

New England Institute of Business at Cambridge College

Addendum to the 2019-2020 Academic Catalog
Effective March 14, 2020





Associate Degree

Associate of Science in Accounting (ASA)

- CIP 52031 • 61 credits
- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The Associate of Science in Accounting (ASA) is a 61-credit program that is designed to provide students with a foundation of academic study in business achieved within a reasonable period. Students who plan to continue their education at the bachelor level should be well-prepared, having completed standard General Education courses as well as key core 100- and 200-level accounting and business courses.

This degree employs a foundational theory and practice model, which allows students to acquire knowledge of the overarching principles of accounting while immediately applying the skills learned and demonstrating the abilities of an entry level accountant. For those students who wish to gain a deeper knowledge of the accounting profession, the AS in Accounting also serves as an interim credential en route to the BS in Accounting degree. This program will offer a dynamic approach to understanding the depth and breadth of the first level of the accounting profession.

Program Outcomes

- Complete the accounting cycle using assumptions, constraints, and principles.
- Prepare the four essential financial statements.
- Construct financial statements and tax returns using industry software programs.
- Identify ethical issues related to accounting decisions.

Instructional Delivery

The ASA is an online program. Courses are eight weeks in length, and there are six sessions each year. The ASA is offered in a 100% asynchronous online format, and there is a strong focus on engaging students in a dynamic and interactive online learning format.

Given that NEIB students are primarily working adults, the average program completion is three (3) years or eighteen (18) eight-week sessions.

Program chair: Dr. Donna Viens, CPA, CMA, CGMA

- Donna.Viens@neib.edu

ASA General Education 25 credits

- INF 101 Information Literacy for College Success
- ENG 101 English I
- MAT 103 Business Math
- PHI 101 Critical Thinking
- ENG 102 English II
- SCI 180 Natural Science (4 credits)

Choose one Mathematics and one Social Science course 6

Elective Course 3 credits

Choose one elective to support your academic interests and professional goals.

Core Courses 33 credits

- ACC 201 Accounting I (prerequisite: MAT 103)
- ACC 202 Accounting II
- ACC 205 Managerial/Cost Accounting I
- ACC 206 Accounting Information Systems
- ACC 310 Computer Accounting with QuickBooks
- MGM 201 Principles of Management
- MGM 225 Human Resources
- MGM 250 Business Ethics
- MGM 255 Business Law
- MGM 305 Organizational Behavior
- MKT 210 Principles of Marketing

(All courses @ 3 credits except as noted.)

Associate of Science in Business Administration (ASBA)

- CIP 5202 • 61 credits
- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The Associate of Science in Business Administration (ASBA) is a 61 credit program that is designed to provide students with a strong foundation of academic study in business achieved within a reasonable period of time. Those students who plan to continue their education at the bachelor level should be well-prepared with the fundamentals in General Education and core 100 and 200 level business courses.

Concentrations: The ASBA offers the following concentrations: Accounting, Banking / Finance, Healthcare Reimbursement, Human Resources, Management, Medical Office Administration, and Marketing. Curriculum for the core program and each concentration is provided below. Courses in the concentration are typically taken in the sequence in which they are presented in the Catalog for skills building purposes and academic success.

Program Outcomes

- Discuss basic business plans in the context of global, political, social and technological environments.
- Recognize key ethical and legal concepts in diverse, changing work environments.
- Identify and research major business issues.
- Describe the operational principles of business, particularly in the industry-specific disciplines of accounting, finance, marketing, and management.
- Understand the importance of clearly and effectively communicating and presenting basic data, ideas, and concepts in business administration.

Instructional Delivery

The ASBA is an online program. Courses are eight weeks in length, and there are six sessions each year. The ASBA is offered in a 100% asynchronous online format, and there is a strong focus on engaging students in a dynamic and interactive online learning format.

Given that NEIB students are primarily working adults, the average program completion is three (3) years or eighteen (18) eight week sessions.

Program chair: Tina Callaway, MBA, MSHES

- Tina.Callaway@necb.edu

ASA General Education 25 credits

- INF 101 Information Literacy for College Success
- ENG 101 English I
- MAT 103 Business Math
- PHI 101 Critical Thinking
- ENG 102 English II
- SCI 180 Natural Science (4 credits)

Choose one Mathematics and one Social Science course 6

Elective Course 3 credits

Choose one elective to support your academic interests and professional goals.

Core Courses..... 27 credits

- ACC 201 Accounting I (Prerequisite: MAT 103)
- FIN 201 Principles of Financial Services
- FLS 101 Financial Literacy
- MGM 201 Principles of Management
- MGM 225 Human Resources
- MGM 250 Business Ethics
- MGM 255 Business Law
- MIS 205 Management Information Systems
- MKT 210 Principles of Marketing

Business Electives 6 credits

Choose two electives from the following subject areas:

- Accounting courses
- Banking/Finance courses
- International Business courses
- Management courses
- Marketing courses OR
- CAEL 100 Prior Learning Assessment Theory and Practice course**

** CAEL 100 Prior Learning Assessment Theory and Practice is an elective course that may be taken as an ASBA Business elective or ASBA General Education elective course.



(All courses @ 3 credits except as noted.)

Continued

ASBA Concentrations

If choosing a concentration, please take the courses outlined below after completing the ASBA General Education courses.

Accounting

ACC 201 Accounting I (Prerequisite: MAT 103)
 FLS 101 Financial Literacy
 MGM 201 Principles of Management
 MGM 250 Business Ethics
 MGM 255 Business Law
 MKT 210 Principles of Marketing
 ACC 202 Accounting II (Prerequisite: Accounting I)
 ACC 206 Accounting Information Systems
 ACC 301 Intermediate Accounting 1
 ACC 303 Federal Taxation

Choose one business elective

Banking and Finance

ACC 201 Accounting I (Prerequisite: MAT 103)
 FIN 201 Principles of Financial Services
 MGM 201 Principles of Management
 MGM 250 Business Ethics
 MGM 255 Business Law
 MKT 210 Principles of Marketing
 BNK 201 Principles of Banking
 ECO 202 Microeconomics
 FIN 201 Principles of Financial Services
 FIN 210 Principles of Investments

Choose one business elective

Healthcare Reimbursement

ACC 201 Accounting I (Prerequisite: MAT 103)
 FLS 101 Financial Literacy
 MGM 201 Principles of Management
 MGM 250 Business Ethics
 MGM 255 Business Law
 MKT 210 Principles of Marketing
 MED 101 Medical Terminology
 MED 150 Introduction to Medical Coding
 MED 180 Medical Billing and Reimbursement
 MED 185 Essentials in Healthcare in the U.S.

Choose one MED or HCA elective

Human Resources

ACC 201 Accounting I (Prerequisite: MAT 103)
 FLS 101 Financial Literacy
 MGM 201 Principles of Management
 MGM 225 Human Resources
 MGM 250 Business Ethics
 MGM 255 Business Law
 MKT 210 Principles of Marketing
 HRM 210 Introduction to Recruitment & Selection
 HRM 220 Introduction to Employee Relations
 HRM 230 Introduction to Compensation & Benefits
 HRM 250 Effective Workplace Training & Development

Management

ACC 201 Accounting I (Prerequisite: MAT 103)
 FLS 101 Financial Literacy
 MGM 201 Principles of Management
 MGM 250 Business Ethics
 MGM 255 Business Law
 MKT 210 Principles of Marketing
 MGM 215 Leadership and Management
 MGM 225 Human Resources
 MGM 301 Research Methods
 MIS 205 Management Information Systems

Choose one business elective

Marketing

ACC 201 Accounting I (Prerequisite: MAT 103)
 FLS 101 Financial Literacy
 FIN 201 Principles of Financial Services
 MGM 201 Principles of Management
 MGM 250 Business Ethics
 MGM 255 Business Law
 DMK 205 Digital Marketing
 MKT 210 Principles of Marketing
 MKT 215 Customer Relationship Marketing
 MKT 230 Principles of Public Relations

Choose one business elective

Medical Office Administration

ACC 201 Accounting I (Prerequisite: MAT 103)
 FLS 101 Financial Literacy
 MGM 201 Principles of Management
 MGM 250 Business Ethics
 MGM 255 Business Law
 MKT 210 Principles of Marketing
 MED 101 Medical Terminology
 MED 160 Medical Office Procedures
 MED 185 Essentials of Healthcare in the U.S.
 MED 200 Electronic Medical Records & HIS

Choose one MED or HCA elective

Associate of Science in Healthcare Administration (ASHCA)

- CIP 5107 • 61 credits
- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The Associate of Science in Healthcare Administration (ASHCA) is a 61 credit program that is designed to provide students with a strong foundation of academic study in the healthcare industry. These foundational courses include healthcare terminology, essentials of healthcare in the United States, and medical law and ethics. Those students who plan to continue their education at the bachelor level should be well-prepared with the fundamentals in General Education and core 100 and 200 level business and healthcare courses.

Concentrations: The ASHCA offers the following concentrations: Healthcare Reimbursement and Medical Office Administration. Curriculum for the core program and each concentration is provided below.

Program Outcomes

- Demonstrate the use of medical terminology in the appropriate context.
- Recognize and apply HIPAA compliance policies in different medical situations.
- Employ the use of medical technology to aid in the administration of patient files.
- Complete basic forms required in a medical office to administer claims.
- Demonstrate strong communication skills and an understanding of the basic concepts of disease processes.

Instructional Delivery

The ASHCA is an online program. Courses are eight weeks in length, and there are six sessions each year. The ASHCA is offered in a 100% asynchronous online format, and there is a strong focus on engaging students in a dynamic and interactive online learning format.

Given that NEIB students are primarily working adults, the average program completion is three (3) years or eighteen (18) eight week sessions.

Program chair: Lydia Cavieux, M.P.A., R.H.I.T.

- Lydia.Cavieux@necb.edu

ASHCA General Education 25 credits

- INF 101 Information Literacy for College Success
- ENG 101 English I
- MAT 103 Business Math
- PHI 101 Critical Thinking
- ENG 102 English II
- SCI 180 Natural Science (4 credits)

Choose one Social Sciences course

Medical Office Administration Concentration

Choose one course in Humanities or Fine Arts

Healthcare Reimbursement Concentration

- SCI 301 Anatomy & Physiology

ASHCA Core Courses..... 18 credits

- ACC 201 Accounting I (Prerequisite: MAT 103)
- MGM 201 Principles of Management
- MGM 225 Human Resource
- HCA 101 Medical Terminology
- HCA 150 Essentials in US Healthcare
- HCA 210 Medical Law and Ethics

Those in the Medical Office Administration Concentration must also select one of the following courses:

- MIS 205 Management Information Systems

OR

- ACC 206 Accounting Information Systems

Concentration Curriculum

Medical Office Administration Concentration..... 15 credits

- MED 150 Introduction to Medical Coding
- MED 160 Medical Office Procedures
- MED 180 Medical Billing & Reimbursement
- MED 184 Medical Insurance Procedures
- MED 200 Computerized Medical Records Systems

Healthcare Reimbursement Concentration..... 18 credits

- MED 150 Introduction to Medical Coding
- MED 155 Diagnosis Coding: ICD-10_CM
- MED 165 Procedure Coding: ICD-10-CM
- MED 175 CPT Ambulatory Procedures Coding
- MED 215 Practical Medical Billing and Reimbursement Procedures
- MED 200 Electronic Health Information Systems

(All courses @ 3 credits except as noted.)



