



**EXCEL**  
CAREER INSTITUTE

# Catalog

2017-18

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Plymouth, MN 55447 - USA**

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Volume 1, Number 1

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Hello, and welcome to Excel Career Institute!

On behalf of our instructors and staff here at Excel Career Institute, I want to personally extend my warm welcome to you as you become a student with us.

Excel Career Institute was started with the mission of extending high-quality, online education to adults in an economical way using innovative techniques and approaches to prepare our graduates to contribute to today's workforce. With that end in mind, we have gathered highly qualified, experienced faculty members to facilitate engaging, relevant curriculum and give students a chance to gain a career certificate or diploma without burdening themselves with student loan debt.

We are a group of experienced, highly-qualified educators and business professionals who are dedicated, first and foremost, to the academic success of our students. You will find our customer service skills and timely communication techniques create a sense of community and connectedness even though our students and teachers are physically separated by great distances.

I am confident you will gain an appreciation for the convenience of being able to gain your career certificate or diploma from home, on a schedule that can fit into your busy lifestyle. We are built on the concept that adults don't have to stop their busy lives to advance their career training.

Open and honest communication will be crucial to your success here at Excel. Please let a staff member know of any concerns or questions you have as you make your way through your program and please try to be proactive when communicating with your instructors, as that can alleviate many issues at a later time.

We have the faculty, staff, leadership, and experience to make our career school a great institution. We were only missing one thing, you! Now that you're here, let's get started on helping you develop the skills and education necessary to move you into the next exciting stage of your life!

Sincerely,

*Mark A. Ulven*

Dr. Mark A. Ulven, Ed.D.

President

Excel Career Institute

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## School History and Ownership

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Excel Career Institute is wholly owned by Excel Education Systems, Inc. Excel started offering our first online education programs in 2004 through Excel High School. We specialized in serving high school aged students and adult learners seeking high school diploma opportunities, online. Our high school diploma division has grown into a school district, with multiple schools serving thousands of students each year with a regionally accredited high school diploma program. Excel is also pleased to offer career certificate programs through Excel Career Institute. We have always taken great pride in offering high-quality, affordable, distance learning programs for learners seeking flexibility with their education.

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## Office of Higher Education Licensure

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### Licensed Career School Disclosure:

Excel Career Institute is licensed as a private career school with the Minnesota Office of Higher Education pursuant to Minnesota Statutes, sections 136A.821 to 136A.832. Licensure is not an endorsement of the institution. Credits earned at the institution may not transfer to all other institutions.

Minnesota Office of Higher Education  
1450 Energy Park Dr., Suite 350  
St. Paul, MN 55108  
[www.ohe.state.mn.us](http://www.ohe.state.mn.us)  
Phone: (651) 642-0533

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## Mission Statement

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The mission of Excel Career Institute is to extend access to high-quality, affordable career certificate, and diploma programs through online education delivery for a global student population to maximize their personal and professional potential. This mission is fulfilled by providing relevant, practical, engaging, and challenging learning experiences that will enhance the students' knowledge and lives.

### To fulfill this mission, Excel Career Institute promises to:

- Provide educational programs of high ethical and professional standards.
- Provide an educational environment that encourages learning.
- Provide student services that contribute to student success and future career opportunities.
- Provide experienced, qualified faculty who enhance student achievement.
- Exercise honesty, integrity, and high ethical standards in all school operations.

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## Values

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### **Commitment**

We develop relationships that make a positive difference in the lives of our students, partners, and team members.

### **Quality**

We provide exceptional products and services that, together, deliver significant value to our students and partners.

### **Respect**

We value our students, partners, and team members and encourage their development and success.

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## Board of Directors

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The board of directors provides oversight and guidance regarding Excel Career Institute's policies and programs.

Rod Clarkson, MBA, MA (Chairman)

Dr. Mark A. Ulven, Ed.D

Koorosh Vaziri, Ph.D.

Robert Ulven

Lori Applegate, M.Ed.

Legal Counsel – Paul Shoemaker, Esq. 5270 W 84th St #410, Minneapolis, MN 55437

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## Faculty and Staff

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Rod Clarkson, MBA, CEO	rclarkson@excelcareerinstitute.org	952-465-3702
Mark Ulven, Ed.D President	mulven@excelcareerinstitute.org	952-465-3702
Koorosh Vaziri, Ph.D. Chief Technology Officer	kvaziri@excelcareerinstitute.org	952-465-3702
Lori Applegate, M.Ed., Director	lapplegate@excelcareerinstitute.org	952-465-3702
Tim Elliott, MBA, Associate Director, Instructor	telliott@ excelcareerinstitute.org	952-465-3702
Sheila Christoffer, Registrar	schristoffer@excelcareerinstitute.org	952-465-3702
Robert Balcerzak, MBA, Business Instructor	rbalcerzak@excelcareerinstitute.org	952-465-3702
John Brady, MBA, Business Instructor	jbrady@excelcareerinstitute.org	952-465-3702
Josh Girardin, MBA, Business Instructor	jjgirardin@excelcareerinstitute.org	952-465-3702
Robert Ulven, B.A. LMS Manager	mb@excelcareerinstitute.org	952-465-3702
Drew Eid, B.S. Student Services Coordinator	deid@excelcareerinstitute.org	952-465-3702
Paul Clarkson, Admissions Advisor	pclarkson@excelcareerinstitute.org	952-465-3702

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## Instructors

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### **Robert Balcerzak, MBA, Business Instructor**

Bob has over 35 years of business experience in a wide variety of industries holding positions as Supervisor, Director, and President of various companies. Bob has been utilizing his expertise by both teaching college-level business courses, but also designing business courses and serving as Business Department Chair at several colleges and universities, including the University of Phoenix. Bob earned his BScE (Bachelor of Science in Chemical Engineering) from the University of Toledo, and his MBA through Harvard University Extension.

