



CATALOG

HARSON UNIVERSITY

**3191 Coral Way,
Suite 630,
Miami, FL 33145
Telephone: (754) 206-9447
www.harsonuniversity.com**

Volume 1.0
Effective date as of September 5th, 2023

Table of Contents

HARSON UNIVERSITY	6
History	6
Mission	6
Vision	6
Statement of Purpose	6
Values Promoted through our actions	6
Governance	7
Board of Directors	7
American with Disability Act	7
Student Complaint Process	7
Equal Opportunity Statement	8
Description of Facilities and Equipment	8
Hours of Operation	8
Classes	8
Office Hours	8
Library Resource Center	8
Library	9
Academic Calendar Year 2023	9
Holidays	10
Campus Security	10
Campus Safety, Housing, and Parking Student Lounge	10
Finance Department	10
Admissions	10
Admission Policy	10
Institution’s Licensure	11
Requirements	11
Bachelor degrees	11
Master degrees	11
Re-Admission	12
Transfer Students	12
Course Transfer	13
Conversion of Clock hours	13

Student Services.....	13
Counseling	14
General Counseling	14
Academic Orientation	14
Career Service	14
Privacy of Students Records	14
Financial Assistance	15
1) Monthly Payment Plan	15
Coverage	15
Eligibility	15
Terms	15
2) Scholarship	15
Coverage	15
Eligibility	16
Terms	16
How to apply for Financial Assistance	16
Students Rights	16
Student Responsibilities	17
FERPA	17
Tuition, Fees, and other Costs	17
Costs	17
Non-Tuition Fees	18
Tuition	18
Reduction of tuition or fees	18
Late Payment	20
Cancellation and Refund Policy	20
Cancellation/Withdrawal Calculation	20
Termination or Cancellation by Institution	21
Withdrawal	21
Rules and Regulations	21
Conduct	21
Cell Phone	21
Drug Policy	22
Harassment	22

Falsifying Records and Official Documents	22
Harson University Transcripts	22
Privacy of Student Records	22
Dress Code	23
Academic and Administrative Dismissal Policy	23
Professional Behavior	23
Academic Behavior	23
Grievance Procedures	23
Academic Policies	24
Credit Hours	24
Harson University Hours	24
Academic Advisement	24
Digital Library	25
General Education Courses	25
Guest Lectures	25
Attendance	25
Harson University Interruption	25
Excused Absences	26
Unexcused Absences	26
Leave of Absences	26
Academic Re-Admittance Policy	26
Disciplinary Re-Admission Policy	27
Academic Load	27
Testing	27
Grade Level	27
Grading	27
Grading Scale	28
Repeating Courses	28
Satisfactory Academic Progress	28
Academic Suspension	29
Graduation	29
Online Education	30
Description of the online program	30
Detail of the platform to be used	31

Detail of the security of the platform to be used	31
Online Education Tuition	31
Non-Tuition fees.....	31
Tuition fees.....	32
Credit Transfer for online students	32
Distribution of materials.....	32
Examination and evaluation of student work.....	32
Support for student inquiries	33
Attendance and record keeping	33
Transcripts.....	34
Equipment and supplies needed	34
Technical specifications and recommendations for users.....	36
Technical Support.....	36
Design of the online courses.....	37
Student Services available to online students	37
Programs Offered.....	39
Course Numbering Structure	39
UNDERGRADUATE SCHOOL PROGRAM OUTLINES	40
Bachelor of Science in Business Administration	40
Bachelor of Science in Marketing Management.....	52
GRADUATE SCHOOL PROGRAM OUTLINES	63
Master in Business Administration	63
Master in Digital Marketing.....	70
Master in Innovation and Entrepreneurship	74
Board of Directors	78
Administration	78
Faculty List.....	78

HARSON UNIVERSITY

History

Learninn Corporation, d.b.a. Harson University, is a private post-secondary Higher Education institution established in Miami, in 2022, by its parent company Instituto Superior San Ignacio de Loyola S.A. (ISIL) group from Peru.

