



CESAR VALLEJO COLLEGE
Florida, USA

CATALOG

9100 S Dadeland Blvd Suite 1500
Miami , FL 33156
305-988-4363 Main
www.cesarvallejocollege.com

MAY 2023– Volume 6

TABLE OF CONTENTS

HISTORY	8
MISSION STATEMENT	8
PHILOSOPHY	9
STATEMENT OF PURPOSE	11
Ownership or Governance	12
Board of Directors	12
Americans with Disabilities Act	13
Student Complaint Process	13
Equal Opportunity Statement	13
Description of Facilities and Equipment	14
HOURS OF OPERATION	14
ACADEMIC CALENDAR 2022-2023	15
HOLIDAYS	16
Privacy of Student Records	17
ADMISSIONS	18
Admissions Policy	18
General Information	18
DEADLINES AND REQUIREMENTS	19
Requirements	19

Re-Admission	19
Transfer Students	20
Course Transfer	20
Credit for Prior Learning	21
Conversion of Clock Hours for Credit Transfer	21
Credit by Examination	21
STUDENT SERVICES	22
Counseling	22
Finance Services	22
Career Services	22
Housing	23
Parking	23
Campus Safety	23
Personal Property	23
Graduation	23
FINANCIAL SERVICES	24
Financial Assistance Programs	25
Monthly Payment Plan	25
How to Apply for Financial Assistance	25
Scholarships	26

Student Rights	26
Student Responsibilities	27
TUITION, FEES AND OTHER COSTS	28
Costs	28
Non-Tuition Fees	28
Tuition Fees	29
Tests, Supplies and Special Fees	29
Late Payment	30
Cancellation and Refund Policy	30
Add/Drop Policy	31
Termination or Cancellation by Institution	31
Withdrawal	31
Consequences	32
RULES AND REGULATIONS	33
Conduct	33
Cell Phones	33
Drug Policy	33
Harassment	33
Falsifying Records and Official Documents	34

College Transcripts	34
Privacy of Student Records	34
Dress Code	35
Academic and Administrative Dismissal Policy	35
Professional Behavior	35
Academic and Administrative	36
Grievance Procedures	36
ACADEMIC POLICIES	37
Credit Hours	37
College Hours	37
Academic Advisement	37
Digital Library	37
General Education Courses	37
Guest Lectures	38
Attendance	38
College Interruption	39
Excused Absences	39
Unexcused Absences	39
Leave of Absences	39

School Withdrawal	40
Academic Re-Admittance Policy	40
Disciplinary Re-Admission Policy	41
Academic Load	41
Testing for online courses	42
Grade level	42
Grading	42
Grading Scale	43
Repeating Courses	43
Satisfactory Academic Progress	44
Academic Suspension	45
ONLINE EDUCATION	46
PROGRAMS OFFERED	49
AS Business Administration	49
Program Objective	49
Program Description	50
Course	50
Course Description	52
BS Business Administration in Management	59

Program Objective	58
Program Description	58
Courses	59
Course Description	62
BS Business Administration in International Business	74
Program Objective	74
Program Description	74
Courses	75
Course Description	77
BS Business Administration in International Marketing	89
Program Objective	89
Program Description	90
Courses	90
Course Description	90
BS Business Administration in Supply Chain Management & International Trade	105
Program Objective	105
Program Description	106
Courses	106

Course Description	108
BOARD OF DIRECTORS	119
ADMINISTRATION	119
FACULTY LISTING	119

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.

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 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 is located at 9100 South Dadeland Drive, Suite 1500, Miami, Florida 33156 in a strategic zone in the highly desirable Dadeland area located just off US1 and the Palmetto Expressway on Kendall Drive. The building's second floor is connected to the South Dadeland Station of the Metrorail and Metrobus terminals which makes commuting a breeze. It offers easy access to Miami's major neighborhoods and commercial areas. There's also plenty of street parking available.