### **John Brady, MBA, Business Instructor**

John brings over 30 years of experience in the field of Business Marketing to Excel Career Institute. Previously, John has taught and designed Business courses for some of the most well-known online universities in the world. He still serves as a Business subject matter expert for colleges and universities around the country. Excel is delighted to add John's experience and expertise to its instructional staff. John earned his BS in Chemistry from the University of Southern Mississippi, and his MBA in Marketing from Christian Brothers University

### **Josh Girardin, MBA, Business Instructor**

Josh has been involved in the higher education industry for over ten years and brings with him a deep understanding of what quality online instruction is all about. He has supervised and managed a staff in a variety of real-world business settings and specializes in business processes, change management approaches and has an advanced knowledge of Six Sigma improvement techniques. Josh graduated from Minnesota State University, Mankato with a Bachelor of Science Degree in Sports Management and Marketing, as well as earning his Master of Business Administration (MBA) from Capella University.

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## Programs

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Career Certificate in Finance	(40-weeks)
Career Certificate in Business Management & Leadership	(40-weeks)
Career Certificate in Accounting	(40-weeks)
Career Certificate in Business Law	(40-weeks)
Career Certificate in Marketing	(40-weeks)
Career Certificate in Economics	(40-weeks)

\*After successfully completing the first course, students may take two courses per term, which could reduce the time required to complete a certificate program down to 20-weeks.

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## Admission to Excel Career Institute

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### Open Enrollment Model

Students may enroll in Excel Career Institute's open enrollment programs at any time of the year. There are no set class start dates, and students do not have to wait until the beginning of a new session or new quarter. All courses offered are flexible and self-paced, with students setting their own schedules within certain maximum allowable time frames per quarter and/or program.

### Enrollment

The Enrollment Agreement (the "Agreement") is a legally binding contract when signed by the student and accepted by Excel Career Institute at its offices in Plymouth and is governed by Minnesota law. The student signature on the Agreement indicates that the student has read and understood the terms of the Agreement, has read and understood any literature received from Excel, and believes that he/she has the ability to benefit from the course selected. An electronic signature is a binding signature. Prospective students are encouraged to read through the catalog and materials prior to enrolling.

Students will complete the following steps to enroll:

1. Complete our online enrollment agreement for admission. The agreement outlines the obligations of Excel and the student. The required down payment must be submitted at time of enrollment.
2. Submit information on high school completion. All students are required to have an accredited High School Diploma or GED Equivalency Certificate to enroll in an Excel program.
3. Once Excel has received and reviewed the agreement, the accepted applicant will receive a welcome letter with instructions on how to begin their online course.
4. New students must complete an orientation assessment as a first step in their career program. Once the assessment is satisfactorily completed, the student can begin their program lessons.
5. As lessons are completed, additional lessons will become available in our online student center.

\*Conditional enrollment is offered the same business day that your application is received. Courses are normally activated the very same day as enrollment.

### **Statement of Non-Discrimination**

Excel Career Institute does not discriminate in its enrollment practices on the basis of race, religion, national origin, gender or ethnicity.

### **Equal Educational Opportunity**

Excel is committed to the principle of equal opportunity for all students, employees, or applicants for admission or employment. It is the policy of our school not to discriminate on the basis of race, sex, color, national origin, religion, or handicap. Any complaint alleging failure of this institution to follow this policy should be addressed to the School President.

### **Admissions Requirements**

Applicants for admission to all programs must meet the following requirements:

- Be a minimum of 18 years old.
- Be a high school graduate (regionally accredited or state-approved) or have a General Equivalency Diploma (GED).
- Proof of identity. Have a valid driver's license (or other government-issued picture ID).
- Complete the application and enrollment process.
- Be motivated with a genuine desire to be employed after graduation.
- Submit the initial tuition payment.
- Receive and review our school catalog and student handbook and other required forms.

### **How to Apply and Enrollment Process**

Individuals interested in enrolling at Excel Career Institute can contact a school representative by phone, email or chat who can address any of your questions or concerns. Students submit their enrollment application online through the school website at: [www.excelcareerinstitute.org](http://www.excelcareerinstitute.org). Please visit us online for more details regarding our programs and enrollment.

### **Transfer of Credit for Previous Training**

Credit is given for previous training after evaluation of the content and extent of the training presented for credit. This decision is made case by case, as a student presents documented proof of study and/or school transcripts. The institution must be Licensed by the State of Minnesota Office of Higher Education, or accredited by an agency recognized by the United States Department of Education (USDE) or the Council for Higher Education Accreditation (CHEA). Excel Career Institute does not offer credit for advanced learning or experiential learning. Requests for transfer of credit need to be accompanied by official transcripts of courses listing credits, clock or contact hours, letter grades, and a catalog describing the individual course content. All official transcripts must be mailed directly to Excel Career Institute. All transferred coursework is for the purpose of graduating from one of Excel's certificate programs. Transfer credit will only be accepted on a course-by-course basis. Excel Career Institute does not guarantee the transferability of its credits to any other educational institution. Transferability is up to the receiving institution.

- No transfer credit will be given for "I" Incomplete; "D" Unsatisfactory; "F" Fail; "W" withdrawn grades; "T" transfer from other schools; or "P" pass/fail courses; nor will high school course credit be accepted for transfer of credit.



