



CESAR VALLEJO COLLEGE
Florida, USA

CATALOG

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HISTORY

Dr. Cesar Acuña Peralta founded Universidad Cesar Vallejo in Peru in 1986 and Cesar Vallejo College in Miami, Florida in 2017.

On March 26, 1999, the University is successfully finalized and creates its governing bodies per the laws and regulations in effect at the time.

In compliance with the institutional regulations and University law, Dr. Cesar Acuña Peralta was elected unanimously as first Chancellor of Universidad Cesar Vallejo on April 19, 1999.

Currently, the University is comprised of 11 branches in the Peruvian cities of Trujillo, Tarapoto, Chiclayo, Piura, Chimbote, Huaraz, and Moyobamba, of which four are in Lima. Its most recent endeavor, Cesar Vallejo College, is located in the United States in the city of Miami, Florida.

Within the framework of internationalization efforts developed by the University in 2015, the creation of a higher education institution in the State of Florida, USA, was considered. The goal is to improve the overall quality of services provided and offer new opportunities for learning in diverse settings.

MISSION STATEMENT

The mission of Cesar Vallejo College is to train proficient, productive, competitive, and creative professionals, who act with great humanist and scientific sense. Our students are committed to sustained development to become innovative role models who protect and preserve our environment.

PHILOSOPHY

The process of hominization is developed by the incorporation of values; therefore, every educational action requires an axiological foundation whose sets of values respond to the formation of an individual. Comprehensive training starts at home and is consolidated in the process of socialization. Education at all levels strengthens home education, continuing this process through college level. Cesar Vallejo College considers the integration of all value dimensions so that their forging to the educational model enables the achievement of comprehensive training.

The college conceives a set of values that are part of its axiological frame as follows:

- Truth is the moment in which an intention or purpose finds verification, for instance, the aim of the college is to be coherent between what it proposes and what it implements. It's one of the main principles on which the moral conscience of the community of Cesar Vallejo lays.
- Justice is the recognition of the rights and the distribution with a criterion of fairness; it's the guiding axis that seeks to overcome barriers that impede the access to quality education to the strata of society that has fewer opportunities.
- Freedom is the autonomy of conscience to attain a coherent and balanced life, disseminate our ideas, and promote open discussion, to associate with individuals that share the same ideals.
- Honesty is the human quality determined by the consistency between what you think and your behavior towards your fellowmen. Along with justice, it demands to concede individuals what is fair. It also aims at maintaining coherence between educational goals and the performance of the college.

- Respect implies understanding and accepting individuals' conditions as human beings with rights and duties in a continuing process of spiritual and material improvement.
- Loyalty is the implicit compromise of solidary action for the search of common objectives. This implies the need to safeguard a favorable internal and external image of the institution and to make observations and suggestions to improve the quality of education provided.
- Tolerance is the process of acceptance of equality of human rights, respecting the differences to maintain good personal relationships and to improve the process of institutional development.
- Solidarity is the feeling of unity based on ideals and shared objectives; it is what drives social work and extension activities of the college.
- Social responsibility is the awareness of the fact that we live in a society, and we have obligations towards it. It is the participative engagement of the college community to improve living conditions in vulnerable sectors.
- Innovation is the renewal of everything that becomes outdated to achieve excellence in accordance with the trends of a globalized world.
- Competitiveness is the efficient generation of natural resources, of our cultural diversity, and human potential to achieve excellence at a personal and social level.
- Productivity is the creation of natural resources in an efficient way so that the college obtains an added value in its processes, and it may compete under optimum conditions in the regional, domestic, and international markets.
- Democracy is the way of living based on the respect of human dignity, freedom, all people's rights, and each member of the community.
- Peace is the individual state of peace and welfare. It is the capacity of handling conflicts and overcoming them with non-violent means such as dialogue and negotiation; it is the fruit of harmonious coexistence among the members of the organization at Cesar Vallejo College.

STATEMENT OF PURPOSE

The goals of Cesar Vallejo College are:

- To keep, improve and transmit a universal culture with critic and creative sense fostering national identity in a plural and diverse cultural context.
- To foster, direct, and do research on humanities, science, and technology, and encourage intellectual and artistic creation.
- To train professionals with solid humanistic, scientific, technical foundations and high academic standards so they become responsible citizens in accordance with the current and future necessities of our society. Likewise, to provide qualifications according to modern times and to develop ethical, civic attitudes of responsibility and social solidarity. To train professionals within a new concept of a teaching-learning process that responds to the necessities for domestic development, in the context of modernization and globalization of our society. Furthermore, to train the individual, professional and specialist, providing a quality education. In the same manner, to train the individual in his condition of free and creative human, with moral principles, supportive of his fellowmen, lifelong learner of his reality and his resources to transform these resources with the latest knowledge, skills, abilities, responsibilities, efficiency, and effectiveness so he can adapt to important changes in the world and to his local and national identity.
- To extend the actions and services to the community, fostering a comprehensive development of society with social responsibility. Likewise, to be an open space for a college education that promotes continuing learning, providing opportunities for personal realization and social mobility to educate citizens that actively participate in society and are open to the world to promote human rights, sustainable development, democracy, and peace.

- To promote, generate, and disseminate knowledge through investigation as part of services that will be offered to the community. Furthermore, to provide appropriate technical competencies to contribute to the cultural, social, and economic development of society.
- To contribute to the development and improvement of education at all levels, especially through the training of professors.
- To contribute to the awareness of regional and national reality.
- To implement work of prevision, alert, and prevention through a constant analysis of new social-economical tendencies, cultural and political, contributing to the definition and dealing of problems that affect the social welfare of communities, regions, and our country and world society.
- To promote college social programs among the college community so that it becomes an institution of local actions that supports activities for its development, integrating both its actions and resources.
- To comply with other functions under the constitution and law.

Ownership or Governance

Universidad Cesar Vallejo LLC d/b/a Cesar Vallejo College is a Florida limited liability company wholly owned by Universidad Cesar Vallejo S.A.C., a foreign corporation.

Board of Directors

The Board of Directors of Cesar Vallejo College is comprised of the following members:

- Cesar Acuña Peralta- Chairman of the Board, President
- Cesar Acuña Nuñez- Chief Executive Officer

- Richard Acuña- Treasurer
- Kelly Acuña – Secretary

Americans with Disabilities Act

Cesar Vallejo College complies with the Rehabilitation Act of 1973 (Section 504) requiring that no qualified handicapped person be excluded, due to a disability, from enrolling in a course of instruction. Students should disclose special needs to the Admissions Director at the time of enrollment if they wish to avail themselves of special accommodations at any time that special needs are required.

For physically challenged students, Cesar Vallejo College has appropriate parking to facilitate entrance to the building. Restrooms are equipped with wide doorway and bars to accommodate wheelchair accessibility.

Student Complaint Process

Any student who feels they have not been treated fairly under Cesar Vallejo College policies has the right to file a written complaint. A complaint must be submitted to the Director of Academic Affairs. Complaints must be dated and sent by certified mail. Within 10 business days after receipt of complaint, the Director of Academic Affairs will inform the student regarding the institutional response to their complaint. Students have the right to file a Grievance with Cesar Vallejo College if students believe the College has not followed its policies. See the Grievance Procedures in this catalog.

Equal Opportunity Statement

Cesar Vallejo College will not deny admission or discriminate against students enrolled at the institution on basis of race, creed, color, sex, age, disability, or national origin.

Description of Facilities and Equipment

Cesar Vallejo College offices are conveniently located in the Southeast Financial Center, a 55-story building centrally located in Downtown Miami-one of the fastest growing business districts in the country. Commuting is a breeze with ample parking and the Metro mover at Bayfront Park and The Knight Center within walking distance.

Our facility comprises of 323 sq.ft. and is on the 20th Floor, Suite 20-117. It is secured and can only be accessed via staff key and key cards. All staff, faculty and student files are stored in locked cabinets. The staff has access to common areas such as conference rooms, male and female restrooms, lounge, and a kitchen area. Equipment used at Cesar Vallejo College is comparable to industry standards and meets all programs' objectives.



HOURS OF OPERATION

CLASSES

Monday through Friday

9:00 am – 9:30 pm

OFFICE HOURS

Monday through Friday 9:00 am – 5:00 pm

LIBRARY/RESOURCE CENTER

Monday through Friday 9:00 am – 5:00 pm

Academic Calendar 2021-2022**Important Dates and Deadlines**

CVC offers open enrollment. Start of classes is the first week of every month.

Fall Semester 2021: September – December

Sep 06	Labor Day (No scheduled classes)
Sep 07	4-Weeks Term 2 Classes Begin
Sep 24	Last day of class
Sep 27	Final exams/ Final presentations
Sep 30	Final Grades due
Oct 04	4-Weeks Term 3 Classes Begin
Oct 25	Last day of class
Oct 27	Final exams/ Final presentations
Oct 29	Final Grades due
Nov 01	4-Weeks Term 4 Classes Begin
Nov 11	Veterans Day (No scheduled classes)
Nov 22	Last day of class
Nov 24	Final exams/ Final presentations
Nov 25	Thanksgiving Day (No scheduled classes)
Nov 30	Final Grades due
Dec 02	4-Weeks Term 5 Classes Begin
Dec 20	Last day of class
Dec 21	Final exams/ Final presentations
Dec 23	Final Grades due
Dec 25	Christmas Day (Start Holiday Recess)

Spring Semester 2022: January - April

Jan 01	New Year's Day (No scheduled classes)
Jan 02	End Holiday Recess

Jan 03	4-Weeks Term 1 Classes Begin
Jan 17	Martin Luther King Jr. Holiday (No scheduled classes)
Jan 21	Last day of class
Jan 26	Final exams/ Final presentations
Jan 28	Final Grades due
Feb 01	4-Weeks Term 2 Classes Begin
Feb 18	Last day of class
Feb 21	President's Day (No scheduled classes)
Feb 22	Final exams/ Final presentations
Feb 25	Final Grades due
Feb27/Mar6	Spring Break
Mar 07	4-Weeks Term 3 Classes Begin
Mar 25	Last day of class
Mar 28	Final exams/ Final presentations
Mar 31	Final Grades due
Apr 02-04	Easter Break
Apr 04	4-Weeks Term 4 Classes Begin
Apr 15-17	Easter Break
Apr 22	Last day of class
Apr 26	Final exams/ Final presentations
Apr 29	Grades due

Summer Semester 2022: May - Aug

May 02	4-Weeks Term 1 Classes Begin
May 20	Last day of class
May 24	Final exams/ Final presentations
May 27	Final Grades due
May 30	Memorial Day (No scheduled classes)
Jun 06	4-Weeks Term 2 Classes Begin
Jun 19	Juneteenth Day
Jun 20	Juneteenth' day off (No scheduled classes)
Jun 24	Last day of class
Jun 27	Final exams/ Final presentations
Jun 30	Final Grades due
Jul 04	Independence Day (No scheduled classes)
Jul 05	4-Weeks Term 3 Classes Begin
Jul 22	Last day of class

Jul 26	Final exams/ Final presentations
Jul 29	Final Grades due
Aug 08	4-Weeks Term 4 Classes Begin
Aug 25	Last day of class
Aug 29	Final exams/ Final presentations
Aug 31	Final Grades due

Fall Semester 2022: September – December

Sep 05	Labor Day (No scheduled classes)
Sep 06	4-Weeks Term 1 Classes Begin
Sep 23	Last day of class
Sep 27	Final exams/ Final presentations
Sep 30	Final Grades due
Oct 03	4-Weeks Term 2 Classes Begin
Oct 21	Last day of class
Oct 25	Final exams/ Final presentations
Oct 28	Final Grades due
Nov 01	4-Weeks Term 3 Classes Begin
Nov 11	Veterans Day (No scheduled classes)
Nov 21	Last day of class
Nov 22	Final exams/ Final presentations
Nov 24	Thanksgiving Day (No scheduled classes)
Nov 30	Final Grades due
Dec 01	4-Weeks Term 4 Classes Begin
Dec 19	Last day of class
Dec 21	Final exams/ Final presentations
Dec 23	Final Grades due
Dec 25	Christmas Day (Start Holiday Recess)
Dec 26	Christmas Day' day off

HOLIDAYS

Cesar Vallejo College observes the following holidays:

New Year's Day	01/01/22
Martin Luther King Jr.	01/17/22
President's Day	02/21/22
Spring Break	02/27/22 – 03/06/22

Easter Break	04/15/22 – 04/17/22
Memorial Day	05/30/22
Independence Day	07/04/22
Labor Day	09/05/22
Veterans Day	11/11/22
Thanksgiving Break	11/24/22 – 11/27/22
Holiday Recess	12/25/22 – 01/02/23

NOTE: *Classes are not in session on the holidays listed above.*

Privacy of Student Records

Cesar Vallejo College is committed to the protection of Student’s rights and privacy of information. In Accordance with Public Law 93-380, Family Education Rights and Privacy Act of 1974, 1002.22, the College allows students to access their educational records, challenge records they believe to be inaccurate, incomplete, or misleading, and limit the release of such information. Records will not be released without the written consent of the student. The student will be notified if a court subpoenas the records.

Campus Security

In compliance with the Student Right to Know Security Act, Public Law 101-5432, as amended by the Higher Education Technical amendments of 1991, Public Law 102- 26, Cesar Vallejo College will provide statistics and procedures for reporting and deterring suspicious/criminal activity. Students unable to access this information are advised to obtain a printed copy.

ADMISSIONS

Admission Policy

Cesar Vallejo College offers educational opportunities to anyone who has the interest, desire, and ability to pursue advanced study. A disability will not be used to deny admission to Cesar Vallejo

College. Courses of study are offered at the Bachelor of Science Degree level. Applicants at a minimum must have a high school diploma or completion of GED. If student is under the age of 18, they must secure Parent/Guardian signature.

Cesar Vallejo College reserves the right to deny admission or readmission to any student if the College authorities believe his/her admission is not in the best interest of the student or College.

General Information

For students enrolling at Cesar Vallejo College with courses taken at another institution, credits will be accepted if these courses are comparable to courses offered at Cesar Vallejo College and are subject to approval by the Director of Admissions.

Students transferring to another institution is the student's responsibility to confirm if credits will be accepted by the institution of the student's choice.

Cesar Vallejo College is licensed by the Commission for Independent Education, Florida Department of Education. Additional information regarding this institution may be obtained by contacting The Commission for Independent Education at 325 West Gaines Street, Suite 1414, Tallahassee, FL 32399-0400, toll-free number (888)224-6684.

DEADLINES AND REQUIREMENTS

Requirements

Contact Cesar Vallejo College to obtain a complete Admissions Application via the college's website. Submit proof of eligibility for admission:

- Submit a completed admissions application
- Pay a \$50 non-refundable admissions application fee
- Payment of tuition and fees by deadline indicated on Enrollment Agreement
- Submit a High School Diploma or a GED (General Education Diploma)
- Submit a copy of official High School transcripts or copy of the GED transcript
- Submit a copy of a valid government issued picture ID
- If student is under the age of 18, they must secure Parent/Guardian signature
- Complete the Cesar Vallejo College Placement Exam
- Online students must have access to the Internet

Cesar Vallejo College Placement Exam

Cesar Vallejo College offers all programs in English and Spanish. CVC requires all applicants to meet the minimum level requirements in Math, English and/or Spanish in order to enroll in college level credit courses in these programs. Students applying for enrollment in any of our programs, must show the required level of competencies in these areas. This is a placement exam used to measure the academic competencies and abilities of the student. The exam is divided into three sections: Reading, Writing, and Mathematics. There are 30 questions per subject area. The test has no time limit; the average time to complete it is approximately 3 hours.

Students exempt from the exam:

- Students who have received credits for college-level courses in Spanish, English and/or Math will be exempt from taking the placement exam.
- Students who enroll in a program offered in English and who have taken the PERT exam (Postsecondary Education Readiness Test) within a period of less than 1 year with the scores of 123 or higher in Math, 106 or higher in Reading (English) and 103 or higher in Writing (English)

The minimum required score in each of the three areas (Math, Reading, and Writing) is 75%.

Spanish, English, and Math preparatory courses:

Students who do not complete the minimum required score, must take SPN 0003, ENG 0001 and/or MAT 0002, offered at CVC. These are non-credit courses; therefore, the results are not considered in the computation of required credits for any program.

These courses introduce and develop students to learn and be trained in fundamental knowledge and skills in these areas and are designed to prepare the students in order to successfully enroll in our programs.

Re-Admission

Former students that wish to apply for re-admission must complete a new enrollment agreement and will be charged tuition and fees per the rates at the time of readmission. Students must be in compliance with the College's Satisfactory Academic Progress policy. Students who desire to be readmitted must interview with the Admissions Office. The Director's approval is required for readmissions within a year from the student's withdrawal date. Requests are evaluated on a case by-case basis. Upon readmission to the College, students are required to pay a \$100.00 fee as listed on the Enrollment Agreement.

Transfer Students

Students wishing to transfer from another college must:

1. Complete all the steps of the Admissions Process, including payment of nonrefundable application fee.
2. Request that Admissions/Registrars of previously attended colleges send official sealed transcripts directly to Cesar Vallejo College (not issued to students).
3. Upon request, provide course syllabi or a college catalog to the Admissions Office for use in evaluating courses completed at another institution.
4. Achieve a grade of 2.0 or better.
5. Pay a non-refundable \$50.00 fee for Admission and \$100.00 fee for Registration.

Course Transfer

Students transferring courses from a previously attended institution must maintain a 2.0 or above, on a 4.0 scale and must have received a minimum of "C" or its equivalent for acceptance. No credit is given for academic courses with pass/fail or satisfactory/unsatisfactory grades. Transfer of credits to Cesar Vallejo College may not exceed 75% of the program's total number of credits.

These courses will be evaluated on course equivalency to determine relevancy and fulfillment of curriculum objective within Cesar Vallejo College.

If applicant attended or is a graduate of a foreign institution, all course work from the foreign institution must be evaluated for U.S. institutional equivalency. The official evaluation must be sent directly from the evaluation service. For evaluation, please contact a member agency of the National Association of Credential Evaluation Services <http://www.naces.org> such as:

Josef Silny & Associates, Inc.
International Education Consultants

7101 SW 102nd Avenue
Miami, FL 33173
(305) 273-1616 www.jsilny.com

The process to transfer credits must be completed and approved prior to the first day of class. Transfer of credit may not exceed 75% of any program's total number of credits.