HOURS OF OPERATION

CLASSES

Monday through Friday 9:00 am – 10:30 pm

OFFICE HOURS

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

LIBRARY/RESOURCE CENTER 24/7 (Online)

Academic Calendar 2023-2024
Important Dates and Deadlines

Fall Semester 2023: September – December

Sep 04	Classes Begin
Dec 16	Last Day of class
Dec 20	Final exams/ Final presentations
Dec 20	Final Grades due
Dec 25	Christmas Day (Start Holiday Recess)

Spring Semester 2024: January - April

Jan 08	Classes Begin
Mar 04-08	Spring break
May 03	Last Day of class
May 03	Final exams/ Final presentations
May 06	Final Grades due

Summer Semester 2024: May - July

May 20	Classes Begin
Jul 12	Last Day of class
Jul 12	Final exams/ Final presentations
Jul 15	Final Grades due

Cesar Vallejo College observes the following holidays:

HOLIDAYS:2023

Labor Day 09/04/23

Veterans Day	11/10/23
Thanksgiving Break	11/23/23 – 11/26/23
Holiday Recess	12/25/23 – 01/01/24

HOLIDAYS:2024

New Year’s Day	01/01/24
Martin Luther King Jr. Day	01/15/24
President’s Day	02/19/24
Spring Break	03/04/24 to 3/08/24
Easter Break	03/30/24 to 03/31/24
Memorial Day	05/27/24
Juneteenth Day	06/19/24
Independence Day	07/04/24

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.

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. Transfer students will need to present Academic record from their original universities. 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
- Payment of tuition and fees by deadline indicated on Enrollment Agreement
- Regular students will submit a High School Diploma or a GED (General Education Diploma)
- Regular students will submit a copy of official High School transcripts or copy of the GED transcript.
- Transfer students will submit Academic record / associate degree or bachelor degree
- Submit a copy of a valid government issued picture ID
- If student is under the age of 18, they must secure Parent/Guardian signature
- Online students must have access to the Internet
- Documents from foreign institutions must be translated and validated by a member of the National Association of credential evaluation (NACES)

Re-Admission

Former students that wish to apply for re-admission must complete a new enrollment agreement and will be charged tuition and fees 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 transcripts directly to Cesar Vallejo College.
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 \$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 or can be done by the college experts. For evaluation, please contact a member agency of the National Association of Credential Evaluation Services <http://www.naces.org>

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.

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

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.

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 responsible of Career Planning and Placement.

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

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.

Graduation

Cesar Vallejo College commencements ceremonies are held twice a year. To graduate, students are required to fulfill all financial obligations. Students will be awarded a Bachelors after having satisfactorily completed all academics requirements with a minimum accumulative 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.

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

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:

- 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.

Scholarships

The Cesar Vallejo College Scholarship is designed to assist students who demonstrate a need to pay tuition.

Eligibility

- 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.

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 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.
- 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.
- 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.
- Obtain required educational and financial clearance prior to graduation.

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

- Registration Fee \$100.00
- Re-Admission Fee \$100.00
- Late Registration Fee (*addition to registration fee*) \$100.00
- Cost per course \$300
- Official Transcript Fee \$ 100.00
- Official Certificate: \$50
- Credit by exam Fee: \$300
- Translations: \$90*
- Transcripts validation: \$190*
- Graduation Fee (diploma): \$300
- Copy of Diploma: \$100

*Only for international transfer students

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

Costo per credit: \$100 USD(per credit)

Full Time (per course) \$ 300 USD

Semester (12credits) \$ 1,200 USD

Total Tuition Associate (60 credits) \$6000 USD

Total Tuition Bachelor (120 credits) \$12,000 USD

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.

Cancellation and Refund Policy

Tuition is computed based on the assumption that the student remains in class throughout the month. 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 the cancelation form to the academic responsible.

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 first day 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 \$100.00 for admissions fee.

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.

After the beginning of the class, or during the class, Cesar Vallejo College will not refund to students.

Add/Drop Course Refund Policy

A student must submit a formal request to the Registrar's office of his/her intention to add/drop a course. The drop date will be determined by the date on the formal request.

This policy will apply before the first day of class

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 must provide evidence of medical or

military or reasons, which are the only two reason to accept the withdrawal according to our Leave of absence policy

Students who withdraw from a course after the beginning of the class will receive a grade of “W” (Withdrawal). A student may take the same course and fail it a maximum of three times.

For a student to be eligible to apply for a withdrawal must have completed a full semester at Cesar Vallejo College. Students 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.