ISIL is one of the leading higher education institutions in Peru. As of December 2021, it had 12,928 students distributed in its 25 technical and 7 professional careers (in 4 campuses located in strategic areas). Additionally, it offers professional extension courses (Executive Education) in which it provides services to 3,367 students. ISIL, a licensed Latin American institution of Higher Education, has been recognized for its strategic approach to the labor market, alliances / agreements with other universities, and innovation in its programs oriented to market demand, which has allowed it to be recognized as an institution of high quality and dedicated service.

Mission

To provide knowledge, skills, and values of advanced education, consistent with the market through the development of creativity, technology, business success and education for work.

Vision

To be the alternative and innovative educational model for the education of successful professionals in South Florida.

Statement of Purpose

To shape professionals capable of facing the challenges of a knowledge society in an increasingly competitive world that demands not only economic improvement but also greater social and environmental responsibility.

Values Promoted through our actions

- Respect.
- Integrity.
- Proactivity.
- Efficiency.
- Empathy.
- Commitment.
- Responsibility.
- Diversity.

Governance

Harson University is a d.b.a. of Learninn Corporation, a for-profit, domestic corporation incorporated in the State of Florida. Harson University is managed and controlled by the Board of Directors, which is the legal entity responsible for policy and procedure promulgation, review, and amendment.

Board of Directors

Carlos Seminario
Jose Miguel Marchena
Victor Calderon
Daniel San Roman
Cesar Rovegno
Francisco Tafur
Ingrid Bertocchi Gardella
Karel Pio Hartinger Pena

American with Disability Act

Harson University does not discriminate against any student with special needs and/or conditions and complies with the Rehabilitation Act of 1973 (section 504) requiring that no qualified handicapped person will be excluded due to a disability from enrolling in a course of instruction. Students must disclose special needs to the Admissions Director at time of enrollment if they wish to avail themselves of special accommodation.

Harson University provides adequate parking to facilitate entrance to the building for physically challenged students. Restrooms are equipped with wide doorways to accommodate wheelchair accessibility and safe use.

Student Complaint Process

A student who feels they have not been treated fairly under Harson University policies has the right to file a written complaint. A complaint must be submitted in writing within five (5) academic days of the incident to the Director of Student Services. Complaints must be dated and sent by certified mail. Within five (5) academic days after receipt of the complaint, the Director of Student Services will inform the student regarding the institutional response to their complaint. Students have the right to file a grievance with Harson University if students believe the institution has not followed its policies. See grievance procedure in this catalog.

Equal Opportunity Statement

Harson University is an equal opportunity institution, consistent with Federal Policy no person shall, on grounds of race, creed, color, handicap, national origin, sex, age, political affiliation, sexual orientation, marital status, or belief, be excluded from any training, or be subjected to discrimination in any hiring practice or activity of the institution.

Description of Facilities and Equipment

Harson University campus is located at a Class A building that's strategically located at the corner of Southwest 32nd Avenue and Coral Way in Miami. With the address 3191 Coral Way, Miami, FL 33145, this building is less than half a mile from the Coral Gables business district and a short (fifteen minutes or less) drive to Miami International Airport. Not only its central location at the Coral Way business corridor and excellent highway and expressway access, but also being surrounded by post offices, shops, restaurants, hospitals, and a bank inside the premises, make Harson location very convenient.

The facility encompasses over 3,000 sq. ft. of classrooms, faculty and administrative offices, computer lab with access to virtual library, student lounge, eating area and a lobby. Harson University's building provides ample covered parking, a bank on premises, café on premises, conference rooms, additional lounges with automatic vending machines, as well as free Wi-Fi. Faculty and administrative personnel have free parking; students and the public in general will have parking spaces available at a minimum rate, which is lower than parking on the street.

Equipment used at Harson University is comparable to industry standards which are latest generation PCs, projectors, multimedia equipment and dedicated Wi-Fi for students and faculty.

