommends that students avoid unnecessary borrowing. College financial aid packages are developed with this goal in mind. Generally, eligibility for grants and scholarships will be considered before Federal Direct Student Loans are included. Financial Aid packages are calculated to reflect charges that are payable directly to the College, including tuition and fees and the cost of student housing obtained through the College.

Federal law permits students to borrow additional funds to cover other expenses. Applicants should be aware, however, that the College may reduce institutional aid (grants and scholarships), dollar for dollar, for students who elect to borrow such additional amounts. The College may choose not to reduce additional aid for a student who provides written evidence of a hardship that, in the sole discretion of the College, justifies such an exception. Any such exception will apply only for the term (quarter) in which it is granted and may be revoked anytime thereafter.



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## How to Apply

Each year, aid applicants must submit a Free Application for Federal Student Aid (FAFSA). This application should be submitted to the federal processor online at [fafsa.ed.gov](http://www.fafsa.ed.gov) (<http://www.fafsa.ed.gov>). The Financial Aid Administrators are available to help students with the application process. The Financial Aid Office may request additional documentation to support the student's request for financial assistance, including signed copies of federal and state income tax returns. The student's financial aid package cannot be finalized until the Financial Aid Office has received all requested documentation. State grant recipients may also be required to submit additional documentation directly to the state agency administering the grant. Renewal of financial aid is not automatic. Recipients are required to reapply each year by the announced deadline.



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## Disbursement of Aid

Federal, state, and institutional grants and loans will be disbursed onto student accounts to cover direct educational costs. Disbursements in excess of direct costs will be refunded to the student (or parent, in the case of a PLUS Loan). Federal Work Study earnings will be paid directly to the student via Money Network Service™ Debit Card (or direct deposit) on a bi-monthly basis for actual hours worked.



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## Early Refund for Books and Supplies

In accordance with federal guidelines, students who meet certain criteria will receive a disbursement of financial aid funds to cover the cost of books and supplies not later than the seventh day of each quarter. The value of the early disbursement will be the lesser of \$500 and the anticipated Title IV (Federal) Credit.

Not all students will qualify for this early refund. To be eligible for this early disbursement, a student must meet all of the following criteria:

- The student must be eligible for a Federal Pell Grant;
- Institutional file verification/file review must have been approved no later than 10 days prior to the start of the quarter; and
- The student's Federal Aid (without consideration of any other assistance such as State and Institutional Grants and/or Scholarships) is greater than direct costs payable to the College (tuition and fees, plus housing costs for students who obtain housing through the College).

A student who qualifies for an early refund for books and supplies but does not want the funds disbursed may opt out of the disbursement by contacting the Student Accounts or Financial Aid Departments prior to the start of the quarter. If notification of the student's decision to opt out of the early refund is not received by the start of the quarter, the funds may be disbursed.

Please contact the Student Accounts or Financial Aid Departments if you need additional information.



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## Other Title IV Refunds

A refundable Federal Student Aid (FSA) credit balance occurs only if the total amount of FSA program funds exceeds allowable charges. The order in which funds are credited to a student's account does not determine which award creates the refundable FSA credit. Instead, Berkeley applies Title IV aid to direct charges (tuition, fees, housing) in the following order:

- Federal Parent Loans (PLUS)
- Federal Direct Stafford Loans
- Federal Pell Grants
- Federal Supplemental Educational Opportunity Grants (SEOG)

Federal Work Study is not directly applied to a student's account.

Accordingly, most student Title IV credits, if any, will be created by Federal Grants, rather than loans.

When a disbursement of Title IV funds to the student's account at the school creates a Title IV credit balance, the College will pay the credit balance directly to the student or parent (when applicable) within 14 days after the credit is posted.

If the student so authorizes in writing, the College will hold Title IV credit balances and apply them toward other regular charges incurred within the same award period. The student may revoke this authorization at any time. Because Title IV funds are awarded to students to pay current year charges, notwithstanding any authorization from the student or parent, the College will refund:

- any remaining balance on FSA loan funds by the end of the loan period
- any other remaining FSA program funds by the end of the last payment period in the award year for which they were awarded



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## Other Financial Aid Refunds

Any aid, other than Title IV, that creates a credit balance on the student's account will be refunded to students on a timely basis as required by regulations. However, students are encouraged to advise Student Accounts if and when refunds are needed earlier. Every effort will be made to meet the student's needs.



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## Federal Financial Aid Programs

Below is a list of federal loans for which eligible Berkeley College students may be considered:

**Federal Pell Grant:** The Federal Pell Grant program provides awards of up to \$5,550 per academic year for financially eligible undergraduate students who previously have not earned a Bachelor's degree. Recipients must be United States citizens or eligible noncitizens enrolled in degree programs. The **Free Application for Federal Student Aid (FAFSA)** (<http://www.fafsa.ed.gov/>) must be completed when applying for financial assistance. The Federal Government limits students to six full scheduled annual awards. At Berkeley College, that would translate into 18 quarters of full-time attendance and, for example, 36 quarters at half-time attendance. Pell Grants used at other institutions count towards the maximum amount allowed.

**Federal Direct Loans:** Berkeley College participates in the William D. Ford Direct Loan Program. Eligible students and their parents borrow Stafford and/or PLUS Loans directly from the U.S. Department of Education and repay the loans through various loan servicers chosen by the U.S. Department of Education. Promissory Notes are available on the Internet at [studentloans.gov](http://www.studentloans.gov) (<http://www.studentloans.gov>). Various repayment and deferment options exist for federal loans (including but not limited to deferments for service under the Peace Corps Act; service under the Domestic Volunteer Service Act of 1973, and comparable service as a volunteer for a tax exempt organization in the field of community service). All students will be provided entrance counseling that describes these options prior to loan disbursement.