- No more than 25% of the courses required for graduation may be transferred.
- Courses not offered at Excel Career Institute, even though directly associated with an accepted education in the profession will not be considered.
- Transfer credits over five years old will not be accepted. Any transferred credits may be subject to a competency test.

### **Test-out Policy**

Excel Career Institute does not offer a “test out” option for any courses.

### **Campus**

Excel Career Institute Campus is located at 3350 Annapolis Lane North, Suite C, Plymouth, MN 55447. Ample parking is directly in front of the school offices. All visitors must make an appointment prior to arriving at the school offices.

Office Hours:	8:30am-5:00pm 8:30am-3:00pm	Monday – Thursday Friday
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Weekends: Closed

Excel Career Institute is closed for all nationally observed Holidays: New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Day after Thanksgiving, Christmas Eve, Christmas Day.

### **How to become a successful online student.**

People choose to attend school online for many reasons. Most students suggest that they choose online programs due to the flexible nature of online courses. To become an effective online learner, students must learn how to be disciplined and how to be a good manager of their time. Below are some helpful hints that will help you to become a good online student.

**Step One:** Read the syllabus. It is very important that you first understand course objectives. It is critical that you first read the syllabus for each course to fully understand the expectations and objectives for your online course. As you navigate through your online courses, you will find that it is very helpful to read all of the information provided for you by the school. We go to great lengths to provide you with a wealth of helpful information.

**Step Two:** Plan weekly study times. A successful online student schedules their online learning time. Making consistent progress in your courses is an important part of completing your course on time. Life can get busy and time can slip away from you faster than you might think. Just like with a traditional brick and mortar school, or a job, or other scheduled commitments, it is important to show up on time and be ready to learn. Creating a quiet and comfortable study environment is important for your success.

**Step Three:** Log in and participate in the course a minimum of three times per week. To build off of step two, it is important to be engaged in your online courses frequently. The more you participate in your online courses, the easier time you will have with mastering the course materials and reaching your goals.

**Step Four:** Ask questions. Whether you feel lost, or you just have a simple question, it is a good idea to submit your questions to your instructor, or to an Excel staff member. We are here to help you stay on track. It is often easier to ask for clarification than to remain unsure or get discouraged. We want you to be successful in your online courses!

**Step Five:** Make connections with fellow students. As an online student, when it comes to your studies, you may feel alone or isolated. Unless you have a friend or family member attending an online institution, you may feel like others can't relate to your learning experiences. We suggest that you connect with other students in the Excel student community via the discussion board or on our social media platforms. We have a growing community of online learners waiting to connect.

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## **Student Support Services**

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### **Student Support**

Excel Career Institute is committed to the highest quality of education and support for our students. Our policy is to treat every student equally with care and understanding. The school offers on-demand support services during the normal school day by calling the school at 952-465-3702, or through an online chat or email. We make service to our students a top priority!

### **Academic Advising**

Students who are admitted to Excel Career Institute are entitled to formal academic counseling by an academic advisor. Please contact the school to schedule an appointment. Advisors will also be available for advising regarding transcript evaluation and incoming transfer credits.

### **Career Services**

The goal of the Excel Career Services is to help each student maximize his or her employment opportunities by providing advice, guidance, and assistance in the following areas:

- Resume, cover letter, professional/bio writing and review
- Job seeking
- One-on-one career counseling
- Interviewing techniques
- Job marketing strategies
- Job lead generation and more

Even though Excel Career Institute cannot guarantee employment, Excel offers unlimited job placement assistance to both current students and graduates in good standing. New students are informed of the availability of career services during orientation. Career Services works diligently to assist our graduates to help them in their job search.

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## Program Policies

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### **Online Community**

Excel Career Institute uses two high-quality online tools to deliver online courses. We use the *Learn Stage* student information system to manage student information, and the *Canvas* LMS to deliver online courses. Online courses are available 24x7. Our online courses are available anytime with a PC, tablet or mobile device. Excel serves students from many locations, and we have a very diverse student population. We offer education on flexible terms.

### **Program Delivery**

Excel Career Institute offers all educational programs and services using a distance education platform. Courses are taught in English only.

### **Student Conduct Policy**

Excel Career Institute maintains a Student Code of Conduct to protect the rights of students, faculty, staff, and Excel itself. Excel Career Institute students are required to adhere to the following policies in their academic and personal conduct.

- Be respectful and courteous to fellow students, faculty, and staff.
- Accept responsibility for your own actions.
- Adhere to all policies that appear in Excel catalogs, student handbooks, study materials, website and enrollment agreements.
- Never misrepresent the school or its staff in any online social communities.
- Follow all rules on submitting work and taking examinations.
- Not use others work, or present another individual's ideas as your own. Do not seek, receive, or give unauthorized help on assignments, quizzes, or examinations.

### **Academic Dishonesty**

There are many different forms of academic dishonesty. The following kinds of honesty violations and their definitions are intended to serve as examples of unacceptable academic conduct.

*Cheating:* Any inappropriate activity in which the work submitted to the school does not represent the work of the enrolled student. This would include submission of someone else's work, submission of answers obtained through inappropriate measures, or providing answers to another student.

*Plagiarism:* Using another person's ideas or finished work as your own without giving credit to the source. It includes copying or paraphrasing something and using it as if you had done the work yourself.

*Fabrication:* Falsifying or inventing information and presenting it as legitimate; misrepresenting oneself or one's status, potentially damaging Excel's reputation or any of the members of its academic community.

*Facilitating Academic Dishonesty:* Assisting another student in an act that violates the standards of academic honesty; providing information, material, or assistance to another person knowing that it may be used in violation of academic honesty policies; providing false information in connection in any academic honesty inquiry.