Credit for Prior Learning

CVC reserves the right to grant credit for prior learning. Credit for Prior Learning is credit for learning and extensive professional experience acquired outside of the University, that has resulted in a level of knowledge and skills appropriate and comparable to the level and content of the program or credential offered at CVC. The maximum amount of credit allowed for Credit for Prior Learning will not exceed 25% of the credits required for the program in which the student is enrolled. CVC may require that the Credit for Prior Learning be validated by testing or presentation of a portfolio demonstrating the skills possessed by the student prior to accepting such credit. CVC charges a Portfolio Fee for the assessment of a student's portfolio or for the validation of the requested credit through testing as part of this process. Please refer to the Tuition and Fees section of this catalog for the required fees.

Credit by Examination

For students requesting credit by examination, the exam will be administered like any other exam through our virtual platform or in site. The student will be provided with access and instructions to the platform for the purpose of taking the exam. The maximum amount of credit allowed for Credit by Examination will not exceed 25% of the credits required for the program in which the student is enrolled.

Conversion of Clock Hours for Credit Transfer

Courses in clock hours are evaluated using the following formulas:

- 15 lecture clock hours = 1 credit hour
- 30 laboratory clock hours = 1 credit hour
- 45 externship clock hours = 1 credit hour

STUDENT SERVICES

Counseling

Counseling is available to all students regarding their academic progress, placement opportunities and other related matters. Students must make an appointment with the Director of Career Planning and Placement.

The College maintains relationships with the Chamber of Commerce, and State and Federal Agencies to help meet our students' professional needs.

Finance Department

Cesar Vallejo College provides a Finance Department to accept payments of tuition and fees as well as to answer any basic questions about a student's account. Hours of operation are from 9:00 am – 5:00 pm during normal operating hours.

Career Services

Cesar Vallejo College helps graduates find employment in their field of study. The College assists students on career preparatory activities such as resume development, participation in career fairs and professional networking. All programs are designed to prepare graduates for entry-level positions. Resources are readily available to students; job placement assistance is accessible to all graduates through Career Services. Cesar Vallejo College cannot guarantee employment. However, Career Services will make every effort to assist their students in their job search. The College is committed to make sure that students succeed.

Students requesting career service assistance must provide a signed authorization allowing Cesar Vallejo College to send their

resume to potential employers as part of a graduate's job search, since Cesar Vallejo College complies with the Family Educational Rights and Privacy Act (FERPA).

Housing

Cesar Vallejo College provides information to students about reliable realtors and rental opportunities near campus. The College is located along major traffic arteries to allow easy commuting for students.

Parking

Private parking facilities are available in the surrounding areas of the College.

Campus Safety

Cesar Vallejo College maintains well-lit buildings with appropriate well-lit parking areas. Any incidents or suspicious persons are to be reported promptly to the College administration.

In case of fire, students should take note of exit signs in each building. In the event of an emergency, students should:

- Exit the building in an orderly fashion using the nearest exit.
- Stand at a safe distance from the building.
- Not re-enter the building until directed by the College administration.

Student Lounge

Cesar Vallejo College has an area designated for students to enjoy refreshments/snacks.

Personal Property

Cesar Vallejo College is not responsible for any kind of loss, theft, destruction or casualty to personal property of any kind owned by students, visitors or others.

Graduation

Cesar Vallejo College commencements ceremonies are held twice a year. To graduate, students are required to fulfill all financial obligations. Students must make an appointment with the Director of Admissions/Registration to complete a graduation application. Students will be awarded a Bachelor in Business Administration with majors in Management or International Business after having satisfactorily completed all academics requirements with a minimum cumulative GPA of 2.0. After review of the student's records, the Registrar will determine if the student may participate in the ceremony and shall notify the student in writing.

FINANCIAL SERVICES

General Information

Cesar Vallejo College provides institutional financial assistance to students who need financial aid to pay for some of their expenses. The Finance Department has established procedures which assure fair and consistent treatment of all applicants.

Cesar Vallejo College believes the primary responsibility for the educational cost lays with the student and his/her family. Institutional financial assistance is available to meet the student's tuition and institutional fees.

A student's financial need is solely the responsibility of the student. Each student is responsible for correctly completing all applications and processing paperwork in a timely manner. If the student does not receive institutional financial assistance while in the College, the student is responsible for all tuition and fees due to Cesar Vallejo College. Students should make an appointment with the

Finance Department to ensure they understand the institutional financial assistance available to them.

Financial Assistance Programs:

Monthly Payment Plan

The Cesar Vallejo College Monthly Payment Plan is designed to assist students by facilitating monthly installments of monies owed to the College.

- **Coverage**

The plan covers 100% of tuition and fees.

- **Eligibility**

Students must be enrolled at Cesar Vallejo College to be eligible to apply. No minimum number of credits are required.

- **Term**

The student is responsible to pay the remaining balance on a monthly payment plan, financed at 0% for a term of up to four years, not to exceed 48 payments. Monthly payments will begin immediately upon commencement of classes and will be due the 1st day of each month.

How to Apply for Financial Assistance Programs

Cesar Vallejo College will gather:

- A complete Financial Assistance Application.
- Required financial information to determine your financial need.

Notes: The Financial Assistance package is based on tuition and fees, student contribution, and enrollment status within an academic year.

You must re-apply for institutional financial assistance on an academic year basis.

Scholarships

The Cesar Vallejo College Scholarship is designed to assist students who demonstrate a need to pay tuition. The college has set aside 20 scholarships/semester.

Coverage

The plan covers 100% of tuition only. Student must pay:

- Admission Fee - \$50.00
- Registration Fee each semester \$50.00
- Courses Fee - 50.00 each course

Eligibility

- Student must complete a scholarship application;
- Student must write an essay of at least 300 words;
- Student must provide 2 letters of recommendation;
- Student must maintain a minimum GPA of 3.0, and/or family income of \$60,000 per year.

Term

Students can receive scholarships up to four years.

Student Rights

All Cesar Vallejo College students have the right to:

- A copy of the documents describing the school's licensing credentials.
- Information about Cesar Vallejo College programs, its instructional programs, including course syllabus, physical facilities, and its faculty.
- Information concerning the cost of attendance.
- Information on the refund policy for students who withdraw.
- Information on how the school determines whether a student is making satisfactory progress and if not, understand the nature of the process.
- Information concerning special facilities and services available under the American with Disabilities Act.
- Information of financial assistance availability.

- Information concerning the school's academic and administrative policies.
- Fair, equal, and non-discriminatory treatment from all school personnel.
- Access to their student records.
- Freedom of academic expression.

Students Responsibilities

It is the responsibility of each Cesar Vallejo College student to:

- Abide by the Cesar Vallejo College Student Code of Conduct.
- Read, understand, and keep copies of all forms received.
- Review enrollment guidelines.
- Know and meet all deadlines for applying or reapplying for aid.
- Provide all documentation, corrections, and/or new information to the Finance Department.
- Notify the school of any change in information since their initial application for financial assistance.
- Repay all loans.
- Understand the school refund policy which is stated under the Cancellation and Refund Policy section of this catalog.
- Read the contents of the Application for Admission carefully.
- Purchase or otherwise acquire books and supplies.
- Maintain school property in a manner that does not deface, destroy, or harm it.
- Return library books in a timely manner and pay any assessed fines.
- Obtain required educational and financial clearance prior to graduation.
- Wear student ID at all times.

TUITION, FEES AND OTHER COSTS

Costs

The tuition fee schedule for all undergraduate's courses at Cesar Vallejo College has been calculated on a yearly basis and is subject to annual review and modification.

Non-Tuition Fees

- Admission Fee ** \$ 50.00
- Registration Fee ** \$100.00
- Re-Admission Fee* \$100.00
- Late Registration Fee (*addition to registration fee*) \$ 75.00
- Validation of Credit Transfer \$ 65.00
- Withdrawal Fee \$100.00 (per course)
- ID Badge \$ 10.00 Transcript Fee \$ 30.00
- Graduation Fee \$ 50.00
- Prior Learning Portfolio Fee: \$100
- Test for Validation of Requested Credit: \$50
- Credit by Examination Fee: \$100 per exam

*Must complete a new Enrollment Agreement and will be charged Tuition and Fees per the rate at time of readmission. **One-time fee.

Tuition Fees

- AS Business Administration
- BS Business Administration in Management
- BS Business Administration in International Business
- BS Business Administration in International Marketing
- BS Business Administration in Supply Chain Management and International Trade

Full Time (per course) \$ 650 USD Semester
(15credits) \$ 3,250 USD

Total Tuition Associate (60 credits) \$13,000 USD
Total Tuition Bachelor (120 credits) \$26,000 USD

CVC offers all programs online. The cost for these programs is the same as the classroom in-person programs.

Cesar Vallejo College reserves the right to make any changes in tuition, fees, curriculum or any phase of its program where it is the opinion of the administration that the students of Cesar Vallejo College will be benefited. Financial changes will only apply to incoming new students. Students will be informed of all changes.

Test, Supplies and Special Fees

Students are required to furnish their own personal supplies such as pencils, pens, erasers, notebook, calculators, dictionaries as well as tape recorders if permitted. Workshops and seminars may be held throughout the year from various interest groups. If fees are to be charged, they will be published in advanced and are non refundable.

Late Payment

If a student fails to make the tuition payment for the enrolled semester and is in default for more than 30 days, a 5% late fee will be assessed to the tuition portion of the semester.

Cancellation and Refund Policy

Tuition is computed based on the assumption that the student remains in class throughout the semester. A place in class has been reserved for each student. Tuition is refunded in accordance to the College's Cancellation/Withdrawal and Refund Policy. A student withdrawing from the College must submit a written notice to the Program Director.

A 100% refund will be given for cancellation at any time from the date of a student's registration to the day before the first scheduled day of the semester or from the date the student cancels his/her executed enrollment agreement within three (3) business days of signing the agreement. Cancellation following the 3rd

business day, but before the first class, will result in a refund of all monies paid, except for the \$50.00 for admissions fee and \$100.00 for registration fee.

Any monies paid for supplies, books or equipment which are returned to Cesar Vallejo College and approved as acceptable, are refunded to a student who withdraws prior to the start of a semester, providing the student's items can be resold. Cesar Vallejo College reserves the right to determine if above mentioned items are returnable.

Refunds will be made available within thirty (30) days from the date of the determination of a student's withdrawal or receipt of Cancellation Notice from the student.

Tuition is computed on the assumption that a student remains enrolled throughout the academic year.

Add/Drop Course Refund Policy

A student must submit a formal request to the Program Director of his/her intention to add/drop a course. The drop date will be determined by the date on the formal request. Failure to submit a formal request to the Program Director of a change to the schedule, will result in the student being fully charged and not eligible for any refund.

If the student attends 1-7 days he/she will receive 100% refund, 8-14 days he/she will receive 50% refund, 15-31 days he/she will receive 25%, over 32 days, no refund.

Termination or Cancellation by Institution

The College maintains the right to terminate a student's enrollment in a course for a variety of reasons including, but not limited to:

- Course schedule changes
- Course cancellation due to low enrollment

- Student's non-fulfillment of course prerequisites; or academic suspension
- Suspension for violation of the Code of Conduct

In the event of a course cancellation the student has an option of taking another course.

Withdrawal

A student choosing to withdraw from the school after the commencement of classes is to provide a written notice to the Registrar. The notice must include the expected last date of attendance and be signed and dated by the student.

Students who withdraw from a course after the refund period will receive a grade of "W" (Withdrawal). Students that do not follow the Withdrawal Procedures will receive a "WF" (Withdrawal with Failing). A student may take a course a maximum of three times. Additionally, upon the third attempt, the student will not be permitted to withdraw and will receive a final grade for the course.

For a student to be eligible to apply for a leave of absence, a student must have completed a full semester at Cesar Vallejo College. Student must have approval prior to the start of the leave of absence. An exception could be granted for a medical emergency.

Consequences

Withdrawing from a course will maintain your GPA; excessive withdrawals "W" (more than 2), may affect your academic standing, and thus place you in one of the Satisfactory Academic Progress categories. To remain in good Satisfactory Academic Progress Standing, the student must earn 67% of the credits in which he/she has registered; otherwise, the student will experience academic penalties.

Withdrawing from a course after the refund period indicated on the schedule always has financial consequences. Money will not be reimbursed to the student.

RULES AND REGULATIONS

Conduct

Students are expected to maintain complete honesty and integrity throughout their enrollment at Cesar Vallejo College. Students must conduct themselves in a courteous, and professional manner thus enabling the College to recommend them to prospective employers.

Students under the influence of alcohol or unlawful possession of drugs or narcotics of any kind are subject to immediate dismissal. Students will be responsible for all College property damaged or destroyed with or without intent. Students are required to keep their work areas clean and orderly and return all equipment and supplies to their proper place before they leave the classroom or laboratory for the day.

Cell Phones

Cell phones must be off during classes.

Drug Policy

Cesar Vallejo College follows Federal Government regulations for a Drug Free Workplace for both students and employees. Any student or employee caught in possession, use or distribution of any illegal substance or paraphernalia may be dismissed and/or referred to an appropriate agency for arrest.

Harassment

Cesar Vallejo College supports a policy against harassment. Students, faculty, and administrative staff must work together in an atmosphere free of all forms of harassment, exploitation, or intimidation.

Falsifying Records and Official Documents

Falsifying information or forging signatures on official academic documents such as drop/add forms, incomplete forms, petitions letter, or any other official College documents, will result in disciplinary actions.

College Transcripts

A request for a transcript must be in writing, signed by the student and requested with a minimum of one week. The full address of the person/place to which the transcript is to be sent must be included. An official transcript of the College will be forwarded directly to other College, prospective employers, or to other agencies at the request of a student.

Privacy of Student Records

Cesar Vallejo College adheres to the Family Educational rights and Privacy Act of 1974 (Public Law 93-380). Student records are maintained by Admissions/Registrar's Office (academic records), Finance Department (financial records and accounts receivable records). The records are maintained in permanent digital files, and in fireproof cabinets

All authorized College personnel have access to student records for official purposes. A student is given access to his/her record within a reasonable time after submitting a written request to the custodian of that record (Admissions/Registrars, Finance Department).

If the content of any record is believed to be in error or inaccurate, the student has the right to a due process that allows for a hearing. The student must request the due process via a written request.

Student information is released to persons, agencies or legal authorities as required by legal process or by consent of a student. Information is released on a consent basis when the student has

specified the information to be released and name(s) of person(s) to whom the information is to be released.

Dress Code

Proper professional dress and appearance create the first impression upon which an employer evaluates a candidate; therefore, professional dress and appearance are expected at the College:

- Identification badges – the college picture ID should be worn always on College premises.
- Proper oral hygiene.
- Heavy perfume and colognes are not permitted.
- Chewing gum is prohibited.

Academic and Administrative Dismissal Policy

A student may be dismissed from Cesar Vallejo College for disregarding administrative and academic policies. Causes for dismissal include, but are not limited to the following:

Professional Behavior

- Failure to adhere to College policies and procedures as outlined in the College Catalog.
- Willful destruction of College or student property.
- Theft of student or College property.
- Improper or illegal conduct such as hazing and/or sexual harassment.
- Use, possession and/or distribution of alcoholic beverages or illegal drugs.
- Cheating or plagiarism.
- Use of abusive language, including verbalization or gestures of an obscene nature.
- Threatening or causing physical harm to students, faculty, staff, or others on campus while students are engaged in off-site learning experiences.

Academic and Administrative

Failure to meet minimum student's educational responsibilities and standards established by the program such as:

- Meeting deadlines for academic work and tuition payments.
- Provision of documentation, corrections and/or new information.
- Notification of any information that has changed since the initial application.
- Purchase or otherwise furnish required supplies.
- Maintenance of College property.
- Return of library books in a timely manner and payment of fines.
- Continued inappropriate personal appearance.
- Continued unsatisfactory attendance.
- Non-payment for services provided by the College.
- Failure to comply with policies and procedures listed in the College Catalog.

Grievance Procedures

Cesar Vallejo College believes that every student has a right to procedural due process in which a student has notice and opportunity to be heard. If the administration must take disciplinary measure against a student, the student may appeal the decision to the Grievance Committee within 3 working days.

Students are encouraged to resolve the problems through administrative channels. A petition for a grievance hearing must be made in writing and submitted to the Director of Student Affairs. The Director of Student Affairs is the facilitator/moderator of the grievance hearing and non-voting member. The Committee will hear evidence, ask questions, review policies, and will render advisory ruling upon the approval of the President, will become binding upon the administration as well as the student who filed the grievance. The Grievance Committee must respond to the student within 7 working days.

ACADEMIC POLICIES

Credit Hours

Credit for Cesar Vallejo College courses is calculated on a semester credit hour basis:

15 lecture clock hours = 1 semester credit hour

30 laboratory clock hours = 1 semester credit hour

45 externship clock hours = 1 semester credit hour

College Hours

The College is in session throughout the year, except for holidays and vacations. Please refer to the Hours of Operation section of this catalog. Classes are held Monday through Friday online from 9:00am to 9:00pm.

Academic Advisement

All students are assigned an academic advisor. Cesar Vallejo College faculty and administration attend to each student's academic needs in a professional and caring manner.

Digital Library

Cesar Vallejo College Digital Library includes the Gale Virtual Reference Library and the ProQuest databases that store more than 5 million documents regarding different knowledge areas, particularly, the information required for the implementation of the academic programs being offered. Students can contact the LIRN Consortium Librarian via email for any level of research assistance.

General Education Courses

General Education is a component of Cesar Vallejo College's Bachelors' Degrees. Cesar Vallejo College's general education curriculum is designed to emphasize the ability to think, read, and

write effectively and to understand quantitative data. These courses focus on the skills, techniques and procedures specific to each degree. They are intended to train students in inquiry and analytical skills. General Education courses afford the students the opportunity to gain a college level of literacy in humanities, social behavior sciences, and mathematics.

Guest Lectures

Cesar Vallejo College enhances the student's education by inviting speakers on a regular basis from the business and professional field. Guest lectures will address students on a variety of subject matters.

Attendance

Regular class attendance is essential to academic progress and is expected. Absences more than 20% of class hour, for any subject, may cause a student to be ineligible to take the final examination in the course. A student could be reinstated to class following a faculty evaluation of his/her abilities and performance. These determinations are made on an individual, case-by-case basis. Excessive absences may also result in the following administrative actions: attendance warning, probation, suspension, or dismissal. Students must be admitted by the first day of class, otherwise, they will not be permitted to begin a course. In an emergency, if a student needs to be absent, it is the student's responsibility to arrange with the instructor to complete missed work. It is up to the discretion of the faculty if a student will be allowed to make up missed work or, in the case of excessive absences, to be referred to the Administration.

College Interruption

If the operation of the College is suspended at any time due to any "Act of God", strike, riot, or any other reason beyond the control of the College, refunds will be made per the refund policy, or students have the option of resuming their course work at a later date. Cesar Vallejo College may acquire an alternate geographic area to continue to provide course work.