- **Federal Direct Base Stafford Loan (this base loan is usually interest subsidized):** This loan is available to students who are enrolled at least half-time and have financial need. A fixed interest rate of 4.5 percent applies, and in most cases repayment must be completed within 10 years. The U.S. Department of Education pays the interest while the borrower is in school. First-year students may borrow up to \$3,500 for qualified educational expenses; second-year students may borrow up to \$4,500. Third- and fourth-year students may borrow up to \$5,500 annually. Loan amounts will be originated by the College based on enrollment status and need as determined by federal formulas. Students are responsible for repaying their entire debt, with interest, as specified in the terms and conditions of the Promissory Note.
- **Federal Direct Unsubsidized Stafford Loan:** This loan is available to students who are enrolled at least half-time. Financial need is not a requirement. The borrower is responsible for interest during the life of the loan. A fixed interest rate of 6.8 percent applies, and in most cases repayment must be completed within 10 years. All students are eligible for the base \$2,000. In addition to the base loan of \$2,000, independent students and those whose parents have been denied a Parent Loan may borrow an "additional" unsubsidized loan. First- and second-year students may borrow up to an additional \$4,000 for qualified educational expenses. Third- and fourth-year students may borrow up to an additional \$5,000 annually. Loan amounts will be originated by the College based on enrollment, need, and dependency status as determined by federal regulations. Students are responsible for repaying their entire debt, with interest, as specified in the terms and conditions of the Promissory Note.
- **Federal PLUS Loan:** This loan is available to parents of dependent students who are enrolled at least half-time. Financial need is not a requirement. Parents are responsible for interest during the life of the loan. A fixed rate of 7.9 percent applies. In most cases, repayment must be completed within 10 years. Parents

may borrow up to the cost of attendance minus other financial assistance and resources. Loan amounts will be certified by the College based on enrollment and dependency status as determined by federal regulations. Parents are responsible for repaying their entire debt, with interest, as specified in the terms and conditions of the Promissory Note.

**Federal Supplemental Educational Opportunity Grants (FSEOG):** In addition to a Federal Pell Grant and/or Stafford loan, students with exceptional need (Zero Expected Family Contribution) may be awarded a Federal Supplemental Grant of \$300 per award period. Eligible students are automatically considered for this grant. The Free Application for Federal Student Aid (FAFSA) must be completed annually.

**Federal Work Study (FWS):** Eligible students can seek part-time employment either on campus or in community service positions off campus. Award, hours, and pay rates vary. On average, students work 16 hours per week at \$8.00 to \$9.00 per hour. Interested students should be directed to [BerkeleyCollege.edu/fws](http://BerkeleyCollege.edu/fws) (<http://BerkeleyCollege.edu/fws/>).

**Return of Title IV:** The U.S. Department of Education regulates the treatment of all federal grants and loans. For those students who withdraw during the quarter, the College is required to exercise the "Return to Title IV calculation" (R2T4). The R2T4 is based on the number of days in the quarter divided into the number of days attended based on the date of official withdrawal or on the census date (see Class Participation Policy). This provides the percentage of Title IV aid a student has "earned."

For example, if the quarter is 84 days, and a student's separation date falls on the 40th day of the quarter, the formula used would be  $40/84$  or 47.619 percent. This percentage would then be applied to the Title IV aid disbursed, or potentially disbursed, in order to determine how much and which proceeds need to be returned. Students that separate after the 60 percent point of the quarter, per federal guidelines, will have earned 100 percent of their federal aid.

The order in which funds are returned is also determined by the Federal Department of Education. The Attribution Table requires funds to be returned as follows:

- First - Direct Unsubsidized Loan**
- Second - Direct Subsidized Loan**
- Third - Direct Parent Loans**
- Fourth - Pell Grant**
- Fifth - SEOG**

Note: Federal Work Study earnings are not part of the above formula and funds earned do not need to be returned.

**Veterans' Benefits:** Veterans and/or dependents planning to receive educational assistance benefits from the Department of Veterans Affairs (VA) should get VA approval prior to enrollment. Veterans may apply for their GI Bill benefits at the VONAPP website, located at [vabenefits.vba.va.gov/vonapp/main.asp](https://vabenefits.vba.va.gov/vonapp/main.asp) (<https://vabenefits.vba.va.gov/vonapp/main.asp>). Veterans are required to submit copies of their Certificate of Eligibility for their VA benefits and DD214 Member 4 copy during the admissions process in order to most effectively process their benefits.

**Study Abroad:** Federal financial aid funds may be available for study abroad programs if a consortium agreement between the home and visiting school is approved in advance. Questions regarding consortium agreements should be directed to the Center for Global Studies.

**Title VII - Indian, Native Hawaiian, and Alaska Native Education:** For information, go to:

[www2.ed.gov/policy/elsec/leg/esea02/pg98.html](http://www2.ed.gov/policy/elsec/leg/esea02/pg98.html)



(<http://www2.ed.gov/policy/elsec/leg/esea02/pg98.html>) and  
[www.bie.edu/ParentsStudents/Grants/index.htm](http://www.bie.edu/ParentsStudents/Grants/index.htm)  
(<http://www.bie.edu/ParentsStudents/Grants/index.htm>) .

**Social Security Benefits:** Social Security benefits may be available to eligible students under 18 years of age. For more information, go to:

[ssa-custhelp.ssa.gov/app/answers/detail/a\\_id/282/](http://ssa-custhelp.ssa.gov/app/answers/detail/a_id/282/) ([http://ssa-custhelp.ssa.gov/app/answers/detail/a\\_id/282/](http://ssa-custhelp.ssa.gov/app/answers/detail/a_id/282/)) .



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## New Jersey State Financial Aid

**Tuition Aid Grant (TAG):** New Jersey residents who attend college full-time at a New Jersey institution may be eligible to receive a TAG grant of up to \$10,980 per academic year. TAG grants are based on need.

**STARS II:** New Jersey STARS students who graduated from a county college, and attained a cumulative grade point average of 3.25 or higher, may be eligible to receive a NJ STARS II award to earn a Bachelor's Degree. Students may receive up to \$2,500 per award year.