### **Online Etiquette (Netiquette)**

The current laws to protect the rights and dignity of citizens apply online. Follow the same responsible and respectful behaviors online that you follow in real life. In simple terms this means that the values society has in place against such things as hate speech, copyright violations and other forms of theft, remain intact. As do the values courtesy, kindness, honesty, and treating others with the same respect you wish to receive.

### **Student Code of Conduct Violation**

The Student Code of Conduct applies to all Excel Career Institute students. Failure to comply will automatically be referred to the School Director for review and recommendations. If any student is found to have engaged in academic dishonesty in any form - including but not limited to cheating, plagiarizing and fabricating - that student will be dismissed from Excel Career Institute. There will be no exceptions.

*Appeal Process:* The student may appeal the decision to the School Director by submitting a request in writing. If the School Director determines the appeal may be successful, the student must successfully address concerns along with developing an action plan; a scheduled meeting to discuss the situation will follow. If appropriate, other administrative staff members may attend the scheduled meeting. The purpose of the meeting is to explain the concerns that have been documented and, if appropriate, to create a suggested plan for resolution of the concerns.

On rare and exceptional occasions, the school may grant a dismissed student permission to resume his or her studies at the school. Because readmission occurs rarely, the school advises dismissed students to make alternative educational plans.

### **Use of Information**

The collection of information is used primarily for the improvement of services to our students. Information gathered through our online request forms will be used to process those requests. E-mail inquiries will utilize the e-mail address provided for any appropriate correspondence.

## **Security**

Excel currently utilizes GoDaddy Green Bar SSL, and similar technology to provide a secure transmission of all enrollment agreement activities including online payment information. We also use established industry-standard security measures to protect all information services. While we strive to provide 100% security for all transmissions, we cannot guarantee that all general information submissions will be completely secure. Unauthorized modification or misuse of information stored on our website or operating systems will be investigated and may result in criminal prosecution.

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## **Academic Policies**

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### **Attendance/ Participation**

Courses at Excel Career Institute are self-paced and flexible. Each course is designed to be completed within 8-10 weeks. Students are expected to keep pace according to the course outline. Students not participating for more than 30-days will receive an attendance warning. Students not participating for 60-days will be dropped from their program.

### **Leave of Absence**

Students who are enrolled are eligible to take an approved leave of absence. A leave of absence must be more than 5 days and cannot exceed 180 days.

Any request for a leave of absence must be submitted in writing. A leave of absence may be approved for reasonable purposes that are acceptable to the School Director and with the reasonable expectation that the student will return to the school. Examples are serious health issues, serious family issues, pregnancy, incarceration, and military duty. If the student fails to return on the scheduled return date the student will be automatically terminated and a refund made under the cancellation and refund policy. The effective date of termination shall be the last date of the leave of absence.

### **Program Withdrawal**

A student who wishes to withdraw from a program at Excel Career Institute must submit a written request with reason(s) for withdrawal, date and sign the letter, and deliver the letter to the School Director. An exit interview will be conducted, whereupon the student will be informed of his/her options of a pro-rated tuition adjustment (refund) or applying for a leave of absence.

The student is required to clear all obligations in order to receive a withdrawal in good standing. Failure to comply with this policy means that the School may not honor any request for transcripts, letters of recommendation, request for information, and/or re-admission.

### **Grading**

Grading is based on total scores from assignments, exams, class participation, clinical internships and externships. A passing grade is a D or higher. Students who fail a course are required to retake the course to receive credit towards program completion. Grades are decided on the following scale:

Grade	Percentage
A	90%-100%
B	80%-89%
C	70%-79%
D	69%-60%
F	Below 60% Fail
W	Withdrawn (Counts toward Rate of Progress but not CGPA)
WF	Withdrawn Failing (Counts towards both Rate of Progress and CGPA)
Transfer Credit	Counts toward Rate of Progress but not CGPA

Minimum standards for successful completion of programs require a student to maintain a “C” average or a minimum of 70% or higher in each topic of study presented in the program.

A student who is withdrawn from a class will receive a ‘W’ grade unless he/she has completed at least 75% of the class in which case he/she will receive a ‘WF’ grade.

Career certificate students are required to maintain a GPA of 2.0 or higher. Failure to maintain good academic standing may result in probation or dismissal. Students may appeal pursuant to the procedures contained in this policy.

### **Proctored Exams**

Quizzes and exams are completed entirely online. All final exams are remote video/audio recorded and proctored through Excel’s LMS Canvas with *Proctorio*, and will be reviewed by an exam auditor.

### **Incomplete Coursework**

All course requirements must be completed by the last day of the course. However, if a student experiences extenuating circumstances, the student must contact his/her instructor. At the instructor’s discretion, a student who has demonstrated satisfactory attendance and assignment completion will be allowed up to two weeks for delayed completion of the course.

### **Course Repeats**

Students must repeat any course in which a grade of ‘F’ (below 70%) is earned. If the student needs to repeat a course and the course is not currently scheduled, the student must retake the course the next time it is offered. A student may be allowed to continue with other classes that do not have the failed course listed as a prerequisite requirement. If the student successfully repeats the course in which he/she earned a grade of ‘F’, ‘W’, or ‘WF’, only the highest grade earned will be used to calculate the Cumulative Grade Point Average (CGPA). If a student wishes to challenge a grade, he or she must do so within three class days using the complaint/grievance procedures below.

In addition, the student is responsible for purchasing any new books/supplies required for the course.

### **Pass/Fail Courses and Remedial Courses**

Excel Career Institute does not provide courses graded on the basis of Pass/Fail, nor does it offer remedial or non-credit courses.