Harson uses the latest version of Moodle platform as its core LMS, which implements a redefined user experience that improves online teaching and learning for educators, learners, and administrators. To manage efficiently its pipeline and databases, Harson University uses Salesforce as its Customer Relationship Management (CRM) platform.

Hours of Operation

Harson University hours of operations are as follows:

Classes

Monday through Saturday 7:00am – 11:00pm

Office Hours

Monday through Friday 9:00am – 5:00pm

Library Resource Center

Monday through Sunday 24 hours (Remote access)

Library

Students and faculty of Harson University will have access to the services of LIRN (Library and Information Resources Network). This is a digital library service including, but not limited to, the following: Emerald Publishing, Gale Foundation, Infobase, ProQuest, and SkillSoft. For the graduate-level it includes The Case Journal. Harson University students can contact the LIRN Consortium Librarian via email for any level of research assistance.

Academic Calendar Year 2023

ACADEMIC CALENDAR FALL 2023	
August 29, 2023	New Students Orientation
September 4, 2023	Holiday: Labor Day
September 5, 2023	Classes Begin
September 26-October 2, 2023	Assessment 1
October 9, 2023	Holiday: Columbus Day
October 10-16, 2023	Assessment 2
October 24-30, 2023	Midterm Exams
November 10, 2023	Holiday: Veterans Day
November 14-20, 2023	Assessment 3
November 20, 2023	Spring 2024 Term Registration Begin
November 23-24, 2023	Holiday: Thanksgiving
November 28-December 4, 2023	Assessment 4
December 12-18, 2023	Final Exams
December 18, 2023	Classes End
December 20, 2023	Last day for instructors to post grades on Virtual Campus
December 18, 2023 - January 5, 2024	Christmas Break.
January 5, 2024	Last day to appeal grades for the current semester

Holidays

Harson University observes the following holidays:

New Years' Day	January 1 st , 2023
Martin Luther King Day	January 16 th , 2023
President's Day	February 20 st , 2023
Easter Break	April 3 rd – April 7 th , 2023
Memorial Day	May 29 th , 2023
Juneteenth	June 19 th , 2023
Independence Day	July 4 th , 2023
Labor Day	September 4 th , 2023
Columbus Day	October 9 th , 2023
Veterans Day	November 10 th , 2023
Thanksgiving Day	November 23 rd , 2023
Winter Holiday Recess	December 23 rd – January 2 nd , 2024

Campus Security

In compliance with the Student Right to Know Security Act, Public Law 101-542, as amended by the Higher Education Technical Amendments of 1991, Public Law 102-26 Harson University will provide statistics and procedure for reporting and deterring criminal activity. Students unable to access this information are advised to obtain a printed copy.

Campus Safety, Housing, and Parking Student Lounge

Having a bank on the premises, Harson University's building is a very secure and monitored facility. With controlled access to the building and 24-hour lobby attendance and security officers, the safety of students, faculty, and administrative staff is assured. Access to the parking lot is secured with a guardhouse and automatic barriers. CCTV systems continuously monitor facilities and public access. The fire alarm systems are those required by law, and all measures and regulations for a safe and healthy operation are complied with.

Finance Department

Harson University provides a Finance Department to accept payments of tuition and fees as well as to answer any basic payment about student's accounts.

The hours of operation are daily from 9:00am – 5:00pm Monday through Friday.

Admissions

Admission Policy

Harson University offers educational opportunities to anyone who has the interest, desire, and ability to pursue advanced study. A disability will not be used to deny a person admission to Harson University. Courses of study are offered at the Bachelor, and Master degree levels. Applicants at a minimum must have a high school diploma or completion of

GED. If the student is a minor (18 years old) the signature of parents or guardian is required.

Harson University reserves the right to deny admission or re-admission to any student if the institution authorities believe his/her admission is not in the best interest of the student or institution.

