



ADDENDUM NO. 2

TO THE

2024-2025

KEISER UNIVERSITY UNDERGRADUATE CATALOG

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Effective December 16, 2024

KEISER UNIVERSITY UNDERGRADUATE CATALOG ADDENDUM

Keiser University continually reviews, improves and updates its programs, courses and curricula. It is incumbent on the University to reflect these revisions in its publications. The following Addendum No. 2 represents additions, changes and deletions to the 2024-2025 Keiser University Undergraduate Catalog, Volume 24, No. 1, and is effective December 16, 2024.

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Pg. 19, Accreditation Statement, AS Physical Therapist Assistant

*Under the last bullet item on the page, concerning **Physical Therapist Assistant** programs, delete the current content and add:*

The Physical Therapist Assistant programs at Keiser University’s Fort Lauderdale, Fort Myers, Jacksonville, Lakeland, Melbourne, Miami, Sarasota, and West Palm Beach Campuses are accredited by the Commission on Accreditation in Physical Therapy Education (CAPTE), 3030 Potomac Ave., Suite 100, Alexandria, Virginia, 22305-3085; telephone: 703-706-3245; email: accreditation@apta.org; website: <http://www.capteonline.org>. If needing to contact the program/institution directly:

Fort Lauderdale	954-776-4456	jeames@keiseruniversity.edu
Fort Myers	239-277-1336	michael.boman@keiseruniveristy.edu
Jacksonville	904-296-3440	amhernandez@keiseruniversity.edu
Lakeland	863-682-6020	terry.larsonmessmer@keiseruniversity.edu
Melbourne	321-409-4800	julie.martin@keiseruniversity.edu
Miami	305-596-2226	mobispo@keiseruniversity.edu
Sarasota	941-907-3900	ttcarpenter@keiseruniversity.edu
West Palm Beach	561-471-6000	sconnerton@keiseruniversity.edu

Pg. 96, Grievance Procedures

In the last paragraph of this section, the URL for the FL-SARA Complaint Process has changed. The new link is:

<https://www.fldoe.org/sara/student-concerns.stml>

Pg. 121, Programs Offered at Each Campus, Flagship Campus

*Under **Flagship**, delete:*

BA Accounting (concentrations in Accounting Analytics and Fraud Examination)

and add:

BA Accounting

Pg. 123, Programs Offered at Each Campus, Ft. Lauderdale eCampus

*Under **Ft. Lauderdale eCampus**, add:*

Pg. 135, Programs Offered at Each Campus, Pembroke Pines

Under **Pembroke Pines**, add:

AA Business Administration

Pg. 147, Program Descriptions, BA Accounting

Under Accounting, under Program Outline, delete:

Upper Division Accounting Major Courses

Accounting Analytics Concentration ** Offered only at the Flagship Campus

(15.0 credit hours)

ISM3116	Introduction to Business Intelligence	3.0 credit hours
ISM4403	Advanced Business Intelligence	3.0 credit hours
ACG4843*	Data Analysis for Auditing	3.0 credit hours
ACG4844*	Data Mining for Accountants	3.0 credit hours
ACG4845*	Data Visualization for Accountants	3.0 credit hours

Upper Division Accounting Major Courses

Fraud Examination Concentration ** Offered only at the Flagship Campus

(15.0 credit hours)

ACG4183*	Fraud Detection in Financial Statements	3.0 credit hours
ACG4684*	Fraud Examination Concepts	3.0 credit hours
ACG4712*	Fraud Examination Conduct and Procedures	3.0 credit hours
ACG4713*	Fraud Examination and the Legal Environment	3.0 credit hours
ACG4834*	Auditing for Fraud	3.0 credit hours

Pg. 148, Program Descriptions, BA Business Administration

Under **Business Administration, Bachelor of Arts in**, under **Program Description**, delete existing content and add:

Keiser University’s Bachelor of Arts degree in Business Administration focuses on an in-depth study of the functional areas of business, the business environment including ethical business practices, and technical and communication skills needed in today’s business environment. The program offers various concentrations that allow students to specialize in a specific business discipline to enhance their career opportunities within that field. The program includes opportunities for students to apply skills and knowledge learned throughout the program.

Under **Program Goal**, change the subheading to **Program Goals**, delete the existing content, and add:

1. Apply concepts of the functional areas of business and the business environment.
2. Enhance proficiency in the use of technical and quantitative skills to make business decisions.
3. Demonstrate professional communication skills using APA format.
4. Demonstrate the integration of specific knowledge and business skills learned from a concentration.

Add a subheading for **Student Learning Outcomes and Related Goals** and add:

The Bachelor of Arts degree in Business Administration program is structured around four core student learning outcomes that apply to all students. In addition, each student will also pursue a learning objective tailored to his or her specific concentration.