Excused Absences

There shall be no grade penalty for a student who is absent from academic activities because of religious holiday observations in his/her own faith, the student's serious illness, death in the immediate family, or attendance to statutory governmental responsibilities.

Unexcused Absences

Faculty members may impose a grade penalty for unexcused absences as described in the syllabus. A student accumulating five (5) or more unexcused classes may have final grades withheld.

Leave of Absences

To be eligible to apply for a leave of absence, a student must have completed a full semester at Cesar Vallejo College. The student must submit in writing a request for the leave (with appropriate documentation) to the Registrar and Academic Affairs. Students must have approval prior to the start of a leave of absence. An exception could be granted for a medical emergency.

A leave of absence may be granted for a period not to exceed one hundred and twenty (120) days. Students are limited to two (2) leaves of absences in their career. Acceptable leaves of absences are jury duty, military duty or circumstances covered under the Family Medical and Leave Act of 1993 (FMLA). The circumstances are birth of a child, adoption, and care for spouse, and/or serious health conditions.

A leave of absence is granted when there is a reasonable expectation a student will return to the college at the end of the leave of absence. Students must be evaluated/tested to determine the level of competency. Students taking an approved leave of absence will not incur any additional charges for the period of the approved leave. If a student fails to return to the school at the end of the approved leave of absence, then the student is withdrawn from Cesar Vallejo College and will be charged a re-admission fee when he/she re-enrolls.

If a student does not return to the school at the expiration of an approved leave of absence, the student 's last day of attendance is the date the student began the leave of absence, and charges and refund calculations are applied. All refund and cancellation policies are applied based on a student's last day of attendance.

School Withdrawal

When a student withdraws from Cesar Vallejo College, the student must submit a written notice to the Admissions Director. The notice must contain the reason for the withdrawal.

Academic Re-Admittance Policy

A student must apply for readmission to the College after a voluntary withdrawal before being withdrawn. This policy also applies to students who have been on an approved leave of absence that extended beyond the date granted which results in automatic withdrawal. The re-admission policy is as follow:

1. Student must obtain permission from the Admissions Director to re-enroll.
2. Student must obtain the Finance Director's signature on the re-entry documents indicating all financial obligations to the college have been met. If a student has been out of the college for more than thirty (30) days, an admission fee of \$100.00 must be paid.
3. If a student has been out of the school for more than one (1) year, the student may no longer have the necessary skills for his/her respective program. The decision for re-admission is made by the Registrars/Admissions Director. If a student has been out of school for more than thirty (30) days, the Admissions Director may grant approval.
4. Students are readmitted on the current tuition charges.
5. After obtaining required signatures on re-admission documentation, an admitted student must return the documentation to the Registrars/Admissions Director to be scheduled for classes.

Disciplinary Re-admission Policy

A student must apply for re-admission to the college after being withdrawn for disciplinary reasons. The re-admission policy is as follows:

1. Student's re-entering is placed on a disciplinary probation until graduation.
2. If there are no violations of the Student Rules and Regulations at the conclusion of enrollment at Cesar Vallejo College, the student's records within the probationary period will be cleared.

Academic Load

To be considered full-time, a student must carry a load of twelve (12) or more credit hours per semester (up to 18) which is a normal academic load.

Testing

Classroom testing is necessary for each course. Cesar Vallejo College policy requires that each student completes and passes the required examinations per the instructor's schedule to receive a passing grade. All examinations are announced in advance so students may be prepared. Any examinations not completed by the deadline set by the instructor may result in an automatic failure for that examination

unless specific arrangements are made with the instructor. Final examinations are normally scheduled during regular classroom hours on the day of the last class scheduled.

Testing for online courses

All required activities, the specifications on how to present assignments, as well as the respective evaluation criteria, are housed in the student's virtual classroom. Students will upload all assignments to the virtual classroom. Using virtual classroom tools, teachers evaluate the assignments and documents uploaded by the student.

Partial and final exams are conducted virtually, according to the characteristics of the course and appropriate programming. The platform features virtual media and technological processes to prevent impersonation. The use of camera and videotape are used for this purpose as well.

Grade Level

Year	Grade Level	Semester Credits
Freshman	1	0-30
Sophomore	2	31-61
Junior	3	62-90
Senior	4	91-120

Grading

Students are awarded letter grades for work undertaken at Cesar Vallejo College. Academic work is evaluated, and grades are assigned at the end of each term to indicate a student's level of performance. Criteria upon which a student's performance is evaluated is distributed to each student at the beginning of each course in the form of a course syllabus. Grades are based on the quality of a student's work as shown by written tests, lab assignments, class projects and homework and other assignments. The value of a grade is as follows and is based on a 4.0 scale:

Grading Scale

A	Excellent	90-100%	4.0
B	Good	80-89.99%	3.0
C	Average	70-79.99%	2.0
D	Poor	65-69.99%	1.0
F	Failing	Up to 64.99%	0.0
I	Incomplete	Not computed*	

W Withdrawal/Prior to 50% completion Not computed

WF Withdrawal/After 50% completion 0.0

WNA Withdrawal/Non-Attendance Not computed

T Transfer Credit Not computed

*Converts to grade "F" if no grade is entered by the end of two (2) weeks.

A failing grade is used in computation of both qualitative and quantitative progress. Grades are reports of a student's progress provided to the student. Students receiving an incomplete in any subject must meet their instructor to discuss satisfactory arrangements to fulfill course requirements. Course assignments for an Incomplete must be completed within (2) weeks of the beginning of the next term. Failure to complete the work within this two-week time, without administrative approval, results in a failing grade.

Repeating Courses

A course in which a letter grade of "D" or "F" has been earned may be repeated for grade average purposes. Only the higher final grade is used in computation of cumulative grade point average at Cesar Vallejo College. No course may be repeated more than two (2) times and a tutorial course will be required. Students who repeat a course for which they have received a letter grade of "D" or "F" must notify the Admissions Office for recalculation of their cumulative GPA. A course in which a satisfactory letter grade ("A", "B" or "C") has been earned may not be repeated for grade average purposes. All credits attempted are considered when calculating quantitative satisfactory Academic Progress status.

Satisfactory Academic Progress

Students at Cesar Vallejo College are expected to maintain satisfactory academic progress and to make ongoing progress

toward graduation. There are two standards that must be met: a qualitative standard and a quantitative standard.

The qualitative standard requires that a student achieve a minimum grade average of 2.0 after completing his/her first semester at Cesar Vallejo College. All students must achieve a minimum grade of 2.0 for the second semester and must maintain a cumulative grade average of at least 2.0 to graduate from Cesar Vallejo College.

A student whose cumulative grade falls below 2.0 is placed on academic probation for the next semester. A student on academic probation who brings his/her grade average to 2.0 in a given semester, without attaining a cumulative 2.0 while on academic probation, is allowed to remain in school. As long as he/she meets the minimum standards each semester, a student is allowed to remain in school.

A student who is re-admitted after dismissal for failure to meet this qualitative standard is readmitted on academic probation.

The quantitative standard requires students to complete their program of study within 150% of the normal timeframe allotted for completion of the program. The normal timeframe is measured in credits hours attempted (rather than semesters) to accommodate a full-time schedule.

To ensure completion of a program within the maximum timeframe, Cesar Vallejo College requires students to successfully complete 67% of credits hours attempted the first academic year and each semester thereafter. If a student withdraws from a course, the credit hours of that course are included in determining the quantitative standard of satisfactory progress. All students must have completed a minimum of 67% of credit hours attempted to graduate within 150% of the normal timeframe.

A student whose cumulative completion rate falls below 67% at the end of the first academic year or any subsequent semester is placed on an academic probation for the next semester.

A student who completes 67% of credit hours attempted in a semester while on academic probation is allowed to remain in school. A student may continue academic probation even though his/her cumulative completion rate is below 67% if he/she meets the minimum standards for each semester. A student on academic probation who brings his/her completion rate to 67% is removed from academic probation. A student on probation who does not complete 67% of the credits attempted by the end of the semester is dismissed from Cesar Vallejo College.

A student who has been dismissed may reapply to Cesar Vallejo College after remaining out of school for one full semester. At that time, the student's academic records are evaluated to determine if it is possible for a 2.0 cumulative grade point average to be achieved and if the program can be completed within the maximum 150% timeframe.

A student who is re-admitted after dismissal for failure to meet the quantitative standards is readmitted on academic probation.

Academic Suspension

If, after a semester of probation, a student does not meet the academic standards outlined above, the student will be suspended. Students may not be re-admitted for a period of one full semester.

Online Education

Description of online program:

- CVC offer 100% online courses, in either English or Spanish. The learning sessions are conducted virtually allowing students to carry out 50% of asynchronic and 50% of synchronic sessions.

Asynchronous sessions use resources such as eBooks, videos, and databases for learning as well as different ad-hoc designed collaborative learning experiences.

- The student receives a virtual orientation on how to navigate the platform through video tutorials and online manuals that cover topics such as platform access, how to navigate through the course material, how to view announcements from the virtual tutor, forum participation, videoconference participation, how to answer a questionnaire, homework uploading, how to view grades, and how to personally communicate with the tutor or fellow students.
- Cesar Vallejo College Digital Library includes the Gale Virtual Reference Library and the ProQuest databases that store more than 5 million documents regarding different knowledge areas, particularly, the information required for the implementation of the academic programs being offered. Students can contact the LIRN Consortium Librarian via email for any level of research assistance.

Credit Transfer for online students:

- Students transferring courses from a previously attended institution must maintain a 2.0 or above, on a 4.0 scale and must have received a minimum of “C” or its equivalent for acceptance. No credit is given for internship/co-op courses, or for academic courses with pass/fail or satisfactory/unsatisfactory grades.
- If applicant is transferring from a US institution, they must request official sealed transcripts from previously attended institutions, to be mailed directly to CVC. If applicant attended or is a graduate of a foreign institution, all course work from the foreign institution must be evaluated for U.S. institutional equivalency. Applicants will be directed to submit their course work to a NACES member organization by completing and following the instructions on their application to submit documentation for evaluation of foreign educational credentials. Once the evaluation is completed, the results are mailed by the agency to CVC by courier.

- Transfer of credits to Cesar Vallejo College may not exceed 75% of the program's total number of credits.
- These courses will be evaluated on course equivalency to determine relevancy and fulfillment of curriculum objective within Cesar Vallejo College
- For students requesting credit by examination, the exam will be administered like any other exam through our virtual platform. The student will be provided with access and instructions to the platform for the purpose of taking the exam.

Distribution of materials:

Learning resources such as multimedia resources, specialized e-books, videos, readings, among others, will be hosted on the virtual platform. Utilizing their username and personal password, students can access their virtual classroom and use the various resources offered.

Testing:

All required activities, the specifications on how to present assignments, as well as the respective evaluation criteria, are housed in the student's virtual classroom. Students will upload all assignments to the virtual classroom. Using virtual classroom tools, teachers evaluate the assignments and documents uploaded by the student. Partial and final exams are conducted virtually, according to the characteristics of the course and appropriate programming. The platform features virtual media and technological processes to prevent impersonation.

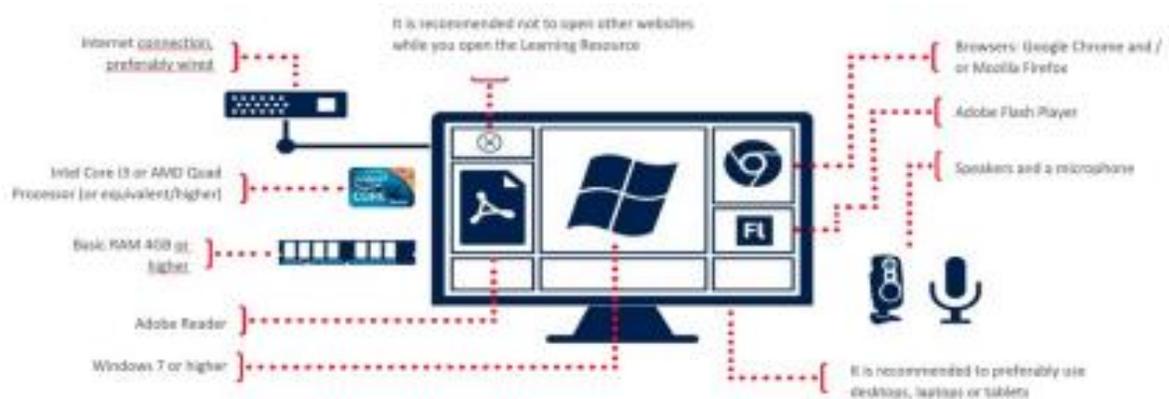
Support for student inquiries:

Academic questions and comments will be responded by the virtual tutor and/or academic assistant in a period no longer than 24 hours; and those of a technical nature, are answered immediately during business hours, and within 12 hours outside these hours.

Equipment and supplies needed:

To use the virtual platform, students must have access to: the internet, a computer or mobile device, a headset, a microphone and a webcam for video conferencing.

Technical specifications and recommendations for users:



Technical support:

CVC offers the following services through its technical support area:

- Phone support at 786-347-7427 is open Monday to Friday 9:00 am- 5:00 pm
- WhatsApp Support at 786-347-7427 is open Monday to Friday 9:00 am- 9:00 pm
- Email support at Coord.tecnol.cvc.virtual@cvallejocollege.com responding to inquiries within 24 hours.
- The virtual platform has video tutorials to help the student and virtual tutor; as well as PDF manuals that serve as self-help.

Student Services available to online students:

Counseling is available to all students regarding their academic progress, placement opportunities and other related matters. Counseling such as; personalized career coaching, job search strategy, how to maximize online resources, resume preparation,

internship search, job fair success strategies, and interviewing skill building, amongst others. Students must make a virtual appointment with the department of Career Planning and Placement. The meeting can take place in the virtual platform, via phone or in person.

PROGRAMS OFFERED

- AS Business Administration
- BS Business Administration in Management
- BS Administration in International Business
- BS Business Administration in International Marketing
- BS Business Administration in Supply Chain Management and International Trade

Courses must be taken in sequence order; certain courses require a pre-requisite course. All courses are offered in English and Spanish.

ASSOCIATE BUSINESS ADMINISTRATION

PROGRAM OBJECTIVE:

The main objective of the Business Administration program is to train professionals capable of assuming management or supervisory roles in business, government, and industries. Preparing the student with basic skills in a broad range of business functions including accounting, marketing, and management.

PROGRAM DESCRIPTION:

The program has been structured including the following components: (i) General Education (30 credit hours); and (ii) business core (30 credit hours). The Associate in Business Administration teaches the fundamentals of organization, staffing, employee relations, business communication and public relations

amongst others. It aims at achieving an exit profile with general and specific competencies so that students become successful professionals that perform accordingly in a professional world and apply, produce, and develop knowledge contributing to the development and growth of the individual, the organization, and the community. It seeks to train professionals with an entrepreneurial attitude. The program is comprised of 20 courses and a total of 60 credits.

Course Number	Course Title	Credit Hours	Clock Hours	Pre-Requisites
GENERAL EDUCATION – REQUIRED (10 courses -30 credits-)				
ENC 1101	English Composition	3		None
COM 1001	Principles of Communication	3		None
PHI 1010	Introduction to Philosophy and Ethics	3		None
PHI 1013	Fundamentals of Logic and Critical Thinking	3		None
PSY 1010	Fundamentals of Human Behavior	3		None
MAC 1105	College Mathematics	3		None
ECO 1013	Principles of Macroeconomics	3		MAC 1105
ECO 1028	Principles of Microeconomics	3		MAC 1105
SYA 1100	Fundamentals of Research Methodology	3		None
GENERAL EDUCATION – ELECTIVES (select 1 course -3 credits-)				
LDR 1010	Fundamentals of Leadership	3		None
HUM 1105	Spirituality and The Science of Happiness	3		None

EGS 1041	Technology, Humans and Society	3		None
BSC 1005	General Education Biology	3		None
EVR 1001	Introduction to Environmental Science	3		None
<p>(1) NOTE: Based on the Cesar Vallejo College placement exam results, student may have to take a preparation course in English and/or Math (no credit course). Transferred students that have completed the lower division required 60 credits, may not have to take the CVC placement exam.</p> <p>BUSINESS CORE – REQUIRED (10 courses -30 credits-)</p>				
ISM 2210	Principles of Project Management	3		None
MAN 2020	Principles of Management	3		PSY 1010
MAR 2023	Fundamentals of Marketing	3		None
QMB 2100	Basic Business Statistics	3		MAC 1105
ACG 2130	Financial Accounting	3		MAC 1105
MAP 3640	Financial Math	3		MAC 1105
ENT 3025	Fundamentals of Operations Management	3		MAC 1105
MAN 3301	HR Management	3		PSY 1010
ACG 3071	Managerial Accounting	3		ACG 2130

TRA 3321	Global Supply Chain Management	3		ENT 3025
	TOTAL CREDITS TO BE COMPLETED:	60		

All courses are available online.

COURSE DESCRIPTION

COURSE TITLE: ENGLISH COMPOSITION

CODE: ENC 1101

English composition includes the process of writing, grammar mechanics, analysis of sample essays, description, narration, exposition, argumentation.

COURSE TITLE: PRINCIPLES OF COMMUNICATION

CODE: COM 1001

This course will introduce communication principles, common communication practices, and a selection of theories to better understand the communication transactions. It includes an overview of communication as a process along with basic principles and theories. Subsequent units in the course examine specific applications of human communication applied to personal and professional life. These include interpersonal communication, small group communication, decision-making, and organizational communication.

COURSE TITLE: INTRODUCTION TO PHILOSOPHY AND ETHICS

CODE: PHI 1010

This course will introduce contemporary philosophical writings, such as the nature of truth and knowledge, mind and body, freedom, and determinism, right and wrong, and the existence of God. It includes the philosophical study of morality, including the theory of right and wrong behavior, the theory of value (goodness and badness), and the theory of virtue and vice

COURSE TITLE: FUNDAMENTALS OF LOGIC AND CRITICAL THINKING

CODE: PHI 1013

This course will introduce you to critical thinking, informal logic, and a small amount of formal logic. The emphasis is on learning how to think effectively. The course touches upon a wide range of reasoning skills, from verbal argument analysis to formal logic, visual and statistical reasoning, scientific methodology, and creative thinking.

COURSE TITLE: FUNDAMENTALS OF HUMAN BEHAVIOR

CODE: PSY 1010

This course introduces the history of behavioral psychology, common psychological behavioral problems, their evolution, and way to recondition behavior. This course introduces students to the fundamental principles of behavior analysis, like classical conditioning and operant conditioning and what it takes to establish new habits.

COURSE TITLE: COLLEGE MATHEMATICS

CODE: MAC 1105

Topics in mathematics that every college student needs to know to process, evaluate, and understand the numerical and graphical information in our society. Applications of mathematics in problem solving, finance, probability, statistics, geometry, population growth.