Bachelor of science

Bachelor of Science in Accounting (BSA)

• CIP 52031 • 121 credits

- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The Bachelor of Science in Accounting (BSA) is a 121-credit program that is designed to provide students with a strong foundation of academic study in accounting achieved within a reasonable period of time. In addition to the skills and knowledge gained in Accounting, students will acquire a solid background across a wide range of functional business areas including finance, management, ethics, marketing, and law.

Students enrolled in the BS in Accounting will be exposed to key theoretical constructs and immersed in hands-on application of those theories in practice. In this program, a particular emphasis is placed on the acquisition of highly-targeted skills required by accounting professionals, in support of career goals ranging from entering the public accounting world, to sitting for the requisite exams to earn highly-regarded professional designations such as the Certified Public Accountant (CPA) or Certified Management Accountant (CMA), to focusing on financial management and the exam. The BSA offers a dynamic approach to understanding the depth and breadth of all areas of the accounting profession.

Concentrations: The degree has been designed with two 3-course concentrations aligned with the skills conducive to preparing students for the CPA and CMA exams.

- The Public Accounting Concentration offers students' knowledge in Not-For-Profit, Advanced Auditing, including Internal Auditing, and Governmental Auditing, and advanced topics in Management Accounting found on the CPA Exam®.
- The Management Accounting Concentration offers students' advanced knowledge in Strategic Management, Compensation and Benefits, and Advanced Cost Accounting, all of which are found on the CMA Exam®.

Each of these concentrations enables students to obtain an understanding of exam-specific content while simultaneously offering valuable knowledge which can be used regardless of the area or the industry in which the student enters.

Program Outcomes

- Apply advanced principles and rules to financial statement data to produce a complete set of company financial statements.
- Conduct a mock audit using Generally Accepted Auditing Standards (GAAS) and prepare an independent auditor's report.
- Use decision-support tools to evaluate, process, and solve organizational problems
- Analyze global business transactions and apply appropriate accounting theory.

Instructional Delivery

The BSA is an online program. Courses are eight weeks in length, and there are six sessions per year. The BSA is offered in a 100% asynchronous online format, and there is a strong focus on engaging students in a dynamic and interactive learning format.

Given that NEIB students are primarily working adults, the average program completion is five (5) years or thirty (30) eight-week sessions.

Program chair: Dr. Donna Viens, CPA, CMA, CGMA

- Donna.Viens@neib.edu

BSA General Education 52 credits

English 9

Choose three:

ENG 101* English Composition I

ENG 201 English Composition II

ENG 305 American Literature

ENG 405 British Literature

Critical Thinking and Literacy 6

INF 101 Information Literacy for College Success
(Required as first course at NEIB)

PHI 101 Critical Thinking

Humanities 3

ART 301 Art History & Appreciation

Economics 6

ECO 201 Macroeconomics

ECO 202 Microeconomics

Social Science 6

Choose two:

ECO 101 Economics and Society

HIS 201 US History Since 1900

PSY 250 Psychology

POL 250 Political Science

SOC 250 Sociology

Mathematics 9

MAT 103* Business Math

MAT 205 College Algebra

MAT 305 Statistics

Communication 6

COM 201 Business Writing & Communication

COM 301 Interpersonal and Organizational Communication

OR

COM 401 Intercultural Communications

Natural Science 4

SCI 280 Environmental Science and Lab (4 credits)

Elective Course 3

Choose one course from any courses above that you have not already taken toward your requirements.

* New students must pass both English and math diagnostic exams with a 75% score or better, or complete ENG 099 Fundamentals of English and MAT 099 Fundamentals of Math with a grade of "C" or higher, to be placed in ENG 101 English Composition I and MAT 103 Business Math, respectively

(All courses @ 3 credits except as noted.)

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Bachelor of Science in Accounting (BSA)

Core Curriculum57 credits

- ACC 201 Accounting I
- ACC 202 Accounting II
- ACC 205 Managerial/Cost Accounting 1
- ACC 206 Accounting Information Systems
- ACC 310 Computer Accounting with QuickBooks
- ACC 301 Intermediate Accounting 1
- ACC 302 Intermediate Accounting 2
- ACC 303 Federal Income Taxation
- ACC 401 Advanced Accounting & Reporting
- ACC 402 Auditing 1
- FIN 305 Corporate Finance
- MGM 201 Principles of Management
- MGM 225 Human Resources
- MGM 250 Business Ethics
- MGM 255 Business Law
- MGM 301 Research Methods
- MGM 305 Organizational Behavior
- MGM 415 Strategic Management & Decision Making
- MKT 210 Principles of Marketing

BSA Capstone

- ACC 450 BSA Senior Capstone

Concentration Curriculum 9 credits

Public Accounting Concentration

- ACC 403 Auditing 2
- ACC 305 Managerial/Cost Accounting 2
- ACC 405 Not for Profit Accounting

Management Accounting Concentration

- ACC 305 Managerial/Cost Accounting 2
- MGM 401 Operations Management
- HRM 230 Introduction to Compensation & Benefits

(All courses @ 3 credits except as noted.)



Bachelor of Science

Bachelor of Science in Business Administration (BSBA)

- CIP 5202 • 121 credits
- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The Bachelor of Science in Business Administration (BSBA) is a 121-credit program that is designed to provide students with a strong foundation of academic study in business achieved within a reasonable period of time. Those students who enter the BSBA program should be well-prepared with the fundamentals in General Education and core 100 and 200 level business courses.

Concentrations: The BSBA offers the following concentrations: Accounting, Banking/ Finance, Healthcare Reimbursement, Human Resources, Management, Marketing, Medical Office Administration, and Digital Marketing. Curriculum for the core program and each concentration is provided below. Courses in the concentration are typically taken in the sequence in which they are presented in the Catalog for skills building purposes and academic success.

Program Outcomes

- Analyze the effectiveness of business and strategic plans in the context of global, political, social and technological environments.
- Examine key ethical and legal concepts, policies, and principles in diverse, changing work environments.
- Apply quantitative and qualitative research to critically evaluate major business issues.
- Analyze the operational and theoretical principles of business, particularly in the industry-specific disciplines of accounting, finance, marketing, and management.
- Communicate and present data, ideas, and concepts in business administration in a clear and effective fashion.

Instructional Delivery

The BSBA is an online program. Courses are eight weeks in length, and there are six sessions per year. The BSBA is offered in a 100% asynchronous online format, and there is a strong focus on engaging students in a dynamic and interactive learning format.

Given that NEIB students are primarily working adults, the average program completion is five (5) years or thirty (30) eight-week sessions.

Program chair: Tina Callaway, MBA, MSHES

- Tina.Callaway@necb.edu

BSBA General Education 55 credits

English9

Choose three:

ENG 101* English Composition I

ENG 201 English Composition II

ENG 305 American Literature

ENG 405 British Literature

Critical Thinking and Literacy6

INF 101 Information Literacy for College Success
(Required as first course at NEIB)

PHI 101 Critical Thinking

Humanities3

ART 301 Art History & Appreciation

Economics 6

ECO 201 Macroeconomics

ECO 202 Microeconomics

Social Science6

Choose two:

ECO 101 Economics and Society

HIS 201 US History Since 1900

PSY 250 Psychology

POL 250 Political Science

SOC 250 Sociology

Mathematics9

MAT 103* Business Math

MAT 205 College Algebra

MAT 305 Statistics

Communication6

COM 201 Business Writing & Communication

COM 301 Interpersonal and Organizational Communication

OR

COM 401 Intercultural Communications

Natural Science7

SCI 280 Environmental Science and Lab (4 credits)

SCI 301 Anatomy & Physiology

Elective Course3

Choose one course from any courses above that you have not already taken toward your requirements.

* New students must pass both English and math diagnostic exams with a 75% score or better, or complete ENG 099 Fundamentals of English and MAT 099 Fundamentals of Math with a grade of "C" or higher, to be placed in ENG 101 English Composition I and MAT 103 Business Math, respectively

(All courses @ 3 credits except as noted.)



Continued → **Bachelor of Science in Business Administration (BSBA)**

Core Curriculum39 credits

- ACC 201 Accounting I (Prerequisite: MAT 103)
- ACC 202 Accounting II (Prerequisite: ACC 201)
- FLS 101 Financial Literacy
- INB 301 International Business Law and Ethics
- MGM 201 Principles of Management
- MGM 250 Business Ethics
- MGM 255 Business Law
- MGM 301 Research Methods
- MGM 305 Organizational Behavior
- MGM 401 Operations Management
- MGM 410 Strategic Planning & Decision Making
- MKT 210 Principles of Marketing

If not selecting a concentration, students must also take:

- FIN 201 Principles of Financial Services
- FIN 305 Corporate Finance
- MGM 415 International Business Management
- MIS 205 Management Information Systems

Choose four business electives 12

Business Elective Courses

CAEL 100 Prior Learning Assessment Theory and Practice**

One or more courses from:

- Accounting concentration; Banking/Finance concentration;
- Management concentration; Marketing concentration; Digital
- Marketing program; or International Business program

**CAEL 100 Prior Learning Assessment Theory and Practice is an elective course that may be taken as a BSBA Business elective or BSBA General Education elective course.

BSBA Capstone3

MGM 450 BSBA Senior Capstone

Concentrations

Accounting

- FIN 201 Principles of Financial Services
- Choose three business electives9*
- ACC 205 Managerial / Cost Accounting
- ACC 206 Accounting Information Systems
- ACC 301 Intermediate Accounting
(Prerequisite: ACC 202)
- ACC 302 Intermediate Accounting II
(Prerequisite: ACC 301)
- ACC 303 Federal Taxation

Banking and Finance

- FIN 201 Principles of Financial Services
- Choose four business electives 12*

- BNK 301 Consumer Credit
- FIN 210 Principles of Investments
- FIN 305 Corporate Finance
- FIN 401 Investment Management

OR

- BNK 405 Contemporary Regulatory Issues

Healthcare Reimbursement

- FIN 201 Principles of Financial Services
- MGM 225 Human Resources
- Choose four business electives*
- ACC 205 Managerial / Cost Accounting
- ACC 206 Accounting Information Systems
- ACC 301 Intermediate Accounting
(Prerequisite: ACC 202 Accounting II)
- ACC 302 Intermediate Accounting II

Management

- FIN 201 Principles of Financial Services
- Choose four business electives 12*
- MGM 215 Leadership and Management
- MGM 225 Human Resources
- MGM 415 International Business Management
- MIS 205 Management Information Systems

Marketing

- MKT 215 Customer Relationship Marketing
- MKT 230 Principles of Public Relations
- MKT 301 Marketing Research
- MKT 305 Consumer Behavior

Medical Office Administration

- FIN 201 Principles of Financial Services
- MGM 225 Human Resources
- Choose four business electives 12*
- MED 101 Medical Terminology
- MED 160 Medical Office Procedures
- MED 185 Essentials of Healthcare in the U.S.
- MED 200 Electronic Medical Records & HIS

Digital Marketing

- FIN 201 Principles of Financial Services
- Choose two business electives 6*
- DMK 205 Digital Marketing
- Choose four Digital Marketing Electives. 12*

(All courses @ 3 credits except as noted.)