Students transferring from another institution must have the courses evaluated to determine relevancy by the Director of Admissions. No credit is given for internships/co-op courses, or for academic courses with pass/fail or satisfactory/unsatisfactory grades. It is the student's responsibility to confirm if the courses will be accepted by the institution.

Institution's Licensure

Harson University is licensed by the Commission for Independent Education, Florida Department of Education, ID#12502. Additional information regarding this institution may be obtained by contacting The Commission for Independent Education at 325 West Gaines Street, Suite 1414, Tallahassee, Fla. 32399-0400, toll free number 888-224-6684.

Requirements

Bachelor degrees

- File a completed signed and dated admission application.
- Application fee \$85.00 (non-refundable) made payable to Harson University.
- Submit a copy of a valid government issued picture ID.
- Applicants to the Bachelor program must have obtained a High School degree from a regionally or nationally accredited institution.
- Submit a copy of High School diploma or GED (General Education Diploma).
- Submit a copy of official High School, GED, or College transcripts.
- Applicants from High-Schools out of US or with Associate's degrees from non-US institutions of higher education are required to submit copies of their official transcripts and degrees for evaluation of their equivalency to U.S. studies by a recognized agency specialized in this activity and member of the National Association of Credential Evaluation Services (NACES).
- Harson University offers its programs online and in Spanish. Applicants whose native language is other than Spanish, are required to take and approve a Proprietary Proficiency Language Test.
- Payment of tuition and fees by deadline indicated on Enrollment Agreement.
- Online students must have access to the internet.
- Harson University reserves the right to deny admission to any prospective student that in their judgment poses an undue risk to the safety or security of the University and the University community.

Master degrees

- File a completed signed and dated admission application.

- Application fee \$85.00 (non-refundable) made payable to Harson University.
- Submit a copy of a valid government issued picture ID.
- Applicants to the Master program must have obtained a Bachelor's degree from a regionally or nationally accredited institution of higher education.
- Applicants with Bachelor's degrees from non-US institutions of higher education are required to submit their credentials for evaluation of their equivalency to U.S. studies by a recognized agency specialized in this activity and member of the National Association of Credential Evaluation Services (NACES).
- Applicants who earned a Bachelor's degree in another language than English must have the transcript translated into English by a certified translation agency. The translated copy should be submitted along with an original copy.
- Two letters of recommendation from supervisors, faculty, or professional associates.
- Formal resume indicating education and complete work history, outlining the applicant's professional experience and accomplishments, academic achievements, as well as any participation in community and civic organizations.
- Harson University offers its programs online and in Spanish. Applicants whose native language is other than Spanish, are required to take and approve a Proprietary Proficiency Language Test.
- Payment of tuition and fees by deadline indicated on Enrollment Agreement.
- Online students must have access to the internet.
- Harson University reserves the right to deny admission to any prospective student that in their judgment poses an undue risk to the safety or security of the University and the University community.

Re-Admission

Former students that wish to apply for re-admission must complete a new enrollment agreement and will be charged tuition and fees according to the rates at the time of re-admission. Students must be in compliance with the University's Satisfactory Academic Progress Policy.

Students who desire to be re-admitted must:

- Interview with Admissions office.
- Obtain approval of the Director of Admission for re-admission within a year from withdrawal date.
- Obtain the approval of the Finance Director.
- Must pay a \$ 50.00 fee as stipulated in the Enrollment Agreement.
- Adhere to tuition and fees as stipulated in the Enrollment Agreement.
- Returned signed documents to the Registrar to enroll in classes.

Transfer Students

A student wishing to transfer from another college must follow the following:

- Complete steps of the Admission process, including payment of the non-refundable application fee.
- Request that Admissions/Registrar of all previously attended college send official transcripts directly to Harson University. Students are not allowed to turn in transcripts.
- Upon request, provide course syllabus or a college catalog to the Admission Office for use in evaluating courses completed at another institution.
- A grade of 2.0 or better was achieved.
- Payment of non-refundable fee of \$85.00 for admission as stipulated in the Enrollment Agreement.