COURSE TITLE: PRINCIPLES OF MACROECONOMICS

CODE: ECO 1013

An instructional program that describes the systematic study of the production, conservation, and allocation of resources in conditions of scarcity, together with the organizational frameworks related to these processes. Includes instruction in economic theory, micro- and macro- economics, comparative economic systems, money and banking systems, international economics, quantitative analytical methods, and applications to specific industries and public policy issues.

COURSE TITLE: PRINCIPLES OF MICROECONOMICS

CODE: ECO 1028

Students will be exposed to the principles that apply to the functions of individual economic decision-makers by using

principles and models to describe economic situations and predict and explain outcomes with graphs, charts, and data as they explore concepts like scarcity and markets; costs, benefits, and marginal analysis; production choices and behavior; and market inefficiency and public policy.

COURSE TITLE: FUNDAMENTALS OF RESEARCH METHODOLOGY

CODE: SYA 1100

The primary objective of this course is to develop a research orientation among the students and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach. It includes discussions on sampling techniques, research designs and techniques of analysis.

COURSE TITLE: FUNDAMENTALS OF LEADERSHIP

CODE: LDR 1010

This course explores the nature and challenge of leadership in a wide variety of settings and for a wide range of purposes. It reviews classical thinking on leadership; compares analytical perspectives on leadership; defines leadership and management and explains why both are necessary and important, how they differ and how they resemble each other; sheds light on the ambiguity and confusion around leadership and tyranny; looks at successful leadership in dozens of contexts; offers a multi-stage process for understanding and planning the work of leadership.

COURSE TITLE: SPIRITUALITY AND THE SCIENCE OF HAPPINESS

CODE: HUM 1105

This course provides different ways to boost satisfaction, engagement, and collaboration. Complementing the approach of increasing your emotional intelligence and your ability to connect with others is the design of strategies to increase your resilience and spiritual competence in the pursuit of your integral wellness.

COURSE TITLE: TECHNOLOGY, HUMANS, AND SOCIETY

CODE: EGS 1041

The course examines technology development and its impact on cultures, politics, and human life to envision appropriate use of technology for a sustainable future through global learning approaches.

COURSE TITLE: GENERAL EDUCATION BIOLOGY

CODE: BSC 1005

Elementary general biology involving cells, organisms, genetics, evolution, ecology, and behavior.

COURSE TITLE: INTRODUCTION TO ENVIRONMENTAL SCIENCE

CODE: EVR 1001

A survey of basic chemical, biological, and physical principles of environmental science and ecology and the application of these principles to current political, scientific, and economic issues.

COURSE TITLE: PRINCIPLES OF PROJECT MANAGEMENT

CODE: ISM 2210

This course develops the competencies and skills for planning and controlling projects and understanding interpersonal issues that drive successful project outcomes. Focusing on the introduction of new products and processes, it examines the project management life cycle, defining project parameters, matrix management challenges, effective project management tools and techniques, and the role of a project manager.

COURSE TITLE: PRINCIPLES OF MANAGEMENT

CODE: MAN 2020

The fundamental management tasks some of which are decision making, supervision, strategy formulation, effective communications, organization, leadership, and ethical interactions are developed and discussed starting with the concepts of the behavioral sciences.

COURSE TITLE: INTRODUCTION TO MARKETING

CODE: MAR 2023

This course should provide an introductory overview of the comprehensive field of marketing. The concepts, terminology, methodology and structures explored in this course should provide a basis on which to build further expertise in the student's particular field of study. Specific competencies developed in other disciplines are drawn together in this course as students critically analyze and view of the comprehensive field of marketing.

COURSE TITLE: BASIC BUSINESS STATISTICS

CODE: QMB 2100

This course deals with the applications of mathematical, statistical, and research concepts to business, economics, finance, and management problems. Courses include statistical applications in business; business research; operations research; management science; and mathematical programming for research.

COURSE TITLE: FINANCIAL ACCOUNTING

CODE: ACG 2130

Provides a basic understanding of the general purpose of accounting procedures and financial statements. Explores double-entry accounting methods.

COURSE TITLE: FINANCIAL MATH

CODE: MAP 3640

This course will expose students to the required knowledge of fundamentals concepts to build, and analyze concepts and tools related to financial applications such as feasibility analysis, investment theory, financial analysis of projects and the understanding of net present value, internal rate of return and the value of money in the future.

COURSE TITLE: FUNDAMENTALS OF OPERATIONS MANAGEMENT

CODE: ENT 3025

This course is an introduction to the concepts, principles, problems, and practices of operations management. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, and quality assurance.

COURSE TITLE: HR MANAGEMENT

CODE: MAN 3301

Students will get exposed to the elements of the HR function (e.g., recruitment, selection, training, and development, etc.) and be familiar with each element's key concepts & terminology. As well, the students will appreciate the importance of human resource management as a field of study and as a central management function

COURSE TITLE: MANAGERIAL ACCOUNTING

CODE: ACG 3071

The course emphasizes the use of accounting information by managers within the organization and by shareholders, lenders, and other outside parties. Basic accounting terms and concepts, and the language of financial management are presented as well as the essentials of the accounting process.

COURSE TITLE: GLOBAL SUPPLY CHAIN MANAGEMENT

CODE: TRA 3321

This course provides insight into the role of Supply Chain Management in linking the functions and business entities responsible for the exchange of goods, services, and information to complete the business transaction from supplier's supplier to customer's customer in an international context. The course focuses on managing the flow of materials, goods, services, information and cash via the processes, technologies, and facilities that link primary supplier through to ultimate customers.

Bachelor Business Administration in Management

PROGRAM OBJECTIVE:

The main objective of the Business Administration in Management program is to train students to become successful and strategic professionals capable of understanding and managing all aspects of business. Students develop skills in leadership, critical-thinking, communication, and interpersonal skills to lead teams effectively and contribute to an organization's success.

PROGRAM DESCRIPTION:

The program has been structured including the following components: (i) General Education (30 credit hours); (ii) Business Core (30 credit hours); (iii) Major Courses (51 credit hours); (iv) Areas of Concentration (9 credit hours). The Business Administration in Management program prepares students for a career in business with a foundation in principles of business such as management, finance, statistics, accounting and more. It equips students with increased proficiency in various skills such as communication, effective supervision, technology, and decision making, in order to advance as business leaders within their organization and community. The program is comprised of 40 courses and a total of 120 credits.

Course Number	Course Title	Credit Hours	Clock Hours (If Applicable)	Pre-Requisites
GENERAL EDUCATION – REQUIRED (10 courses -30 credits-)				
ENC 1101	English Composition	3		None
COM 1001	Principles of Communication	3		None
PHI 1010	Introduction to Philosophy and Ethics	3		None
PHI 1013	Fundamentals of Logic and Critical Thinking	3		None
PSY 1010	Fundamentals of Human Behavior	3		None
MAC 1105	College Mathematics	3		None
ECO 1013	Principles of Macroeconomics	3		MAC 1105
ECO 1028	Principles of Microeconomics	3		MAC 1105
SYA 1100	Fundamentals of Research Methodology	3		None
GENERAL EDUCATION – ELECTIVES (select 1 course -3 credits-)				
LDR 1010	Fundamentals of Leadership	3		None
HUM 1105	Spirituality and The Science of Happiness	3		None
EGS 1041	Technology, Humans and Society	3		None
BSC 1005	General Education Biology	3		None

EVR 1001	Introduction to Environmental Science	3		None
<p>(1) NOTE: Based on the Cesar Vallejo College placement exam results, student may have to take a preparation course in English and/or Math (no credit course). Transferred students that have completed the lower division required 60 credits, may not have to take the CVC placement exam.</p> <p>BUSINESS CORE – REQUIRED (10 courses -30 credits-)</p>				
ISM 2210	Principles of Project Management	3		None
MAN 2020	Principles of Management	3		PSY 1010
MAR 2023	Fundamentals of Marketing	3		None
QMB 2100	Basic Business Statistic	3		MAC 1105
ACG 2130	Financial Accounting	3		MAC 1105
MAP 3640	Financial Math	3		MAC 1105
ENT 3025	Fundamentals of Operations Management	3		MAC 1105
MAN 3301	HR Management	3		PSY 1010
ACG 3071	Managerial Accounting	3		ACG 2130
SCM 3006	Introduction to Supply Chain Management	3		ENT 3025
<p>MAJOR COURSES – REQUIRED (17 courses -51 credits-)</p>				
ENT 3008	Entrepreneurial Strategy and mastering the startup process	3		MAN 2020
MAR 4424	International Marketing	3		MAR 2023
MAN 3864	Family Business Management	3		MAN 2020
FIN 3400	Principles of Financial Management	3		ACG 2130
FIN 3009	Corporate Finance	3		FIN 3400
MAR 3101	Digital Marketing and Social Media	3		MAR 2023

MAN 3240	Organizational Behavior	3		MAN 3301
MAR 3803	Insights and Marketing Intelligence	3		MAR 4424
MAN 4720	Strategic Management	3		MAN 2020
FIN 4604	International Financial Management	3		FIN 3400
MAN 4054	Strategic Innovation and New Product Development	3		MAR 3803
MAN 4235	Business Simulation	3		MAR 3803
MAN 4206	Systems Dynamics and Problem Solving	3		None
CAP 4630	Introduction to Artificial Intelligence and Machine Learning	3		None
ENT 4826	Entrepreneurship and Innovation for Social Progress and Environmental Sustainability	3		MAN 4206, PSY 1010
MAR 4804	Marketing Strategy and Planning	3		MAR 3803
MAR 4643	Decision Making and Negotiations	3		MAN 4206, PSY 1010
AREAS OF CONCENTRATION -REQUIRED (3 courses -9 credits-)				
Electives: Business Analytics				
ISM 4420	Introduction to Modeling	3		QMB 2100
ISM 4422	Data Visualization and Communication	3		ISM 4420
ISM 4423	Forecasting	3		ISM 4420
Electives: Digital Entrepreneurship				
ENT 4420	Digital Business Models	3		MAR 3101
ENT 4422	Digital Entrepreneurship Process	3		ENT 4420

ENT 4423	Platform Strategies	3		ENT 4422
Electives: Investment Finance and Fintech				
FIN 4420	Foundations and Applications of Financial Technology	3		

FIN 4422	Fintech Startups in Emerging Markets and Cryptography Essentials	3		FIN 4420
FIN 4423	Introduction to Global Capital Markets	3		FIN 4604
	TOTAL CREDITS TO BE COMPLETED:	120		

COURSE DESCRIPTION

COURSE TITLE: ENGLISH COMPOSITION

CODE: ENC 1101

English composition includes the process of writing, grammar mechanics, analysis of sample essays, description, narration, exposition, argumentation.

COURSE TITLE: PRINCIPLES OF COMMUNICATION

CODE: COM 1001

This course will introduce communication principles, common communication practices, and a selection of theories to better understand the communication transactions. It includes an overview of communication as a process along with basic principles and theories. Subsequent units in the course examine specific applications of human communication applied to personal and professional life. These include interpersonal communication, small group communication, decision-making, and organizational communication.

COURSE TITLE: INTRODUCTION TO PHILOSOPHY AND ETHICS

CODE: PHI 1010

This course will introduce contemporary philosophical writings, such as the nature of truth and knowledge, mind and body, freedom, and determinism, right and wrong, and the existence of God. It includes the philosophical study of morality, including the theory of right and wrong behavior, the theory of value (goodness and badness), and the theory of virtue and vice

COURSE TITLE: FUNDAMENTALS OF LOGIC AND CRITICAL THINKING

CODE: PHI 1013

This course will introduce you to critical thinking, informal logic, and a small amount of formal logic. The emphasis is on learning how to think effectively. The course touches upon a wide range of reasoning skills, from verbal argument analysis to formal logic, visual and statistical reasoning, scientific methodology, and creative thinking

COURSE TITLE: FUNDAMENTALS OF HUMAN BEHAVIOR

CODE: PSY 1010

This course introduces the history of behavioral psychology, common psychological behavioral problems, their evolution, and way to recondition behavior. This course introduces students to the fundamental principles of behavior analysis, like classical conditioning and operant conditioning and what it takes to establish new habits.

COURSE TITLE: COLLEGE MATHEMATICS

CODE: MAC 1105

Topics in mathematics that every college student needs to know to process, evaluate, and understand the numerical and graphical information in our society. Applications of mathematics in problem solving, finance, probability, statistics, geometry, population growth.

COURSE TITLE: PRINCIPLES OF MACROECONOMICS

CODE: ECO 1013

An instructional program that describes the systematic study of the production, conservation, and allocation of resources in conditions of scarcity, together with the organizational frameworks related to these processes. Includes instruction in economic

theory, micro- and macro- economics, comparative economic systems, money and banking systems, international economics, quantitative analytical methods, and applications to specific industries and public policy issues.

COURSE TITLE: PRINCIPLES OF MICROECONOMICS

CODE: ECO 1028

Students will be exposed to the principles that apply to the functions of individual economic decision-makers by using principles and models to describe economic situations and predict and explain outcomes with graphs, charts, and data as they explore concepts like scarcity and markets; costs, benefits, and marginal analysis; production choices and behavior; and market inefficiency and public policy.

COURSE TITLE: FUNDAMENTALS OF RESEARCH METHODOLOGY

CODE: SYA 1100

The primary objective of this course is to develop a research orientation among the students and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach. It includes discussions on sampling techniques, research designs and techniques of analysis.

COURSE TITLE: FUNDAMENTALS OF LEADERSHIP

CODE: LDR 1010

This course explores the nature and challenge of leadership in a wide variety of settings and for a wide range of purposes. It reviews classical thinking on leadership; compares analytical perspectives on leadership; defines leadership and management and explains why both are necessary and important, how they differ and how they resemble each other; sheds light on the ambiguity and confusion around leadership and tyranny; looks at successful leadership in dozens of contexts; offers a multi-stage process for understanding and planning the work of leadership.

COURSE TITLE: SPIRITUALITY AND THE SCIENCE OF HAPPINESS

CODE: HUM 1105

This course provides different ways to boost satisfaction, engagement, and collaboration. Complementing the approach of increasing your emotional intelligence and your ability to connect with others is the design of strategies to increase your resilience and spiritual competence in the pursuit of your integral wellness.

COURSE TITLE: TECHNOLOGY, HUMANS, AND SOCIETY

CODE: EGS 1041

The course examines technology development and its impact on cultures, politics, and human life to envision appropriate use of technology for a sustainable future through global learning approaches.

COURSE TITLE: GENERAL EDUCATION BIOLOGY

CODE: BSC 1005

Elementary general biology involving cells, organisms, genetics, evolution, ecology, and behavior.

COURSE TITLE: INTRODUCTION TO ENVIRONMENTAL SCIENCE

CODE: EVR 1001

A survey of basic chemical, biological, and physical principles of environmental science and ecology and the application of these principles to current political, scientific, and economic issues.

COURSE TITLE: PRINCIPLES OF PROJECT MANAGEMENT

CODE: ISM 2210

This course develops the competencies and skills for planning and controlling projects and understanding interpersonal issues that drive successful project outcomes. Focusing on the introduction of new products and processes, it examines the project management life cycle, defining project parameters, matrix management challenges, effective project management tools and techniques, and the role of a project manager.

COURSE TITLE: PRINCIPLES OF MANAGEMENT

CODE: MAN 2020

The fundamental management tasks some of which are decision making, supervision, strategy formulation, effective communications, organization, leadership, and ethical interactions

are developed and discussed starting with the concepts of the behavioral sciences.

COURSE TITLE: FUNDAMENTALS OF MARKETING

CODE: MAR 2023

This course should provide an introductory overview of the comprehensive field of marketing. The concepts, terminology, methodology and structures explored in this course should provide a basis on which to build further expertise in the student's particular field of study. Specific competencies developed in other disciplines are drawn together in this course as students critically analyze and view of the comprehensive field of marketing.

COURSE TITLE: BASIC BUSINESS STATISTICS

CODE: QMB 2100

This course deals with the applications of mathematical, statistical, and research concepts to business, economics, finance, and management problems. Courses include statistical applications in business; business research; operations research; management science; and mathematical programming for research.

COURSE TITLE: FINANCIAL ACCOUNTING

CODE: ACG 2130

Provides a basic understanding of the general purpose of accounting procedures and financial statements. Explores double-entry accounting methods, financial ratios, basic financial reporting and the link between figures and decisions.

COURSE TITLE: FINANCIAL MATH

CODE: MAP 3640

This course will expose students to the required knowledge of fundamentals concepts to build, and analyze concepts and tools related to financial applications such as feasibility analysis, investment theory, financial analysis of projects and the understanding of net present value, internal rate of return and the value of money in the future.

COURSE TITLE: FUNDAMENTALS OF OPERATIONS MANAGEMENT

CODE: ENT 3025

This course is an introduction to the concepts, principles, problems, and practices of operations management. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, and quality assurance.

COURSE TITLE: HR MANAGEMENT

CODE: MAN 3301

Students will get exposed to the elements of the HR function (e.g., recruitment, selection, training, and development, etc.) and be familiar with each element's key concepts & terminology. As well, the students will appreciate the importance of human resource management as a field of study and as a central management function

COURSE TITLE: MANAGERIAL ACCOUNTING

CODE: ACG 3071

The course emphasizes the use of accounting information by managers within the organization and by shareholders, lenders, and other outside parties. Basic accounting terms and concepts, and the language of financial management are presented as well as the essentials of the accounting process.

COURSE TITLE: INTRODUCTION TO SUPPLY CHAIN MANAGEMENT

CODE: SCM 3006

This course provides insight into the role of Supply Chain Management in linking the functions and business entities responsible for the exchange of goods, services, and information to complete the business transaction from supplier's supplier to customer's customer. The course focuses on managing the flow of materials, goods, services, information and cash via the processes, technologies, and facilities that link primary supplier through to ultimate customers

COURSE TITLE: ENTREPRENEURIAL STRATEGY AND MASTERING THE STARTUP PROCESS

CODE: ENT 3008

Students will get exposed to the different steps leading to launch a new business, including external analysis, cluster positioning,

design and validate differentiated value propositions and techniques to secure external funding.

COURSE TITLE: INTERNATIONAL MARKETING

CODE: MAR 4424

This course focuses on the development of marketing strategies for organizations operating in the international business environment. Emphasis is placed on analyzing trends in the international marketing environment, identifying business opportunities, and adapting standard marketing concepts to the diverse social, cultural, political, and economic situations found in foreign markets.

COURSE TITLE: FAMILY BUSINESS MANAGEMENT

CODE: MAN 3864

This course will explore and analyze business practices for family-owned businesses- - the functions, issues, operations, and dynamics of family businesses from a strategic management perspective. Topics include but are not limited to the strengths and weaknesses of family businesses, managing family business conflict, management of succession, professionalization, strategic planning, and family businesses in an international context.