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.

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).

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:

Conduct Code

- Promote a positive and optimistic workforce
- Address issues that negatively impact service
- Practice humility and openness
- Maintain an appearance appropriate to my role

- Present an orderly and clean work environment
- Display a positive, solution-oriented attitude.

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.
- Improper or illegal conduct such as hazing and/or sexual harassment.
- Cheating or plagiarism.
- Use of abusive language, including verbalization or gestures of an obscene nature.
- Bullying is not allowed in the Cesar Vallejo College community.

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.
- Continued inappropriate personal appearance.
- 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 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

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 5:00pm.

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 it will be measured through assignments indicated by the professor. Students must be admitted until the second 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 the missed work. It is up to the discretion of the faculty whether 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.

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.

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 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 (160) 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.

School Withdrawal

When a student withdraws from Cesar Vallejo College, the student must submit a School withdrawal form to Admissions. 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. 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. A student must obtain permission from the Admissions 's office to re-enroll.
2. Students must obtain the Finance Director's signature on the re-entry documents indicating all financial obligations to the college have been met.
3. Students are readmitted on the current tuition charges.

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 six (6) or more credit hours per semester (up to 12) which is a normal academic load.

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 a 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	60-69.99%	1.0
F	Failing	Up to 59.99%	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.

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. Asynchronic 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:

CVC offers the following services through its technical support area:

- Phone support at +1 305-529-3596 is open Monday to Friday 9:00 am- 5:00 pm
- WhatsApp Support at +1 305-529-3596 is open Monday to Friday 9:00 am- 5:00 pm
- Email support at support@cesarvallejocollege.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-)				
EN 110	English Composition	3		None
CO 100	Principles of Communication	3		None
PH 101	Introduction to Philosophy and Ethics	3		None
PH 100	Fundamentals of Logic and Critical Thinking	3		None
PS 101	Fundamentals of Human Behavior	3		None
MA 110	College Mathematics	3		None
EC 101	Principles of Macroeconomics	3		MA 110
EC 102	Principles of Microeconomics	3		MA 110
SY 110	Fundamentals of Research Methodology	3		None

GENERAL EDUCATION – ELECTIVES (select 1 course -3 credits-)				
LD 101	Fundamentals of Leadership	3		None
HU 110	Spirituality and The Science of Happiness	3		None
EG 104	Technology, Humans and Society	3		None
BS 100	General Education Biology	3		None
EV 100	Introduction to Environmental Science	3		None
BUSINESS CORE – REQUIRED (10 courses -30 credits-)				
IS 221	Principles of Project Management	3		None
MN 202	Principles of Management	3		PS 101
MR 202	Fundamentals of Marketing	3		None
QM 210	Basic Business Statistics	3		MA 110
AC 213	Financial Accounting	3		MA 110
MA 364	Financial Math	3		MA 110
EN 302	Fundamentals of Operations Management	3		MA 110
MN 330	HR Management	3		PS 101
AC 307	Managerial Accounting	3		AC 213

TR 332	Global Supply Chain Management	3		EN 302
--------	--------------------------------	---	--	--------

	TOTAL CREDITS TO BE COMPLETED:	60		
--	---------------------------------------	-----------	--	--

All courses are available online.