Course Transfer

Courses taken previously at another institution will be evaluated on course equivalency to determine relevancy and fulfillment of curriculum objective within Harson University. Students must maintain a 2.0 in a scale of 4.0. Transfer of credit process must be completed and approved prior to the first day of class. Transfer credit may not exceed 50% of any program's total number of credits.

If student is transferring or graduated from a foreign institution, the credits must be evaluated and approved by an agency member of National Association of Credential Evaluation Services (www.naces.org) prior to the first day of class.

The transferability of credit earned at the institution is at the discretion of the accepting institution.

Harson University does not grant credit for prior work experience or examination.

Conversion of Clock hours

Courses in clock hours are evaluated using the following formulas:

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

Student Services

Harson University offers an Academic Orientation session in order to familiarize new students with the institution and its operation. This session will encompass mission, rules and regulations of the institution, academic standards, and counseling resources. All new and transfer students must attend this session.

Counseling

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

General Counseling

Through a personalized approach to the students the institution seeks to provide assistance to meet the needs of the student body in areas that are not necessary academic in nature but could hamper their academic success.

The student will be assigned a counselor that will work with the student throughout his academic life at Harson University.

Academic Orientation

The assigned counselor will monitor the academic success of the student. In order to assist if necessary.

Career Service

Harson University helps graduates find employment in their field of study. The university assists students on career preparatory activities as resume development, career fairs and professional networking such as LinkedIn that is an online career center. All programs are designed to prepare graduates for entry-level positions.

Resources are readily available to students, and lifetime job placement assistance is accessible to all graduates through Career Service. Harson University cannot guarantee employment. However, Career Service will make every effort to assist their student in the job search. Harson University is committed to making sure that their students succeed.

Students requesting career service assistance must provide a signed authorization allowing Harson University to send resumes to potential employers as part of graduate's job search, since Harson University complies with the Family Educational Rights and Privacy (FERPA).

Privacy of Students Records

Harson University is committed to the protection of Student's rights and privacy of information. In accordance with Public Law 93-380, Family Educational Rights and Privacy Act of 1974, 1002.22, Harson University 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. A student will be notified if a court subpoenas the records.

Financial Assistance

The Finance department at Harson University provides counseling to students who need financial assistance in order to pay tuition expenses at Harson University. It encompasses tuition payment, as well as answering any question pertinent to the student account. The Finance department has established procedures which assure fair and consistent treatment of all applicants.

Harson University believes the primary responsibility for the educational cost lays with the student and his/her family. Financial assistance is available to meet the students' needs. Harson University considers the total cost associated with attending the institution including, but not limited to tuition and fees, room and board, books supplies, personal expenses, and allowable travel expense.

Harson University has the following institutional financial assistance plans available to students who request and qualify for:

1) Monthly Payment Plan

Harson University offers monthly payments in order to facilitate students to meet their education cost. The monthly payment plan **must be paid back**.

Coverage

The plan covers 100% of tuition and fees.

Eligibility

Students must be enrolled at the institution.

Terms

The plan is financed at 0% yearly interest for up to 4 years and cannot exceed 48 installments. Monthly payments will begin upon commencement of classes and will be due on the first day of each month. If a student does not make the required payment and is past due more than 30 days, there will be a fee of 5% added to their tuition. If the student does not pay, their transcripts will not be sent to other institutions.

2) Scholarship

Besides the Monthly Payment Plan, Harson University provides scholarship opportunities to assist students who need economic support for their formation in an increasingly competitive market. Harson University only offers institutional scholarships.

Coverage

The scholarship covers up to 75% of tuition only.

Eligibility

Students attending Harson University and maintaining a minimum GPA of 2.0 and a maximum student and/or family income of \$60,000 per year.

Terms

Students can receive scholarships up to 75% of the total tuition for the Bachelor of Science degree or for the Master degree.

How to apply for Financial Assistance

The institution will gather applications and collect information to determine a student's financial need. The information provided by the student or his/her family is confidential and the sole purpose is for assessing the student's need. The assistance student receives at Harson University is based on cost of attendance, student contribution, enrollment status within an academic year. Students must re-apply for financial assistance each year.