**Garden State Urban Scholars Program:** Students demonstrating the highest level of academic achievement based upon their secondary school records will be selected for consideration by their high school administrators. To accept this award, students must enroll full-time in a New Jersey institution. Each academic year, \$930 is awarded without consideration of income (renewals only).

**Garden State Bloustein Distinguished Scholars Program:** Students demonstrating the highest level of academic achievement based upon their secondary school records and junior year SAT scores will be selected for consideration by their high school administrators. To accept this award, students must enroll full-time in a New Jersey institution. Each academic year, \$930 is awarded without consideration of income (renewals only).



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## New York State Financial Aid

**Tuition Assistance Program (TAP):** New York State residents who attend college full-time at a New York institution may be eligible to receive a TAP grant of up to \$5,000 per academic year. TAP awards are based on need. Submission of a TAP application ([tapweb.org](https://www.tapweb.org) (<https://www.tapweb.org/totw/>)) and income verification (e.g. NYS tax returns) for student and parents may be required.

**Regents Award for Children of Deceased or Disabled Veterans:** This scholarship is awarded annually to New York State residents who can document their status to meet the criteria. Up to \$450 is awarded each academic year without consideration of income.

**Aid for Part-Time Study (APTS):** New York State residents enrolled at a college in New York with four (4) but less than eight (8) credits per term may be eligible to receive an APTS grant. Awards are based on need.

### New York State Financial Aid Academic Requirements

Students may only receive these New York State Financial Aid funds provided they meet New York State’s Good Academic Standing requirements.

A student is considered in “good standing,” meeting program pursuit standards, and making satisfactory academic progress to receive New York State Tuition Assistance Program grants, if the minimum requirements established below are maintained.

#### Pursuit of Program

Students must have and maintain a full-time enrollment status to receive a TAP award. “Full-time” is defined as 12 quarter credit hours per term (quarter).

A student may register for up to 18 credit hours in a term (or up to 21 with special approval by the Advisement Department); however, enrollment in more than 12 credit hours does not entitle the student to a TAP award that is greater than the per-term award maximum for 12 quarter credit hours.

New York State regulations allow a “medical/health waiver” if a student is unable to engage in full-time study due to health or medical reasons. Granting of this waiver is extremely rare, is not routine, and its use is not encouraged.

**Full-time students pursuing an Associate Degree** must complete these required credit hours, exclusive of College Skills courses, according to the following schedule to maintain “program pursuit:”

<b>Term/Payment</b>	<b>Must Receive a Grade For:</b>
1st Quarter	at least 6 Qtr. Credit Hrs. [50% of FT]
2nd Quarter	at least 6 Qtr. Credit Hrs. [50% of FT]
3rd Quarter	at least 9 Qtr. Credit Hrs. [75% of FT]
4th Quarter	at least 9 Qtr. Credit Hrs. [75% of FT]
5th Quarter or more	12 Qtr. Credit Hrs. [100% of FT]

Full-time students pursuing a Bachelor’s Degree must complete these required credit hours, exclusive of College Skills courses, according to the following schedule to maintain “program pursuit:”

<b>Term/Payment</b>	<b>Must Receive a Grade For:</b>
1st Quarter	at least 6 Qtr. Credit Hrs. [50% of FT]
2nd Quarter	at least 6 Qtr. Credit Hrs. [50% of FT]
3rd Quarter	at least 6 Qtr. Credit Hrs. [50% of FT]
4th Quarter	at least 9 Qtr. Credit Hrs. [75% of FT]
5th Quarter	at least 9 Qtr. Credit Hrs. [75% of FT]
6th Quarter	at least 9 Qtr. Credit Hrs. [75% of FT]
7th Quarter or more	12 Qtr. Credit Hrs. [100% of FT]

### **Satisfactory Academic Progress**

The minimum standards of satisfactory progress for students attending Berkeley College, for federal financial aid purposes, contain both qualitative and quantitative measures that are different from the “Program Pursuit” and “Satisfactory Academic Progress” policy according to New York State regulations.

For New York State TAP requirements for satisfactory academic progress, see charts below.

#### **TAP Academic Standing**

If a student is unable to meet the “program pursuit” or “satisfactory progress” standards during any term in which a TAP grant was received, the student loses eligibility for a TAP award in the subsequent term.

When a student who has received a TAP award officially or unofficially withdraws from all scheduled classes during a term, the student automatically loses TAP eligibility for the subsequent term.

If a student successfully completes a term and is otherwise making satisfactory progress for both state and federal financial aid, but fails to enroll for the subsequent term, TAP eligibility upon re-enrollment at some later date is unaffected.

If a student is subject to dismissal under either the federal or state progress policy, and an appeal under the federal policy is granted by the College, the student remains ineligible for a TAP award during the subsequent term.

**Reinstatement of Good Academic Standing:** A student who loses good academic standing for TAP may have this standing restored in one of the following ways: (1) remedying academic deficiencies and meeting good academic standing requirements by completing one term of study without TAP program funds; (2) successful appeal to the Director, Financial Aid after readmission to the College after an absence of at least one calendar year; (3) transferring to another institution; or (4) applying for and receiving a one-time waiver based on extenuating circumstances. TAP appeals and waivers must be approved by the Director, Financial Aid.

**One-Time Waiver of Good Academic Standing Requirement:** A one-time waiver of the good academic standing requirement may be granted during a student’s period of enrollment. This waiver is permitted under New York State regulations for extraordinary or unusual cases where the student was unable to complete successfully the required academic coursework due to mitigating circumstances. For example, a waiver may be

warranted for: a) death of a spouse or parent; b) divorce or separation; c) extreme illness documented by a physician; or d) other unusual or extraordinary reason beyond the student’s control that is documented and approved by the Director, Financial Aid. When applying for a waiver, students must demonstrate that the circumstances which impeded their academic performance have been resolved.