COURSE DESCRIPTION

COURSE TITLE: ENGLISH COMPOSITION

CODE: EN 110

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

COURSE TITLE: PRINCIPLES OF COMMUNICATION

CODE: CO 100

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: PH 101

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: PH 100

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: PS 101

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: MA 110

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: EC 101

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: EC 102

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: SY 110

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: LD 101

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: HU 110

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: EG 104

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: BS 100

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

COURSE TITLE: INTRODUCTION TO ENVIRONMENTAL SCIENCE

CODE: EV 100

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: IS 221

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: MN 202

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: MR 202

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: QM 210

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: AC 213

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

COURSE TITLE: FINANCIAL MATH

CODE: MA 364

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: EN 302

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: MN 330

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: AC 307

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: TR 332

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-)				
EN 110	English Composition	3		None
CO 100	Principles of Communication	3		None
PH 101	Introduction to Philosophy and Ethics	3		None
PH 100	Fundamentals of Logic and Critical Thinking	3		None
PS 101	Fundamentals of Human Behavior	3		None
MA 110	College Mathematics	3		None
EC 101	Principles of Macroeconomics	3		MA 110
EC 102	Principles of Microeconomics	3		MA 110
SY 110	Fundamentals of Research Methodology	3		None
GENERAL EDUCATION – ELECTIVES (select 1 course -3 credits-)				
LD 101	Fundamentals of Leadership	3		None
HU 110	Spirituality and The Science of Happiness	3		None
EG 104	Technology, Humans and Society	3		None
BS 100	General Education Biology	3		None
EV 100	Introduction to Environmental Science	3		None
BUSINESS CORE – REQUIRED (10 courses -30 credits-)				

IS 221	Principles of Project Management	3		None
MN 202	Principles of Management	3		PS 101
MR 202	Fundamentals of Marketing	3		None
QM 210	Basic Business Statistic	3		MA 110
AC 213	Financial Accounting	3		MA 110
MA 364	Financial Math	3		MA 110
EN 302	Fundamentals of Operations Management	3		MA 110
MN 330	HR Management	3		PS 101
AC 307	Managerial Accounting	3		AC 213
SC 300	Introduction to Supply Chain Management	3		EN 302
MAJOR COURSES – REQUIRED (17 courses -51 credits-)				
EN 300	Entrepreneurial Strategy and mastering the startup process	3		MN 202
MR 440	International Marketing	3		MR 202
MN 386	Family Business Management	3		MN 202
FI 340	Principles of Financial Management	3		AC 213
FI 309	Corporate Finance	3		FI 340
MR 324	Digital Marketing and Social Media	3		MR 202
MN 324	Organizational Behavior	3		MN 330
MR 380	Insights and Marketing Intelligence	3		MR 440
MN 472	Strategic Management	3		MN 202

FI 460	International Financial Management	3		FI 340
MN 405	Strategic Innovation and New Product Development	3		MR 380
MN 423	Business Simulation	3		MR 380
MN 420	Systems Dynamics and Problem Solving	3		None
CA 463	Introduction to Artificial Intelligence and Machine Learning	3		None
EN 482	Entrepreneurship and Innovation for Social Progress and Environmental Sustainability	3		MN 420, PS 101
MR 480	Marketing Strategy and Planning	3		MR 380
MR 464	Decision Making and Negotiations	3		MN 420, PS 101
AREAS OF CONCENTRATION -REQUIRED (3 courses -9 credits-)				
Electives: Business Analytics				
IS 440	Introduction to Modeling	3		QM 210
IS 442	Data Visualization and Communication	3		IS 440
IS 443	Forecasting	3		IS 440
Electives: Digital Entrepreneurship				
EN 440	Digital Business Models	3		MR 324
EN 442	Digital Entrepreneurship Process	3		EN 440
EN 443	Platform Strategies	3		EN 442
Electives: Investment Finance and Fintech				
FT 440	Foundations and Applications of Financial Technology	3		

FT 442	Fintech Startups in Emerging Markets and Cryptography Essentials	3		FT 440
FT 443	Introduction to Global Capital Markets	3		FI 460
	TOTAL CREDITS TO BE COMPLETED:	120		

COURSE DESCRIPTION

COURSE TITLE: ENGLISH COMPOSITION

CODE: EN 110

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

COURSE TITLE: PRINCIPLES OF COMMUNICATION

CODE: CO 100

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: PH 101

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: PH 100

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: PS 101

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: MA 110

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: EC 101

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: EC 102

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: SY 110

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: LD 101

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: HU 110

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: EG 104

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: BS 100

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

COURSE TITLE: INTRODUCTION TO ENVIRONMENTAL SCIENCE

CODE: EV 100

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: IS 221

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: MN 202

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: MR 202

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: QM 210

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: AC 213

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: MA 364

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: EN 302

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: MN 330

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: AC 307

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: SC 300

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: EN 300

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: MR 440

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: MN 386

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: FI 340

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: FI 309

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: MR 324

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: MN 324

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: MR 380

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: MN 472

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: FI 460

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:** MN 405

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: MN 423

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: MN 420

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: CA 463

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: EN 482

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: MR 480

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: MR 464

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: IS 440

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: IS 442

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: IS 443

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: EN 440

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: EN 442

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: EN 443

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:** FT 440

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:** FT 442

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 expose 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 include 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: FT 443