A student's financial aid is solely the responsibility of the student. Each student is responsible for correctly completing all applications and processing paperwork in a timely manner.

If a student does not receive financial assistance while attending the institution, the student is responsible for all tuition and fees due to Harson University. Students should make appointments with the Finance Department to ensure they understand the financial assistance.

Requirements

- Submit a written essay with personal statements before the start of the term.
- 3 references letters.
- Students applying for financial assistance must comply with the eligibility criteria established for the financial plan they are requesting (Monthly Payment Plan or Scholarship).
- Financial assistance is awarded at the time of enrollment once each case has been assessed properly.

Students Rights

Harson University students have the right to:

- A copy of the documents describing the institution licensing.
- Information about Harson University programs, its instructional, laboratory and other physical facilities and its faculty.
- Information relating to job placement rates.
- Information of financial assistance.
- Information concerning the cost of attendance.

- Information on the refund policy for students who withdraw.
- Information on how the institution determines whether a student is making satisfactory progress and, if not, the nature of the procedures.
- Information concerning special facilities and services that are available under the American with Disability Act.
- Know their Academic Advisor.
- Information concerning the school's academic and administrative policies.
- Access to their student records.
- Freedom of academic expression.

Student Responsibilities

It is the responsibility of each Harson University student to:

- Abide by Harson University student code of conduct.
- Read, understand, and keep copies of all forms they are given.
- Review enrollment requirements.
- Know all deadlines for applying or re-applying for aid and meet them.
- Provide all documentation, corrections, and /or new information requested to the Finance department.
- Notify the institution of any information that has changed since their initial application for financial assistance.
- Repay all debts (not only loans).
- Understand the institution refund policy which is stated on the Enrollment Agreement in this catalog.
- Purchase iPad, tablet, supplies and required books.
- Maintain institution property in a manner that does not deface, destroy, or harm it.
- Obtain required educational and financial clearances prior to graduation.

FERPA

The Family Education Rights and Privacy Act of 1974, also known as the Buckley Amendment, protects the privacy of student records. The Act provides for the right to inspect and review educational records, the right to seek to amend those records and to limit disclosure of information from the records.

Tuition, Fees, and other Costs

Costs

The tuition fee schedule for all program courses at Harson University has been calculated on a yearly basis and is subject to annual review and modifications.

Non-Tuition Fees

Application Fee** (non-refundable)	\$85.00
Re-Admission Fee*	\$50.00
Registration Fee**	\$50.00
Validation of Credit Transfer	\$50.00
Withdrawal Fee	\$50.00
Transcript	\$50.00
Graduation Fee	\$200.00
Late Fee	\$50.00
Books and supplies (estimate)	\$200.00

* Must complete a new Enrollment Agreement and will be charged Tuition and Fees per rate at time of re-admission.

** One-time fee

Tuition

BACHELOR OF SCIENCE

Bachelor of Science in Business Administration	120 credits	\$166.67 per credit hour	\$5,000 per year, \$20,000 total program
Bachelor of Science in Marketing Management	120 credits	\$166.67 per credit hour	\$5,000 per year, \$20,000 total program

MASTER DEGREES

Master in Digital Marketing	30 credits	\$555.56 per credit hour	\$16,667 total program
Master in Innovation & Entrepreneurship	36 credits	\$555.56 per credit hour	\$20,000 total program
Master in Business Administration	45 credits	\$555.56 per credit hour	\$25,000 total program

Reduction of tuition or fees

Harson University might consider a reduction in tuition or fees, which could be implemented when specific criteria for student eligibility apply:

1) Reduction of Tuition and Fees for Employees, Spouses and Dependent.

Employees of Harson University, their spouses and dependent children may enroll in any of the programs at a reduced tuition, plus certain applicable fees as supported in this policy. This policy shall apply only to courses and programs for which regular tuition is charged.