COURSE TITLE: PRINCIPLES OF FINANCIAL MANAGEMENT

CODE: FIN 3400

This course provides students with fundamental principles associated with business financing decisions. Topics include financial markets, present value, business risk, interest rates, cost of capital, capital budgeting, lease/purchase, financial statement analysis, working capital, and taxation.

COURSE TITLE: CORPORATE FINANCE

CODE: FIN 3009

The course covers basic corporate finance topics at a more theoretical level and then supplements that by looking at empirical applications of theory. Topic coverage includes demand curves for stocks, investment decision rules, when capital structure decisions

matter, and key themes in corporate finance revolving around agency theory incomplete information.

COURSE TITLE: DIGITAL MARKETING AND SOCIAL MEDIA

CODE: MAR 3101

Students will be introduced to the foundations of digital marketing, including topics such as e-commerce, on-line advertising, ad effectiveness measurement and attribution. Part of the course will be dedicated to the analysis pros and cons of social media, and the dire consequences of mismanagement from a business and personal branding perspective.

COURSE TITLE: ORGANIZATIONAL BEHAVIOR

CODE: MAN 3240

This course focuses on the application of behavioral science theory and concepts to individual, interpersonal and group processes in a diverse work force. Topics include personality traits, emotions, values, work attitudes, work motivation, organizational politics, group effectiveness and conflict.

COURSE TITLE: INSIGHTS AND MARKETING INTELLIGENCE

CODE: MAR 3803

This course provides a broad and in-depth understanding of market intelligence, focusing on MI as a process, and the perspective taken will be that of a manager using market intelligence. Students will learn the tools, techniques, sources, analytical processes, and technology of MI, and will review best practices on how to take marketing intelligence into insights and strategic decisions.

COURSE TITLE: STRATEGIC MANAGEMENT

CODE: MAN 4720

This course is designed to provide a fundamental exploration of organizations in their environments and provide an introduction to the strategic management process with a focus on the following, strategic planning, and analysis, evaluating the competitive landscape, establishing strategic direction and leadership, formulating business and corporate strategy, strategy implementation and control.

COURSE TITLE: INTERNATIONAL FINANCIAL MANAGEMENT

CODE: FIN 4604

This course will expose students to the financial management of the firms that operate in an increasingly globalized business environment. Emphasizing broad concepts and real-world practices rather than extensive quantitative material, the course offers a concise introduction to international finance and provides a clear, conceptual framework for analyzing key financial decisions in multinational firms. The approach of the course is to treat international financial management as a natural and logical extension of the principles learned in the introductory financial management course.

COURSE TITLE: STRATEGIC INNOVATION AND NEW
PRODUCT DEVELOPMENT **CODE:** MAN 4054

This course will expose students to the different new product development/ innovation processes, such as design thinking, systemic inventive thinking, and lead user innovation. As well, the students will develop an understanding of the strategic implications of new product development both for the direction of the firm and for the organization' dynamics.

COURSE TITLE: BUSINESS SIMULATION
CODE: MAN 4235

By competing in a business simulator, students will develop a better understanding of the complexity of global business operations in a dynamic competitive environment. As well, they will increase their comprehension of each of the management-related disciplines both individually and collectively and develop a good sense of the interaction between the different parts of the business and the financial implications of the various strategic and operational decisions.

COURSE TITLE: SYSTEMS DYNAMICS AND PROBLEM SOLVING
CODE: MAN 4206

Students will learn the basic concepts of systemic thinking, including tools such as problem mapping, open and closed loops as well as identifying the intrinsic implications of reinforcing and

balancing loops in the discovery of cause-effect relationships in the context of problem identification and problem solving.

COURSE TITLE: INTRODUCTION TO ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

CODE: CAP 4630

The course will cover both fundamental concepts such as search and knowledge representation, as well as applied work in areas such as planning and vision. The course will cover both fundamental concepts such as search and knowledge representation, as well as applied work in areas such as planning and vision. Students will recognize problems that can use AI methods and will be exposed to applications and the application of Python libraries in the development of novel applications.

COURSE TITLE: ENTREPRENEURSHIP AND INNOVATION FOR SOCIAL PROGRESS AND ENVIRONMENTAL SUSTAINABILITY

CODE: ENT 4826

Students will be exposed to different methods for identifying and tackling relevant social challenges applying both design thinking and a scale down approach. The course will tackle issues related to explore the relevance of NGOs, corporate social responsibility and the how to orchestrate high impact social projects using social innovation tools.

COURSE TITLE: MARKETING STRATEGY AND PLANNING

CODE: MAR 4804

This course focuses on strategically analyzing and solving marketing problems from a decision makers' perspective. Specifically, the course has focus is on understanding and effectively using the fundamental frameworks, processes, and analysis tools of marketing strategy and using the principles of marketing strategy to solve business problems

COURSE TITLE: DECISION MAKING AND NEGOTIATIONS

CODE: MAR 4643

This course will examine the cognitive aspects, traps, biases, and the dynamics of decision making. In addition, the course will explore the process of negotiation and decision making when two

or more individuals or groups are involved. Skills for improved negotiating will be introduced as well as game theory.

COURSE TITLE: INTRODUCTION TO MODELING

CODE: ISM 4420

Students will be exposed to central concepts on how to build models and the essential mathematical functions. The course includes the introduction to lineal models, probabilistic models, and regression models using Excel and other tools.

COURSE TITLE: DATA VISUALIZATION AND COMMUNICATION

CODE: ISM 4422

This course focus is on the design, build, and evaluation of visualizations for different types of data, disciplines, and domains. The course has a strong emphasis on design and practical applications of data visualization using Tableau and some excel functions

COURSE TITLE: FORECASTING

CODE: ISM 4423

This course focuses on the most important business forecasting methods: regression models, smoothing methods including Moving Average (MA) and Exponential Smoothing, and Autoregressive (AR) models. It also discusses enhancements such as second-layer models and ensembles, and various issues encountered in practice. As well, the use of forecasting using Big data and artificial intelligence is explored.

COURSE TITLE: DIGITAL BUSINESS MODELS

CODE: ENT 4420

This course will explore the business models of different companies such as software disruptors of the west such as Apple, Google, Facebook and Amazon, and the east such as Xiaomi and WeChat. The course explores how software developers are not just the innovators but also the decision makers in modern competitive battles from mobile to cloud, and from consumer goods to enterprise software. As well students will be exposed to different digital business models using examples from diverse industries – from healthcare to aviation.

COURSE TITLE: DIGITAL ENTREPRENEURSHIP PROCESS

CODE: ENT 4422

This course covers emerging online technologies and their influence on the launch of entrepreneurial startups. Students will learn the fundamental skills needed to create or work for digital businesses including analyzing business models, marketing, selling and strategy. Students will receive first-hand accounts on the challenges that are faced when forming a sustainable technology business. Additionally, students will examine the next wave of revolutionary technologies and how they could impact business and society going forward.

COURSE TITLE: DIGITAL PLATFORM STRATEGIES

CODE: ENT 4423

Students will be exposed to frameworks leading to the design and launching of a business platform, learning why platform firms beat product firms and how the structure of platform firms is fundamentally different. Students will how and why traditional platform pricing models fail and how to choose a successful pricing model.

COURSE TITLE: FOUNDATIONS AND APPLICATIONS OF FINANCIAL TECHNOLOGY **CODE:** FIN 4420

Students will be exposed to financial sector innovations involving technology enabled business models that can facilitate disintermediation, revolutionize how existing firms create and deliver products and services, address privacy, regulatory and law-enforcement challenges, provide new gateways for entrepreneurship, and seed opportunities for inclusive growth. Additional topics of this course include the understanding of the main financial intermediation functions: payments, capital raising, remittances, managing uncertainty and risk, market price discovery, and mediating information asymmetry and incentives.

COURSE TITLE: FINTECH STARTUPS IN EMERGING MARKETS AND CRYPTOGRAPHY ESSENTIALS **CODE:** FIN 4422

This course will tackle the critical technology strategies and foundational technologies that enable fintech startups, including

an understanding of the core and novel sources of FinTech data, how they are managed and how data visualization is evolving. Students will be exposed to the key disruption points that Fintech bring to the market as well as key success factors in launching fintech new venture. As cryptography is essential to any Fintech endeavor, this course includes exposing students to the foundations of cryptography and in particular on precise definitions and proof techniques. Crypto topics include one-way functions, encryption, signatures, pseudo-random number generation, zero-knowledge, and basic protocols.

COURSE TITLE: INTRODUCTION TO GLOBAL CAPITAL MARKETS

CODE: FIN 4423

The course examines short, intermediate, and long-term sources of financing business operations and the structure of market interest rates for various financing instruments. Markets examined include those for money market instruments, stocks and bonds, stock options, T-Bill futures, Eurodollars, and Eurobonds. The various applications of interest rate theory, Federal Reserve Operations, U.S. Treasury Operations, Central Banks operations and international financing to financial markets are studied.

BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATIONAL BUSINESS

PROGRAM OBJECTIVE:

To train professionals capable of managing the exchange of services, and capital investment through international transactions within a context of global competence, training international entrepreneurs compromised with the socio-economic development of the country.

PROGRAM DESCRIPTION:

The program has been structured including the following components: (i) General Education (30 credit hours); (ii) Business Core (30 credit hours); (iii) Major Courses (51 credit hours); (iv) Areas of Concentration (9 credit hours). The Business Administration in International Business program prepares aspiring entrepreneurs to work in international business careers. It offers core courses that contribute to the development of knowledge in management, economics, accounting for international commerce, quantitative methods and more. The program equips students to advance as business leaders by acquiring a balanced mix of scientific and technical knowledge to develop strategies and solutions to successfully steer in an increasingly complex and competitive global market. The program is comprised of 40 courses and a total of 120 credits.

Course Number	Course Title	Credit Hours	Clock Hours (If Applicable)	Pre-Requisites
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GENERAL EDUCATION – REQUIRED (10 courses -30 credits-)				
ENC 1101	English Composition	3		None
COM 1001	Principles of Communication	3		None
PHI 1010	Introduction to Philosophy and Ethics	3		None
PHI 1013	Fundamentals of Logic and Critical Thinking	3		None
PSY 1010	Fundamentals of Human Behavior	3		None
MAC 1105	College Mathematics	3		None
ECO 1013	Principles of Macroeconomics	3		MAC 1105
ECO 1028	Principles of Microeconomics	3		MAC 1105
SYA 1100	Fundamentals of Research Methodology	3		None
GENERAL EDUCATION – ELECTIVES (select 1 course -3 credits-)				
LDR 1010	Fundamentals of Leadership	3		None
HUM 1105	Spirituality and The Science of Happiness	3		None
EGS 1041	Technology, Humans and Society	3		None
BSC 1005	General Education Biology	3		None
EVR 1001	Introduction to Environmental Science	3		None
(1) NOTE: Based on the Cesar Vallejo College placement exam results, student may have to take a preparation course in English and/or Math (no credit course). Transferred students that have completed the lower division required 60 credits, may not have to take the CVC placement exam.				
BUSINESS CORE – REQUIRED (10 courses -30 credits-)				
ISM 2210	Principles of Project Management	3		None
MAN 2020	Principles of Management	3		PSY 1010
MAR 2023	Fundamentals of Marketing	3		None
QMB 2100	Basic Business Statistics	3		MAC 1105
ACG 2130	Financial Accounting	3		MAC 1105
MAP 3640	Financial Math	3		MAC 1105
ENT 3025	Fundamentals of Operations Management	3		MAC 1105
MAN 3301	HR Management			PSY 1010
ACG 3071	Managerial Accounting	3		ACG 2130

TRA 3321	Global Supply Chain Management	3		ENT 3025
MAJOR COURSES – REQUIRED (17 courses -51 credits-)				
ENT 3008	Entrepreneurial Strategy and Mastering the Startup Process	3		MAN 2020
MAN 4602	Fundamentals of International Business	3		None
BUL 3461	International Trade: Rules and Regulations			MAN 4602
FIN 3400	Principles of Financial Management	3		ACG 2130
FIN 3602	International and Corporate Finance	3		FIN 3400
MAR 3101	Digital Marketing and Social Media	3		MAR 2023
MAN 4301	International HR	3		MAN 3301
MAR 3803	Insights and Marketing Intelligence	3		MAR 2023
BUL 4322	International Business Law	3		MAN 4602
MAN 4633	International Strategy and Diversification			MAN 4602
MAN 4054	Strategic Innovation and New Product Development	3		MAR 3803
MAN 4236	International Business Simulation	3		MAN 4633
MAN 4206	Systems Dynamics and Problem Solving	3		None
CAP 4630	Introduction to Artificial Intelligence and Machine Learning	3		None
FIN 4633	Globalization and Tradeable Clusters	3		ECO 1028, MAN 4602, BUL 3461
MAR 4156	International Marketing	3		MAR 3803
MAN 4442	Cross Cultural Negotiations	3		PSY 1010, MAN 4206
AREAS OF CONCENTRATION -REQUIRED (3 courses -9 credits-)				
Electives: Business Analytics				
ISM 4420	Introduction to Modeling	3		QMB 2100
ISM 4422	Data Visualization and Communication	3		ISM 4420
ISM 4423	Forecasting	3		ISM 4420
Electives: Digital Entrepreneurship				
ENT 4420	Digital Business Models	3		MAR 3101
ENT 4422	Digital Entrepreneurship Process	3		ENT 4420

ENT 4423	Platform Strategies	3		ENT 4422
Electives: International Entrepreneurship				
ENT 4424	Business Design of International New Ventures	3		ENT 3008
ENT 4425	Pre-incubation of International New Venture	3		ENT 4424
ENT 4426	New Venture Validation and Deployment Plan	3		ENT 4425
Electives: Investment Finance and Fintech				
FIN 4420	Foundations and Applications of Financial Technology	3		
FIN 4422	Fintech Startups in Emerging Markets and Cryptography Essentials	3		FIN 4420
FIN 4423	Introduction to Global Capital Markets	3		FIN 4422
TOTAL CREDITS TO BE COMPLETED:		120		

All courses are available online.

COURSE TITLE: ENGLISH COMPOSITION

CODE: ENC 1101

English composition includes the process of writing, grammar mechanics, analysis of sample essays, description, narration, exposition, argumentation.

COURSE TITLE: PRINCIPLES OF COMMUNICATION

CODE: COM 1001

This course will introduce communication principles, common communication practices, and a selection of theories to better understand the communication transactions. It includes an overview of communication as a process along with basic principles and theories. Subsequent units in the course examine specific applications of human communication applied to personal and professional life. These include interpersonal communication, small group communication, decision-making, and organizational communication.

COURSE TITLE: INTRODUCTION TO PHILOSOPHY AND ETHICS

CODE: PHI 1010

This course will introduce contemporary philosophical writings, such as the nature of truth and knowledge, mind and body, freedom, and determinism, right and wrong, and the existence of God. It includes the philosophical study of morality, including the theory of right and wrong behavior, the theory of value (goodness and badness), and the theory of virtue and vice

COURSE TITLE: FUNDAMENTALS OF LOGIC AND CRITICAL THINKING

CODE: PHI 1013

This course will introduce you to critical thinking, informal logic, and a small amount of formal logic. The emphasis is on learning how to think effectively. The course touches upon a wide range of reasoning skills, from verbal argument analysis to formal logic, visual and statistical reasoning, scientific methodology, and creative thinking.

COURSE TITLE: FUNDAMENTALS OF HUMAN BEHAVIOR

CODE: PSY 1010

This course introduces the history of behavioral psychology, common psychological behavioral problems, their evolution, and way to recondition behavior. This course introduces students to the fundamental principles of behavior analysis, like classical conditioning and operant conditioning and what it takes to establish new habits.

COURSE TITLE: COLLEGE MATHEMATICS

CODE: MAC 1105

Topics in mathematics that every college student needs to know to process, evaluate, and understand the numerical and graphical information in our society. Applications of mathematics in problem solving, finance, probability, statistics, geometry, population growth.

COURSE TITLE: PRINCIPLES OF MACROECONOMICS

CODE: ECO 1013

An instructional program that describes the systematic study of the production, conservation, and allocation of resources in conditions of scarcity, together with the organizational frameworks related to these processes. Includes instruction in economic

theory, micro- and macro- economics, comparative economic systems, money and banking systems, international economics, quantitative analytical methods, and applications to specific industries and public policy issues.

COURSE TITLE: PRINCIPLES OF MICROECONOMICS

CODE: ECO 1028

Students will be exposed to the principles that apply to the functions of individual economic decision-makers by using principles and models to describe economic situations and predict and explain outcomes with graphs, charts, and data as they explore concepts like scarcity and markets; costs, benefits, and marginal analysis; production choices and behavior; and market inefficiency and public policy.

COURSE TITLE: FUNDAMENTALS OF RESEARCH METHODOLOGY

CODE: SYA 1100

The primary objective of this course is to develop a research orientation among the students and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach. It includes discussions on sampling techniques, research designs and techniques of analysis.

COURSE TITLE: FUNDAMENTALS OF LEADERSHIP

CODE: LDR 1010

This course explores the nature and challenge of leadership in a wide variety of settings and for a wide range of purposes. It reviews classical thinking on leadership; compares analytical perspectives on leadership; defines leadership and management and explains why both are necessary and important, how they differ and how they resemble each other; sheds light on the ambiguity and confusion around leadership and tyranny; looks at successful leadership in dozens of contexts; offers a multi-stage process for understanding and planning the work of leadership.

COURSE TITLE: SPIRITUALITY AND THE SCIENCE OF HAPPINESS

CODE: HUM 1105

This course provides different ways to boost satisfaction, engagement, and collaboration. Complementing the approach of increasing your emotional intelligence and your ability to connect with others is the design of strategies to increase your resilience and spiritual competence in the pursuit of your integral wellness.

COURSE TITLE: TECHNOLOGY, HUMANS, AND SOCIETY

CODE: EGS 1041

The course examines technology development and its impact on cultures, politics, and human life to envision appropriate use of technology for a sustainable future through global learning approaches.

COURSE TITLE: GENERAL EDUCATION BIOLOGY

CODE: BSC 1005

Elementary general biology involving cells, organisms, genetics, evolution, ecology, and behavior.

COURSE TITLE: INTRODUCTION TO ENVIRONMENTAL SCIENCE

CODE: EVR 1001

A survey of basic chemical, biological, and physical principles of environmental science and ecology and the application of these principles to current political, scientific, and economic issues.

COURSE TITLE: PRINCIPLES OF PROJECT MANAGEMENT

CODE: ISM 2210

This course develops the competencies and skills for planning and controlling projects and understanding interpersonal issues that drive successful project outcomes. Focusing on the introduction of new products and processes, it examines the project management life cycle, defining project parameters, matrix management challenges, effective project management tools and techniques, and the role of a project manager.