**New York State has two sets of standards**

**Effective for the 2010-11 academic year and thereafter, New York State Education Law requires a non-remedial student, whose first award year is in 2010-11 and thereafter, must meet new standards of satisfactory academic progress (SAP). Non-remedial students whose first year is 2007-08 through 2009-10 must meet the SAP requirements enacted in 2006. Those meeting the definition of "remedial student" are not subject to the new SAP standards, but will use the requirements established in 2006. The law enacted in 2006 mandated minimum standards of satisfactory academic progress for students receiving their first State award in academic year 2006-07.**

A "remedial student", at Berkeley College and as accepted by SED, is defined as a student:

- (a) whose scores on a recognized college placement exam or nationally recognized standardized exam indicated the need for remediation for at least three quarters, as certified by the college and approved by the State Education Department (SED); or
- (b) who was enrolled in at least six quarter hours of non-credit remedial courses, as approved by SED, in the first term they received a TAP award.

**TAP Accelerated Study**

At Berkeley College any student attending four consecutive quarters is considered, by New York State, to be an accelerated student. To be eligible for an accelerated TAP payment (which is the fourth consecutive quarter receiving TAP) a student must have earned 36 credits in the prior three quarters. For this purpose, six credits of completed remedial work, over the three quarters, may be applied to the earned credits calculation. Students who do not meet the requirement lose their TAP eligibility for the "evaluated quarter" but regain it, with the counter set to zero, during the next attended quarter.

**Schedules for first time TAP recipients prior to the 2010-11 award year and remedial students**

**Full-Time Academic Requirements:  
Associate's Degree Programs  
(6 Quarters, 90 Qtr. Credit Hours)**

	1	2	3	4	5	6	7	8	9
Before being certified for this payment									
Student must have accrued at least this many credits	0	6	12	21	30	42	54	66	78
With at least this grade point average	0	1.2	1.3	1.4	1.5	1.6	2.0	2.0	2.0

**Full-Time Academic Requirements:  
Baccalaureate Degree Programs  
(12 Quarters, 180 Qtr. Credit Hours)**

Before being certified for this payment	1	2	3	4	5	6	7	8	9	10	11	12
Student must have accrued at least this many credits	0	6	12	18	27	36	45	57	69	81	93	105
With at least this grade point average	0	1.2	1.3	1.4	1.5	1.6	2.0	2.0	2.0	2.0	2.0	2.0

**Schedules for first time TAP recipients award year 2010-11 or later and not classified a remedial student**

**Full-Time Academic Requirements:  
Associate's Degree Programs  
(6 Quarters, 90 Qtr. Credit Hours)**

Before being certified for this payment	1	2	3	4	5	6	7	8	9
Student must have accrued at least this many credits	0	6	12	21	30	42	54	66	78
With at least this grade point average	0	1.2	1.3	1.5	1.5	1.8	2.0	2.0	2.0

**Full-Time Academic Requirements:  
Baccalaureate Degree Programs  
(12 Quarters, 180 Qtr. Credit Hours)**

Before being certified for this payment	1	2	3	4	5	6	7	8	9	10	11	12
Student must have accrued at least this many credits	0	6	12	18	27	36	45	57	69	81	93	105
With at least this grade point	0	1.2	1.5	1.5	1.8	2.0	2.0	2.0	2.0	2.0	2.0	2.0

average

## **NYS Native American Education**

For information, go to [p12.nysed.gov/natamer/studentaidinfo.html](http://p12.nysed.gov/natamer/studentaidinfo.html)  
(<http://www.p12.nysed.gov/natamer/studentaidinfo.html>) .



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## Berkeley Financial Aid

**Achievement Awards:** Incoming full-time students with a high level of achievement (2.50 grade point average (GPA) or higher) as of the date of application will be considered for an award without consideration of income. Achievement awards are renewable based on the recipient's cumulative GPA of 2.50 at the end of each academic year and consecutive term enrollment as a full-time student. Awards are up to \$3,000 per year based on GPA. Students with GEDs are ineligible.

Eligibility for Achievement Awards will be determined by the Admissions Office and are based on GPA. The College considers the cumulative GPA from either high school or prior post-secondary education (exclusive of remedial programs), whichever is more beneficial to the student. Receipt of a GED will be considered attainment of a CGPA of 2.00 for institutional awarding purposes.

**Alumni Association Scholarships:** Berkeley offers 160 half tuition scholarships and eight scholarships providing up to full tuition, which are awarded annually to high school seniors who demonstrate a high level of academic achievement in high school based on GPA. The Alumni Scholarship amount will be determined after all federal/state grants and other scholarships have been applied and will not exceed the tuition and fees. To be considered for these scholarships, students must complete all admissions requirements by December 15.

Alumni Scholarships are renewable based on the recipient achieving a cumulative GPA of 3.00 at the end of each academic year and consecutive term enrollment as a full-time student.

**Berkeley TAP Grant:** Full-time students who are eligible for a TAP Grant from New York State may receive a grant of \$1,500 per award period from Berkeley College.

( ) **Challenge Program Awards:** Challenge Program awards are initially awarded as loans, which are forgiven if a student completes his/her degree with a cumulative GPA of 2.50 or better. Challenge Program awards are renewable based on the student's continued full-time enrollment, successful progress, and continued pursuit of a degree. Awards may be up to \$1,275 per year.

**DECA Scholarships:** Based on DECA (Distributive Education Cooperative Association) membership, an evaluation of the high school transcript, and an application essay, high school seniors are eligible to apply for partial- and full-tuition scholarships. This grant award is renewable based on the recipient's cumulative grade point average of 3.00 or better at the end of each academic year and consecutive term enrollment as a full-time student.

**Ethel C. Townsend Foundation Scholarships:** Each year, the Ethel C. Townsend Foundation awards a wide variety of privately funded scholarships through the generosity of friends and alumni. Scholarships are awarded each year based on a comprehensive review of student admissions applications and supporting credentials. Award amounts and terms vary. Some of the scholarships require a written essay, and application deadlines may apply. Details of specific awards and criteria for each may be obtained by contacting an Admissions Department representative.

