

Academic Leveling Courses

- ⇒ Do you have new students who have been out of school for a while and/or are transferring from another institution to complete their degree with you?
- ⇒ Do you have new business students seeking a higher degree whose previous degree was not in business?

If the answer to either question is yes, then you may want to consider an Academic Leveling Course (ALC) to facilitate the student's educational transition. Develop your student's business knowledge AND help them make the academic transition.

Our Academic Leveling Courses are specifically designed for your transition and accreditation needs. Course material includes content from the leading textbooks within the discipline, typically representing the foundational subjects within each business topic. The most relevant chapters were selected to include specific content that best represents the foundational knowledge level for each business topic.

New for 2011! We now offer the ALC as Two Options

Option #1. Specific course within your business program curriculum, typically offered early in the students program. Cengage learning provides the custom-published e-books and then we provide the online unit pre-tests and post-tests (three units recommended). Your course faculty teach the course with graded assignments based upon the course material (we can help you with the course syllabus).

Option #2. Independent study course, typically used as a prerequisite for your business majors. We use the same e-books. Each topic has a pre-test and post-test. Students submit their cumulative post-test results (12 tests) to you for academic credit. There are no course assignments nor does this option require dedicated course faculty.

Different content is used with each of the academic levels (bachelors, masters, and doctoral). Shown above is a sample of the content. Similar material is used for the other business topics and sections. Our Academic Leveling courses include sufficient and relevant content to address all accreditation requirements related to business programs.

Master's Level Content Sources	
Business Financial Systems	
Business Finance	Graham, J., Smart, S. B., & Megginson, W. L. (2010). <i>Corporate Finance: Linking Theory to What Companies Do</i> (3 rd ed.). Chapter 2: Financial Statement and Cash Flow Analysis Chapter 21: Strategic and Operational Financial Planning
Accounting	Warren, C. S. (2009). <i>Survey of Accounting</i> (4th ed.). Chapter 9: Financial Statement Analysis Chapter 15: Capital Investment Analysis
Economics	Arnold, R. A. (2010). <i>Economics</i> (9th ed.). Chapter 3: Supply and Demand: Theory Chapter 4: Supply and Demand Applications Chapter 5: Macroeconomic Measurements, Part I: Prices and Unemployment Chapter 6: Macroeconomic Measurements, Part II: GDP and Real GDP
Legal Environment of Business	Bagley, C. E., Savage, D. (2010). <i>Managers and the Legal Environment: Strategies for the 21st Century</i> (6th ed.). Chapter 20: Forms of Business Organizations Chapter 25: International Law and Transactions

Suggested Course Outline

Section 1: The Business Environment

- Activity 1: Business Environment Pre-Test 2 Points
- Activity 2: Marketing and Management 10 Points
- Activity 3: Business Ethics and the Global Dimension of Business 10 Points
- Activity 4: The Business Environment Post-Test 8 Points

Section 2: Business Financial Systems

- Activity 5: Business Financial Systems Pre-Test 2 Points
- Activity 6: Finance and Accounting 10 Points
- Activity 7: Economics and the Legal Environment of Business 10 Points
- Activity 8: Business Financial Systems Post-Test 8 Points

Section 3: Business Integration and Evaluation

- Activity 9: Business Integration and Evaluation Pre-Test 2 Points
- Activity 10: Information Systems and Quantitative Techniques/Statistics 10 Points
- Activity 11: Business Leadership and Business Integration Final Project 20 Points
- Activity 12: Business Integration and Evaluation Post-Test 8 Points

Shown above is a suggested course outline for ALC OPTION #1, a specified and instructed course. We can assist you with developing appropriate student assignments for each activity within the course that best meet the needs of your students and faculty instructors.

With ALC OPTION #2, independent study course, there are no course assignments to grade. The student submits post-test results for academic credit.

Student Registration

We build school-specific micro-sites for student self-registration to obtain the pre- and post-test exam keys. With an e-commerce check-out process, the ALC is cost-neutral for your school.

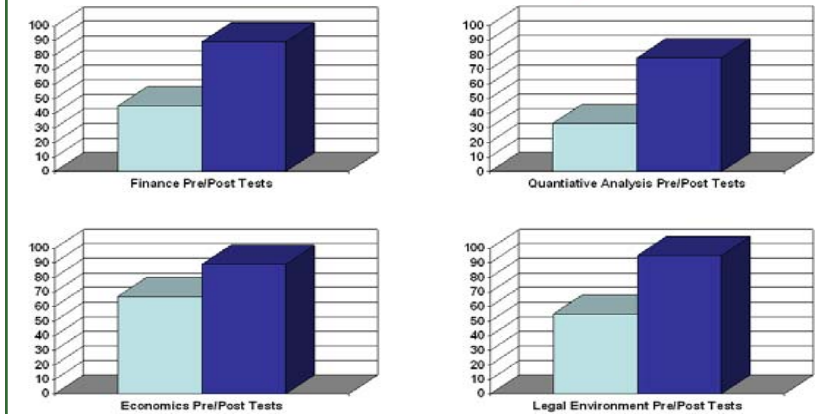
Upon registration, students receive their pre- and post-test exam keys by e-mail. Exam keys are hyperlinked and registration information is auto-generated. Thus, there is little to no administrative time for you to use these services.