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
GENERAL EDUCATION – REQUIRED (10 courses -30 credits-)				
EN 110	English Composition	3		None
CO 100	Principles of Communication	3		None
PH 101	Introduction to Philosophy and Ethics	3		None
PH 100	Fundamentals of Logic and Critical Thinking	3		None
PS 101	Fundamentals of Human Behavior	3		None
MA 110	College Mathematics	3		None
EC 101	Principles of Macroeconomics	3		MA 110
EC 102	Principles of Microeconomics	3		MA 110
SY 110	Fundamentals of Research Methodology	3		None
GENERAL EDUCATION – ELECTIVES (select 1 course -3 credits-)				
LD 101	Fundamentals of Leadership	3		None
HU 110	Spirituality and The Science of Happiness	3		None
EG 104	Technology, Humans and Society	3		None
BS 100	General Education Biology	3		None
EV 100	Introduction to Environmental Science	3		None
BUSINESS CORE – REQUIRED (10 courses -30 credits-)				
IS 221	Principles of Project Management	3		None
MN 202	Principles of Management	3		PS 101

MR 202	Fundamentals of Marketing	3		None
QM 210	Basic Business Statistics	3		MA 110
AC 213	Financial Accounting	3		MA 110
MA 364	Financial Math	3		MA 110
EN 302	Fundamentals of Operations Management	3		MA 110
MN 330	HR Management			PS 101
AC 307	Managerial Accounting	3		AC 213
TR 332	Global Supply Chain Management	3		EN 302
MAJOR COURSES – REQUIRED (17 courses -51 credits-)				
EN 300	Entrepreneurial Strategy and Mastering the Startup Process	3		MN 202
MN 460	Fundamentals of International Business	3		None
BU 346	International Trade: Rules and Regulations			MN 460
FI 340	Principles of Financial Management	3		AC 213
FI 360	International and Corporate Finance	3		FI 340
MR 324	Digital Marketing and Social Media	3		MR 202
MN 430	International HR	3		MN 330
MR 380	Insights and Marketing Intelligence	3		MR 202
BU 432	International Business Law	3		MN 460
MN 463	International Strategy and Diversification			MN 460
MN 405	Strategic Innovation and New Product Development	3		MR 380
MN 423	International Business Simulation	3		MN 463
MN 420	Systems Dynamics and Problem Solving	3		None
CA 463	Introduction to Artificial Intelligence and Machine Learning	3		None
FI 463	Globalization and Tradeable Clusters	3		EC 102, MN 460, BU 346
MR 415	International Marketing	3		MR 380
MN 444	Cross Cultural Negotiations	3		PS 101, MN 420
AREAS OF CONCENTRATION -REQUIRED (3 courses -9 credits-)				

Electives: Business Analytics				
IS 440	Introduction to Modeling	3		QM 210
IS 442	Data Visualization and Communication	3		IS 440
IS 443	Forecasting	3		IS 440
Electives: Digital Entrepreneurship				
EN 440	Digital Business Models	3		MR 324
EN 442	Digital Entrepreneurship Process	3		EN 440
EN 443	Platform Strategies	3		EN 442
Electives: International Entrepreneurship				
EN 444	Business Design of International New Ventures	3		EN 300
EN 445	Pre-incubation of International New Venture	3		EN 444
EN 446	New Venture Validation and Deployment Plan	3		EN 445
Electives: Investment Finance and Fintech				
FT 440	Foundations and Applications of Financial Technology	3		
FT 442	Fintech Startups in Emerging Markets and Cryptography Essentials	3		FT 440
FT 443	Introduction to Global Capital Markets	3		FT 442
TOTAL CREDITS TO BE COMPLETED:		120		

All courses are available online.