### **Probation**

Students will be placed under academic probation if they do any of the following:

- Allow their GPA to fall below 2.00\*
- Fail a course
- Violate Excel's academic honesty and/or student conduct policy

Probation and dismissal are official statuses. Dismissal is noted on the student's official academic transcript.

### **Complaint/Grievance Procedure**

Excel Career Institute has implemented the following grievance procedure steps to handle any complaint or grievance (*other than academic suspension*) a student may have that is relative to actions of school instructors or officials.

- First, the student should try to resolve the issue with the individual instructor or official involved.
- Second, if the student feels that the matter is not resolved, he or she may bring it to the attention of the School Director or President in the form of a written complaint. A conference will be scheduled with any student filing a complaint in an effort to bring a satisfactory resolution.
- Any student who has properly proceeded with the first two steps of the grievance policy and still feels that he or she has been treated unfairly by the school may then advance to the following options.

If a complaint cannot be resolved after exhausting the School's grievance procedure, the student may write to the state:

Minnesota Office of Higher Education  
1450 Energy Park Dr., Suite 350  
St. Paul, MN 55108

\*Excel Career Institute will make every attempt to resolve any and all student complaints promptly and fairly.

### **Approval of Certificate Requirements**

The Excel Career Institute Board of Directors reviews and approves the requirements for each academic certificate level upon recommendation of the Academic Leadership Team. Certificate program requirements are developed to ensure alignment with: 1) the academic standards of the field of study for that certificate level; 2) advancements emergent in the academic discipline; 3) prevailing professional standards; and where applicable, 4) professional accreditation standards and states' regulatory standards. These considerations will guide the development and revision of certificate program requirements and will furnish the rationale for those proposed requirements that vary from the standards typical to other Excel certificate programs at an equivalent certificate level.

Certificate program requirements will be determined for the following categories:

1. Credit totals for the certificate program
2. Grade point average (GPA) standards for the certificate program
3. Formal engagement in the scholarly community, such as online course discussions.
4. Comprehensive assessments of learning such as portfolios and projects
5. Demonstrations and extensions of knowledge such as capstone projects.

Upon the recommendation of the Academic Leadership Team, the Excel Career Institute Board of Directors has established academic requirements for the certificate program requirements are described, defined, and published in the Excel Career Institute Catalog for the quarters during which those requirements are to take effect.

### **Career Certificate Program Requirements:**

\* 30 total quarter credits, which includes completing five courses, each course worth six (6) quarter credits.

### **Financial Obligations**

All students must remain current with their financial obligations to the school. Students that become 6-days delinquent on tuition payments will be locked out of their courses. Students that become 2-monthly installments delinquent are subject to termination from the school.

### **Transcripts**

Transcripts are available to students who have satisfied their financial obligation to the school. To obtain a transcript students must fill out a transcript request form with the Registrar's Office.

### **Graduation**

Upon successful completion of a Certificate program, Excel Career Institute may award the following:

- **Career Certificate** for successfully completing a business program.

*The school also recognizes student achievement by issuing the following awards at each graduation:*

- **Honors Recognition**
  - Graduation with Highest Honors – GPA of 3.90 or higher
  - Graduation with High Honors – GPA of 3.7-3.89
  - Graduation with Honors – GPA of 3.5 – 3.69

### **Graduation Requirements**

To qualify for graduation, a student must successfully complete all program requirements that were in effect when the student enrolled at Excel Career Institute. Therefore, a student must complete all areas of the program with a cumulative grade point average of 2.0 or better and must complete all required coursework. In addition, the student must satisfy all financial obligations to the school.



## **Grades**

Grades and attendance are entered by instructors in the Canvas Learning Management System. Canvas LMS is a program that allows students 24 hour access to their grades and course progress via the Internet.

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## **Financial Policies**

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### **Financial Aid**

Excel Career Institute offers interest-free, monthly payment plans. However, the school does not participate in financial aid programs. See our website [www.excelcareerinstitute.org](http://www.excelcareerinstitute.org) for tuition pricing on all our courses.

### **Payment Policies**

All tuition and applicable fees are due and payable as specified by the student's selected payment option. There will be a \$ 10 late fee if payment is not received consistent with the terms of the students chosen financial option. There will be a fee for checks returned for any reason; student will be required to pay all future charges in cash, credit cards, cashier's check or money order.

Students are required to clear any indebtedness to Excel Career Institute before grades or transcripts will be issued or diploma/certificate awarded. All costs of collection, court fees and reasonable attorney's fees will be added to delinquent accounts collected through third parties.

### **Tuition Payment Options:**

#### **Pay in Full Option**

Students may choose to pay for their education in full before class begins.

#### **Monthly Payment Option**

In an effort to make our programs affordable, Excel Career Institute offers flexible, interest free, monthly installment plans for all programs.

#### **Delinquent Payment Policy**

A student who is unable to meet his/her commitment for tuition payments will be referred to Director for determination of the student's ability to remain in the School. A student will be withdrawn from the School for non-payment of tuition.

#### **Refund and Cancellation Policies**

"Buyer's Right to Cancel". (136A.826 Subd. 2 (3)) Students may cancel or withdraw in writing by US Mail. Please use the Notice of Cancellation Below. We do not accept cancellations by phone or email.

**Binding Agreement and Governing Law:** This Agreement is a legally binding contract when signed by you and accepted by Excel Career Institute at its offices in Minnesota and is

governed by Minnesota law. Your digital signature on this agreement indicates you have read and understand its terms and any literature you have received from us, and you believe you are able to benefit from your program.