COURSE TITLE: PRINCIPLES OF MANAGEMENT

CODE: MAN 2020

The fundamental management tasks some of which are decision making, supervision, strategy formulation, effective

communications, organization, leadership, and ethical interactions are developed and discussed starting with the concepts of the behavioral sciences.

COURSE TITLE: FUNDAMENTALS OF MARKETING

CODE: MAR 2023

This course should provide an introductory overview of the comprehensive field of marketing. The concepts, terminology, methodology and structures explored in this course should provide a basis on which to build further expertise in the student's particular field of study. Specific competencies developed in other disciplines are drawn together in this course as students critically analyze and view of the comprehensive field of marketing.

COURSE TITLE: BASIC BUSINESS STATISTICS

CODE: QMB 2100

This course deals with the applications of mathematical, statistical, and research concepts to business, economics, finance, and management problems. Courses include statistical applications in business; business research; operations research; management science; and mathematical programming for research.

COURSE TITLE: FINANCIAL ACCOUNTING

CODE: ACG 2130

Provides a basic understanding of the general purpose of accounting procedures and financial statements. Explores double-entry accounting methods, financial ratios, basic financial reporting and the link between figures and decisions.

COURSE TITLE: FINANCIAL MATH

CODE: MAP 3640

This course will expose students to the required knowledge of fundamentals concepts to build, and analyze concepts and tools related to financial applications such as feasibility analysis, investment theory, financial analysis of projects and the understanding of net present value, internal rate of return and the value of money in the future.

COURSE TITLE: FUNDAMENTALS OF OPERATIONS MANAGEMENT

CODE: ENT 3025

This course is an introduction to the concepts, principles, problems, and practices of operations management. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, and quality assurance.

COURSE TITLE: HR MANAGEMENT

CODE: MAN 3301

Students will get exposed to the elements of the HR function (e.g. – recruitment, selection, training, and development, etc.) and be familiar with each element's key concepts & terminology. As well, the students will appreciate the importance of human resource management as a field of study and as a central management function.

COURSE TITLE: MANAGERIAL ACCOUNTING

CODE: ACG 3071

The course emphasizes the use of accounting information by managers within the organization and by shareholders, lenders, and other outside parties. Basic accounting terms and concepts, and the language of financial management are presented as well as the essentials of the accounting process.

COURSE TITLE: GLOBAL SUPPLY CHAIN MANAGEMENT

CODE: TRA 3321

This course provides insight into the role of Supply Chain Management in linking the functions and business entities responsible for the exchange of goods, services, and information to complete the business transaction from supplier's supplier to customer's customer in an international context. The course focuses on managing the flow of materials, goods, services, information and cash via the processes, technologies, and facilities that link primary supplier through to ultimate customers

COURSE TITLE: ENTREPRENEURIAL STRATEGY AND MASTERING THE STARTUP PROCESS

CODE: ENT 3008

Students will get exposed to the different steps leading to launch a new business, including external analysis, cluster positioning, design and validate differentiated value propositions and techniques to secure external funding.

COURSE TITLE: INTERNATIONAL BUSINESS LAW

CODE: BUL 3422

Effect of federal, state, and local law on business entities including ethical issues. The study of property rights, negotiable instruments, agency law and business entities. Subject matter applies to all business fields of study.

COURSE TITLE: INTERNATIONAL TRADE: RULES AND REGULATIONS

CODE: BUL 3461

The study and interpretation of US customs regulations, classification of merchandise, application of tariff rules, duty free treatment, special classes of merchandise, importing and exporting, liquidation inspection, search and seizure, fines, and penalties.

COURSE TITLE: PRINCIPLES OF FINANCIAL MANAGEMENT

CODE: FIN 3400

The course provides students with fundamental principles associated with business financing decisions. Topics include financial markets, present value, business risk, interest rates, cost of capital, capital budgeting, lease/purchase, financial statement analysis, working capital, and taxation

COURSE TITLE: INTERNATIONAL AND CORPORATE FINANCE

CODE: FIN 3602

The course covers basic corporate finance topics at a more theoretical level and then supplements that by looking at empirical applications of theory. Topic coverage includes demand curves for stocks, investment decision rules, when capital structure decisions matter, and key themes in corporate finance revolving around agency theory incomplete information.

COURSE TITLE: DIGITAL MARKETING AND SOCIAL MEDIA

CODE: MAR 3101

Students will be introduced to the foundations of digital marketing, including topics such as e-commerce, on-line advertising, ad effectiveness measurement and attribution. Part of the course will be dedicated to the analysis pros and cons of social media, and the dire consequences of mismanagement from a business and personal branding perspective.

COURSE TITLE: INTERNATIONAL HR

CODE: MAN 4301

This course will expose participants to a strategic and organizational perspectives on IHRM, exploring best IHRM Practices, the implications of international assignments and employment practices and the development of IHRM policies and practices.

COURSE TITLE: INSIGHTS AND MARKETING INTELLIGENCE

CODE: MAR 3803

This course provides a broad and in-depth understanding of market intelligence, focusing on MI as a process, and the perspective taken will be that of a manager using market intelligence. Students will learn the tools, techniques, sources, analytical processes, and technology of MI, and will review best practices on how to take marketing intelligence into insights and strategic decisions.

COURSE TITLE: INTERNATIONAL STRATEGY AND DIVERSIFICATION

CODE: MAN 4633

This course will introduce students to the different growth options firms could select, emphasizing the design of growth platforms, drivers, and trajectories. As well, this course will explore the risks and rewards of related and unrelated diversification, particularly in adjacent and non-adjacent markets.

COURSE TITLE: FUNDAMENTALS OF INTERNATIONAL BUSINESS

CODE: MAN 4602

Introductory analysis of the business system and management decision-making in the international operation of enterprise. Special emphasis given to international trade and investment; foreign exchange; financial markets; political and cultural interactions between host societies and multinational enterprise.

COURSE TITLE: STRATEGIC INNOVATION AND NEW PRODUCT DEVELOPMENT
CODE: MAN 4054

This course will expose students to the different new product development/ innovation processes, such as design thinking, systemic inventive thinking, and lead user innovation. As well, the students will develop an understanding of the strategic implications of new product development both for the direction of the firm and for the organization' dynamics.

COURSE TITLE: INTERNATIONAL BUSINESS SIMULATION
CODE: MAN 4236

By competing in a global international business simulator, students will develop a better understanding of the complexity of global business operations in a dynamic competitive environment. As well, they will increase their comprehension of each of the management-related disciplines both individually and collectively and develop a good sense of the interaction between the different parts of the business and the financial implications of the various strategic and operational decisions.

COURSE TITLE: SYSTEMS DYNAMICS AND PROBLEM SOLVING
CODE: MAN 4206

Students will learn the basic concepts of systemic thinking, including tools such as problem mapping, open and closed loops as well as identifying the intrinsic implications of reinforcing and balancing loops in the discovery of cause-effect relationships in the context of problem identification and problem solving.

COURSE TITLE: INTRODUCTION TO ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING
CODE: CAP 4630

The course will cover both fundamental concepts such as search and knowledge representation, as well as applied work in areas such as planning and vision. The course will cover both fundamental concepts such as search and knowledge representation, as well as applied work in areas such as planning and vision. Students will recognize problems that can use AI

methods and will be exposed to applications and the application of Python libraries in the development of novel applications.

COURSE TITLE: GLOBALIZATION AND TRADEABLE CLUSTERS

CODE: FIN 4633

Students will be introduced to different aspects of globalization, including globalization trade, global strategy, and the understanding of clusters and how these clusters affect the dynamics of globalization from the national, regional and business perspectives.

COURSE TITLE: INTERNATIONAL MARKETING

CODE: MAR 4156

This course focuses on the development of marketing strategies for organizations operating in the international business environment. Emphasis is placed on analyzing trends in the international marketing environment, identifying business opportunities, and adapting standard marketing concepts to the diverse social, cultural, political, and economic situations found in foreign markets.

COURSE TITLE: CROSS CULTURAL NEGOTIATIONS

CODE: MAN 4442

The course will expose students to the challenges of doing cultural analysis, the understanding one's own cultural biases, the basic differences in how various cultures deal with individuals' "core concerns"; ways in which cultural variables affect how people negotiate and otherwise deal with conflict and best practices for becoming an effective intercultural negotiator.

COURSE TITLE: INTRODUCTION TO MODELING

CODE: ISM 4420

Students will be exposed to central concepts on how to build models and the essential mathematical functions. The course includes the introduction to lineal models, probabilistic models, and regression models using Excel and other tools.

COURSE TITLE: DATA VISUALIZATION AND COMMUNICATION

CODE: ISM 4422

This course focus is in the design, build, and evaluation of visualizations for different types of data, disciplines, and domains. The course has a strong emphasis on design and practical applications of data visualization using Tableau and some excel functions

COURSE TITLE: FORECASTING

CODE: ISM 4423

This course focuses on the most important business forecasting methods: regression models, smoothing methods including Moving Average (MA) and Exponential Smoothing, and Autoregressive (AR) models. It also discusses enhancements such as second-layer models and ensembles, and various issues encountered in practice. As well, the use of forecasting using Big data and artificial intelligence is explored.

COURSE TITLE: DIGITAL BUSINESS MODELS

CODE: ENT 4420

Digital business models are disrupting 50-year-old companies in telecommunications, transportation, advertising, e-commerce, automotive, insurance and many other industries. This course will explore the business models of different companies such as software disruptors of the west such as Apple, Google, Facebook and Amazon, and the east such as Xiaomi and WeChat. The course explores how software developers are not just the innovators but also the decision makers in modern competitive battles from mobile to cloud, and from consumer goods to enterprise software. As well students will be exposed to different digital business models using examples from diverse industries – from healthcare to aviation.

COURSE TITLE: DIGITAL ENTREPRENEURSHIP PROCESS

CODE: ENT 4422

This course covers emerging online technologies and their influence on the launch of entrepreneurial startups. Students will learn the fundamental skills needed to create or work for digital businesses including analyzing business models, marketing, selling and strategy. Students will receive first-hand accounts on the

challenges that are faced when forming a sustainable technology business. Additionally, students will examine the next wave of revolutionary technologies and how they could impact business and society going forward.

COURSE TITLE: DIGITAL PLATFORM STRATEGIES

CODE: ENT 4423

Students will be exposed to frameworks leading to the design and launching of a business platform, learning why platform firms beat product firms and how the structure of platform firms is fundamentally different. Students will know how and why traditional platform pricing models fail and how to choose a successful pricing model.

COURSE TITLE: INTERNATIONAL BUSINESS DESIGN OF INTERNATIONAL NEW VENTURES

CODE: ENT 4424

This course will explore the many dimensions and challenges of global venture creation and growth. The course offers a framework for understanding the entrepreneurial process in global contexts and exposes students to key issues and problems specific to international ventures. This course explores the implication of entrepreneurial activities outside the domestic setting and prepares students to see through a different set of lenses in order to better and more accurately identify vast global opportunities and equip them with various skills to better meet and tackle complex global challenges.

COURSE TITLE: INTERNATIONAL PRE-INCUBATION OF INTERNATIONAL NEW VENTURE

CODE: ENT 4425

This hands-on course will take students through the journey of designing a high growth potential new venture emphasizing innovation and opportunity capture in a dynamic environment. An essential element of this course is the mentoring process for every individual.

COURSE TITLE: INTERNATIONAL NEW VENTURE VALIDATION
AND DEPLOYMENT PLAN

CODE: ENT 4426

Students will expose the international new venture business plan and value proposition prototypes to both potential markets, distribution channels, and angel investors as well as venture capital firms. Students will apply a framework to calibrate the original business design and model into a more feasible one integrating real feedback into the considerations and assumptions of the original new venture idea.

BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATIONAL MARKETING

PROGRAM OBJECTIVE:

The main objective of the Bachelor of Business Administration in International Marketing program is to educate students to become successful and strategic international marketing professionals capable of understanding and managing the demands of today's global business environment. Our curriculum is designed to bring the student to the real world of marketing: frame it in its relevant environment and fundamental aspects, in order to develop the student's capacity to generate business ideas and solutions to identify and satisfy consumer needs in a global context.

PROGRAM DESCRIPTION:

The program has been structured including the following components: (i) General Education (30 credit hours); (ii) business core (30 credit hours) ;(iii) major courses (51 credit hours); (iv) Areas of Concentration (9 credit hours). The Bachelor of Business Administration in International Marketing program prepares professionals for a career in Marketing with a foundation in principles of business such as finance, statistics, accounting, management and more. It covers general business principles and marketing practices in order to prepare the students for a career in

the field. Students develop skills in problem solving, marketing processes, decision making and marketing decision making. The program comprises 40 courses and a total of 120 credits.

Course Number	Course Title	Credit Hours	Clock Hours (If Applicable)	Pre-Requisites
GENERAL EDUCATION – REQUIRED (10 courses -30 credits-)				
ENC 1101	English Composition	3		None
COM 1001	Principles of Communication	3		None
PHI 1010	Introduction to Philosophy and Ethics	3		None
PHI 1013	Fundamentals of Logic and Critical Thinking	3		None
PSY 1010	Fundamentals of Human Behavior	3		None
MAC 1105	College Mathematics	3		None
ECO 1013	Principles of Macroeconomics	3		MAC 1105
ECO 1028	Principles of Microeconomics	3		MAC 1105
SYA 1100	Fundamentals of Research Methodology	3		None
GENERAL EDUCATION – ELECTIVES (select 1 course -3 credits-)				
LDR 1010	Fundamentals of Leadership	3		None
HUM 1105	Spirituality and The Science of Happiness	3		None
EGS 1041	Technology, Humans and Society	3		None
BSC 1005	General Education Biology	3		None
EVR 1001	Introduction to Environmental Science	3		None
(1) NOTE: Based on the Cesar Vallejo College placement exam results, students may have to take a preparation course in English and/or Math (no credit course). Transferred students that have completed the lower division required 60 credits, may not have to take the CVC placement exam.				
BUSINESS CORE – REQUIRED (10 courses -30 credits-)				
ISM 2210	Principles of Project Management	3		None
MAN 2020	Principles of Management	3		PSY 1010
MAR 2023	Fundamentals of Marketing	3		None
MAN 4602	Fundamentals of International Business	3		None
ACG 2130	Financial Accounting	3		MAC 1105

STA 3112	Lineal Statistics and Modeling	3		MAC 1105
MAR 3303	Sales Management	3		MAC 1105
MAN 3301	HR Management	3		MAC 1105
ACG 3071	Managerial Accounting			PSY 1010
TRA 3321	Global Supply Chain Management			ACG 2130
MAJOR COURSES – REQUIRED (17 courses -51 credits-)				
MAR 3237	Strategic Pricing	3		PSY 1010, ECO 1028
MAR 3411	Personal Branding	3		MAR 2023
STA 3343	Multivariate Statistics	3		STA 3112
MAR 3615	Marketing Analytics and Decision Making	3		MAR 2023, STA 3112
MAR 3503	Cross Cultural Consumer Behavior	3		PSY 1010, MAR 2023, MAN 4602
MAR 3101	Digital Marketing and Social Media	3		MAR 2023
MAN 4633	International Strategy and Diversification	3		MAN 4602
MAR 3803	Insights and Marketing Intelligence	3		MAR 3503
MAR 4330	Brand Architecture and Development	3		MAR 2023
COM 4110	Cross Cultural Advanced Communication Strategies	3		MAR 3503, COM 1001
MAN 4054	Strategic Innovation and New Product Development	3		MAR 3803
MAN 4236	International Business Simulation	3		MAN 4602
MAN 4206	Systems Dynamics and Problem Solving	3		None
CAP 4630	Introduction to Artificial Intelligence and Machine Learning	3		None
MAR 4424	International Marketing	3		MAR 3803
MAR 4613	Marketing Research Project	3		MAR 4424, ISM 2210, SYA 1100, STA 3343
MAR 4432	Retailing and Trade Marketing: A Multinational Approach	3		MAR 4424
AREAS OF CONCENTRATION -REQUIRED (3 courses -9 credits-)				
Electives: Business Analytics				
ISM 4420	Introduction to Modeling			STA 3112
ISM 4422	Data Visualization and Communication			ISM 4420
ISM 4423	Forecasting			ISM 4420
Electives: Digital Entrepreneurship				

ENT 4420	Digital Business Models	3		MAR 3101
ENT 4422	Digital Entrepreneurship Process	3		ENT 4420
ENT 4423	Platform Strategies	3		ENT 4422
Electives: Customer Centric Innovation				
MAR 4420	Innovating Consumer Experiences/Journey	3		MAN 4054
MAR 4422	Content Marketing	3		COM 4110
MAR 4423	Psychology of Persuasion	3		PSY 1010
Electives: Investment Finance and Fintech				
FIN 4420	Foundations and Applications of Financial Technology	3		
FIN 4422	Fintech Startups in Emerging Markets and Cryptography Essentials	3		FIN 4420
FIN 4423	Introduction to Global Capital Markets	3		FIN 4422
Electives: Multimedia Design and Production				
COM 4420	Multimedia Advertising Production I	3		
COM 4422	Multimedia Advertising Production II	3		COM 4420
COM 4423	Psychology of Communication	3		COM 4422
TOTAL CREDITS TO BE COMPLETED:		120		

All courses are available online.

COURSE DESCRIPTION

COURSE TITLE: ENGLISH COMPOSITION

CODE: ENC 1101

English composition includes the process of writing, grammar mechanics, analysis of sample essays, description, narration, exposition, argumentation.

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CODE: COM 1001

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CODE: PHI 1010

This course will introduce contemporary philosophical writings, such as the nature of truth and knowledge, mind and body, freedom and determinism, right and wrong, and the existence of God. It includes the philosophical study of morality, including the theory of right and wrong behavior, the theory of value (goodness and badness), and the theory of virtue and vice.

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CODE: MAC 1105

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CODE: ECO 1013

An instructional program that describes the systematic study of the production, conservation, and allocation of resources in conditions of scarcity, together with the organizational frameworks related to these processes. Includes instruction in economic

theory, micro- and macro- economics, comparative economic systems, money and banking systems, international economics, quantitative analytical methods, and applications to specific industries and public policy issues.

COURSE TITLE: PRINCIPLES OF MICROECONOMICS

CODE: ECO 1028

Students will be exposed to the principles that apply to the functions of individual economic decision-makers by using principles and models to describe economic situations and predict and explain outcomes with graphs, charts, and data as they explore concepts like scarcity and markets; costs, benefits, and marginal analysis; production choices and behavior; and market inefficiency and public policy.