Bachelor of Science in Digital Marketing (BSDM)

- CIP 5215 • 121 credits
- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The Bachelor of Science in Digital Marketing (BSDM) is uniquely designed for students interested in learning the emerging trends in digital media and how to leverage the power of mobile devices, social networks, graphic design, and the interactive Web to meet (and exceed) business objectives. This program will teach students how to embrace the evolving digital world and to create innovative marketing strategies using new technologies that engage online audiences, cultivate digital opportunities and achieve a competitive advantage.

The BSDM program is consistent with NEIB's mission of providing a high quality curriculum with a focus on educating competent and skilled business professionals. While the BSDM program curriculum includes several business core courses offered through NEIB's BSBA program, the BSDM program curriculum offers in-depth course work in the niche areas of digital marketing, public relations and advertising that are intended to provide learners with a unique skill set applicable to current industry needs, as noted in the curriculum map below.

Program Outcomes

The Program Learning Outcomes for the BSDM program are:

- Develop an understanding of how digital marketing principles and strategies are used to achieve marketing, management, and business objectives.
- Identify ways in which marketing practices evolve within a digital framework and integrate digital components into a comprehensive marketing plan.
- Conduct research on contemporary issues in digital marketing and apply statistical reasoning toward forming research findings.
- Predict and convey to various audiences emerging technology trends and manage their impact on marketing strategies.
- Identify and assess the legal and ethical aspects of the digital medium and form approaches for navigating these components.
- Devise targeted marketing strategies in a digital framework and determine the measurements and metrics to be used for continual analysis.
- Develop, analyze and design basic web sites geared toward the goals of effective marketing, advertising, public relations, and ecommerce.
- Analyze companies' search engine performance strategies and identify optimal solutions to maximize return on investment.
- Formulate digital marketing communications to promote customer relationships, enhance brand image, and expand market reach.

Instructional Delivery

The BSDM is an online program. Courses are eight weeks in length, and there are six sessions each year. The BSDM is offered in a 100% asynchronous online format, and there is a strong focus on engaging students in a dynamic and interactive online learning format.

Given that NEIB students are primarily working adults, the average program completion is five (5) years or thirty (30) eight week terms.

Program chair: Dr. Christopher Weir, EdD, MA

- Christopher.Weir@necb.edu

BSDM General Education 55 credits

English9

Choose three:

ENG 101* English Composition I

ENG 201 English Composition II

ENG 305 American Literature

ENG 405 British Literature

Critical Thinking and Literacy6

INF 101 Information Literacy for College Success
(Required as first course at NEIB)

PHI 101 Critical Thinking

Humanities3

ART 301 Art History & Appreciation

Economics3

Choose one:

ECO 201 Macroeconomics

ECO 202 Microeconomics

Social Science6

Choose two:

ECO 101 Economics and Society

HIS 201 US History Since 1900

PSY 250 Psychology

POL 250 Political Science

SOC 250 Sociology

Mathematics9

MAT 103* Business Math

MAT 205 College Algebra

MAT 305 Statistics

Communication6

COM 201 Business Writing & Communication

COM 301 Interpersonal and Organizational Communication

OR

COM 401 Intercultural Communications

Natural Science7

SCI 280 Environmental Science and Lab (4 credits)

SCI 301 Anatomy & Physiology

Elective Courses6

Choose two courses from any courses above that you have not already taken toward your requirements.

* New students must pass both English and math diagnostic exams with a 75% score or better, or complete ENG 099 Fundamentals of English and MAT 099 Fundamentals of Math with a grade of "C" or higher, to be placed in ENG 101 English Composition I and MAT 103 Business Math, respectively

(All courses @ 3 credits except as noted.)

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Bachelor of Science in Digital Marketing (BSDM)

Digital Marketing Core Courses24 credits

- DMK 205 Digital Marketing
- DMK 230 Data Analysis, Metrics and Measurement of Digital Marketing
- DMK 305 Digital Advertising
- DMK 301 Laws, Ethics, and Social Responsibility in a Digital Age
- DMK 315 Online Content Marketing and Consumer Behavior
- DMK 340 Search Engine Optimization
- DMK 401 Fundamentals of Web Design
- DMK 420 Mobile Marketing

Elective Courses 9 credits

Choose three:

- DMK 210 Viral Marketing and Digital Presence
- DMK 330 Target Marketing and Social Optimization
- MKT 215 Customer Relationship Marketing
- MKT 305 Consumer Behavior
- DMK 350 Cause Marketing
- DMK 410 Global Strategies in Digital Marketing
- DMK 420 Mobile Marketing
- DMK 428 Digital Marketing, Big Data and Web Analytics
- DMK 405 Web 3.0 and Emerging Trends in Digital Marketing

Business Core Courses 2 credits

- ACC 201 Accounting I
- FLS 101 Financial Literacy
- MGM 201 Principles of Management
- MKT 210 Principles of Marketing
- MKT 230 Principles of Public Relations
- MGM 255 Business Law
- MGM 401 Operations Management
- MIS 205 Management Information Systems
- MKT 301 Market Research

Business Elective Courses 3 credits

Choose one course from the following concentrations:

- ACC XXX Accounting Concentration
- BNK XXX Banking Concentration

OR

- FIN XXX Finance Concentration
- INB XXX International Business Concentration
- MKT XXX Marketing Concentration
- MGM XXX Management Concentration

BSDM Capstone..... 3 credits

- DMK 450 BSDM Senior Capstone

(All courses @ 3 credits except as noted.)

Bachelor of Science in Healthcare Administration (BSHCA)

- CIP 5107 • 121 credits
- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The Bachelor of Science in Healthcare Administration (BSHCA) is a 121-credit program that is designed to provide students with a strong foundation of academic study in leadership and management in the healthcare industry. In this program, students will develop an understanding of the essential aspects of healthcare management through courses in healthcare finance, healthcare management, and the healthcare industry. Those students who enter the BSHCA program should be well-prepared with the fundamentals in General Education and core 100 and 200 level healthcare and business courses.

Program Outcomes

- Explain and compare the organizational elements, structure, performance, terminology, and delivery modalities for the U.S. and global healthcare systems.
- Analyze the structure and interdependence of healthcare system elements and issues using critical thinking to formulate innovative system designs that improve healthcare delivery.
- Create policy and processes and execute decisions in compliance with the legal, regulatory, and ethical considerations inherent in managing healthcare systems and organizations.
- Integrate concepts of ethics, privacy, law, and regulation to achieve optimal organizational effectiveness while adhering to the professional values and standards of the healthcare industry.
- Communicate and present data, ideas, and concepts in healthcare administration in a clear and effective fashion.

Instructional Delivery

The BSHCA is an online program. Courses are eight weeks in length, and there are six sessions per year. The BSHCA is offered in a 100% asynchronous online format, and there is a strong focus on engaging students in a dynamic and interactive learning format.

Given that NEIB students are primarily working adults, the average program completion is five (5) years or thirty (30) eight week sessions.

Program chair: Lydia Cavieux, M.P.A., R.H.I.T.

- Lydia.Cavieux@neib.edu

BSHCA General Education	52 credits
English	9
<i>Choose three:</i>	
ENG 101* English Composition I	
ENG 201 English Composition II	
ENG 305 American Literature	
ENG 405 British Literature	
Critical Thinking and Literacy	6
INF 101 Information Literacy for College Success (Required as first course at NEIB)	
PHI 101 Critical Thinking	
Humanities	3
ART 301 Art History & Appreciation	
Economics	6
ECO 201 Macroeconomics	
ECO 202 Microeconomics	
Social Science	6
<i>Choose two:</i>	
ECO 101 Economics and Society	
HIS 201 US History Since 1900	
PSY 250 Psychology	
POL 250 Political Science	
SOC 250 Sociology	
Mathematics	9
MAT 103* Business Math	
MAT 205 College Algebra	
MAT 305 Statistics	
Communication	6
COM 201 Business Writing & Communication	
COM 301 Interpersonal and Organizational Communication	
OR	
COM 401 Intercultural Communications	
Natural Science	7
SCI 280 Environmental Science and Lab (4 credits)	
SCI 301 Anatomy & Physiology	

* New students must pass both English and math diagnostic exams with a 75% score or better, or complete ENG 099 Fundamentals of English and MAT 099 Fundamentals of Math with a grade of "C" or higher, to be placed in ENG 101 English Composition I and MAT 103 Business Math, respectively

(All courses @ 3 credits except as noted.)



Continued

Bachelor of Science in Healthcare Administration (BSHCA)

Core Curriculum45 credits

- ACC 201 Accounting I (Prerequisite: MAT 103)
- ACC 202 Accounting II (Prerequisite: ACC 201)
- MGM 201 Principles of Management
- MGM 225 Human Resources Management
- MGM 301 Research Methods
- HCA 101 Medical Terminology
- HCA 150 Essentials In US Healthcare
- HCA 210 Medical Law and Ethics
- HCA 300 Foundations of Healthcare Law
- HCA 310 Introduction to public and community health
- HCA 315 Fundamentals of Electronic Health Records
- HCA 320 Marketing for Healthcare
- HCA 400 Financial Management for Healthcare
- HCA 405 Introduction to Long-Term Care
- HCA 410 Organization and Management in Healthcare

If not taking a concentration, students must also take:

- MGM 410 Strategic Planning & Decision Making
- MIS 205 Management Information Systems

OR

- ACC 206 Accounting Information Systems

Choose five electives from ACC, FIN, HCA, PJM, MED, QSM, MGM

Concentration Curriculum.....21 credits

Medical Office Administration

- MGM 410 Strategic Planning & Decision Making
- MIS 205 Management Information Systems

OR

- ACC 206 Accounting Information Systems
- MED 150 Introduction to Medical Coding
- MED 160 Medical Office Procedures
- MED 180 Medical Billing & Reimbursement
- MED 184 Medical Insurance Procedures
- MED 200 Electronic Health Information Systems

Healthcare Reimbursement

Choose one elective from ACC, FIN, HCA, PJM, MED, QSM, MGM

- MED 150 Introduction to Medical Coding
- MED 155 Diagnosis Coding: ICD-10_CM
- MED 165 Procedure Coding: ICD-10-CM
- MED 175 CPT Ambulatory Procedures Coding
- MED 215 Practical Medical Billing and Reimbursement Procedures
- MED 200 Electronic Health Information Systems

BSHCA Capstone 3 credits

- HCA 450 Healthcare Administration Capstone

(All courses @ 3 credits except as noted.)

Bachelor of Science in International Business (BSIB)

- CIP 5211 • 121 credits
- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The Bachelor of Science in International Business (BSIB) program offers a comprehensive blend of theory and practical application that will allow students to apply their education towards existing career tracks and/or prepare them for entry-level jobs in international business. The program is specifically designed for individuals interested in careers in which they will be navigating a competitive global environment, whether at multinational corporations, small-to-medium-sized enterprises looking to expand internationally or governmental institutions that deal with international regulatory issues.

The BSIB program is consistent with NEIB's mission of providing a high quality curriculum with a focus on educating competent and skilled business professionals. While the BSIB program curriculum includes various business core courses offered through NEIB's BSBA program, it also offers in-depth course work in international business that is intended to equip learners with a unique skill set applicable to current industry needs, as noted in the curriculum map below.