**FBLA Scholarships:** Based on FBLA (Future Business Leaders of America) membership, an evaluation of the high school transcript, and an application essay, high school seniors are eligible to apply for partial- and full-tuition scholarships. This grant award is renewable based on the recipient's cumulative grade point average of 3.00 or better at



the end of each academic year and consecutive term enrollment as a full-time student.

**Honors Scholarships:** A student accepted into the honors program will be awarded a half tuition scholarship after all federal/state grants and other scholarships have been applied.

**Howard L. Newhouse Grants:** The Howard L. Newhouse Grant program provides additional assistance to students who demonstrate need after federal and state aid have been exhausted. Students must have a 2.00 cumulative GPA or better and must be considered dependent on their FAFSA application. Award amounts go up to \$675 based on need and enrollment status (full-time or part-time).

**International Student Grants:** Up to 25 percent of tuition based on past academic achievement and financial need for students who are not residents of and are not living in the United States. These grants are awarded upon admission to the College. Students must apply for this grant at the same time as they apply for admission. Students who subsequently become eligible noncitizens will no longer receive the International Student Grant but are encouraged to apply for federal and state financial aid.

**Non-Resident Student Grants:** Students who are not residents of the states of New Jersey or New York are considered for this need-based grant. Award amounts go up to \$5,000 depending on Financial Aid calculations.

**Residence Hall Grants:** Residence hall students are considered for this need-based grant at the time of application. A minimum cumulative grade point average of 2.50 is required to receive the award. The grant is renewable quarterly based on the recipient's continued attainment of a cumulative grade point average of 2.50 and consecutive term enrollment as a full-time day residence hall student. Award amounts go up to \$250.

**Robert V. Maher Access Grants:** Students who are considered independent on their FAFSA application and have a 2.00 cumulative GPA or better are eligible for the Robert V. Maher Access Grant. Awards are made to students who demonstrate need after federal and state aid have been exhausted. Award amounts go up to \$675 based on need and enrollment status (full-time or part-time).

**( ) Transfer Opportunity Program (T.O.P. Scholars):** A T.O.P. Scholarship is awarded to an eligible student who enrolls full-time in one of Berkeley's Bachelor's degree programs after receiving an Associate's degree from another institution.

### Eligibility Requirement

To be eligible, a student must:

- Have an Associate's Degree from another college, be accepted, and enroll as a full-time student at Berkeley College.
- Sign an agreement acknowledging awareness of the eligibility requirements.
- Maintain Satisfactory Academic Progress to be eligible for the scholarship in the second Award Period.
- Remain continuously enrolled for the first academic year (three quarters). Once the student has completed the academic year the student may take one quarter off without losing the scholarship.
- Meet all federal and state grant application deadlines when applying for Financial Aid each year.

### Transfer Scholarship

1. A scholarship covering 25 percent of the tuition remaining after all federal/state grants and other scholarships have been applied is granted when a student is accepted and enrolls as a full-time student with an Associate's Degree from another college.
2. A student's transfer scholarship could increase above 25 percent if the student's

GPA is 2.50 or above.

3. The same criteria will be used when students are repackaged for their second award period. The award will be determined based on current GPA and can increase or decrease.
4. The Transfer Scholarship will be reduced if the total amount of the scholarship exceeds the remaining balance of tuition and fees after all other grants/scholarships have been applied.
5. The scholarship will be reduced if student loan borrowing exceeds the total cost of tuition, fees, books, and Berkeley room and board if applicable.

**Process**

1. Student applies to Berkeley College, any location, through the Admissions office.
2. Upon acceptance, the student will need to complete the Free Application for Federal Student Aid (FAFSA) and the additional questions required to receive the NJ Tuition Assistance Grant (TAG) or NY Tuition Assistance Program (TAP)
3. Financial aid will assess the student’s eligibility and generate an award notification with the Transfer Scholarship.
4. Admissions will schedule a registration appointment with Advisement.
5. Advisement will evaluate the student’s transcript and provide a course schedule.

<b>Degree Requirement</b>	<b>Scholarship Percentage</b>	<b>Total Scholarship</b>
Must have Associate’s Degree	25% of Tuition	25%

**GPA Requirement for Additional Scholarship Eligibility**

2.50-2.74	Up to 10% of Tuition	Up to 35%
2.75-2.99	Up to 15% of Tuition	Up to 40%
3.00-4.00	Up to 25% of Tuition	Up to 50

**Woodland Park Scholarship:** A scholarship of one-third tuition is awarded to a high school senior with a minimum GPA of 2.50 who is a resident of Woodland Park, New Jersey and will be attending Berkeley at the Woodland Park location. Applications must be submitted to the Woodland Park School Admissions department.

**World Trade Center Supplemental Scholarship:** Eligible students will be awarded the difference between the state-calculated WTC award and the College tuition rate.

**Institutional Merit Aid for Part-Time Students:** Berkeley awards institutional aid to part-time students taking at least four credits. The institutional aid used will be the Achievement Award, which is merit based. Students entering the college with an external GPA (High School or college) of 2.50 or greater or are exempt from all developmental courses will be eligible for the Part-Time Achievement Award.

The amount of aid will depend on the number of credits a student is attempting for the quarter. Students taking at least six but less than 12 credits will receive an Achievement Award equal to 15 percent of tuition, and students taking four or five credits will receive an Achievement Award equal to 10 percent of tuition. Students will continue to receive their Achievement Award while in school as long as they are maintaining at least a 2.50 GPA at the time they are repackaged by financial aid. Students who are awarded as part-time and then change to full-time will be re-evaluated based on the full-time policy.

**Berkeley Need-Based Institutional Aid:** To the maximum extent possible, the

College will attempt to utilize College administered need-based funds to supplement offers of merit-based aid that the student is receiving from the College and other sources.

Unmet need is defined as Cost of Attendance minus Estimated Family Contribution minus Other Resources.