COURSE TITLE: FUNDAMENTALS OF RESEARCH METHODOLOGY

CODE: SYA 1100

The primary objective of this course is to develop a research orientation among the students and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach. It includes discussions on sampling techniques, research designs and techniques of analysis.

COURSE TITLE: FUNDAMENTALS OF LEADERSHIP

CODE: LDR 1010

This course explores the nature and challenge of leadership in a wide variety of settings and for a wide range of purposes. It reviews classical thinking on leadership; compares analytical perspectives on leadership; defines leadership and management and explains why both are necessary and important, how they differ and how they resemble each other; sheds light on the ambiguity and confusion around leadership and tyranny; looks at successful leadership in dozens of contexts; offers a multi- stage process for understanding and planning the work of leadership.

COURSE TITLE: SPIRITUALITY AND THE SCIENCE OF HAPPINESS

CODE: HUM 1105

This course provides different ways to boost satisfaction, engagement and collaboration. Complementing the approach of increasing your emotional intelligence and your ability to connect with others is the design of strategies to increase your resilience and spiritual competence in the pursuit of your integral wellness.

COURSE TITLE: TECHNOLOGY, HUMANS, AND SOCIETY

CODE: EGS 1041

The course examines technology development and its impact on cultures, politics and human life to envision appropriate use of technology for a sustainable future through global learning approaches.

COURSE TITLE: GENERAL EDUCATION BIOLOGY

CODE: BSC 1005

Elementary general biology involving cells, organisms, genetics, evolution, ecology, and behavior.

COURSE TITLE: INTRODUCTION TO ENVIRONMENTAL SCIENCE

CODE: EVR 1001

A survey of basic chemical, biological, and physical principles of environmental science and ecology and the application of these principles to current political, scientific and economic issues.

COURSE TITLE: PRINCIPLES OF PROJECT MANAGEMENT

CODE: ISM 2210

This course develops the competencies and skills for planning and controlling projects and understanding interpersonal issues that drive successful project outcomes. Focusing on the introduction of new products and processes, it examines the project management life cycle, defining project parameters, matrix management challenges, effective project management tools and techniques, and the role of a project manager.

COURSE TITLE: PRINCIPLES OF MANAGEMENT

CODE: MAN 2020

The fundamental management tasks some of which are decision making, supervision, strategy formulation, effective communications, organization, leadership, and ethical interactions are developed and discussed starting with the concepts of the behavioral sciences.

COURSE TITLE: FUNDAMENTALS OF MARKETING

CODE: MAR 2023

This course should provide an introductory overview of the comprehensive field of marketing. The concepts, terminology, methodology and structures explored in this course should provide a basis on which to build further expertise in the student's particular field of study. Specific competencies developed in other disciplines are drawn together in this course as students critically analyze and view of the comprehensive field of marketing.

COURSE TITLE: FUNDAMENTALS OF INTERNATIONAL BUSINESS

CODE: MAN 4602

This course deals with the applications of mathematical, statistical, and research concepts to business, economics, finance, and management problems. Courses include statistical applications in business; business research; operations research; management science; and mathematical programming for research.

COURSE TITLE: FINANCIAL ACCOUNTING

CODE: ACG 2130

Provides a basic understanding of the general purpose of accounting procedures and financial statements. Explores double-entry accounting methods, financial ratios, basic financial reporting and the link between figures and decisions.

COURSE TITLE: LINEAL STATISTICS AND MODELING

CODE: STA 3112

This course will expose student to basic inference; two-sample comparisons; correlation; introduction to matrices; simple and multiple regression (including significance tests, diagnostics, variable selection); analysis of variance; use of statistical software. Distribution theory: normal, chi-squared, beta, gamma as well as distribution theory for linear model

COURSE TITLE: SALES MANAGEMENT

CODE: MAR 3303

Students will identify key elements of sales team's success oriented towards driving organization's revenue through a sales manager role whether in a business-to-business (B2B) or a business-to-consumer (B2C) setting. Students will explore characteristics of exceptional sales managers, and learn tools on how to effectively coach, train, and lead a highly effective sales organization.

COURSE TITLE: HR MANAGEMENT

CODE: MAN 3301

Students will get exposed to the elements of the HR function (e.g. – recruitment, selection, training and development, etc.) and be familiar with each element's key concepts & terminology. As well, the students will appreciate the importance of human resource management as a field of study and as a central management function

COURSE TITLE: MANAGERIAL ACCOUNTING

CODE: ACG 3071

The course emphasizes the use of accounting information by managers within the organization and by shareholders, lenders, and other outside parties. Basic accounting terms and concepts, and the language of financial management are presented as well as the essentials of the accounting process.

COURSE TITLE: GLOBAL SUPPLY CHAIN MANAGEMENT

CODE: TRA 3321

This course provides insight into the role of Supply Chain Management in linking the functions and business entities responsible for the exchange of goods, services and information to complete the business transaction from supplier's supplier to customer's customer in an international context. The course focuses on managing the flow of materials, goods, services, information and cash via the processes, technologies, and facilities that link primary supplier through to ultimate customers

COURSE TITLE: STRATEGIC PRICING

CODE: MAR 3237

Students will analyze how firms attempt to capture value, as well as profits, in the revenues they earn. The course will be exposed to the process of formulating pricing strategies for products and services. This course has an additional focus on pricing dynamics and the reaction to and by competitors, taking a highly pragmatic approach and one that is directly applicable to daily decisions.

COURSE TITLE: PERSONAL BRANDING

CODE: MAR 3411

This course will provide students of a broad understanding both what personal branding means and what it means to inhabit their brand. They will establish themselves on at least three social media platforms, create a mission statement for their personal brand and build a board of directors for their brand. Students will become familiar with the basics of digital security and reputation management and will create a system for on-going brand maintenance.

COURSE TITLE: MULTIVARIATE STATISTICS

CODE: STA 3343

Topics selected from: design of experiments, sample surveys, non-parametric, time-series, multivariate analysis, contingency tables, logistic regression, and simulation. Use of statistical software packages. Spring. Zhang. Introduction to multivariate analysis: principal components, canonical correlation, classification and clustering, dimension reduction.

COURSE TITLE: MARKETING ANALYTICS AND DECISION MAKING

CODE: MAR 3615

Students will study various tools for generating marketing insights from data in such areas as segmentation, targeting and positioning, satisfaction management, customer lifetime analysis, customer choice, product and price decisions using conjoint analysis, and text analysis and search analytics. This will be a hands-on course based on Excel software, in which students will apply the tools studied to actual business situations. Students will be exposed to decision scenarios where analytics will play a key role in generating guidance and insights.

COURSE TITLE: CROSS CULTURAL CONSUMER BEHAVIOR

CODE: MAR 3503

Students will analyze the meaning and influences guiding the decisions and behaviors of culturally-driven phenomenon. The course will tackle issues related to the power of individual influences on decision making and consumption. Students will Evaluate the influence of culture and subculture on consumer consumption preferences.

COURSE TITLE: DIGITAL MARKETING AND SOCIAL MEDIA

CODE: MAR 3101

Students will be introduced to the foundations of digital marketing, including topics such as e-commerce, on-line advertising, ad effectiveness measurement and attribution. Part of the course will be dedicated to the analysis pros and cons of social media, and the dire consequences of mismanagement from a business and personal branding perspective.

COURSE TITLE: INTERNATIONAL STRATEGY AND DIVERSIFICATION

CODE: MAN 4633

This course will introduce students to the different growth options firms could select, emphasizing the design of growth platforms, drivers, and trajectories. As well, this course will explore the risks and rewards of related and unrelated diversification, particularly in adjacent and non-adjacent markets.

COURSE TITLE: INSIGHTS AND MARKETING INTELLIGENCE

CODE: MAR 3803

This course provides a broad and in-depth understanding of market intelligence, focusing on MI as a process, and the perspective taken will be that of a manager using market intelligence. Students will learn the tools, techniques, sources, analytical processes and technology of MI, and will review best practices on how to take marketing intelligence into insights and strategic decisions.

COURSE TITLE: BRAND ARCHITECTURE AND DEVELOPMENT

CODE: MAR 4330

This course will expose students to global practices of brand management used successfully by consumer goods companies, beauty businesses, and fashion brands to drive planned sales into business realities. Integrating psychology with management best practices, this course delves into how wants and desires, aligned with sustainability & social responsibility drives consumer loyalty brand. Tools to create a brand will be used like storytelling role archetypes and consumer research.

COURSE TITLE: CROSS CULTURAL ADVANCED COMMUNICATION STRATEGIES
CODE: COM 4110

This course will expose students to strategic communication concepts, terms, and practices in a variety of cross-cultural settings. The course will tackle how organizations and causes are used to achieve goals. The role of planning, research, and evaluation in strategic communication campaigns is visited as well as how to analyze strategic communication problems, publics, and stakeholders from differential and beliefs backgrounds. The course includes the study of the interdependence of strategic communication practices, media content, and new media

COURSE TITLE: STRATEGIC INNOVATION AND NEW PRODUCT DEVELOPMENT
CODE: MAN 4054

This course will expose students to the different new product development/ innovation processes, such as design thinking, systemic inventive thinking and lead user innovation. As well, the students will develop an understanding of the strategic implications of new product development both for the direction of the firm and for the organization' dynamics.

COURSE TITLE: INTERNATIONAL BUSINESS SIMULATION
CODE: MAN 4236

By competing in a global international business simulator, students will develop a better understanding of the complexity of global business operations in a dynamic competitive environment. As well, they will increase their comprehension of each of the management-related disciplines both individually and collectively and develop a good sense of the interaction between the different

parts of the business and the financial implications of the various strategic and operational decisions.

COURSE TITLE: SYSTEMS DYNAMICS AND PROBLEM SOLVING

CODE: MAN 4206

Students will learn the basic concepts of systemic thinking, including tools such as problem mapping, open and closed loops as well as identifying the intrinsic implications of reinforcing and balancing loops in the discovery of cause-effect relationships in the context of problem identification and problem solving.

COURSE TITLE: INTRODUCTION TO ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

CODE: CAP 4630

The course will cover both fundamental concepts such as search and knowledge representation, as well as applied work in areas such as planning and vision. The course will cover both fundamental concepts such as search and knowledge representation, as well as applied work in areas such as planning and vision. Students will recognize problems that can use AI methods, and will be exposed to applications and the application of Python libraries in the development of novel applications.

COURSE TITLE: INTERNATIONAL MARKETING

CODE: MAR 4424

This course focuses on the development of marketing strategies for organizations operating in the international business environment. Emphasis is placed on analyzing trends in the international marketing environment, identifying business opportunities and adapting standard marketing concepts to the diverse social, cultural, political and economic situations found in foreign markets.

COURSE TITLE: MARKETING RESEARCH PROJECT

CODE: MAR 4613

The course is designed to help students to develop their research, inquiry and communication skills while providing a road map to their future career in Marketing or International Business. This course will provide students with an overview of career opportunities in Marketing and International Business. This course

includes the analysis of roles, the functions and the processes that surround marketing research, emphasizing the specification, collection and analysis of primary data. Students will examine the research process, problem definition, alternative research designs, qualitative methods, survey methods, experiments, measurement & questionnaire design, data collection and foundational techniques for data analysis, as well as will have hands-on experience with computer application for data analysis. Emphasis is placed on the practical issues related to decision maker's use of marketing information

COURSE TITLE: RETAILING AND TRADE MARKETING: A MULTINATIONAL APPROACH
CODE: MAR 4432

The course expose students to the factors involved in planning, organizing, pricing, and physically handling merchandise in the retail environment in order to make a profit. Students will generate an understanding of the principles of store design, looks of success, in store promotions, shopper marketing, layout, and merchandise presentation, identifying key differences across different countries and cultures.

COURSE TITLE: INTRODUCTION TO MODELING
CODE: ISM 4420

Students will be exposed to central concepts on how to build models and the essential mathematical functions. The course includes the introduction to lineal models, probabilistic models, and regression models using Excel and other tools.

COURSE TITLE: DATA VISUALIZATION AND COMMUNICATION
CODE: ISM 4422

This course focus is in the design, build, and evaluation of visualizations for different types of data, disciplines, and domains. The course has a strong emphasis on design and practical applications of data visualization using Tableau and some excel functions

COURSE TITLE: FORECASTING
CODE: ISM 4423

This course focuses on the most important business forecasting methods: regression models, smoothing methods including Moving Average (MA) and Exponential Smoothing, and Autoregressive (AR) models. It also discusses enhancements such as second-layer models and ensembles, and various issues encountered in practice. As well, the use of forecasting using Big data and artificial intelligence is explored.

COURSE TITLE: DIGITAL BUSINESS MODELS

CODE: ENT 4420

This course will explore the business models of different companies such as software disruptors of the west such as Apple, Google, Facebook and Amazon, and the east such as Xiaomi and weChat. The course explores how software developers are not just the innovators but also the decision makers in modern competitive battles from mobile to cloud, and from consumer goods to enterprise software. As well students will be exposed to different digital business models using examples from diverse industries – from healthcare to aviation.

COURSE TITLE: DIGITAL ENTREPRENEURSHIP PROCESS

CODE: ENT 4422

This course covers emerging online technologies and their influence on the launch of entrepreneurial startups. Students will learn the fundamental skills needed to create or work for digital businesses including: analyzing business models, marketing, selling and strategy. Students will receive first-hand accounts on the challenges that are faced when forming a sustainable technology business. Additionally, students will examine the next wave of revolutionary technologies and how they could impact business and society going forward.

COURSE TITLE: DIGITAL PLATFORM STRATEGIES

CODE: ENT 4423

Students will be exposed to frameworks leading to the design and launching of a business platform, learning why platform firms beat product firms and how the structure of platform firms is fundamentally different. Students will how and why traditional

platform pricing models fail and how to choose a successful pricing model.

COURSE TITLE: INNOVATING CONSUMER EXPERIENCES/JOURNEY

CODE: MAR 4420

This course will expose students to different methodologies and approaches in order to map and innovate the consumer journey and create extraordinary value through the interaction between the goods and services and the shoppers. Students develop a real-life consumer experience innovation project, turning the journey into a key value element of the business value proposition.

COURSE TITLE: CONTENT MARKETING

CODE: MAR 4422

In this course students will learn the core strategies content marketers use to acquire and retain customers profitably. Specifically, students will learn how to develop, organize and implement a content marketing strategy, analyze and measure the effectiveness of content marketing, write compelling copy, use a strategic framework when writing, and build your professional brand and authority through content marketing. Students will also learn how to put the ideas presented to you into action and build their own personal brand through content marketing.

COURSE TITLE: PSYCHOLOGY OF PERSUASION

CODE: MAR 4423

This course will students to some of the theories and key research findings in the field of persuasion and social influence through the lens of economics and social psychology. Students will apply the tools of influence and will learn techniques for persuasive speaking, writing and designing.

COURSE TITLE: MULTIMEDIA ADVERTISING PRODUCTION I

CODE: COM 4420

This course explores integrated marketing communications and the development of marketing and advertising messages on digital platforms. Students focus on current trends in online advertising, social media platforms, and relevant emerging technologies. At the end of the course, the student must be able to apply for the design

of interactive advertising content, recognize the applications that are currently used and specialized software in the advertising area.

COURSE TITLE: MULTIMEDIA ADVERTISING PRODUCTION II

CODE: COM 4422

This course focuses on advanced multimedia production of commercial and advertising content for multimedia. Building on skills learned in previous courses, and emphasizing professional business practices, students will create and produce advertising campaigns and products of various scopes and sizes.

COURSE: TITLE: PSYCHOLOGY OF COMMUNICATION

CODE: COM 4423

The objective of this course is to deepen the study of communication from a psychosocial perspective, familiarizing students with the fundamental concepts of Communication Psychology and enabling them to analyze the psychosocial phenomena involved both in interpersonal and group communication as well as in the Mass Media.

BACHELOR OF BUSINESS ADMINISTRATION IN SUPPLY CHAIN MANAGEMENT AND INTERNATIONAL TRADE

PROGRAM OBJECTIVE:

The main objective of the Business Administration in Supply Chain Management and International Trade program is to train students to become successful and strategic business professionals capable of understanding and managing the demands of today's global logistics and supply chain management processes. The main function of a logistic professional is the planning and managing warehouse, transportation and customer services directing, optimizing and coordinating full order cycle of goods or services, from origin to final destiny. Logistics professionals are prepared as leaders for negotiating with suppliers, manufacturers, retailers and consumers logistics and are trained to assume managerial job positions.

PROGRAM DESCRIPTION:

The program has been structured including the following components: (i) General Education (30 credit hours); (ii) business core (30 credit hours); major courses (60 credit hours). The Business Administration in Supply Chain Management and International Trade program provides the student with an understanding of planning and managing logistics, warehouse, and transportation; optimization and coordination of full order cycle; keeping track of quality, quantity, stock levels, delivery times, transport costs and efficiency, as well as looking for and implementing the latest software technology to maximize operational efficiency. The program is comprised of 40 courses and a total of 120 credits.

PROGRAM BREAKDOWN BY COURSE				
Course Number	Course Title	Credit Hours	Clock Hours (If Applicable)	Pre-Requisites
GENERAL EDUCATION – REQUIRED (10 courses -30 credits-)				
ENC 1101	English Composition	3		None
COM 1001	Principles of Communication	3		None
PHI 1010	Introduction to Philosophy and Ethics	3		None
PHI 1013	Fundamentals of Logic and Critical Thinking	3		None
PSY 1010	Fundamentals of Human Behavior	3		None
MAC 1105	College Mathematics	3		None
ECO 1013	Principles of Macroeconomics	3		MAC 1105

ECO 1028	Principles of Microeconomics	3		MAC 1105
SYA 1100	Fundamentals of Research Methodology	3		None
GENERAL EDUCATION – ELECTIVES (select 1 course -3 credits-)				
LDR 1010	Fundamentals of Leadership	3		None
HUM 1105	Spirituality and The Science of Happiness	3		None
EGS 1041	Technology, Humans and Society	3		None
BSC 1005	General Education Biology	3		None
EVR 1001	Introduction to Environmental Science	3		None
(1) NOTE: Based on the Cesar Vallejo College placement exam results, student may have to take a preparation course in English and/or Math (no credit course). Transferred students that have completed the lower division required 60 credits, may not have to take the CVC placement exam				
BUSINESS CORE – REQUIRED (10 courses -30 credits-)				
ISM 2210	Principles of Project Management	3		None
MAN 2020	Principles of Management	3		PSY 1010
MAR 2023	Fundamentals of Marketing	3		None
QMB 2100	Basic Business Statistics	3		MAC 1105
ACG 2130	Financial Accounting	3		MAC 1105
MAP 3640	Financial Math	3		MAC 1105
ENT 3025	Fundamentals of Operations Management	3		MAC 1105
MAN 3301	HR Management	3		PSY 1010
ACG 3071	Managerial Accounting			ACG 2130
TRA 3321	Global Supply Chain Management			ENT 3025
MAJOR COURSES – REQUIRED (20 courses: 60 credits)				
SCM 3001	Introduction to Transportation & Logistics	3		None
BUL 3461	International Trade: Rules and Regulations	3		None
TRA 3151	Capacity Planning	3		None
SCM 3221	Warehouse Operations	3		None
SCM 3270	Transportation and Distribution	3		TRA 3010
TRA 3010	Principles of Transportation	3		None

TRA 3011	Logistics and Supply Chain Technology	3		None
TRA 3013	Fundamentals of Transportation Security	3		None
TRA 3034	Transportation and Traffic Management	3		TRA 3010
SCM 3202	Logistic Management	3		TRA 3151
TRA 4321	Transportation Public Policy, Law, and Regulations	3		TRA 3010
TRA 4702	International Logistics and Transportation	3		None
TRA 4721	Global Logistics	3		None
TRA 4156	Operations Management for Transportation	3		ENT 3025
BUL 4322	International Business Law	3		None
TRA 4420	Motor Transportation	3		None
TRA 4434	Marine Cargo Operations	3		None
TRA 4435	Port and Terminal Operation Management	3		TRA 4434
FIN 4633	Globalization and Tradeable Clusters	3		TRA 3321
AVM 4133	Aviation Logistics Management	3		AVM 4120
TOTAL CREDITS TO BE COMPLETED:		120		

All courses are available online.