1. The student applies concepts of functional areas of business-to-business decisions. (*Goal 1*)
2. The student applies concepts of the business environment to business decisions. (*Goal 1*)

3. The student demonstrates proficiency in the use of software applications and quantitative analysis to solve business situations. (*Goal 2*)
4. The student communicates clearly and logically using professional and academic research in APA format in written and presentation formats. (*Goal 3*)
5. The student demonstrates competency in the integration of specific knowledge and business skills in management, such as operations, negotiations, diversity, and sales. (*Management Concentration*)
6. The student demonstrates competency in the integration of specific knowledge and business skills in hospitality management, such as hospitality leadership, hospitality strategy, hospitality analytics, and hospitality revenue management. (*Hospitality Management Concentration*)
7. The student demonstrates competency in the integration of specific knowledge and business skills in human resource management such as diversity management, performance management, human resource training, employee relations, and management. law (*Human Resources Concentration*)
8. The student demonstrates competency in the integration of knowledge and business skills in international business such as international finance, competitiveness, entrepreneurship and strategy. (*International Business Concentration*)
9. The student demonstrates competency in the integration of specific knowledge and business skills in marketing, such as consumer behavior, advertising, e-marketing and sales management. (*Marketing Concentration*)
10. The student demonstrates the integration of specific knowledge and business skills in finance such as investment, financial policy, and commercial bank management. (*Finance Concentration*)
11. The student demonstrates competency in the integration of specific knowledge and business skills in transportation and logistics such as warehouse operations, logistics, and terminal operation. (*Transportation Concentration*)
12. The student demonstrates competency in the integration of specific knowledge and business skills in entrepreneurship such as business plan development, social and international entrepreneurship. (*Entrepreneurship Concentration*)
13. The student demonstrates competency in the integration of specific knowledge and business skills in equine studies, such as horsemanship, facility design, and equine health. (*Equine Concentration*)
14. The student demonstrates competency in the integration of specific knowledge and business skills in Esports Management such as esports governance, performance, and consumerism. (*Esports Concentration*)

Pg. 290, Program Descriptions, AA Business Administration

Under Business Administration, Associate of Arts in, under Program Goal, change the subheading to Program Goals, delete the existing content, and add:

1. Describe basic concepts of the functional areas of business and the business environment.
2. Demonstrate the use of basic technical and quantitative skills.
3. Develop professional communication skills.

Under Program Objectives, change the name of the subheading to Student Learning Outcomes and Related Goals, delete the existing content, and add:

1. The student describes basic concepts related to the functional areas of business. (*Goal 1*)
2. The student describes basic concepts related to the business environment. (*Goal 1*)
3. The student demonstrates the use of software applications used in basic quantitative analysis. (*Goal 2*)

4. The student communicates clearly and logically in written and presentation format. (*Goal 3*)

[Pg. 320, Program Descriptions, AS Diagnostic Medical Sonography](#)

*Under **Program Goals**, under Track 2 – Abdominal – Extended, Obstetrics/Gynecology, and Vascular Concentration, delete the existing content and add:*

To prepare competent entry-level general sonographers in the cognitive (knowledge), psychomotor (skills), and affective (behavior) learning domains for the following concentration(s):

- Abdominal Sonography – Extended
- Obstetrics and gynecology sonography
- Vascular sonography

The program’s mission and goals are further defined through the following student learning outcomes, which are expanded upon to provide a clear framework for student achievement:

1. Demonstrate knowledge, skills, and attitudes in preparation for becoming an entry-level Abdominal-Extended, Ob/Gyn and Vascular sonographer
2. Display professional and ethical behaviors when communicating in the healthcare setting.
3. Perform appropriate physiologic, two-dimensional and Doppler sonographic procedures.
4. Embrace life-long learning to foster professional growth in response to ever-changing healthcare needs.

[Pg. 372, Course Descriptions, BA Accounting](#)

Delete the following course descriptions:

ACG4183 (3.0 credit hours)

Fraud Detection in Financial Statements

This course provides an overview of various types of fraudulent financial transactions and how these transactions affect the presentation of financial records. Students will learn different techniques to apply analytical procedures in the investigation of financial fraud schemes and be able to identify proper internal controls that can be used to deter this fraud. Also discussed are related ethical and professional conduct issues. Prerequisite: ACG4671

ACG4684 (3.0 credit hours)

Fraud Examination Concepts

This course provides an overview of fraud examination and the role of the forensic accountants. Topics include why fraud occurs, fraud risk assessment, and fraud prevention techniques. Various types of white-collar crime and occupational fraud schemes are discussed along with an overview of ethical and professional conduct as outlined in the Code of Professional Ethics. Prerequisite: ACG4671