COURSE DESCRIPTION

COURSE TITLE: ENGLISH COMPOSITION

CODE: EN 110

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

COURSE TITLE: PRINCIPLES OF COMMUNICATION

CODE: CO 100

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: PH 101

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: PH 100

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: PS 101

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: MA 110

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: EC 101

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: EC 102

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: SY 110

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: LD 101

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: HU 110

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: EG 104

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: BS 100

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

COURSE TITLE: INTRODUCTION TO ENVIRONMENTAL SCIENCE

CODE: EV 100

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: IS 221

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: MN 202

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: MR 202

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: QM 210

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: AC 213

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: MA 364

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: EN 302

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: MN 330

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: AC 307

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: TR 332

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: EN 300

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: BU 346

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: FI 340

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: FI 360

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: MR 324

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: MN 430

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: MR 380

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: MN 463

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: MN 460

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: MN 405

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: MN 423

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: MN 420

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: CA 463

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: FI 463

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: MR 415

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: MN 444

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: IS 440

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: IS 442

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: IS 443

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: EN 440

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: EN 442

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: EN 443

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: EN 444

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: EN 445

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: EN 446

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-)				
EN 110	English Composition	3		None
CO 100	Principles of Communication	3		None
PH 101	Introduction to Philosophy and Ethics	3		None
PH 100	Fundamentals of Logic and Critical Thinking	3		None
PS 101	Fundamentals of Human Behavior	3		None
MA 110	College Mathematics	3		None
EC 101	Principles of Macroeconomics	3		MA 110
EC 102	Principles of Microeconomics	3		MA 110
SY 110	Fundamentals of Research Methodology	3		None
GENERAL EDUCATION – ELECTIVES (select 1 course -3 credits-)				
LD 101	Fundamentals of Leadership	3		None
HU 110	Spirituality and The Science of Happiness	3		None
EG 104	Technology, Humans and Society	3		None
BS 100	General Education Biology	3		None
EV 100	Introduction to Environmental Science	3		None
BUSINESS CORE – REQUIRED (10 courses -30 credits-)				

IS 221	Principles of Project Management	3		None
MN 202	Principles of Management	3		PS 101
MR 202	Fundamentals of Marketing	3		None
MN 460	Fundamentals of International Business	3		None
AC 213	Financial Accounting	3		MA 110
ST 311	Lineal Statistics and Modeling	3		MA 110
MR 330	Sales Management	3		MA 110
MN 330	HR Management	3		MA 110
AC 307	Managerial Accounting			PS 101
TR 332	Global Supply Chain Management			AC 213
MAJOR COURSES – REQUIRED (17 courses -51 credits-)				
MR 323	Strategic Pricing	3		PS 101, EC 102
MR 341	Personal Branding	3		MR 202
ST 334	Multivariate Statistics	3		ST 311
MR 361	Marketing Analytics and Decision Making	3		MR 202, ST 311
MR 350	Cross Cultural Consumer Behavior	3		PS 101, MR 202, MN 460
MR 324	Digital Marketing and Social Media	3		MR 202
MN 463	International Strategy and Diversification	3		MN 460
MR 380	Insights and Marketing Intelligence	3		MR 350
MR 433	Brand Architecture and Development	3		MR 202
CO 411	Cross Cultural Advanced Communication Strategies	3		MR 350, CO 100
MN 405	Strategic Innovation and New Product Development	3		MR 380
MN 423	International Business Simulation	3		MN 460
MN 420	Systems Dynamics and Problem Solving	3		None
CA 463	Introduction to Artificial Intelligence and Machine Learning	3		None
MR 440	International Marketing	3		MR 380
MR 461	Marketing Research Project	3		MR 440, IS 221, SY 110, ST 334
MR 443	Retailing and Trade Marketing: A Multinational Approach	3		MR 440