If your application is rejected, you will receive a full refund of all tuition, fees, and other charges. You will be entitled to a full refund of tuition, fees, and other charges if you give written notice that you are cancelling your contract within five business days after the contract or enrollment agreement is considered effective. A contract or enrollment agreement will be presumed to effective on the date of that the institution notifies you that you have been accepted into the institution and you have signed the contract or enrollment agreement. If the notification of acceptance into the institution is sent by mail, then the effective day of being accepted is the postmark on the acceptance letter.

This five-day refund policy applies regardless of when the program starts. If you give written notice more than five days after you signed the contract, but before the start of the first online lesson, you will receive a refund of all tuition, fees, and other charges minus 15%, up to \$50, of the total cost of the program. Following 5-days, you will be provided a prorated tuition, fees, and other charges refund minus a 25%, up to \$100 administrative if you provide written notice of your withdrawal after your program has begun, but before 75% program has completed. If you withdraw from your program after 75% of the program has completed, you are not entitled to a refund of tuition, fees, and other charges.

You will receive written notice acknowledging your withdraw request within 10 business days after receipt of the notice and you will receive a refund of any tuition, fees, and other charges within 30 business days of receipt of your withdrawal. Written notice is effective of the date of the postmark if sent by mail or the day it has been hand-delivered to the institution. If you do not withdraw in writing or contact the institution about your absence, and you have not attended your program for 21 consecutive days, you will be considered to have withdrawn from the school as of your last date of attendance.

Excel Career Institute reserves the right to academically cancel any student who fails to demonstrate satisfactory progress toward graduation. Academic dishonesty or other violations of the School Catalog may also result in disciplinary action up to and including the termination of your enrollment.

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## **Tuition and Fees**

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<b>Tuition</b>	<b>Fees</b>
Career Certificate in Finance	\$ 999
Career Certificate in Business Management & Leadership	\$ 999
Career Certificate in Accounting	\$ 999
Career Certificate in Business Law	\$ 999
Career Certificate in Marketing	\$ 999
Career Certificate in Economics	\$ 999
<b>Fee</b>	
Application Fee	No charge

Official Transcript Request (first two are free)	\$10.00
Reissued Diploma	\$25.00
Returned Check	\$25.00

Excel Career Institute reserves the right to periodically adjust annual tuition. Once enrolled at Excel Career Institute, students continuously enrolled at Excel will never be subject to a tuition increase.

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### **Career Certificate in Finance 30-quarter credits**

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Excel Career Institute is an exciting place to study and learn about business. Maybe you are seeking career training for career advancement or a new job. A career certificate in Finance can help to sharpen your skills.

The world of finance and investment banking offers diversified job opportunities in international and local accounting firms, lucrative salaries and challenging careers. Furthermore, students will gain advanced leadership skills by acquiring this certificate.

We build students' knowledge and skills through a foundation certificate that exposes them to the domains of finance.

#### **Students will complete the following courses to earn a Certificate in Finance:**

BUS300 Introduction to Business  
BUS308 Principles of Finance  
BUS320 Personal Finance  
BUS405 Financial Risk Management  
BUS415 Legal Aspects of Corporate Management and Finance

Certificate programs do not lead to licensure.

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### **Certificate in Business Management & Leadership 30-quarter credits**

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Stay competitive and prove that you are serious about your career. Our management and leadership certificate program can help you seek greater opportunities and recognition, or simply enable you to keep up with changes in business.

This certificate program is designed for students who intend to seek employment in the business or nonprofit sectors of the economy. It is designed to provide students with skills that complement those acquired through a traditional liberal arts education and to make the students more appealing to potential employers.

**Students will complete the following courses to earn a Certificate in Business Management & Leadership:**

BUS300 Introduction to Business  
BUS302 Principles of Management  
BUS304 Principles of Economics  
BUS403 Managerial Accounting  
BUS404 Business Ethics

Certificate programs do not lead to licensure.

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**Career Certificate in Accounting  
30-quarter credits**

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The Certificate in Accounting is designed for individuals who are interested in learning more about the accounting profession, the role of accountants in business and developing an accounting knowledge base.

The certificate in accounting covers principals of accounting and finance and intermediate accounting practices at the college level to enhance your career.

**Students will complete the following courses to earn a Certificate in Accounting:**

BUS300 Introduction to Business  
BUS440 Accounting Principles I  
BUS442 Accounting Principles II  
BUS314 Financial Accounting  
BUS403 Managerial Accounting

Certificate programs do not lead to licensure.

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**Certificate in Business Law  
30-quarter credits**

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The Business Law certificate provides students with practical legal knowledge of substantive business law topics and current legal issues. Students learn the skill sets necessary to identify and manage legal issues encountered within personal and business contexts, including litigation, contract law, employment and human resources, real and personal property law as well as applied critical thinking.

**Students will complete the following courses to earn a Certificate in Business Law:**

BUS300 Introduction to Business

BUS312 Foundations of Business Law  
BUS410 Advanced Business Law  
BUS413 Law for Entrepreneurs  
BUS414 Law of Commercial Transactions

Certificate programs do not lead to licensure.

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### **Certificate in Marketing** **30-quarter credits**

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The certificate in marketing is designed for students interested in either acquiring knowledge in marketing, or in refreshing or extending their knowledge in the marketing field. Marketing professionals must understand the market and their customers, and possess the skills to design and deliver valuable products and services.

#### **Students will complete the following courses to earn a Certificate in Marketing:**

BUS300 Introduction to Business  
BUS306 Principles of Marketing  
BUS422 Consumer Behavior  
BUS424 eMarketing  
BUS425 Developing New Products and Services

Certificate programs do not lead to licensure.