Berkeley need-based grant funds may vary, but will generally be awarded according to the following eligibility chart. Exceptions to these guidelines are permitted based on the judgment of the campus Financial Aid Director.

**BERKELEY NEED-BASED AID**

3 Qtrs. Unmet Need	2 Qtrs. Unmet Need	1 Qtr. Unmet Need	Need-based Maximum
0-3000	0-2000	0-1000	\$325 per quarter
3001-6000	2001-4000	1001-2000	\$375/qtr
6001-9000	4001-6000	2001-3000	\$425/qtr
9001-12000	6001-8000	3001-4000	\$475/qtr
12001-15000	8001-10000	4001-5000	\$525/qtr
15001-18000	10001-12000	5001-6000	\$575/qtr
18001-21000	12001-14000	6001-7000	\$625/qtr
21000+	14000+	7001+	\$675/qtr

**OTHER FINANCIAL ASSISTANCE**

**Part-Time Employment:** Students who are interested in part-time employment at local companies, agencies, and organizations while attending Berkeley College are encouraged to seek assistance from the Career Services Department.

**Payment Plans:** A no-interest payment plan for quarterly charges is available. Payments include a \$20 fee for each payment plan. The first payment is due on the first day of the month preceding the start of the quarter. Credit disclosure forms are required. A \$75 fee will be charged for late payments.



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## General Financial Aid Policies

**Student Loan Code of Conduct:** As a participant in federal student loan programs, Berkeley College is required to maintain a code of conduct for all personnel involved in the financial aid process. The College supports and adheres to the principles articulated in the federal Higher Education Opportunity Act as well as applicable state laws and regulations. Those principles require financial aid professionals to act with honesty and integrity and to avoid conflicts of interest. The Berkeley College Student Loan Code of Conduct is available on the College website at [BerkeleyCollege.edu/Compliance](http://www.BerkeleyCollege.edu/Compliance) (<http://www.BerkeleyCollege.edu/Compliance>) or in the Financial Aid Office at each location.

**Enrollment Status Determination:** A student's enrollment status is determined at the end of the add/drop period (week two). At that time the student is charged, and any financial aid is paid based on the enrollment status. Individual course drops after week two do not entitle the student to a refund for that course.

**Leaves of Absence:** For purposes of student financial aid, a student granted a leave of absence is considered to have withdrawn from the College. Any overpayment of institutional charges will be refunded in accordance with federal regulations. Other than as prescribed in the [Tuition Freeze Policy](http://berkeleycollege.edu/files_bc/Tuition_Freeze_Policy.pdf) ([http://berkeleycollege.edu/files\\_bc/Tuition\\_Freeze\\_Policy.pdf](http://berkeleycollege.edu/files_bc/Tuition_Freeze_Policy.pdf)), a student returning from a leave of absence will be charged the prevailing rate of tuition.

**Withdrawals from the College:** Students who wish to withdraw officially from the College must notify the Advisement Department. The date the student notifies the Advisement Department will be used for tuition refund calculations. Students are strongly encouraged to contact the Financial Aid and Student Accounts Departments prior to withdrawing for an explanation of the tuition and financial aid adjustments that may occur. Students who officially withdraw or are dismissed during or after week seven of the quarter will retain 100 percent of their awards. Students who cease attendance without providing official notification of withdrawal may be responsible for 100 percent of the quarterly charges. Mid-quarter withdrawals will be subject to the tuition refund policy detailed under [Tuition and Fees](http://catalog_2013/catalog_2013_4475.htm) ([/catalog\\_2013/catalog\\_2013\\_4475.htm](http://catalog_2013/catalog_2013_4475.htm)).



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## Satisfactory Academic Progress (SAP)

### INTRODUCTION

**Qualitative Assessments:** In addition to meeting any program-specific grade requirements, every matriculated student is required to maintain a minimum grade point average (GPA), which varies based on the number of credits the student has already attempted. Compliance with this *qualitative* requirement is measured quarterly. Continued failure to meet this standard after a warning (automatic) or probationary (when permitted) period, or failing to fulfill the requirements of a prescribed academic plan will lead to dismissal from the College. Probation may be granted and academic plans may be prescribed at the sole discretion of the College, only after a successful appeal by the student.

**Quantitative Assessments:** Students are *also* required to pass a minimum percentage of the credits they attempt in order to remain eligible for enrollment. Quarterly *quantitative* progress assessments are subject to those same warning, probation, and academic plan procedures.

### QUALITATIVE STANDARDS

In order to remain in good academic standing, students enrolled in Certificate programs must maintain the GPA specified below:

#### Certificate Programs

Credits Attempted*	Required GPA
0-24	1.50
25-36	1.75
37+	2.00

In order to remain in good academic standing, students enrolled in Associate degree programs (A.A.S. and A.S.) must maintain the GPA specified below:

#### A.A.S. and A.S.

Credits Attempted*	Required GPA
0-15	1.50
16-30	1.60
31-44	1.75
45 or more	2.00

In order to remain in good academic standing for academic and financial aid purposes,

students enrolled in Baccalaureate degree programs (B.B.A., B.F.A., and B.S.) must maintain the GPA specified below. Students in these programs must have a GPA of at least 2.0 at the end of their second academic year:

### **B.B.A., B.F.A., and B.S.**

Credits Attempted*	Required GPA
0-30	1.60
31-60	1.75
61-75	1.80
76-89	1.90
90 or more	2.00

\*For this purpose credits attempted are all those completed that receive a letter grade (including an F, WP, Developmental and Transfer credits).

## **QUANTITATIVE STANDARDS**

In addition to the qualitative standards set forth above, students must meet *quantitative* standards of progress in order to remain eligible for enrollment.