AREAS OF CONCENTRATION -REQUIRED (3 courses -9 credits-)				
Electives: Business Analytics				
IS 440	Introduction to Modeling			ST 311
IS 442	Data Visualization and Communication			IS 440
IS 443	Forecasting			IS 440
Electives: Digital Entrepreneurship				
EN 440	Digital Business Models	3		MR 324
EN 442	Digital Entrepreneurship Process	3		EN 440
EN 443	Platform Strategies	3		EN 442
Electives: Customer Centric Innovation				
MR 440	Innovating Consumer Experiences/Journey	3		MN 405
MR 442	Content Marketing	3		CO 411
MR 443	Psychology of Persuasion	3		PS 101
Electives: Investment Finance and Fintech				
FT 440	Foundations and Applications of Financial Technology	3		
FT 442	Fintech Startups in Emerging Markets and Cryptography Essentials	3		FT 440
FT 443	Introduction to Global Capital Markets	3		FT 442
Electives: Multimedia Design and Production				
CO 440	Multimedia Advertising Production I	3		
CO 442	Multimedia Advertising Production II	3		CO 440
CO 443	Psychology of Communication	3		CO 442
TOTAL CREDITS TO BE COMPLETED:		120		

All courses are available online.

COURSE DESCRIPTION

COURSE TITLE: ENGLISH COMPOSITION

CODE: EN 110

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

COURSE TITLE: PRINCIPLES OF COMMUNICATION

CODE: CO 100

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: PH 101

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: PH 100

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: PS 101

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: MA 110

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: EC 101

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: EC 102

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: SY 110

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: LD 101

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: HU 110

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: EG 104

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: BS 100

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

COURSE TITLE: INTRODUCTION TO ENVIRONMENTAL SCIENCE

CODE: EV 100

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: IS 221

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: MN 202

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: MR 202

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: MN 460

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: AC 213

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: ST 311

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: MR 330

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: MN 330

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: AC 307

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: TR 332

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: MR 323

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: MR 341

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: ST 334

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: MR 361

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: MR 350

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: MR 324

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: MN 463

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: MR 380

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: MR 433

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: CO 411

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: MN 405

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's dynamics.

COURSE TITLE: INTERNATIONAL BUSINESS SIMULATION

CODE: MN 423

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: MN 420

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: CA 463

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: MR 440

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: MR 461

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: MR 443

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: IS 440

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: IS 442

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: IS 443

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: EN 440

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: EN 442

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: EN 443

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: MR 440

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: MR 442

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: MR 443

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: CO 440

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: CO 442

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: CO 443

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-)				
EN 110	English Composition	3		None
CO 100	Principles of Communication	3		None
PH 101	Introduction to Philosophy and Ethics	3		None
PH 100	Fundamentals of Logic and Critical Thinking	3		None
PS 101	Fundamentals of Human Behavior	3		None

MA 110	College Mathematics	3		None
EC 101	Principles of Macroeconomics	3		MA 110
EC 102	Principles of Microeconomics	3		MA 110
SY 110	Fundamentals of Research Methodology	3		None
GENERAL EDUCATION – ELECTIVES (select 1 course -3 credits-)				
LD 101	Fundamentals of Leadership	3		None
HU 110	Spirituality and The Science of Happiness	3		None
EG 104	Technology, Humans and Society	3		None
BS 100	General Education Biology	3		None
EV 100	Introduction to Environmental Science	3		None
BUSINESS CORE – REQUIRED (10 courses -30 credits-)				
IS 221	Principles of Project Management	3		None
MN 202	Principles of Management	3		PS 101
MR 202	Fundamentals of Marketing	3		None
QM 210	Basic Business Statistics	3		MA 110
AC 213	Financial Accounting	3		MA 110
MA 364	Financial Math	3		MA 110
EN 302	Fundamentals of Operations Management	3		MA 110
MN 330	HR Management	3		PS 101
AC 307	Managerial Accounting			AC 213
TR 332	Global Supply Chain Management			EN 302
MAJOR COURSES – REQUIRED (20 courses: 60 credits)				
SC 301	Introduction to Transportation & Logistics	3		None
BU 346	International Trade: Rules and Regulations	3		None
TR 315	Capacity Planning	3		None
SC 322	Warehouse Operations	3		None
SC 327	Transportation and Distribution	3		TR 300
TR 300	Principles of Transportation	3		None

TR 301	Logistics and Supply Chain Technology	3		None
TR 303	Fundamentals of Transportation Security	3		None
TR 304	Transportation and Traffic Management	3		TR 300
SC 320	Logistic Management	3		TR 315
TR 431	Transportation Public Policy, Law, and Regulations	3		TR 300
TR 472	International Logistics and Transportation	3		None
TR 471	Global Logistics	3		None
TR 416	Operations Management for Transportation	3		EN 302
BU 432	International Business Law	3		None
TR 440	Motor Transportation	3		None
TR 444	Marine Cargo Operations	3		None
TR 445	Port and Terminal Operation Management	3		TR 444
FI 463	Globalization and Tradeable Clusters	3		TR 332
AV 413	Aviation Logistics Management	3		None
TOTAL CREDITS TO BE COMPLETED:		120		

All courses are available online.

