M.B.A. program in Beauty Management

Pacific States University
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HISTORY

Pacific States University (PSU) is a private, non-profit, secular, co-educational institution of higher learning. In 1928 William G. Buffinger, a sound engineer, famous for his influence in the movie industry, founded the Radio Institute of California, the forerunner of PSU. In 1939, Dr. Harry W. Evans reorganized the school as Pacific States University with a charter from the State of California authorizing the granting of degrees. For several years the University was under contract to the United States Government for the training of electronic engineers for the armed forces of our country. As many as 400 students per year completed the prescribed courses in this technical area. PSU thereafter continued to specialize in Electronic Engineering, a program phased out in 1997.

In 1996 the Accrediting Council for Independent Colleges and Schools, an agency approved by the U.S. Department of Education in Washington, DC, granted accreditation to PSU which has maintained that status ever since. In 2015, President Ahn presented Pacific States University with the first-ever in the United States with the M.B.A. program with a concentration in Beauty Management, accredited by ACIS.
Program Overview - M.B.A. in Beauty Management

The M.B.A. program with a concentration in Beauty Management is a field of study, which is critical to adapt to growing environment in beauty and enhance one’s cultural competitiveness. There has been a strong demand for beauty experts who are capable of making use of integrated skills in both science and art along with extensive knowledge in the business of beauty. The M.B.A. program with a concentration in Beauty Management is designed to provide students for employment opportunities into the various fields of beauty profession.

1. President Ahn of Pacific States University at the opening ceremony to announce the M.B.A. program.

2. President Ahn presenting the first-ever M.B.A. degree program in Beauty Management in the United States for Pacific States University.

3. Lincoln Lee, Director of Beauty Management program with Isabel Calleros, Instructor and President Ahn at the Long Beach Beauty Expo.

4. President Ahn of Pacific States University with Mr. Leonard Engelman, First Governor of Makeup Branch on the Board of the Academy of Motion Picture Arts & Sciences at the Grand Budapest Hotel for the 87th Oscar Beauty & Hair Symposium.
Faculty Members

**President HeeYoung Ahn**
- Pratt Institute M.S. New York City
- Parsons School of Design B.F.A New York City
- Special Lecture -U.S. delegate for Cosmetic & Beauty Expo Osong
- Chairman of Dept. of Art Therapy, Graduate School of Design, Konkuk University Seoul
- Principle of Institute of Beauty Management, Pacific States University

**Dr. Chase Lee**
- Seoul National University, B.S.
- Thunderbird Graduate School of International Management, M.A.
- United States International University, D.B.A.
- Chairman of M.B.A & B.B.A. programs at Pacific States University

**Leonard Engelman**
- Director of Emeritus at Cinema Makeup School
- Vice President, Academy of Motion Picture Arts & Sciences
- First Governor of Makeup Artists and Hair Stylists Branch, Academy of Motion Picture Arts & Sciences
- Emeritus Academic Advisor, M.B.A. in Beauty Management Program at Pacific States University

**Lincoln H. Lee**
- University of San Diego School of Law – J.D.
- California State University of Northridge- M.B.A.
- University of Santa Barbara –B.A. Business Economics
- Consulting Director of Finance – Dermaesthetics Beverly Hills Formula USA, Inc.
- Director, Beauty Management program, Pacific States University

**Dr. Adrienne Jackson Wright**
- Chapman University, B.A., M.Ed
- University of Southern California, D.Ed
- Director, Power on Education
- Director, Strategic Career Services & Academic Advising

**Nicole Kenton**
- Sierra College, Rocklin - A. A. Physiology/Nutrition
- California State University, Sacramento – B.S. Marketing
- Pepperdine University – Executive M.B.A. in Strategy
- Founder-The Beauty Directory of California
- West Coast Committee Member—Cosmetic Executive Women
- Member-Beauty Industry West, Bay Area Beauty Association

**Isabel Calleros**
- Arizona Institution of Plastic Surgery – Aesthetician
- Scottsdale Dermatology – Aesthetician/Trainer
- Marriott Camelback Inn Spa – Aesthetics Supervisor
- Owner, National Aesthetics Institute, Arizona
- Member-Professional Beauty Association
M.B.A. in Beauty Management program

The Department of Beauty Management aims to develop ‘beauty design’ into a field of study, which makes a large contribution to society. Students are prepared for employment opportunities into various fields within the beauty profession. With great vision to nurture competent beauty experts and global beauty leaders who have creative and logical thinking, integrated communication and problem-solving skills, the program presents a professional and systematic curriculum. Students must take the following core and major courses:

Core Courses (24 units/6 courses)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC 501</td>
<td>Managerial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>BU 505</td>
<td>Organizational Behavior</td>
<td>4</td>
</tr>
<tr>
<td>BU 506</td>
<td>Management Decisions</td>
<td>4</td>
</tr>
<tr>
<td>BU 508</td>
<td>Technology &amp; Operational Management</td>
<td>4</td>
</tr>
<tr>
<td>FI 500</td>
<td>Managerial Finance</td>
<td>4</td>
</tr>
<tr>
<td>MK 501</td>
<td>Marketing</td>
<td>4</td>
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</tbody>
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Major Courses (16 units/4 courses)

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<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>BM 510</td>
<td>Beauty Counseling &amp; Customer Management</td>
<td>4</td>
</tr>
<tr>
<td>BM 511</td>
<td>Study of Beauty Culture</td>
<td>4</td>
</tr>
<tr>
<td>BM 590</td>
<td>Seminar on Beauty Design</td>
<td>4</td>
</tr>
<tr>
<td>BM 595</td>
<td>Thesis Methodology</td>
<td>4</td>
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</tbody>
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# M.B.A. Elective Courses

Students may choose 20 units/5 courses from the following electives list:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>BM 522</td>
<td>Study of Beauty Color Design</td>
<td>4</td>
</tr>
<tr>
<td>BM 525</td>
<td>Study of Hair Coloring</td>
<td>4</td>
</tr>
<tr>
<td>BM 532</td>
<td>Makeup with Special Effects</td>
<td>4</td>
</tr>
<tr>
<td>BM 533</td>
<td>Scalp &amp; Hair Management</td>
<td>4</td>
</tr>
<tr>
<td>BM 538</td>
<td>Study of Skin Analysis</td>
<td>4</td>
</tr>
<tr>
<td>BM 540</td>
<td>Body Art Workshop</td>
<td>4</td>
</tr>
<tr>
<td>BM 592</td>
<td>Seminar on Creative Hair Design</td>
<td>4</td>
</tr>
</tbody>
</table>