Program Integration & Results

With either ALC option, Pre-test scores are used to determine a baseline competency level. Cumulatively, pre-test results can also be used as an inbound CPC-based COMP exam to be used with an outbound exam administered at the end of the student's program. Post-test scores are used to assess the learning outcomes and demonstrate proficiency.

The difference between the pre-test and post-test scores is your direct measure of student learning within the course.

Student Pre-test & Post-test Exam Scores (%)
Section 2: Business Financial Systems



Pre- and post-test exams are randomly generated from test banks that include 300+ questions for each topic. For ALC Option #1, a unit pre/post test exam is 40 questions, 10 questions per topic.

For ALC Option #2, a single-topic test includes 20 questions. No two exams are identical, but are drawn from the same test bank of questions.

Results are assessed individually and cumulatively. Individually, you can use the results to evaluate student performance and chart future course work. Cumulatively, you have a direct measure of learning effectiveness.

Making the Academic Transition

- ⇒ How will you *Bridge the Gap* between the student's current knowledge level and the desired competency level you require as the student enters your business program?
- ⇒ What do you do when the student's current degree or training is not in business and the student is entering your business education higher learning program?
- ⇒ How do you address situations when a student has been out of school for a long period of time and is now returning to enter your business degree program?
- ⇒ How do you address different curriculum backgrounds of your new business students when their degrees are from a variety of institutions?

Consider our Academic Leveling Courses to help students bridge the gap in higher learning

Academic Leveling Course Applications

- ✓ Associates degree final review course.
- ✓ Transitional course between an Associates degree and the Bachelors program.
- ✓ End of the bachelor's program as a CAPSTONE or signature project course.
- ✓ Start of the graduate program as a transition from past degrees earned and your degree program, thus leveling the student to your curriculum.
- ✓ As a comprehensive business refresher course for all students as they start your degree program so that all students are appropriately prepared to continue with their courses.

Accreditation & Accountability

It is essential that you demonstrate program accountability to your stakeholders including government regulators, students, and the accreditation authorities.

Academic Leveling Courses related to the business topical areas will help you maintain your accountability with regional and dual-accreditation authorities by providing you with student benchmarking and academic leveling in business education. Academic leveling may be a dual-accreditation requirement depending upon the nature and structure of your business program.

Start your students off right, leveled to your business program so that subsequent learning meets learning objectives.

With two ALC options, you have the choice to have the ALC as a specified course or as an independent prerequisite course. Both are **cost-neutral** because students obtain their books and tests directly from us and Cengage Learning.

Educational Transitions

We provide the online testing services and access to the custom published e-books for Associate's, Bachelor's, Master's, and Doctoral level courses for academic leveling. Course material and e-book content are based upon common business topical areas. Each has unique material for each academic degree level.

Each leveling course includes pairs of online pre- and post-tests for direct learning measurement by comparing the pre-test score with the post-test score.

Cumulative pre-test scores can also be used for the inbound CPC-based COMP exam score, thus you can leverage the course for your program-level benchmarking when coupled with an outbound CPC-based COMP exam at the end of the student's program.

Flexible Pricing

OPTION #1: Specified Course within Your Program.

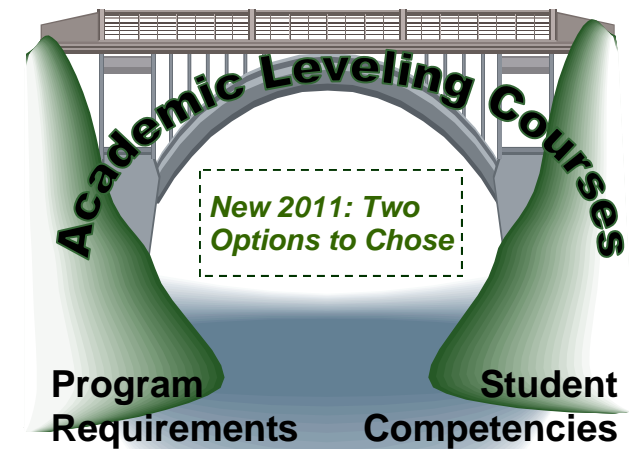
- ⇒ \$60 for the online section pre-test (3) and post-tests (3)
- ⇒ \$170-190 for the custom-published e-books from Cengage Learning
- ⇒ University fees/charges for the course itself also apply

OPTION #2: Independent Study Course

- ⇒ \$120 for the online topic pre-tests (12) and post-tests (12)
- ⇒ \$170-190 for the custom-published e-books from Cengage Learning

Note: Associates Degree alternative is less due to fewer topics included.

Bridge the Gaps in Higher Education



Academic Leveling Courses for Educational Transitions

Option #1: As a course integrated into your curriculum, taught by your faculty with e-books, assignments, and our pre- and post-unit tests.

Option #2: As an independent study course, reviewed by your program manager with e-books and pre- and post-test for each topic.

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