COURSE DESCRIPTION

COURSE TITLE: ENGLISH COMPOSITION

CODE: EN 110

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

COURSE TITLE: PRINCIPLES OF COMMUNICATION

CODE: CO 100

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: PH 101

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: PH 100

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: PS 101

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: MA 110

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: EC 101

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: EC 102

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: SY 110

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: LD 101

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: HU 110

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: EG 104

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: BS 100

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

COURSE TITLE: INTRODUCTION TO ENVIRONMENTAL SCIENCE

CODE: EV 100

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: IS 221

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: MN 202

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: MR 202

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: QM 210

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: AC 213

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: MA 364

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: EN 302

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: MN 330

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: AC 307

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: TR 332

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: SC 301

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: BU 346

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: TR 315

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: SC 322

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: SC 327

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: TR 300

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: TR 301

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: TR 303

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: TR 304

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: SC 320

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: TR 431

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: TR 472

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: TR 471

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: TR 416

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: TR 440

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: TR 444

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: TR 445

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: FI 463

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: AV 413

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

Richard Acuña- Treasurer

Kelly Acuña – Secretary

Administration

Cesar Acuña Nuñez- CEO

Orlando Vladimir Velasquez – COO

Erwin Harold Terrones – Academic Director

Ana Maria Escobal – Student Services, Admission and Registrar Department

Orlando Vladimir Velasquez - Finances

Javier Diaz, Technology & Innovation

LIRN Virtual Librarian

Faculty List

Humberto Gonzalez Granda

MA in International Business: La Salle Business Engineering School, Barcelona

*MS in Marketing: ESAN Graduate School of Business, Lima

*BE in Industrial Engineering: Universidad de Lima

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

Francisco Maya

Master Of Business Administration in Financial Management: University of
Zulia

Master Of Science in Tax Management: Dr Rafael Belloso Chacin University

Bachelor Of Science in Accounting: University of Zulia

Jesús Fuenmayor

Ph.D. in Management Sciences: Dr Rafael Belloso Chacín University
Master's in Communication Science: Dr. Rafael Belloso Chacin University
B.A. in Social Communication, Specialization in Community Development:
Catholic University Cecilio Acosta

Heddy Hidalgo Rivero

Master's Degree in Reading and Writing: University of Carabobo
Masters in EFL (1st level of the Masters): University of Carabobo
Bachelor's degree in Education/ Major in English Language
Teaching: University of Carabobo

Mónica Cortes

Master's degree in Business Administration: Westfield Business School
Master's degree in Marketing: EAFIT University
Marketing Specialist: EAFIT University
Specialist in International Business: LIBRE University
Bachelor's degree in Commercial Engineering: LIBRE University

Luis Marcano

Master of Law LLM: Nova Southeastern University
Attorney: Arturo Michelena University
Specialization in Human Rights and Constitutional Law: Castilla La Mancha
University

Emperador Pérez

PhD Business Economics: Atlantic International University. Doctor Business
Administration: Marconi International University. Masters Business
Administration: Keiser University
Bachelors Business Administration: Keiser University.

Emil Beraún

Master's in Philosophy: National University of San Marcos

Bachelors in History: National University of San Marcos

Henris González

Master of Science in Supply Chain Acquisition: University of Maryland.

Bachelor of Arts in Justice Studies: John Jay College of Criminal Justice.

Associate of Science in Business Management: Barstow College.

Enna Hernández

Doctor in Forestry Sciences: University Center of Pinar del Río. Bachelor of

Science in Forestry Engineering: University Center of Pinar del Río.

Santiago Nunez

Master Higher Education: Iberoamerican University

Bachelor's Degree in Social Communications Autonomous University of
Santo Domingo

Specialization in Language and Literature: Autonomous University of Santo
Domingo