I. The following conditions apply to faculty and staff:

- Faculty or staff members must be employed on a full-time basis at Harson University. Enrollment in classes may not conflict with work responsibilities. Non-faculty employees who work a 40-hour week may not take more than three (3) credit hours per semester during normal working hours. No restrictions are placed on attending 100% online courses, or courses outside of normal work hours.
- For full-time employees, a reduced charge of 50% per credit hour for any program offered by Harson University.
- In addition to tuition, faculty and staff shall also have a 50% reduction on regular fees.

II. The following conditions apply to spouses and children of full-time faculty and staff members:

- Spouses and dependent children of faculty and staff members employed on a full-time basis by Harson University are eligible to enroll in the university programs with a reduced tuition charge of 50% per credit hour.
- For the employee to receive the tuition reduction for a dependent, the employee must attest that the dependent for whom the tuition reduction is sought qualifies as the employee's dependent child for tax purposes in the given taxable year in which the tuition reduction is sought under this policy. The employee's dependent child ceases to be eligible for the tuition reduction under this policy when the employee's child no longer qualifies as a dependent child for tax purposes. For the purposes of this policy, a dependent child of divorced parents is treated as the dependent of both parents.
- In addition to tuition, spouses and dependent children shall also have a 50% reduction on regular fees.

III. Eligibility to continue participating in the reduction of tuition and fees program:

- To continue participation, participants must comply with the university's Satisfactory Academic Progress policy. Withdrawal from courses may affect continuing eligibility to participate.

2) Reduction of Tuition and Fee for Articulation Agreements with other Institutions.

Harson University may enter into Articulation Agreements with other institutions, chambers, organizations, and private or governmental entities to promote cooperation, cultural enrichment, technological advance, educational and social development, applied research, commercial exchange, among others.

I. The following conditions apply to all students under the same Articulation Agreement:

- Students under the same articulation agreement may have tuition and fee reductions based on particular conditions specified in said agreements.
- In the case that a reduction is considered as part of an articulation agreement, all students coming from that articulation agreement within the enrollment period when the reduction is offered are eligible to apply for this reduction under the same

- circumstances.
- The students shall comply with the specific eligibility criteria stated in each agreement in order to qualify for the reductions.

Late Payment

If a student fails to make any payment which remains in default for more than 30 days, the student will pay a late charge in the amount of 5% of the amount owed.

Cancellation and Refund Policy

The amount of tuition is computed on the assumption that a student remains throughout the semester. A place in class has been reserved for each student.

Tuition is refunded in accordance with the Institution's refund, cancellation, and withdrawal policy.

Reduction in indebtedness is made solely at the discretion of the Institution for withdrawals necessitated by conditions beyond a student's control such as an emergency acceptable to the Institution.

Refunds or reductions in indebtedness are processed after all required approvals are documented on a withdrawal form. Students are obligated for all charges (tuition/fees) owed to the Institution.

A \$50.00 withdrawal fee is charged when a student withdraws prior to the end of a semester. Any student applying for re-admission must pay a re-admission fee of \$50.00.

Cancellation/Withdrawal Calculation

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 day of the semester or if the student cancels his/her executed enrollment agreement within three (3) business days of signing agreement. Cancellation following the 3rd business day, but before the first class, will result in a refund of all monies paid, with the exception of the \$85.00 application fee for admission and registration.

Cancellation after attendance has begun but prior to 40% of the program will result in a Pro Rata refund computed on the number of hours completed to the total program hours. Cancellation after completing more than 40% of the program will result in a no refund.

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.

Termination or Cancellation by Institution

Harson University maintains the right to terminate a student's enrollment in a course for a variety of reasons, such as:

- Course schedule changes
- Course cancellation due to low enrollment
- Student's non-fulfillment of course pre-requisites; or academic suspension
- Suspension for violation of Institution Code of conduct
- Non-payment of fees.