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### **Certificate in Economics** **30-quarter credits**

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The certificate in Economics is a five course program that offers you the opportunity to better understand the partnership between business and economics, as well as the effect of economics on the business world.

This learning track program is intended for students who seek to heighten their knowledge of economics without committing to an academic degree program.

#### **Students will complete the following courses to earn a Certificate in Economics:**

BUS300 Introduction to Business  
BUS304 Principles of Economics (continued next page)  
BUS400 Intermediate Macroeconomics  
BUS401 Microeconomic Analysis  
BUS430 Principles of Managerial Economics  
Certificate programs do not lead to licensure.

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## Course Descriptions

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### **BUS300 Introduction to Business**

Description: In this introductory course, students learn about the roles of business and marketing in the free enterprise system and the global economy. Basic concepts of economics systems, job seeking and workplace skills, and planning and launching a business are introduced to provide students with a strong background as they prepare to make important decisions as consumers, wage earners, and citizens. BUS300 also explores the real-world impact of technology, effective communication, and interpersonal skills.

### **BUS302 Principles of Management**

Description: In BUS302, students will master the basics of management principles by weaving three threads throughout the course: strategy, entrepreneurship, and active leadership. This course frames performance using the notion of the triple bottom-line: financial, social, and environmental performance. The art of management is explored not only for traditional entrepreneurial/change management orientation, but also for corporations, non-profits and new entrepreneurial ventures.

### **BUS304 Principles of Economics**

Description: BUS304 provides students with an accessible, straightforward overview of economics. The textbook combines the clarity and writing of Tregarthen's seminal periodical "The Margin" with great teaching insights. Every concept in the course is addressed with a three-pronged approach, with a "Heads Up" to ward off confusion, a "You Try It" section which helps students stay on top of the concept, and a "Case and Point" section that uses a real-world application to harness the concept in reality.

### **BUS306 Principles of Marketing**

Description: In this introductory Marketing course, students learn the experience and process of actually doing marketing, not just the vocabulary associated with it. BUS306 is broken into five dominant themes of marketing: service dominant logic, sustainability, ethics and social responsibility, global coverage, and metrics. There is also updated coverage of developments in the influence of social media to empower consumers and marketing's use of social media. This includes sentiment analysis, mobile marketing, and customer service and complaint tracking as a communications and promotions channel.

### **BUS308 Principles of Finance**

Description: This course will teach students fundamental economic principles and the basics of managing their money. It will help them understand the world of finance as they learn about financial planning, creating a budget, filling out tax forms, opening bank accounts, and saving money for the future. BUS308 also prepares students for more advanced topics in finance, such as interest rates, asymmetric information, monetary policy, and monetary theory.

### **BUS312 Foundations of Business Law**

Description: In this introductory course to Business Law, students are provided the context and essential concepts across a broad range of legal issues with which managers and business executives must deal with. The text provides the vocabulary and legal savvy necessary for business people to talk in an educated way to their customers, employees, suppliers, government officials, and their own lawyers. BUS312 also utilizes case studies and relevant, law-related videos to help students comprehend and internalize their learning.

### **BUS314 Financial Accounting**

Description: This course concentrates on the generally accepted accounting principles (GAAP) applied to various businesses and organizations. Topics include: analyzing, journalizing and posting transactions, adjusting entries, completion of the work sheet, financial statements, and the closing process for a service business are also covered.

### **BUS320 Personal Finance**

Description: The emphasis of this course is on understanding the fundamental relationships behind the math related to finances and being able to use that understanding to make better decisions about your personal finances. BUS320 is divided into five sections: Learning Basic Skills, Knowledge, and Context, Getting What You Want, Protecting What You've Got, Building Wealth, and How to Get Started.

### **BUS400 Intermediate Macroeconomics**

Description: In this course, students will develop the modern theories of the determination of the level and rate of growth of income, output, employment, and the price level. The implications of each theory on alternate fiscal and monetary policies seeking to facilitate full employment, economic growth and price stability will be explored. Since macroeconomics is an empirical discipline, students will be familiarized with the current macroeconomic data and its relevance. By the end of the course, students should have a solid grounding in the basic theoretical approaches used in macroeconomics as well as an understanding of the economic data that is commonly analyzed.

### **BUS401 Microeconomic Analysis**

Description: This course focuses on analysis of economic decision-making by individual buyers and sellers, and resulting market outcomes, with emphasis on theoretical rigor. The efficient properties of perfect competition are examined, followed by consideration of market power, externalities, and asymmetric information. BUS401 emphasizes analytical logic to prepare the student to address a wide range of issues in public economics, labor economics, industrial organization, environmental economics, education economics, and development economics.

### **BUS403 Managerial Accounting**

Description: This course focuses on three major themes: Ready, Reinforcement, and Relevance. BUS403 adopts a concise, jargon-free, and easy-to-understand approach in which key concepts are provided in short segments with step-by-step instructions to simplify concepts. Since all students perform better when they can answer the "why" question, meaningful references to companies throughout the course help students tie the concepts presented in each chapter to real organizations. In addition, realistic managerial

scenarios present an issue that must be addressed by the management accountant. These pique student interest and show how issues can be resolved using the concepts presented in the textbook.