Program Outcomes

Upon completing the BSIB program, students will be able to:

- Identify key global business issues, particularly in finance, management, and marketing.
- Employ critical thinking and informational literacy skills in evaluating key global business issues.
- Analyze and apply theoretical perspectives to make ethically appropriate and economically efficient decisions in an international business context.
- Provide effective leadership and managerial guidance to a diverse workforce in a global business environment.
- Conduct quantitative and qualitative analyses to interpret, evaluate, and report data.
- Think and plan strategically to solve complex organizational problems in a global business environment.
- Lead cross-cultural teams in evolving work environments.
- Justify tough business decisions in an increasingly globalized world from an economic, business, and socially responsible perspective.

Instructional Delivery

The BSIB is an online program. Courses are eight weeks in length, and there are six sessions each year. The BSIB is offered in a 100% asynchronous online format, and there is a strong focus on engaging students in a dynamic and interactive online format.

The program must be completed within 180 attempted credits, approximately six (6) academic years or thirty-six (36) sessions. Given that NEIB students are primarily working adults, the normal program completion is five (5) years or thirty (30) eight week sessions.

Program chair: Dr. Christopher Weir, EdD, MA

- Christopher.Weir@necb.edu

BSIB General Education 55 credits

English 9

Choose three:

ENG 101* English Composition I

ENG 201 English Composition II

ENG 305 American Literature

ENG 405 British Literature

Critical Thinking and Literacy 6

INF 101 Information Literacy for College Success
(Required as first course at NEIB)

PHI 101 Critical Thinking

Humanities 3

ART 301 Art History & Appreciation

Economics 6

ECO 201 Macroeconomics

ECO 202 Microeconomics

Social Science 6

Choose two:

ECO 101 Economics and Society

HIS 201 US History Since 1900

PSY 250 Psychology

POL 250 Political Science

SOC 250 Sociology

Mathematics 9

MAT 103* Business Math

MAT 205 College Algebra

MAT 305 Statistics

Communication 3

Choose one:

COM 201 Business Writing & Communication

COM 301 Interpersonal and Organizational Communication

Natural Science 7

SCI 280 Environmental Science and Lab (4 credits)

SCI 301 Anatomy & Physiology

Elective Courses 6

Choose two courses from any courses above that you have not already taken toward your requirements.

* New students must pass both English and math diagnostic exams with a 75% score or better, or complete ENG 099 Fundamentals of English and MAT 099 Fundamentals of Math with a grade of "C" or higher, to be placed in ENG 101 English Composition I and MAT 103 Business Math, respectively

(All courses @ 3 credits except as noted.)





Bachelor of Science in International Business (BSIB)

International Business Core Courses.....24 credits

- INB 301 International Business Law and Ethics
- INB 305 International Business and Trade
- INB 310 Global Marketing
- INB 320 International Logistics and Security
- INB 401 International Negotiations and Culture
- INB 405 International Finance
- INB 410 International Economics
- INB 410 Global Politics and Organizations

Business Core Courses30 credits

- ACC 201 Accounting I (Prerequisite: MAT 103)
- ACC 202 Accounting II
- FIN 305 Corporate Finance
- FLS 101 Financial Literacy
- MGM 201 Principles of Management
- MGM 250 Business Ethics
- MGM 301 Research Methods
- MGM 305 Organizational Behavior
- MIS 205 Management Information Systems
- MKT 210 Principles of Marketing

Elective Courses 9 credits

Choose three:

- ACC 205 Managerial/ Cost Accounting
- BNK 201 Principles of Banking
- CAEL 100**Prior Learning Assessment Theory and Practice
- MGM 210 Quality Customer Service
- MGM 215 Leadership and Management
- MGM 320 Recruitment Selection and Orientation
- MKT 215 Customer Relationship Marketing

One or more courses may be from the following concentrations:

- ACC XXX Accounting Concentration
- BNK XXX Banking Concentration

OR

- FIN XXX Finance Concentration
- MKT XXX Marketing Concentration
- MGM XXX Management Concentration

BSIB Capstone..... 3 credits

- INB 450 Global Strategic Management

(All courses @ 3 credits except as noted.)

Bachelor of Science in Quality Systems Management (BSQSM)

- CIP 5202 • 121 credits
- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The BSQSM teaches theory that is critical to the discipline while also emphasizing the direct application of what students learn. The BSQSM program emphasizes performance-based education where students acquire the critical knowledge and skills to analyze business practices; create comprehensive plans focused on tangible return on investment, and measure the effectiveness and efficiency of these plans. Since the vast majority of BSQSM students are working in their field, they are then able to apply what they learn to their workplaces, both immediately and over the lifespan of their careers in ways highly akin to other NEIB academic programs.

The skills taught in the BSQSM program can be applied to improve the efficiency and effectiveness of the operation in a range of organizations and industries, including but not limited to healthcare, finance, manufacturing, military, and government. The BSQSM provides strong, metrics- and outcomes-based education for entry-level professionals that resonates well with careers in government and military as well as a wide range of business fields.

A Business Project is integrated within the quality systems management courses and spans the entirety of a student's program. Through assignments and the culminating BSQSM Business Project, students demonstrate tangible learning outcomes predicated on improvements in the effectiveness of systems and efficiency of operations. The Business Project for the BSQSM involves students planning, developing, and presenting a practical project as a team. These projects afford students high-impact experiential learning opportunities while also linking students to external organizations within the field of quality systems management. All BSQSM projects are comprehensively evaluated by faculty who possess expertise in the various academic program elements of projects; these faculty members provide feedback that includes specific recommendations for improvement that is applicable to both academic course work and career application.

Program Outcomes

The Program Learning Outcomes for the BSQSM program are:

- Communicate effectively and engage all participants in key projects.
- Operate effectively and contribute to process improvement within team dynamics.
- Define process-based problems and identify opportunities for improvement.
- Identify and collect baseline data with respect to current process performance.
- Analyze current process performance data and determine best practices.
- Recommend appropriate options for improvement and support the development of pilot solutions and implementation plans.
- Determine performance measures and reviews necessary to monitor/control the improved process.

Program chair: Jay Bierne, MSQSM

- Jay.Bierne@necb.edu

Instructional Delivery

The BSQSM is an online program. Courses are eight weeks in length, and there are six sessions each year. The BSQSM is offered in a 100% asynchronous online format, and there is a strong focus on engaging students in a dynamic and interactive online learning format.

Given that NEIB students are primarily working adults, the average program completion is five (5) years or thirty (30) eight week terms.

BSIB General Education 54 credits

English 9

Choose three:

ENG 101* English Composition I

ENG 201 English Composition II

ENG 305 American Literature

ENG 405 British Literature

Critical Thinking and Literacy 6

INF 101 Information Literacy for College Success (req. first course)

PHI 101 Critical Thinking

Humanities 3

ART 301 Art History & Appreciation

Economics 3

Choose one:

ECO 201 Macroeconomics

ECO 202 Microeconomics

Social Science 6

Choose two:

ECO 101 Economics and Society

HIS 201 US History Since 1900

PSY 250 Psychology

POL 250 Political Science

SOC 250 Sociology

Mathematics 9

MAT 103* Business Math

MAT 205 College Algebra

MAT 305 Statistics

Communication 6

COM 201 Business Writing & Communication

COM 301 Interpersonal and Organizational Communication

Natural Science – required 3

SCI 301 Anatomy & Physiology

Elective Courses 9

Choose three courses from any courses above that you have not already taken toward your requirements.

(All courses @ 3 credits except as noted.)

Continued 

Continued

Bachelor of Science in Quality Systems Management (BSQSM)

Quality Systems Management Core Courses24 credits

- QSM 210 Quality Systems Management
- PJM 210 Introduction to Project Management
- MGM 301 Research Methods
- MGM 401 Operations Management
- MGM 410 Strategic Planning and Decision Making
- QSM 345 Performance Based Management and Benchmarking
- QSM 408 Special Topics in Quality Management
- QSM 475 Introduction to Financial Systems Management

Business Core Courses27 credits

- ACC 201 Accounting I
- ACC 202 Accounting II (Prerequisite: ACC 201)
- MGM 201 Principles of Management
- MGM 215 Leadership and Management
- MGM 225 Human Resources
- MGM 250 Business Ethics
- MGM 255 Business Law
- MGM 305 Organizational Behavior
- MIS 205 Management Information Systems

Elective Courses 9 credits

Choose three:

- ACC XXX One or more courses from Accounting Concentration
- BNK XXX

OR

- FIN XXX Banking/Finance Concentration
- INB XXX International Business Concentration
- MKT XXX Marketing Concentration
- MGM XXX Management Concentration

BSQSM Capstone 7 credits

- QSM 480 Quality Management Capstone 1 (4 credits)
- QSM 485 Quality Management Capstone 2

(All courses @ 3 credits except as noted.)



Undergraduate Professional Development Certificate

Digital Marketing Certificate

- CIP 5215 • 21 credits
- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The field of Digital Marketing has emerged and exploded as everyone and everything goes online. It is a very exciting, yet challenging, time for business professionals as they struggle to embrace innovative marketing strategies and new digital technologies in order to engage online audiences, cultivate digital opportunities and achieve a competitive advantage. Those individuals who understand the emerging trends and can leverage the power of mobile devices, social networks, graphic design, and the interactive Web are in high demand in the marketplace.

A certificate in Digital Marketing combines hands-on technical application, business theory, and best practices. The Certificate in Digital Marketing is uniquely designed for career professionals interested in understanding the role of digital media in business. Students will take one foundation course which will introduce current trends in social media, web analytics, mobile, content, email marketing, online automated tools, search engine optimization, digital advertising, and viral marketing. Students then have the opportunity to customize their curriculum by choosing six electives from NEIB's course listing. This allows students to select courses based on their specific professional interests and goals.

Prerequisite: Pass English diagnostic exam or Fundamentals of English.

Program Outcomes

- Develop an understanding of how digital marketing principles and strategies are used to achieve marketing, management, and business objectives.
- Identify ways in which marketing practices evolve within a digital framework and integrate digital components into a comprehensive marketing plan.
- Conduct research on contemporary issues in digital marketing and apply statistical reasoning toward forming research findings.
- Devise targeted marketing strategies in a digital framework and determine the measurements and metrics to be used for continual analysis.
- Develop, analyze and design basic web sites geared toward the goals of effective marketing, advertising, public relations, and e-commerce.
- Analyze companies' search engine performance strategies and identify optimal solutions to maximize return on investment.
- Formulate digital marketing communications to promote customer relationships, enhance brand image, and expand market reach.

Digital Marketing Curriculum21 credits

This seven-course certificate includes one required course and six electives.

Required course3
DMK 205 Digital Marketing

Digital Marketing Electives18
Choose six:

- DMK 210 Viral Marketing and Digital Presence
- DMK 230 Data Analysis, Metrics and Measurement of Digital Marketing
- DMK 301 Laws, Ethics and Social Responsibility in a Digital Age
- DMK 305 Digital Advertising
- DMK 315 Online Content Marketing and Consumer Behavior
- DMK 330 Targeted Marketing and Social Optimization
- DMK 340 Search Engine Optimization
- DMK 350 Cause Marketing
- DMK 401 Fundamentals of Web Design
- DMK 405 Web 3.0 and Emerging Trends in Digital Marketing
- DMK 410 Global Strategies in Digital Marketing
- DMK 420 Mobile Marketing
- DMK 428 Digital Marketing, Big Data, and Web Analytics
- DMK 450 Digital Marketing Capstone

(All courses @ 3 credits except as noted.)



- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Undergraduate Professional Development Certificate

Basic Accounting Certificate

- CIP 5203 • 21 credits

Program Description

This Undergraduate Certificate is designed to prepare learners with accounting basics. Students will take seven introductory courses in this program to earn a certificate while simultaneously completing the prerequisites requirements.

The Certificate in Accounting - Basic was designed for individuals with entry-level industry experience and little or no undergraduate level course work in accounting. This certificate will appeal to those who are just entering the field as well as those who want to shift their career path into accounting.

Prerequisite: Pass Math and English diagnostic exam or Fundamentals of English and Fundamentals of Math.

Program Outcomes

Successful completion of this certificate program is designed to prepare the student to:

- Compare and contrast banking and finance from both a historical and a contemporary perspective.
- Apply basic management and mathematic concepts to solve problems and inform decisions
- Use accounting terminology to explain the process by which transactions are analyzed and transformed into financial statements.
- Examine and apply laws and regulations relating to business and accounting issues.
- Prepare budgets to assist management in decision-making.
- Analyze financial statements, including balance sheet, income statement, cash flow, and reconciliation of retained earnings statements.
- Determine whether a company's current performance trends are indicative of its future financial viability.

Basic Accounting Curriculum21 credits

This seven-course certificate includes the following three-credit courses:

- ACC 201 Accounting I
- ACC 202 Accounting II
- ACC 203 Financial Statements for Managers
- ACC 205 Managerial/Cost Accounting.
- FIN 201 Principle of Financial Services

Choose two courses from ACC, BNK, FIN, MGM or INB

Undergraduate Professional Development Certificate

Intermediate Accounting Certificate

- CIP 5203 • 21 credits

Program Description

This certificate is designed to provide students with the knowledge, skills, and abilities needed to identify industry trends and evaluate the impact of those trends at a corporate and industry level. It is also intended to enhance accounting proficiencies and provide students with the ability to develop corporate level financial documents, as well as the ability to critically analyze and synthesize information found in complex accounting and financial reports. Ethical decision-making, as it relates to financial reporting, is an integral theme of this program.

The Intermediate Accounting certificate was designed for individuals with 3-5 years of experience and/or undergraduate level course work in accounting and finance. Students will have met course prerequisites (Accounting I and Accounting II and College Algebra) prior to enrolling in this certificate. This certificate will appeal to those who want to shift their career path into accounting and finance within the financial services industry as well as those who are currently employed in the industry and require advanced skills to move into higher level management positions.

Program Outcomes

Successful completion of this certificate program is designed to prepare the student to:

- Research, analyze, and prepare corporate level reports and financial statements according to GAAP.
- Apply accounting and finance concepts and principles to the corporate financial structure.
- Prepare reports pertaining to long-term investments, tangible and intangible assets.
- Evaluate accounting procedures from the perspective of a financial accountant, a trust administrator, and a manager.
- Identify the expanded product line offered via financial service markets.
- Identify and apply regulatory and compliance regulations

Intermediate Accounting Curriculum21 credits

This seven-course certificate includes the following three-credit courses:

- ACC 301 Intermediate Accounting 1 (Prerequisite: ACC 202)
- ACC 302 Intermediate Accounting 2 (Prerequisite: ACC 301)
- ACC 303 Federal Income Tax
- ACC 206 Accounting Information Systems
- ACC 401 Advanced Accounting & Reporting
- FIN 305 Corporate Finance
- FIN 401 Investment Management

(All courses @ 3 credits except as noted.)

Master of Business Administration

- CIP 5202 • 45 credits
- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The Master of Business Administration (MBA) is a 12 course, 36 credit program that is designed to provide students with a strong foundation of academic study achieved within an accelerated period of time.

The intent of the MBA program is to meet the needs of middle and senior level managers who want to improve their professional skills via a high quality, affordable, online MBA with a specific focus on strategic thinking and management. The MBA program may also be of interest to consultants and professionals looking to advance into upper-level administrative positions in a variety of fields.

Program Outcomes

- Form and implement effective strategic plans in the context of global, political, social and technological environments.
- Collaboratively lead diverse teams in changing work environments.
- Effectively use research and analyze data to solve unstructured business problems.
- Integrate theoretical perspectives and apply a conceptual understanding of relevant business disciplines to new, existing, and unforeseen situations.
- Use technology to effectively communicate and present data, ideas, and concepts.

Instructional Delivery

The MBA is a fully online program. With the exception of the Capstone course, delivered in a seminar format, all MBA courses are five weeks in length, and there are eight sessions each year. The Capstone course is six weeks in length. The MBA can be completed in approximately 18 months. The program is designed for students to take one course per five-week session, which is equivalent to three courses in a traditional 15-week semester.

Program chair: Carla Patalano, DBA, MBA, SPHR, SHRM-SCP

- Carla.Patalano@neib.edu

General Prerequisites 12 credits

Students are conditionally accepted into the Master of Business Administration program until the following four undergraduate business courses are completed:

- GACC 201 Financial Accounting
- GECO 205 Survey of Economics
- GMGM 201 Principles of Management
- GMAT 305 Statistics

These prerequisite courses may be waived based on undergraduate coursework. A grade of C (2.0) must be obtained in each prerequisite course.

Core Curriculum 33 credits

- MBA 501 Strategic Leadership & Management
- MBA 502 Applied Quantitative Methods for Business
- MBA 505 Managerial Accounting
- HRM 501 Strategic Human Resource Management
- MBA 515 Management Information Systems
- MSF 505 Managerial Finance
- MBA 520 Strategic Marketing Management
- MBA 525 Managerial Economics
- MBA 530 Legal Issues in Business
- MBA 535 Operations Management
- MBA 541 International Business & Global Strategy

MBA Capstone 3 credits

- MBA 495 Capstone: Strategic Planning & Decision Making

Concentration 9 credits

Select three courses from one area of study.

Continued 

(All courses @ 3 credits except as noted.)

Master of Business Administration

MBA Concentrations9 credits

Finance

Choose three:

- MSF 500 Financial Markets
- MSF 510 Investment Management
- MSF 545 Financial Modeling
- MSF 540 International Finance
- MSF 550 Financial Derivatives
- MSF 570 Financial Ethics and Compliance
- MSF 580 Insurance and Risk Management

Business Ethics and Compliance

Choose three:

- MBE 501 Regulations and Regulators
- MBE 555 Legal Issues: Employee and Labor Relations
- MBE 510 Governance, Ethics and Compliance
- MBE 515 Enterprise Risk Management
- MBE 525 Fraud Examination and Techniques
- MBE 540 Corporations and Compliance: Case Studies
- MBE 550 Conducting Internal Investigations
- MBE 560 The Culture of Ethics
- MBE 565 International Business Ethics and Compliance

Healthcare Management

Choose three:

- MHM 501 Evolving Healthcare Systems
- MHM 510 Healthcare Information Systems
- MHM 520 Healthcare Law and Policy
- MHM 525 Healthcare Finance and Reimbursement
- MHM 550 Healthcare Operations Management & Quality Assurance
- MHM 565 Risk & Regulatory Compliance
- MHM 570 Long-Term Care in Organizations

Human Resources Management

Choose three:

- HRM 510 Organizational Change & Stewardship
- HRM 520 Recruitment & Selection for Organizational Excellence
- HRM 530 Total Rewards Approach to Compensation & Benefits
- HRM 540 Talent Management & Development
- HRM 550 Employee & Labor Relations
- HRM 560 Human Resources Metrics & Measurement
- HRM 570 Global Human Resource Management

International Management

- MSF 540 International Finance
- MBE 565 International Business Ethics and Compliance
- HRM 570 Global Human Resources Management

(All courses @ 3 credits except as noted.)

Master of Science in Accounting

- CIP 52031 • 30 credits
- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The Master of Science in Accounting (MACC) is a 10 course, 30-credit program that is designed to provide students with a robust foundation of academic study in accounting with an accelerated period of time.

The MACC program is a professional master's degree designed to provide a mature understanding of accepted practices in the field of accounting. By providing students with advanced industry-specific credits coupled with the appropriate undergraduate course work results in knowledgeable accountants. The MACC is structured to maximize a student's success on accounting certification exams through accounting theory and coverage of advanced accounting topics.

Program Outcomes

- Utilize advanced accounting concepts in financial statement preparation and conduct analysis of financial statement data.
- Interpret financial statements and disclosure notes using GAAP and GAAS and make strategic and integrative decisions.
- Demonstrate ethical decision making and professional responsibility when faced with business problems.
- Critique global business transactions and employ appropriate accounting theory.

Instructional Delivery

The MACC is an online program. Courses are five weeks in length, and there are eight sessions per year. The MACC is offered in a 100% asynchronous online format, and there is a strong focus on engaging students in a dynamic and interactive learning format. The program is designed for students to take one course per five-week session.

Prerequisites

The Master of Science in Accounting is designed for students who already have a Bachelor's degree in Accounting from a regionally accredited school. Students with a Bachelor's in Business will be required to take prerequisites in the undergraduate program to prepare themselves for the intense theory, skills, and application-based curriculum.

CPA Exam

Students wishing to become eligible to take the Uniform Certified Public Accounting Exam should understand the requirements of the State Board of Accountancy in their respective state or jurisdiction. NEIB has offered courses in this program based on the overarching requirements of the United States. However, it is the responsibility of the student to verify actual course needs in the state they wish to be certified.

CMA Exam

Students wishing to take the Certified Management Accountants exam should refer to the requirements of the Institute of Management Accountants. Students who enter the program with the CMA credential may be eligible for a course waiver.

MACC Prerequisites 6 credits

These prerequisite courses may be waived based on undergraduate coursework. A grade of C (2.0) must be obtained in each prerequisite course.

- ACC 401 Advanced Accounting & Reporting
- ACC 402 Auditing

Core Curriculum 27 credits

- ACC 501 Forensic Accounting
- ACC 550 Federal Taxation for Corporations & Partnership
- ACC 555 Advanced Accounting Topics
- ACC 560 Advanced Financial Statement Analysis
- MBA 505 Managerial Accounting*
- MBA 501 Strategic Leadership and Management
- MBA 530 Legal Issues in Business
- MBE 503 Accounting & Ethics
- MBE 581 Corporate Stakeholder Relations & Communication

*MBA 505 can be waived if undergraduate ACC 205 & ACC 305 are completed with a C or better OR if the student provides documentation of their CMA credential.

MACC Capstone 3 credits

- ACC 590 Accounting Capstone

Program chair: Dr. Donna Viens, CPA, CMA, CGMA

- Donna.Viens@necb.edu

(All courses @ 3 credits except as noted.)

Master of Science in Business Ethics and Compliance (MBEC)

- CIP 5203 • 30 credits

- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education

- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The Master of Science in Business Ethics and Compliance (MBEC) explores the nature of the relationship between business and society and prepares students for careers in regulatory compliance, business ethics, stakeholder management, corporate communication, corporate responsibility, and related fields. Students are exposed to both the theory and the application of ethics in the business arena and will practice applying these theories in different contexts to better manage relations with regulatory bodies, community groups, and external suppliers and partners.