COURSE DESCRIPTION

COURSE TITLE: ENGLISH COMPOSITION

CODE: ENC 1101

English composition includes the process of writing, grammar mechanics, analysis of sample essays, description, narration, exposition, argumentation.

COURSE TITLE: PRINCIPLES OF COMMUNICATION

CODE: COM 1001

This course will introduce communication principles, common communication practices, and a selection of theories to better understand the communication transactions. It includes an overview of communication as a process along with basic principles

and theories. Subsequent units in the course examine specific applications of human communication applied to personal and professional life. These include interpersonal communication, small group communication, decision-making, and organizational communication.

COURSE TITLE: INTRODUCTION TO PHILOSOPHY AND ETHICS

CODE: PHI 1010

This course will introduce contemporary philosophical writings, such as the nature of truth and knowledge, mind and body, freedom and determinism, right and wrong, and the existence of God. It includes the philosophical study of morality, including the theory of right and wrong behavior, the theory of value (goodness and badness), and the theory of virtue and vice

COURSE TITLE: FUNDAMENTALS OF LOGIC AND CRITICAL THINKING

CODE: PHI 1013

This course will introduce you to critical thinking, informal logic, and a small amount of formal logic. The emphasis is on learning how to think effectively. The course touches upon a wide range of reasoning skills, from verbal argument analysis to formal logic, visual and statistical reasoning, scientific methodology, and creative thinking.

COURSE TITLE: FUNDAMENTALS OF HUMAN BEHAVIOR

CODE: PSY 1010

This course introduces the history of behavioral psychology, common psychological behavioral problems, their evolution and way to recondition behavior. This course introduces students to the fundamental principles of behavior analysis, like classical conditioning and operant conditioning and what it takes to establish new habits.

COURSE TITLE: COLLEGE MATHEMATICS

CODE: MAC 1105

Topics in mathematics that every college student needs to know to process, evaluate, and understand the numerical and graphical information in our society. Applications of mathematics in problem

solving, finance, probability, statistics, geometry, population growth.

COURSE TITLE: PRINCIPLES OF MACROECONOMICS

CODE: ECO 1013

An instructional program that describes the systematic study of the production, conservation, and allocation of resources in conditions of scarcity, together with the organizational frameworks related to these processes. Includes instruction in economic theory, micro- and macro- economics, comparative economic systems, money and banking systems, international economics, quantitative analytical methods, and applications to specific industries and public policy issues.

COURSE TITLE: PRINCIPLES OF MICROECONOMICS

CODE: ECO 1028

Students will be exposed to the principles that apply to the functions of individual economic decision-makers by using principles and models to describe economic situations and predict and explain outcomes with graphs, charts, and data as they explore concepts like scarcity and markets; costs, benefits, and marginal analysis; production choices and behavior; and market inefficiency and public policy.

COURSE TITLE: FUNDAMENTALS OF RESEARCH METHODOLOGY

CODE: SYA 1100

The primary objective of this course is to develop a research orientation among the students and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach. It includes discussions on sampling techniques, research designs and techniques of analysis.

COURSE TITLE: FUNDAMENTALS OF LEADERSHIP

CODE: LDR 1010

This course explores the nature and challenge of leadership in a wide variety of settings and for a wide range of purposes. It reviews classical thinking on leadership; compares analytical perspectives

on leadership; defines leadership and management and explains why both are necessary and important, how they differ and how they resemble each other; sheds light on the ambiguity and confusion around leadership and tyranny; looks at successful leadership in dozens of contexts; offers a multi- stage process for understanding and planning the work of leadership.

COURSE TITLE: SPIRITUALITY AND THE SCIENCE OF HAPPINESS

CODE: HUM 1105

This course provides different ways to boost satisfaction, engagement and collaboration. Complementing the approach of increasing your emotional intelligence and your ability to connect with others is the design of strategies to increase your resilience and spiritual competence in the pursuit of your integral wellness.

COURSE TITLE: TECHNOLOGY, HUMANS, AND SOCIETY

CODE: EGS 1041

The course examines technology development and its impact on cultures, politics and human life to envision appropriate use of technology for a sustainable future through global learning approaches.

COURSE TITLE: GENERAL EDUCATION BIOLOGY

CODE: BSC 1005

Elementary general biology involving cells, organisms, genetics, evolution, ecology, and behavior.

COURSE TITLE: INTRODUCTION TO ENVIRONMENTAL SCIENCE

CODE: EVR 1001

A survey of basic chemical, biological, and physical principles of environmental science and ecology and the application of these principles to current political, scientific and economic issues.

COURSE TITLE: PRINCIPLES OF PROJECT MANAGEMENT

CODE: ISM 2210

This course develops the competencies and skills for planning and controlling projects and understanding interpersonal issues that drive successful project outcomes. Focusing on the introduction of new products and processes, it examines the project management

life cycle, defining project parameters, matrix management challenges, effective project management tools and techniques, and the role of a project manager.

COURSE TITLE: PRINCIPLES OF MANAGEMENT

CODE: MAN 2020

The fundamental management tasks some of which are decision making, supervision, strategy formulation, effective communications, organization, leadership, and ethical interactions are developed and discussed starting with the concepts of the behavioral sciences.

COURSE TITLE: INTRODUCTION TO MARKETING

CODE: MAR 2023

This course should provide an introductory overview of the comprehensive field of marketing. The concepts, terminology, methodology and structures explored in this course should provide a basis on which to build further expertise in the student's particular field of study. Specific competencies developed in other disciplines are drawn together in this course as students critically analyze and view of the comprehensive field of marketing.

COURSE TITLE: BASIC BUSINESS STATISTICS

CODE: QMB 2100

This course deals with the applications of mathematical, statistical, and research concepts to business, economics, finance, and management problems. Courses include statistical applications in business; business research; operations research; management science; and mathematical programming for research.

COURSE TITLE: FINANCIAL ACCOUNTING

CODE: ACG 2130

Provides a basic understanding of the general purpose of accounting procedures and financial statements. Explores double-entry accounting methods, financial ratios, basic financial reporting and the link between figures and decisions.

COURSE TITLE: FINANCIAL MATH

CODE: MAP 3640

This course will expose students to the required knowledge of fundamentals concepts to build, and analyze concepts and tools related to financial applications such as feasibility analysis, investment theory, financial analysis of projects and the understanding of net present value, internal rate of return and the value of money in the future.

COURSE TITLE: FUNDAMENTALS OF OPERATIONS MANAGEMENT

CODE: ENT 3025

This course is an introduction to the concepts, principles, problems, and practices of operations management. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, and quality assurance.

COURSE TITLE: HR MANAGEMENT

CODE: MAN 3301

Students will get exposed to the elements of the HR function (e.g. – recruitment, selection, training and development, etc.) and be familiar with each element's key concepts & terminology. As well, the students will appreciate the importance of human resource management as a field of study and as a central management function

COURSE TITLE: MANAGERIAL ACCOUNTING

CODE: ACG 3071

The course emphasizes the use of accounting information by managers within the organization and by shareholders, lenders, and other outside parties. Basic accounting terms and concepts, and the language of financial management are presented as well as the essentials of the accounting process.

COURSE TITLE: GLOBAL SUPPLY CHAIN MANAGEMENT

CODE: TRA 3321

This course provides insight into the role of Supply Chain Management in linking the functions and business entities responsible for the exchange of goods, services, and information to

complete the business transaction from supplier's supplier to customer's customer in an international context. The course focuses on managing the flow of materials, goods, services, information and cash via the processes, technologies, and facilities that link primary supplier through to ultimate customers

COURSE TITLE: INTRODUCTION TO TRANSPORTATION & LOGISTICS

CODE: SCM 3001

This course deals with the role of logistics in the economy and the organization. Topics explored are customer service, logistics information systems, inventory management, material management and supply chain management. The objective is to explore the full scope of the transportation plant and its services as a necessary preparation to efficient use of the transportation system.

COURSE TITLE: INTERNATIONAL TRADE: RULES AND REGULATIONS

CODE: BUL 3461

The study and interpretation of the U.S. customs regulations, classification of merchandise, application of tariff rules, duty free treatment, special classes of merchandise, importing and exporting, liquidation inspection, search and seizure, fines and penalties.

COURSE TITLE: CAPACITY PLANNING

CODE: TRA 3151

Introduction to the management of operations in manufacturing and service organizations using the framework of value chain management. The course integrates global and sustainability perspectives into the value chain and its processes.

COURSE TITLE: WAREHOUSE OPERATIONS

CODE: SCM 3221

This course will enable students to understand the various functions involved in the operation of a warehouse. Key elements include: the role of warehousing in the supply chain, storage and handling techniques, performance metrics, customer service considerations, and safety concerns across various types of distribution facilities.

COURSE TITLE: TRANSPORTATION AND DISTRIBUTION

CODE: SCM 3270

This course explores the role and importance of transportation in the distribution of goods. The course focuses on the infrastructure of the freight transportation system, modes of transportation, transportation regulations, and public policies. Students study carrier cost structures, operating characteristics, and policy regulations regarding each of the transportation modes.

COURSE TITLE: PRINCIPLES OF TRANSPORTATION

CODE: TRA 3010

This course deals with the role of logistics in the economy and the organization. Topics explored are customer service, logistics information systems, inventory management, materials management, and supply chain management. The objective is to explore the full scope of the transportation plant and its services as a necessary preparation to efficient use of the transportation system.

COURSE TITLE: LOGISTICS AND SUPPLY CHAIN TECHNOLOGY

CODE: TRA 3011

This course provides an overview of logistics and supply chain topics that include career pathways, cost effectiveness, professional communication, regulatory compliance, transportation systems, physical logistics environment, and effective product handling.

COURSE TITLE: FUNDAMENTALS OF TRANSPORTATION SECURITY

CODE: TRA 3013

The primary focus of this course is on security in all modes of public transportation. Students will study the governmental organizations responsible for the security of people and property while being transported by air, rail, marine, or on highways, as well as the federal regulations governing security in these modes of transportation. Specific subjects discussed include the federal regulations governing all modes of transportation, the role of safety and security program managers, airport security, air carrier security, foreign and indirect air carrier security, cargo security,

transportation of dangerous goods, and the role of security-oriented technology.

COURSE TITLE: TRANSPORTATION AND TRAFFIC MANAGEMENT

CODE: TRA 3034

This course covers developments leading to national and federal regulations, division of territories, official descriptions, etc. Students will learn the scope of authority of territorial associations, factors controlling traffic flows, basic governing classification rules, principals of freight rates and tariffs, and elements of rate making.

COURSE TITLE: LOGISTICS MANAGEMENT

CODE: SCM 3202

The course deals with design and management of distribution networks in global markets. Topics cover logistics, transportation, inventory, regulatory issues, reverse logistics, within the context of supply chains. Emerging technologies are discussed.

COURSE TITLE: TRANSPORTATION PUBLIC POLICY, LAW, AND REGULATIONS

CODE: TRA 4321

Students will learn the transportation regulatory environment including the various levels of government regulations. Review of security, environmental requirements, regulatory research and labor laws are also covered.

COURSE TITLE: INTERNATIONAL LOGISTICS AND TRANSPORTATION

CODE: TRA 4702

International logistics concerns the flow of materials into, through and out of the international corporation as it relates to materials management, storage, inventory locations, physical distribution and documentation. This course will emphasize international transportation infrastructure and modes such as ocean, airfreight, intermodal movement, truck and rail. Choices among these modes will be explored considering such factors as transit time, packaging, risks, predictability and cost.

COURSE TITLE: GLOBAL LOGISTICS

CODE: TRA 4721

Logistics activities of multinational firms, international transportation systems, global sourcing, customer service, facility location, inventory management, customs issues, export-import activities and the role of governments.

COURSE TITLE: OPERATIONS MANAGEMENT FOR TRANSPORTATION

CODE: TRA 4156

This course covers the skills necessary for a supervisory role in logistics. It includes roles and responsibilities in managing different types of operations and general managerial functions and skills. Topics include the design and management of production operations, productivity, strategy, capacity planning, location, layout, resource management, just-in-time systems, materials requirement planning and project management.

COURSE TITLE: INTERNATIONAL BUSINESS LAW

CODE: BUL 3422

Effect of federal, state, and local law on business entities including ethical issues. The study of property rights, negotiable instruments, agency law and business entities. Subject matter applies to all business fields of study.

COURSE TITLE: MOTOR TRANSPORTATION

CODE: TRA 4420

This is an introductory course in trucking operations and the movement of goods via highways and roadways. Students will learn US department of transportation requirements, documents for shipping, vehicle and shipment tracking, scheduling, management of human resources and equipment, just-in-time implications and integration with other transportation modes. Hazardous materials shipments and security issues will be discussed.

COURSE TITLE: MARINE CARGO OPERATIONS

CODE: TRA 4434

This course is an introduction to the objectives and problems with break-bulk cargo handling during loading, discharging, and in-transit carriage. It presents the role of the ship in integrated transportation systems, the methods of cargo loss prevention, and

the maximum cargo efficiency with relation to space, cargo gear, crew, and labor costs.

COURSE TITLE: PORT & TERMINAL OPERATION MANAGEMENT

CODE: TRA 4435

This course provides an overview of the history, growth, organization, and operation of major ports and transportation terminals, including logistics processes such as on-dock rail, strategic and tactical planning, harbor drayage, terminal gate protocols, equipment and cargo management, and integration of marine port and terminal operations with other modes of transportation. It introduces the functions of the port divided along business lines, different types of marine terminals, and the day-to-day operational, financial, and labor issues of ports and terminals.

COURSE TITLE: GLOBALIZATION AND TRADEABLE CLUSTERS

CODE: FIN 4633

Students will be introduced to different aspects of globalization, including globalization trade, global strategy and the understanding of clusters and how these clusters affect the dynamics of globalization from the national, regional and business perspectives.

COURSE TITLE: AVIATION LOGISTICS MANAGEMENT

CODE: AVM 4133

This course is a study of system theory and its relationship to aviation/aerospace systems management. The course provides an opportunity to examine ways to optimize the physical flow of goods and materials within a firm from acquisition through production, and movement through channels of distribution. The course focuses on applying logistics theory to aviation management problems in materials handling, managing inventory, planning capacities, and locating distribution centers. Case studies with aviation/aerospace applications using computer models are included. Specific topics related to system design and support, including maintainability, availability, quality control, customer support and product improvement are covered.

Board of Directors

Cesar Acuña Peralta- Chairman of the Board, President

Cesar Acuña Nuñez- Chief Executive Officer

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Kelly Acuña – Secretary

Administration

Cesar Acuna Nunez, Administration / Finance

Jose Ignacio Diaz, Dean. Academic Affairs

Myrna Escalante, Admission's Director

Santiago Nunez, Registrar's Director

Yen Fatule, Student Support / Accounts Payable

Inez Lozano, Victor Manrique, Edgar Lamela, Outreach and Marketing

Jorge Peralta, Innovation and Technology

Faculty List

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Master's in Business Administration (MBA): The University of Texas at Austin.

Bachelor's Degree in International Business: ITESM CCM at Mexico City.

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Master's in Human Behavior: UDIMA. PhD in Philosophy: Universidad Nacional Mayor de San Marcos. Master's in philosophy: Universidad Nacional Mayor de San Marcos. Bachelor in History: Universidad Nacional Mayor de San Marcos.

Anson Boodhai

Master of Business Administration (MBA) in Aviation and Strategic Initiatives: Embry Riddle Aeronautical University. Master of Logistics and Supply Chain Management: Embry Riddle Aeronautical University. Bachelor of Science in Aeronautics, Minor in Management, Aviation Safety and Airport Management: Embry Riddle Aeronautical University.

Miguel Carrillo

Ph D in Administration Strategy, Organizational Behavior, and International Business: Concordia University. Master in Business Administration

Management and Finance: Instituto Tecnológico y de Estudios Tecnológicos de Monterrey. Bachelor in Industrial and Systems Engineering: Instituto Tecnológico y de Estudios Tecnológicos de Monterrey.

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Ph.D Operations Research: Florida Institute of Technology. Master of Sciences Urban & Regional Planning: University of Pittsburgh. Specialization in Public Sector Management: University of Pittsburgh. Bachelor's in science economics: University of Zulia.

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Yhosemar Mendez

Magister in Food Innovation: University of Modena and Reggio Emilia
Magister in Science Agrofood Chain Studies: University of Toulouse III
Bachelor Chemical Engineering: University of Simon Bolivar

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Master's in Educational Psychology: Anahuac University. Bachelor of Science in Clinical Psychology: University of Atemajac Valley.

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Ph.D. in Communication Digital Communications University of Navarra. Master of Business Administration, Adolfo Ibañez School of Management. Master's in digital journalism Universidad Carlos III, Madrid. Bachelor's in communications, minor in Journalism Universidad Católica del Ecuador.

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María del Carmen Suarez Trejo

Master of Business Administration: Adolfo Ibañez School of Management.
MBA Human Resources, Human Resources MBA: Universidad del Valle de
México. Bachelor's Degree; Master's Degree, Business Administration;
International. Business: Instituto Tecnológico de Querétaro.

Maria del Carmen Temblador Perez

Ph.D Systems and Engineering Management :Texas Tech University. Master's
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Operations Research: Tecnológico de Monterrey. Undergrad Degree
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