### **150 Percent Rule**

In order to maintain the quantitative standards for satisfactory academic progress, students must be able to complete their programs after attempting no more than 150 percent of the credits required to graduate. The "150 percent rule" requires students to complete degree requirements by the time they have attempted 150 percent of the required credit hours necessary for graduation in their degree programs. For an Associate's degree requiring the completion of 90 credit hours, this would require completion of degree requirements by the time the student had attempted 135 credit hours. For a Bachelor's degree requiring the completion of 180 credit hours, this would require completion of degree requirements by the time the student had attempted 270 credit hours. Students for whom it is no longer possible to comply with the 150 percent rule before program completion will be declared ineligible to participate in Title IV or TAG programs. At the discretion of the Provost's Office, these students may be dismissed from the College. Such decisions are not appealable.

The College includes developmental and test credits in the 150 percent metric. For students who have changed programs and/or have returned to complete additional degrees, only the attempted credits applicable to their current programs will be counted in the 150 percent calculation. Students will not be allowed to change programs without approval from Advisement.

### **Quarterly Progress Assessments**

To help students avoid reaching the 150 percent point, the College tests student progress each quarter, based on attempted vs. earned benchmarks. Students in Associate and Bachelor's Degrees must have earned passing grades in 67 percent of their attempted classes once they have attempted 81 or more credit hours. Students in Certificate programs must have earned passing grades in 67 percent of their attempted classes once they have attempted 37 or more credit hours.

## **Attempted vs. Earned**

## Certificate Programs

Credits Attempted*	Necessary Pct. Passed (Earned/Attempted)
0-24	50%
25-36	60%
37+	67%

## Attempted vs. Earned A.A.S. and A.S. B.B.A., B.F.A., and B.S.

Credits Attempted*	Necessary Pct. Passed (Earned/Attempted)
0-16	25%
17-32	37%
33-48	50%
49-64	56%
65-80	65%
80+	67%

\*For this purpose, attempted credits include developmental courses, test credits, as well as all credits accepted in transfer. In addition, all credits for which a letter grade, including "F", was received as well as WP and WF (withdrawn after tuition assessment) are counted as attempted credits. Credits earned include all course work that was successfully completed (letter grade other than an "F"). In some Certificate programs the grade of C is treated as a failing grade.

## WARNINGS and APPEALS

### Warning of Failure to Meet SAP Requirements

Students who, for the first time, fail to meet standards will automatically be placed on "Warning" status for the following quarter. Students on Warning status may continue to be enrolled and, if applicable, maintain their eligibility for financial aid. Students who meet the SAP standards during the Warning (subsequent) quarter will be restored to good standing.

### Appeals for Probation

Students who fail to meet standards during the Warning quarter may appeal to be placed on "Probation" status for the subsequent quarter. Failure to submit an appeal if required will result in withdrawal from the College. Students on probation may continue to be enrolled and, if applicable, maintain their eligibility for financial aid. Students who have met the SAP standards by the end of the probationary quarter will be restored to good standing.

### Appeals for Academic Plans

Students who fail to meet the SAP standards by the end of a probation quarter may appeal again to be given academic plans customized for their needs. Failure to submit an appeal if required will result in withdrawal from the College. Academic plans, to which students must agree, are designed to allow students to achieve compliance with SAP requirements within a reasonable period of time. Students on academic plans may continue to be enrolled and, if applicable, maintain their eligibility for financial aid programs as long as they satisfy the terms and conditions of their plans.

### **Advisement**

The College will promptly contact students placed on Warning, Probation, or Academic Plan status to offer additional academic support services.

### **Appeal Procedures**

Students dismissed for failure to meet qualitative standards or prescribed quantitative benchmarks in quarterly progress assessments may appeal those dismissals by timely submission of online eforms. Dismissals for failure to satisfy the 150 percent rule are not appealable.

Students will be notified when their appeals have been submitted successfully. The appeals will be reviewed, as needed, by the Satisfactory Academic Progress (SAP) Review Committee, which is comprised of representatives appointed by the Provost's Office. Decisions made by the SAP Review Committee will be based on several criteria, including any special circumstances that contributed to the failure to satisfy SAP requirements and material changes in such circumstances. Students who successfully appeal may be restored to good academic standing by meeting the SAP standards in the subsequent quarter or following their prescribed academic plans. Students whose appeals are granted will receive instructions from Advisement on how to proceed. Approved appeals will be honored for two quarters, the quarter for which they are appealing and the subsequent quarter.

### **Provisional Appeals**

Students on Warning or Probation status who are not succeeding in their studies are encouraged to submit provisional appeals even before the end of the quarter. Provisional appeals by students who go on to meet SAP standards in that quarter will be deemed withdrawn.

### **Denial of an Appeal**

If a failing student's appeal is denied, the student will be notified and dismissed from the College.

### **Reinstatement after Dismissal or Loss of Eligibility for Financial Aid Due to Failure to Meet SAP Standards**

The College will consider exceptional appeals for reinstatement of students who have not been enrolled for a minimum of three quarters. Students dismissed or declared ineligible for financial aid due to their failure to meet SAP standards may later experience positive changes in their personal circumstances that improve their chances for future academic success. Reinstatement of such students will be in the non-appealable discretion of the Provost's Office and will be conditioned upon adherence to prescribed academic plans. Only those whose student accounts are current will be considered for reinstatement.

### **SAP and Transfer Credits**

In measuring compliance with SAP standards, transfer credits will be considered as credits attempted and earned. Therefore, since transfer credits are ungraded but are nevertheless counted in calculating SAP requirements, transfer students may be required to earn at least a 2.0 GPA in their first quarter (and all subsequent quarters) at Berkeley in order to remain in good standing.



**SAP and Repeated Courses**

When a course is successfully repeated, the original failure(s) is not included in calculating the cumulative GPA or the qualitative requirements. For the quantitative SAP measure, however, each failed attempt will be included in the "courses attempted" portion of the evaluation.

**SAP and Incomplete Grades**

Effective January 1, 2012, initial calculations of SAP will treat incomplete grades as "F" grades until such incompletes are replaced with passing letter grades. After the first week of the following quarter, all unresolved incomplete grades will convert to "F" grades and will be treated as such in all SAP evaluations. To accommodate grade changes, final SAP calculations are made after all grades have been recorded.