To tailor the studies to the student's career aspirations, the program offers three specialized degree tracks:

- **Compliance:** This track provides students with the subject area knowledge required to be an effective leader and coach to others in compliance. A distinct legal orientation and an emphasis on learning about the role of government regulation of business are hallmarks of the compliance track.
- **Corporate Social Responsibility:** This track prepares students to pursue positions engaged in launching, managing, and monitoring strategic initiatives involving community engagement and stakeholder relations. Students will learn how to engage with stakeholders of all types: consumer activists, shareholders, community groups, non-governmental organizations, and suppliers.
- **Forensic Accounting:** This track is designed to prepare students to take an active role in the prevention and detection of unethical or illegal activities within the firm and/or to coach others on these processes. Students who follow the Forensic Accounting track should already have some familiarity with performance reporting, accounting, and auditing in a firm.

Students complete the four foundation courses (MBE 501, MBE 503, MBE 510, and MBE 560) at the beginning of their program. Once a student has completed all four foundation courses, he/she may enroll in one of three required courses in their chosen track or in one of two electives. In sessions where a foundation course that the student has already completed is offered, students may take another course provided that he/she has met the pre-requisite requirement for the course. Yet, in any given session, students must always enroll in a foundation course that they have not completed before enrolling in any other course in the program. Below is a curriculum sheet describing the course requirement for the completion of the MBEC degree.

Program chair: Deborah Sementa, EdD, MBA, CRCM

- Deborah.Sementa@necb.edu

Program Outcomes

It is our expectation that graduates of the NEIB Master of Science in Business Ethics and Compliance program will have developed the ability to:

- Identify and assess the strategic, operational, and social risks faced by corporations.
- Analyze the relevance of current and emerging regulations, laws and governance standards and effectively applying these to an organization.
- Appreciate the respective roles and contributions to the firm of the functions of compliance, corporate social responsibility, ethics, auditing, and managerial reporting and control.
- Clearly present problems and solutions related to ethics and corporate governance to management and the Board.
- As a final deliverable, all MBEC students will develop and execute a 'real-world' project, generally in collaboration with a corporate partner, that demonstrates his/her ability to apply the concepts learned in the program to a practical business question.

Instructional Delivery

The MBEC is an online program. Courses are five weeks in length and there are eight sessions each year. The MBEC degree can be completed in approximately 16-20 months. The program is designed for students to take one course per five-week session, which is equivalent to three courses in a traditional 15-week semester.

Prerequisites

Upon completion of the admission requirements, students are conditionally accepted into the MBEC program until the undergraduate course MGM 201 Principles of Management is completed. Students may transfer in the equivalent of this course in accordance with its Transfer of Credit policy. Students may also test out of the required prerequisite courses by successfully completing a CLEP examination if one is available in the subject area. Other conditions for acceptance may be stipulated for applicants in some instances. Students that are conditionally admitted into the program will be informed of the conditions to be met for full admission status and the deadlines for meeting each condition.

Continued 



Master of Science in Business Ethics and Compliance (MBEC)

General Prerequisites 12 credits

This prerequisite course may be waived based on undergraduate coursework. A grade of C (2.0) must be obtained in each prerequisite course.

GMGM 201 Principles of Management

Core Curriculum 33 credits

- MBE 501 Regulations & Regulators
- MBE 503 Accounting & Ethics
- MBE 560 The Culture of Ethics
- MBE 510 Governance, Ethics & Compliance

MBEC Tracks - choose one 9 credits

Compliance

Choose three:

- MBE 515 Enterprise Risk Management
- MBE 540 Corporations and Compliance: Case Studies
- MBE 550 Conducting Internal Investigations
- MBE 555 Employee and Labor Relations
- MBE 565 International Business Ethics and Compliance

Corporate Social Responsibility

Choose three:

- MBE 580 Strategy, Missions, and Governance
- MBE 581 Corporate Stakeholder Relations & Communications
- MBE 582 Measuring & Monitoring ESG Performance
- MBE 583 NGO's, Consumer Advocates & Issues Management

Forensic Accounting

Choose three:

- ACC 501 Forensic Accounting
- ACC 520 Forensic Data Analysis
- ACC 530 The Forensic Audit
- MBE 525 Fraud Examination and Techniques

Elective Courses 6 credits

Choose two from MBE or ACC courses

MBEC Capstone 3 credits

MBE 600 Capstone: Ethics and Compliance

(All courses @ 3 credits except as noted.)

Master of Science in Finance (MSF)

• CIP 5203 • 30 credits

- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The Master of Science in Finance program at New England College of Business is designed to meet the academic and skill needs of those who desire a career in modern finance. The program is academically rigorous and has proven to be most useful to those pursuing careers within the following areas of finance: asset management, debt, equity and commodities trading, investment banking, mutual funds, hedge funds, and insurance. Using both theoretical and applied methods, the MSF program prepares students to enter the field of finance or advance in their current positions.

Program Outcomes

MSF students will be able to make sound managerial financial decisions by:

- Analyzing financial data and market research information to conduct analyses for sound investment decisions and portfolio management.
- Utilizing financial concepts and analytical tools to make financial decisions in managerial finance and investment management.
- Devising effective financial plans and risk management strategies.
- Applying theoretical constructs and quantitative tools to devise financial models to address corporate finance challenges.
- Evaluating issues in financial ethics and compliance to support ethical practices.
- Strategizing and proposing comprehensive financial plans and investment policies to maximize shareholders' value in the current global environment.

As a final deliverable, all MSF students will construct a comprehensive financial analysis and investment analysis report on par with those found in the financial press.

Instructional Delivery

The MSF program is an online program. Courses are five weeks in length and there are eight sessions each year. The program is designed for students to take one course per five-week session, which is equivalent to three courses in a traditional 15-week semester. The program can be completed in 16 months of continuous enrollment.

Prerequisites

Students are conditionally accepted into the MSF program until the following undergraduate business courses are completed: Statistics and Corporate Finance. Students have a maximum of 12 consecutive months to complete any required prerequisite course(s), with a minimum grade of C (2.0). Students may transfer in the equivalent of these courses in accordance with its Transfer of Credit policy or enroll in these courses prior to full acceptance into the MSF at NEIB. Students may also test out of the required prerequisite courses by successfully completing a CLEP examination if one is available in the subject area. To receive admission to the MSF Program, candidates must hold an undergraduate degree and have a final undergraduate cumulative GPA of 2.7 (B-). Also required is completed coursework in finance, statistics, calculus, economics, or accounting either at the undergraduate or graduate level. These candidates who have not may be granted conditional admission and be required to complete additional undergraduate courses.

Once students successfully complete any required prerequisite courses, they will be automatically moved to a fully accepted status. Students may complete the required courses at NEIB or from another institution in accordance with its Transfer of Credit policy. Other conditions for acceptance may be stipulated for applicants in some instances. Students that are conditionally admitted into the program will be informed of the conditions to be met for full admission status and the deadlines for meeting each condition.

Interim Program chair:

Carla Patalano, DBA, MBA, SPHR, SHRM-SCP
• Carla.Patalano@necb.edu

Continued 

Continued

Master of Science in Finance (MSF)

Prerequisite Courses 6 credits

Due to the mathematical complexity found in the courses of the MSF Program, MBA 502 and MSF 500 serve as foundation courses. Students are required to take these either their first or second courses in the Program. A grade of C (2.0) must be obtained in each foundational course.

- MSF 500 Financial Markets
- MBA 502 Applied Quantitative Methods for Business

Core Curriculum 6 credits

- MSF 505 Managerial Finance
- MSF 540 International Finance

If not selecting a concentration, students must also take:

- MSF 510 Investment Management
- MSF 545 Financial Modeling

Choose three elective courses

Elective Courses

- MSF 547 Global Currency Management
- MSF 550 Financial Derivatives
- MSF 557 Financial Trading and Management
- MSF 560 Trading Psychology
- MSF 570 Financial Ethics and Compliance
- MSF 580 Insurance and Risk Management
- MBA 505 Managerial Accounting
- MBE 510 Governance, Ethics, and Compliance

MSF Capstone 3 credits

- MSF 600 Finance Capstone

MSF Concentrations 15 credits

Global Finance Trading

- MSF 510 Investment Management
- MSF 547 Global Currency Management
- MSF 550 Financial Derivatives
- MSF 557 Financial Trading and Management
- MSF 560 Trading Psychology and Risk Management

Leadership

- MSF 545 Financial Modeling
- Choose four of the following courses:*
- MBA 501 Strategic Leadership & Management
(recommended first elective for this track)
 - HRM 501 Strategic Human Resources Management
 - MBA 525 Managerial Economics
 - MSF 570 Financial Ethics
(or Compliance or MBA 530 Legal Issues in Business)
 - MBA 541 International Business & Global Strategy
 - HRM 510 Organizational Change and Stewardship
 - HRM 580 Leadership in Healthcare
 - MBE 581 Corporate Stakeholder Relations & Communication

Ethics and Corporate Responsibility

- MSF 545 Financial Modeling
- Choose four of the following courses:*
- MBE 501 Regulations and Regulators
(recommended first elective for this track)
 - MBE 510 Governance, Ethics & Compliance
 - MBE 515 Enterprise Risk Management
 - MBE 525 Fraud Examination and Techniques
 - MBE 550 Conducting Internal Investigations
 - MBE 560 The Culture of Ethics
 - MBE 580 Strategy Missions & Governance
 - MBE 581 Corporate Stakeholder Relations & Communication
 - MBE 582 Measuring & Monitoring CSR Performance

Healthcare Management

- MSF 545 Financial Modeling
- Choose four of the following courses:*
- MHM 501 Evolving Healthcare systems
(recommended first elective for this track)
 - MHM 505 Healthcare Policy and Law
 - MHM 520 Managerial Accounting for Healthcare Professionals
 - MHM 525 Healthcare Finance and Reimbursement
 - MHM 550 Healthcare Operations Management & Quality Assurance
 - MHM 565 Risk and Regulatory Compliance
 - MBE 580 Leadership in Healthcare

(All courses @ 3 credits except as noted.)



Graduate Certificate

Financial Management Certificate

- CIP 5209 • 12 credits
- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

NEIB's Graduate Certificate in Financial Management provides opportunities for students to advance in a rewarding career in corporate financial management. Students learn wide-ranging theoretical concepts in finance and the practical tools needed to be distinguished as an effective financial manager and a leader in the industry.

Students obtain a broad knowledge of financial theory and technical skills. The curriculum offers a unique opportunity to develop students' analytical approach and critical thinking abilities through hands-on coursework and real-world challenges.

Students who receive a certificate in financial management can become financial managers, corporate finance consultants, budget analysts, fiscal policy analysts, controllers, governmental accountants, administrators/managers, and community accountants.

Financial managers are responsible for the financial health of an organization. They produce financial reports, direct investment activities, and develop strategies and plans to help achieve the long-term financial goals of their organization.

The credits earned in the certificate program are also transferable to the Master of Science in Finance program if students elect to continue their education after completion of a certificate.

Program Outcomes

Four online courses, each lasting five weeks, offer students an opportunity to learn wide-ranging theoretical concepts in finance and gain the practical tools needed to be distinguished as an effective financial manager in a variety of industries. The curriculum offers an opportunity to develop students' analytical approach and critical thinking abilities through hands-on coursework led by faculty with real-world experience.