### **BUS404 Business Ethics**

Description: This course streamlines the presentation of material to ensure that every page is relevant, engaging, and interesting to undergraduate business students, without losing the depth of coverage that they need to be successful in their academic journeys and in their professional careers. The BUS404 textbook contains not only substantive law, but also illustrative videos, interactive exercises for hands-on learning, and discussion questions for critical thought. Additionally, each chapter presents “A Question of Ethics” section, which contains real world ethical dilemmas relevant to the topic under study. These features provide opportunities for students to apply concepts that they are learning in the context of relevant LEB topics that shape or restrain actual decision-makers’ actions.

### **BUS405 Financial Risk Management**

Description: BUS405 draws on the recent financial crises, such as the credit crisis of 2008, for case studies as to what could have been done differently to manage risk in a variety of industries. Risk management will be a major focal point of business and societal decision—making in the 21st century. A separate focused field of study, it draws on core knowledge bases from law, engineering, finance, economics, medicine, psychology, accounting, mathematics, statistics and other fields to create a holistic decision-making framework that is sustainable and value-enhancing. This course explores these topics and prepares the student for managing risk in their chosen fields.

### **BUS410 Advanced Business Law**

Description: This course is appropriate for students who have already taken an introductory Legal Environment or Business Law course. BUS410 provides students with context and essential legal concepts relating to the Uniform Commercial Code and various aspects of property law. The course textbook provides the vocabulary and legal savvy necessary for business people to talk in an educated way to their customers, employees, suppliers, and other stakeholders — and to their own lawyers.

### **BUS413 Law for Entrepreneurs**

Description: BUS413 is a course that provides a thorough background in a wide variety of legal concepts to help entrepreneurs successfully manage a business. Besides a background in the fundamentals of legal business issues, this course also covers topics such as: agency law, liability of principal and agent, partnerships, hybrid business forms, securities regulation, employment law, labor-management relations, and consumer credit transactions. The exercises and case studies give the student the opportunity to relate these topics to their everyday, relevant experiences.

### **BUS414 Law of Commercial Transactions**

Description: This course focuses on the legal aspects related to contracts, sales, commercial paper, debtors and creditors. BUS414 provides practical information regarding sales and leases, title and risk of loss, performance and remedies while explaining the legal



regulations involved with products liability, bailments, and the nature and form of commercial paper. This course also explores consumer credit transactions in depth and outlines the crucial knowledge when considering bankruptcy.

### **BUS415 Legal Aspects of Corporate Management & Finance**

Description: This course focuses on the legal aspects related to the different types of corporations and the management of corporate powers. BUS415 provides practical information regarding the general characteristics and formations of corporations, partnership operation and termination, and the legal aspects of corporate finance. This course also explores securities regulation in depth and explains the laws that govern securities trading and their potential pitfalls.

### **BUS422 Consumer Behavior**

Description: BUS422 focuses on the varied topics related to the consumer behavior discipline with particular focus on the contemporary issues of consumerism, marketing, and social media. This course is about a subset of behaviors—the psychology and sociology of human behavior as it relates to consumer decision making and action. Shopping, buying, and consuming goods and services that deliver desired benefits is a major focus as well. Understanding what benefits consumers are seeking and how they make decisions, shop, buy, and actually consume helps marketers develop and carry out more effective marketing strategies.

### **BUS424 eMarketing - Course Syllabus**

Description: This course combines academic theory and practical experiences to thoroughly cover all aspects of online marketing. Topics covered include: Search Engine Marketing, Affiliate Marketing, Web Analytics and Conversion Optimization, Web Development, Online Copywriting, Online Advertising, WebPR, Online Reputation Management, Pay Per Click Advertising, Viral Marketing, Social Media Marketing, Search Engine Optimization, and eMarketing Strategy.

### **BUS425 New Product Development**

Description: A central theme of BUS425 is that there is a constant struggle going on in every organization, business, and system between delivering feature-rich versions of products and services using extravagant engineering and delivering low-cost versions of products and services using frugal engineering. This course will provide students with this notion and how to manifest it as a contributing employee at any company.

### **BUS430 Principles of Managerial Economics**

Description: Sound economic reasoning benefits any manager of a business, whether they are involved with production/operations, marketing, finance, or corporate strategy. BUS430 presents key relationships between price, quantity, cost, revenue, and profit for an individual firm are presented in the form of simple conceptual models. This course also includes key elements from the economics of consumer demand and the economics of production. It discusses economic motivations for expanding a business and contributions from economics for improved organization of large firms. Market price quantity equilibrium, competitive behavior, and the role of market structure on market equilibrium

and competition are also addressed.

### **BUS440 Accounting Principles I**

Description: This course addresses the "language of business" so students can understand terms and concepts used in business decisions. If students understand how accounting information is prepared, they will be in an even stronger position when faced with a management decision based on accounting information. BUS440 takes a business perspective by using the annual reports of real companies to illustrate many of the accounting concepts.

### **BUS442 Accounting Principles II**

Description: In part two of this Accounting Principles course, students continue to expand on learning the "language of business" so they can understand terms and concepts used in business decisions. If students understand how accounting information is prepared, they will be in an even stronger position when faced with a management decision based on accounting information. BUS442 takes a business perspective by using the annual reports of real companies to explore advanced accounting concepts to add depth to the students accounting knowledge-base.

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## **Contents of Catalog**

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All of the information in this College catalog is current and correct. Excel Career Institute reserves the right to make changes in the course content, materials, organization, policy, or curriculum, as circumstances dictate, subsequent to publication. The School expects students to have knowledge of information presented in this catalog and in other school publications. Please note that policy changes and catalog updates are made periodically.

Excel Career Institute certifies that this catalog is true in content, school policy and requirements for graduation.

On behalf of Excel Career Institute, we would like to thank you for allowing us to be part of your educational pursuit.

**Dr. Mark Ulven, Ed.D, President**

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