**SAP and Course Withdrawal**

Students who drop courses will receive letter grades of either WP (withdrawn-passing) or WF (withdrawn-failing). These grades will not be considered in the application of qualitative requirements but will be counted as credits attempted for quantitative purposes.

**SAP and Developmental Course Work**

Effective January 1, 2012, even though they are not applied toward the number of credits required to complete a program of study, developmental credits will be included in both qualitative and quantitative SAP measurements.

**SAP and Non-Matriculated Students**

Students enrolled as non-matriculated students will not be held to the SAP standards. However, if non-matriculated students matriculate then all course work will be included in SAP calculations.

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## Larry L. Luing School of Business Faculty

**Wolfgang Hinck**

Interim Dean

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- **[Humanities and Social Sciences Faculty \(/catalog\\_2013/catalog\\_2013\\_4497.htm\)](/catalog_2013/catalog_2013_4497.htm)**
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- [Criminal Justice Faculty \(/catalog\\_2013/catalog\\_2013\\_4501.htm\)](/catalog_2013/catalog_2013_4501.htm)
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- **Clifton** ([/catalog\\_2013/catalog\\_2013\\_7834.htm](/catalog_2013/catalog_2013_7834.htm))
- **Dover** ([/catalog\\_2013/catalog\\_2013\\_7836.htm](/catalog_2013/catalog_2013_7836.htm))
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Director, Academic Support Center - Lauren Linkowski

Director, Math Center, Academic Support Center - Teshwar Gopaul

Director, Writing Center, Academic Support Center - Patianne Stabile

Director, Library - William McNelis

Senior Director, Career Services - Iessa Sutton

Director, Financial Aid - Theresa Bryant

Director, Student Accounts - Zoila Antonio

Director, High School Admissions - Michelle Gomez

Senior Director, Adult Admissions - Joel Martinez

Director, Buildings and Grounds - Pete Blankman



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Director, Financial Aid - Shaundia Comrie

Director, Student Accounts - Adriana Chicaiza

Director, Admissions - Anthony Williams

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Director, Residence Life - Michael Gilbert

Director, Academic Support Center - Natalie Keiser

Director, Library - James Leftwich

Director, Financial Aid - Amanda Manuel

Director, Student Accounts - Matthew El Sabry

Director, Adult Admissions - John Wool

Director, High School Admissions - Lynn Ovimeleh

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Director, Library - Sandra Mongak

Director, Career Services - Art Pann

Director, Financial Aid - Kevin Neretich

Director, Student Accounts - Nancy Ferante

Director, Adult Admissions - Brian Peiffer

Director, Operations, School of Health Studies - Carmelo Torres



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Director, Library - Sandra Mongak

Director, Career Services - Courtney Woodward

Director, Financial Aid - Roxanne Martinez

Director, Student Accounts - John Conradi

Associate Director, Admissions - MaryAnn Santora

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Director, Financial Aid - Diana Coleman

Director, Student Accounts - LaMont Covington

Director, Adult Admissions - Sandra Tavares

Director, High School Admissions - Leigh LeBlanc

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Director, Financial Aid - Daniel Larkin

Director, Student Accounts - Steven Figueiredo

Director, Adult Admissions - Elaine Coleman

Supervisor, Buildings and Grounds - Henry Fernandez



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## Woodbridge

Campus Operating Officer - Stan Holland

Dean, Advisement - Linda Lanzi

Director, Student Development and Campus Life - Kevin Frey

Dean, Academic Support Center - Gerald Iacullo

Director, Library - Bonnie Lafazan

Director, Financial Aid - Tino Lula

Director, Student Accounts - Tara Solan

Director, Adult Admissions - Gerald Wilkins

Director, High School Admissions - Sara Mamrak

Supervisor, Buildings and Grounds - Jesse Warnick



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## Woodland Park

Campus Operating Officer - Linda Pinsky

Dean, Advisement - Juli Wood

Dean, Student Development and Campus Life - Jennifer Iacino

Director, Student Development and Campus Life - Nicole Turnbull

Director, Academic Support Center - Melissa Lemus

Director, Library - Laurie McFadden

Director, Financial Aid - Steven Perez

Director, Student Accounts - Steven Figueiredo

Director, Adult Admissions - Michael Lincoln

Director, High School Admissions - Christine D'Elia

Interim Director, Buildings and Grounds - Michael Hyjeck



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Campus Operating Officer - Sharon Goldstein

Dean, Advisement - Jane Ryan

Assistant Dean, Student Development and Campus Life - Jennifer Litvak

Director, Academic Support Center and ASC Anywhere - Janice Samuels

Director, Library - Elizabeth Leonard

Associate Director, Financial Aid - Paul Crowley

Associate Director, Financial Aid - Carmela Incorvaia

Director, Student Accounts - Ashley Maikranz



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**800-446-5400 Ext. WC1**

**info@BerkeleyCollege.edu  
(mailto:info@BerkeleyCollege.edu)**

## New York Locations

### MIDTOWN MANHATTAN

3 East 43rd Street  
New York, NY 10017  
212-986-4343

### BROOKLYN

255 Duffield Street  
Brooklyn, NY 11201  
718-637-8600

### WHITE PLAINS

99 Church Street  
White Plains, NY 10601  
914-694-1122

## New Jersey Locations

### CLIFTON

600 Getty Avenue  
Clifton, NJ 07011  
973-546-0123

### DOVER

1 West Blackwell Street  
Dover, NJ 07801  
973-366-6700

### NEWARK

536 Broad Street  
Newark, NJ 07102  
973-642-3888

### PARAMUS

64 East Midland Avenue  
Paramus, NJ 07652  
201-967-9667

### WOODBRIIDGE

430 Rahway Avenue  
Woodbridge, NJ 07095  
732-750-1800

### WOODLAND PARK

44 Rifle Camp Road





Woodland Park, NJ 07424  
973-278-5400

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