Instructional Delivery

The Graduate Certificate is an online certificate. Courses are five weeks in length and there are eight sessions each year. The certificate is designed for students to take one course per five-week session, which is equivalent to three courses in a traditional 15-week semester. There are four courses in the certificate. The certificate can be completed in 6 months of continuous enrollment.

Program chair:

Carla Patalano, DBA, MBA, SPHR, SHRM-SCP

- Carla.Patalano@neib.edu

Prerequisites

While an Undergraduate degree is required, students earning a bachelor's degree in fields other than business will be considered. Prospective applicants should demonstrate prior academic knowledge or professional experience for the certificate for which they apply.

Core Curriculum 12 credits

Required courses

- MSF 505 Managerial Finance
- MBA 505 Managerial Accounting
- MSF 545 Financial Modeling

Finance Electives

Choose one:

- MSF 540 International Finance
- MSF 510 Investment Management

(All courses @ 3 credits except as noted.)



- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Graduate Certificate

Financial Planning Certificate

• CIP 5209 • 12 credits

Program Description

The Graduate Certificate in Financial Planning consists of four courses, each lasting five weeks. It offers students an in-depth knowledge of financial markets and investment management and helps students develop greater skills in financial planning.

It may be useful for students considering a career as a financial advisor. Personal financial advisors provide advice on investments, insurance, mortgages, college savings, estate planning, taxes, and retirement to help individuals manage their finances.

The curriculum for this certificate offers an opportunity to develop students' analytical approaches and critical thinking abilities through hands-on coursework led by faculty with real-world experience.

The 12 credit hours earned in this program are transferable to the Master of Science in Finance (MSF) program.

Program Outcomes

Four online courses, each lasting five weeks, offer students an opportunity to learn wide-ranging theoretical concepts in finance and gain the practical tools needed to be distinguished as an effective financial manager in a variety of industries. The curriculum offers an opportunity to develop students' analytical approach and critical thinking abilities through hands-on coursework led by faculty with real-world experience.

Instructional Delivery

The Graduate Certificate is an online certificate. Courses are five weeks in length and there are eight sessions each year. The certificate is designed for students to take one course per five-week session, which is equivalent to three courses in a traditional 15-week semester. There are four courses in the certificate. The certificate can be completed in 6 months of continuous enrollment.

Program chair:

Carla Patalano, DBA, MBA, SPHR, SHRM-SCP
• Carla.Patalano@necb.edu

Prerequisites

While an Undergraduate degree is required, students earning a bachelor's degree in fields other than business will be considered. Prospective applicants should demonstrate prior academic knowledge or professional experience for the certificate for which they apply.

Core Curriculum 12 credits

Required courses

- MSF 500 Financial Markets
- MBA 510 Investment Management
- MSF 580 Insurance and Risk Management

Finance Electives

Choose one:

- MSF 505 Managerial Finance
- MSF 540 International Finance

Graduate Certificate

Global Finance Trading Certificate

• CIP 5209 • 12 credits

Program Description

Students may explore new professional career opportunities and augment their expertise with our online Graduate Certificate in Global Finance Trading program. It is designed to provide students with an opportunity to:

- Acquire the theoretical concepts and practical methods to trade and manage various financial instruments, including foreign exchange (forex) commodities and stocks
- Learn to use fundamental analysis and technical indicators
- Acquire an understanding of trading psychology and risk management to enhance their global trading finance skills

The 12 credit hours earned in this program are transferable to the Master of Science in Finance (MSF) program. If you are interested in a graduate degree with a strong emphasis on this specialization, consider our Master of Science in Finance with a concentration in Global Finance Trading.

Program Outcomes

Four online courses, each lasting five weeks, offer students an opportunity to learn wide-ranging theoretical concepts and practical methods in global finance to trade and manage various investment vehicles and financial instruments, including foreign exchange (forex) commodities, ETFs, and stocks. Students gain an understanding of how to use fundamental analysis and technical indicators for better trading management. The program provides an overview of trading psychology and risk management to enhance the student's global trading finance skills.

Instructional Delivery

The Graduate Certificate is an online certificate. Courses are five weeks in length and there are eight sessions each year. The certificate is designed for students to take one course per five-week session, which is equivalent to three courses in a traditional 15-week semester. There are four courses in the certificate. The certificate can be completed in 6 months of continuous enrollment.

Program chair:

Carla Patalano, DBA, MBA, SPHR, SHRM-SCP
• Carla.Patalano@necb.edu

Prerequisites

While an Undergraduate degree is required, students earning a bachelor's degree in fields other than business will be considered. Prospective applicants should demonstrate prior academic knowledge or professional experience for the certificate for which they apply.

Core Curriculum 12 credits

Required courses

- MSF 500 Financial Markets
- MSF 547 Global Currency Management
- MSF 557 Financial Trading and Management
- MSF 560 Trading Psychology and Risk Management

(All courses @ 3 credits except as noted.)



Master's Degree

Master of Healthcare Management (MHM)

• CIP 5107 • 30 credits

- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

Today's healthcare system has undergone tremendous change with the implementation of new legislation and policy on the state and national level that has created tremendous implications for healthcare organizations, as well as individual healthcare professionals. The Master of Healthcare Management (MHM) curriculum was created at the nexus between policy implementation and business management – designed to provide participants with the knowledge, skills, and abilities needed to evaluate the implications of policy on organizational structure, finance, and strategy.

The MHM program is designed for individuals who are interested in advancing to healthcare management positions in critical business disciplines within organizations, as well as students who are interested in exploring entrepreneurial opportunities within healthcare. Graduates will be prepared to seek careers in the for-profit and nonprofit healthcare industries across sectors such as healthcare delivery, pharmaceutical, biotechnology, medical devices, healthcare delivery services, and insurance.

Program Outcomes

After completing this program, the student will be able to:

- Understand the unique policy, regulatory, and legal issues facing U.S. healthcare industry participants and address these complexities in planning and decision making.
- Analyze financial statements and statistical data to understand the financial health of the organization, opportunities for growth, or cost containment and use this detailed and high-level data to inform decision making, plan, and manage risk.
- Construct and apply analytical and performance improvement tools including information technology, that help healthcare executives and managers solve complex operations problems and make efficient and effective healthcare operations decisions.
- Compose effective strategies in the management of contemporary healthcare operations issues such as process improvement, patient flow, and quality improvement.
- Design interprofessional teams to create a strategic planning process to address quality improvement initiatives in a healthcare setting.

Instructional Delivery

The MHM is an online program. Courses are five weeks in length, and there are eight sessions each year. The MHM can be completed in approximately 16 months. The program is designed for students to take one course per five-week session, which is equivalent to three courses in a traditional 15-week semester.

Program chair: Lydia Cavieux, M.P.A., R.H.I.T.

- Lydia.Cavieux@neib.edu

Prerequisites

Students are conditionally accepted into the MHM program until GMAT 305, Statistics is completed. Students may transfer in the equivalent of this course in accordance with its Transfer of Credit policy or enroll in this course prior to full acceptance into the MHM at NEIB. Students may also test out of the required prerequisite courses by successfully completing a CLEP examination if one is available in the subject area. Other conditions for acceptance may be stipulated for applicants in some instances. Students that are conditionally admitted into the program will be informed of the conditions to be met for full admission status and the deadlines for meeting each condition.

MHM Prerequisite 3 credits

These prerequisite courses may be waived based on undergraduate coursework. A grade of C (2.0) must be obtained in each prerequisite course.

GMAT 305 Statistics

Core Curriculum 15 credits

- MHM 501 Evolving Healthcare Systems
- MHM 502 Quantitative Methods and Metrics in Healthcare
- MHM 520 Managerial Accounting for Healthcare Professionals
- MHM 525 Healthcare Finance and Reimbursement
- MHM 550 Healthcare Operations Management & Quality Assurance

Elective Courses 12 credits

Choose four:

- MBA 501 Strategic Leadership & Management
- MHM 510 Healthcare Information Systems
- MHM 515 HR Management for Healthcare Professionals
- MHM 505 Healthcare Law and Policy
- MHM 565 Risk and Regulatory Compliance
- MHM 570 Long-Term Care in Organizations
- MHM 580 Leadership in Healthcare

MHM Capstone 3 credits

- MHM 600 Strategic Planning in Healthcare

(All courses @ 3 credits except as noted.)



Master's Degree

Master of Human Resources Management (MHRM)

• CIP 5211 • 30 credits

- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

This business-based and practitioner-oriented program is designed to provide participants with the knowledge, skills, and abilities needed to lead the human resources management (HRM) function in a wide variety of industries. By offering a thorough education in core HRM disciplines with a focus on HRM as a strategic business partner, it is intended to enhance existing HRM proficiencies and provide students with the ability to develop corporate-level HRM strategies.

Program content maps to the Society for Human Resources Management (SHRM)® HRM competency model, which is universally recognized as the highest professional standard for the practice of human resources. Participants completing this program will have the added benefits of being better prepared for the HR-generalist certification exams (SHRM-SCP/SHRM-CP and SPHR/PHR).

Program Outcomes

Successful completion of this program is designed to prepare the student to:

- Analyze contemporary business problems and from an HR perspective, apply theoretical perspectives to develop economically efficient solutions.
- Identify appropriate metrics and evaluation methods to conduct meaningful quantitative and qualitative analyses to interpret, analyze, evaluate, and report data.
- Integrate theoretical perspectives and research findings to develop and defend a compelling strategic HR plan.
- Evaluate HRM practices from the perspective of a change agent, business partner, and executive-level manager.
- Partner with business units to create and implement HRM strategies that lead to competitive advantages and organizational effectiveness.
- Evaluate the HR implications of corporate-level and business-unit-level strategy formulation and implementation.
- Demonstrate competencies in functional aspects of HRM operations.
- Examine and apply the sophisticated HRM management tools necessary for businesses to survive in the Knowledge Age.
- Lead virtual teams consisting of diverse groups in changing work environments.

Instructional Delivery

The MHRM is an online program. Courses are five weeks in length, and there are eight sessions each year. The MHRM can be completed in 16 months of continuous enrollment. The program is designed for students to take one course per five-week session, which is equivalent to three courses in a traditional 15-week semester

Program chair:

Carla Patalano, DBA, MBA, SPHR, SHRM-SCP
 • Carla.Patalano@necb.edu

Prerequisites

Students entering the program with an undergraduate degree in a non-business-related field or insufficient course work in business are conditionally accepted into the MHRM program until an undergraduate or graduate course in Principles of Management is completed. Students with insufficient work experience, at the discretion of the Program Chair, will be required to take GSP 499 Graduate Studies Practicum as a prerequisite. Students may transfer in the equivalent of these courses in accordance with NEIB's Transfer of Credit policy or enroll in these courses prior to full acceptance into the MHRM at NEIB. Students may also test out of the required prerequisite courses by successfully completing a CLEP examination if one is available in the subject area. Students have a maximum of 12 consecutive months to complete any required prerequisite course(s), with a minimum grade of C (2.7). Other conditions for acceptance may be stipulated for applicants in some instances. Students that are conditionally admitted into the program will be informed of the conditions to be met for full admission status and the deadlines for meeting each condition.

MHRM Prerequisites 6 credits

These prerequisite courses may be waived based on undergraduate coursework. A grade of C (2.0) must be obtained in each prerequisite course.

- GMGM 201 Principles of Management
- GSP 499 Graduate Studies Practicum

Core Curriculum 27 credits

- MBA 501 Strategic Leadership and Management
- HRM 501 Strategic Human Resources Management
- HRM 510 Organizational Change and Stewardship
- HRM 530 Total Rewards Approach to Compensation and Benefits
- HRM 520 Recruitment and Selection for Organizational Excellence
- HRM 550 Employee and Labor Relations
- HRM 560 Human Resources Metrics and Measurement
- HRM 540 Talent Management and Development
- HRM 570 Global Human Resources Management

MHRM Capstone 3 credits

- HRM 600 HRM Capstone

(All courses @ 3 credits except as noted.)

Master of Science in Quality Systems Management (MSQSM)

- CIP 5202 • 30 credits
- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The MSQSM teaches theory that is germane to the discipline while also emphasizing the direct application of what students learn. The MSQSM program emphasizes performance-based education where students acquire the critical knowledge and skills to analyze business practices; create comprehensive plans focused on tangible return on investment, and measure the effectiveness and efficiency of these plans. Since the vast majority of MSQSM students are working in their field, they are then able to apply what they learn to their workplaces, both immediately and over the lifespan of their careers in ways highly akin to other NEIB academic programs.

The skills taught in the MSQSM program can be applied to improve the efficiency and effectiveness of the operation in a range of organizations and industries, including but not limited to healthcare, finance, manufacturing, military, and government. The MSQSM provides strong, metrics- and outcomes-based education for advancing professionals that resonates well with careers in government and the military as well as a wide range of business fields.

A Master's Business Project is integrated within the quality systems management courses and spans the entirety of a student's program. Through assignments embedded within each course, and the culminating MSQSM Business Project, students demonstrate tangible learning outcomes predicated on improvements in the effectiveness of systems and efficiency of operations. The Master's Business Project for the MSQSM involves students planning, developing, and presenting a practical project as a team to an industry-based/corporate sponsor. These projects afford students high-impact experiential learning opportunities while also linking students to external organizations within the field of quality systems management. All MSQSM Master's Business Plans are comprehensively evaluated by faculty who possess expertise in the various academic program elements of projects; these faculty members provide feedback that includes specific recommendations for improvement that is applicable to both academic course work and career application.

Program Outcomes

After completing this program, the student will be able to:

- Analyze customers' wants and needs within the identified environment and translate those into the customer's requirements.
- Design and implement a data collection plan.
- Analyze the performance of specific processes to include: creating appropriate metrics and collecting data.
- Select and apply the appropriate quality and project management tools and concepts in managing process improvement.
- Analyze the performance of a specific process in order to meet customer and business requirements.
- Identify, evaluate and implement solutions for process improvement.
- Analyze how the internal and external environment impact process improvement.
- Assess how organizational systems impact process improvement.
- Determine practices conducive to sustaining continuous process improvement.
- Identify new opportunities to leverage new systems and technologies.

Instructional Delivery

The MSQSM program is an online program. Courses are five weeks in length and there are eight sessions each year. The program is designed for students to take one course per five-week session, which is equivalent to three courses in a traditional 15-week semester. The program can be completed in 16 months of continuous enrollment.

Core Curriculum 30 credits

MBA 501	Strategic Leadership and Management
PJM 505	Project Management I
PJM 510	Project Management II
QSM 525	Quality Systems and Strategic Planning
QSM 535	Operations Management
QSM 565	Performance Based Management and Benchmarking
QSM 572	Financial Systems and Lean Accounting
QSM 543	Business Process Analysis
QSM 545	Supply Chain Management
QSM 599	Business Project

Program chair: Jay Bierne, MSQSM

- Jay.Bierne@neib.edu

(All courses @ 3 credits except as noted.)



Master of Science

Master of Science in Risk Management & Insurance (MSRMI)

• CIP 5217 • 30 credits

- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The Master of Science in Risk Management and Insurance (MSRMI) is designed to provide students with an in-depth education for principles of risk management and the insurance industry. Students learn to identify, analyze, and manage risks for enterprise and individuals by using strategies and tools including, property, liability, health, and life insurance. Moreover, they learn how to design and manage retirement planning and employee benefit plan along with personal financial planning.

The MS-RMI program has 10 courses: two foundational courses, seven core courses, and the MS-RMI Capstone.

Program Outcomes

MSRMI students will be able to assess and manage risk using insurance policies by:

- Obtaining a broad knowledge of financial markets and institutions by examining money markets and capital markets.
- Analyzing financial data and market research information to conduct analyses for sound investment decisions and portfolio management.
- Develop a global understanding of the evolving topic of Enterprise Risk Management (ERM).
- Identify and evaluate business and personal risk using insurance as a risk management tool. Attain an in-depth understanding and knowledge of Liability and Property Risk Management & Insurance.
- Analyze retirement planning and employee benefits. Study the important steps and different aspects of designing, developing, and planning an effective employee benefits program.
- Acquire a board knowledge of insurance company operations, qualification, and underwriting.

As a final deliverable, all MSRMI students will construct a comprehensive Risk Analysis Report to provide risk management using insurance policies. Throughout this program, team building, cross-sector learning and professional networking are encouraged through small, online classes. Your fellow students may include finance professionals such as risk managers, financial planners, fraud analysts, underwriters, financial analysts, and insurance company presidents—to name a few.

Instructional Delivery

The Master of Science in Risk Management and Insurance is a 100% online program that is developed to help distance learners to achieve their educational goals and advance their professional careers in Risk Management and Insurance related fields. This includes those who want to shift their career path into risk management and insurance as well as those who are currently employed in the related jobs and want to deepen their knowledge in this field.

Prerequisites

A business undergraduate degree is not required for admission into the Master of Science in Risk Management and Insurance (MSRMI) online program. Once students successfully complete any required prerequisite courses, they will be automatically moved to a fully accepted status. Students may complete the required courses at NEIB or from another institution in accordance with its Transfer of Credit policy. Other conditions for acceptance may be stipulated for applicants in some instances. Students that are conditionally admitted into the program will be informed of the conditions to be met for full admission status and the deadlines for meeting each condition.

Prerequisite Courses 6

Individuals entering the program with a degree in a non-business related field, insufficient course work or work experience, may, at the discretion of the program chair, be required to take up to 6 graduate credits as follows: Statistics and Corporate Finance. A grade of C (2.0) must be obtained in each prerequisite course

- MSF 500 Financial Markets
- MBA 502 Applied Quantitative Methods for Business

Core Curriculum 21 credits

- MSF 505 Managerial Finance
- MBE 515 Enterprise Risk Management
- RMI 530 Liability and Property Risk Management and Insurance
- RMI 540 Life & Health Insurance
- RMI 550 Retirement Planning & Employee Benefit Plan Design
- RMI 560 Insurance Company Operations, Qualification, and Underwriting
- MSF 580 Insurance & Risk Management

MSRMI Capstone 3 credits

- RMI 600 Risk Management & Insurance Capstone

(All courses @ 3 credits except as noted.)



Doctor of Business Administration in Quality Systems Management (DBAQSM)

- CIP 5202 • 60 credits
- Limited to NEIB students only until further approval has been granted by the Massachusetts Board of Higher Education
- Teach out approved beginning March 14, 2020 through March 14, 2022

Program Description

The New England College of Business offers a Doctor of Business Administration in Quality Systems Management (DBAQSM) program. The DBAQSM program applies theory to practice and equips students with advanced knowledge to solve business problems using theory and evidence-based data. DBAQSM students are scholar-practitioners who will be prepared to qualify for top-level executive positions in a wide variety of industries where operational performance and efficiency are paramount. Students acquire critical skill sets related to operational efficacy, quality assurance, sound resource allocation, and cost-control. Students will also be guided on how to participate with professional organizations germane to the quality systems management field.

This program provides comprehensive instruction (theory and application) in research, business administration and quality systems management. The curriculum includes core business courses that allow students to learn and explore the latest business research, theories, and trends as well as courses more focused on the domain of quality systems management. Students synthesize what they learn in their coursework by conducting independent, unique and relevant research. The Doctoral Dissertation requires students to conduct rigorous original, applied research that must generate tangible results and add to the body of knowledge.

DBAQSM graduates will acquire in-depth knowledge, skills, and abilities enabling them to serve as experts in their field at senior levels within organizations. Students work independently to complete assignments, conduct research, and accomplish other required academic tasks. Students learn skills to conduct real-world quantitative and qualitative research in courses that prepare them to write their final dissertation.

The DBAQSM program is designed for students to complete in approximately 2 ½ to 4 years. Students who require more than 7 years to complete the program must get approval from Academic Affairs.

Program Outcomes

Upon successful completion of the program graduates will possess a wide variety of knowledge, skills, and abilities to serve as Quality Systems Management experts at senior levels within organizations. Coursework has been specifically designed to build the following competencies:

- Organize and lead teams to solve complex problems and improve business processes.
- Lead major organizational change initiatives.
- Think critically and conduct and synthesize scholarly research.
- Analyze, construct, and present a business case for senior-level decision making.
- Develop, collect, and track executive level dashboard metrics.
- Identify, locate, evaluate, and effectively use information for problem solving and opportunity identification.
- Contribute to and foster global competitiveness of the organization by promoting innovation, technology, and new marketing opportunities and minimizing threats.
- Lead internal and external organizational assessment.

Instructional Delivery

The DBAQSM program is fully online with the exception of two 4-day in-person residencies held on the Boston campus. Residencies are held in April and are offered during the student's first and last year in the DBA program at NEIB.

Prerequisites

A Masters' degree from an accredited college with a minimum GPA of 3.0 is required for admission to the NEIB DBA program. Students must provide a resume reflecting at least 8 years of work experience

Core Curriculum 34 credits

- DBA 800 DBA Colloquium I (in-person residency) - 1 credit
- DBA 805 Research Methodologies and Scholarly Writing
- DBA 820 Business Research and Application
- DBA 830 Organizational Leadership
- QSM 825 Quality Systems and Project Management
- DBA 835 Business Analytics and Strategic Decision Making
- DBA 840 Financial Management and Fiscal Leadership
- DBA 850 Innovation, Strategic Technologies, and Sustainability
- DBA 855 Business Operations and Supply Chain Management
- DBA 860 Communication, Collaboration and Maximizing Performance
- DBA 865 Organizational Development and Change Management
- DBA 870 Strategic Management and Globalization

QSM Concentration Courses 15 credits

- QSM 874 Lean, Six Sigma, and Organizational Assessment
- QSM 875 Ethics, Social Responsibility, and Legal Issues in Business
- QSM 878 Business and Government Quality Systems Management Research and Application
- QSM 888 Benchmarking, Reengineering, and Cost of Quality
- QSM 892 Quality System Design and International Quality Standards

QSM Dissertation Courses 11 credits

- DSS 930 DBA Colloquium II (in-person residency) - 1 credit
- DSS 935 DBA Colloquium III – Spring final residency - 1 credit
- DSS 905 Doctoral Dissertation Project I – Prospectus/Concept Development (Chapter 1 and 2)
- DSS 910 Doctoral Dissertation Project II – Proposal Development (Chapter 3)
- DSS 920 Doctoral Dissertation Project III – Final Report/Oral Defense (Chapter 4 and 5)

Dean: Carla Patalano, DBA, MBA, SPHR, SHRM-SCP
 • Carla.Patalano@necb.edu

(All courses @ 3 credits except as noted.)