Withdrawal

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

Students who withdraw from a course after the refund period will receive a grade of "W". Students that do not follow the Withdrawal Procedures will receive a "WF" (Withdrawal with Failing). A student may take a course a maximum of 3 times. Upon the 3rd attempt, the student will not be permitted to withdraw and will receive a final grade for the course.

There will be no additional fee for a student repeating a Course.

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

Rules and Regulations

Conduct

Students are expected to maintain complete honesty and integrity throughout his/her enrollment at Harson University. Students must conduct themselves in a courteous, and well professional mannered that will enable the Institution to recommend them to employers.

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

Cell Phone

Cell phones must be off during classes.

Drug Policy

Harson University is in compliance with 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.

Harassment

Harson University supports a policy against harassment. Students, faculties, 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 letters, or any other official Institution document, will result in disciplinary actions.

Harson University Transcripts

The Registrar maintains the transcripts of the students. A request for transcripts must be in writing, signed by the student and requested with a minimum of three (3) weeks; the full address of the person/place to which the transcript is to be sent must be included. The student will complete a transcript request form which can be delivered in person or by mail. Harson University will release the transcript to the student provided a hold does not exist. Official transcripts will be forwarded directly to other institutions, prospective employers, or to other agencies at the request of the student. The transcript fee of \$50.00 applies for official transcripts. Unofficial copies are at no charge.

Privacy of Student Records

Harson University adheres to the Family Education Rights and Privacy Act of 1974 (Public Law 93-380). Student's records are maintained by the Registrar/Student Service's office (academic records), Finance department (financial records and accounts receivable records). These records are maintained in a permanent digital file and in fireproof cabinets.

All authorized Institution personnel have access to student records for official purposes. A student is given access to his/her records within a reasonable time after submitting a written request to the custodian of that record (Registrar/Student Services' office, Finance department). If the content of any record is believed to be an error or inaccurate, the student has the right to a due process all for a hearing. Students must request the due process in a written explanation.

A student's information is released to a person, 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 persons 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 Institution.

Academic and Administrative Dismissal Policy

Students may be dismissed from Harson University for disregarding administrative and academic policies. Causes for dismissal include, but not line to:

Professional Behavior

- Failure to adhere to Institution program policies and procedures as outlined in the Institution Catalog.
- Willful destruction of Institution or student property.
- Theft of student or Institution property.
- Improper or illegal conduct-hazing, sexual harassment.
- Use, possession and/or distribution of alcoholic beverages, illegal drug.
- Cheating, plagiarism.
- Use of abusive language, including verbalization or gesture of an obscene nature.
- Threatening or causing physical harm to students, faculty, staff.

Academic Behavior

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

- Failure to meet deadlines for academic work and tuition payments.
- Failure to notify any information that has changed since the initial application is cause for dismissal.
- Failure to maintain the properties of the institution.
- Unsatisfactory attendance.
- Non-payment for service provided by the Institution.
- Failure to comply with policies and procedures listed in the Institution's Catalog.

Grievance Procedures

Harson University believes that every student has a right to due process in which students have notice and opportunity to be heard. Students are encouraged to resolve the problems through administrative channels.

If the administration has to take disciplinary actions against a student, the student may appeal the decision to the Grievance Committee. This committee is composed of the Student Services Director, Admissions Director, and the Academic Director. The Director of Student Services is the facilitator/moderator of the grievance hearing and a non-voting member.

A student's petition for grievance hearing must be made in writing within five (5) academic days of the incident and submitted to the Director of Student Services. The Director of Student Services will send an email/letter to the complainant, acknowledging the receipt of the grievance and explaining the process and request for additional information, if needed, within five (5) academic days. The Committee will hear evidence, ask questions, review policies, and will render advisory ruling upon the approval of the CEO which will become binding upon the administration as well as the student who filed the grievance. The Committee will communicate a decision to the student in writing, within five (5) academic days of receiving all requested documents.

Student Services will keep records of all grievances filed and their final resolution.

Students may contact the Commission for Independent Education (CIE) of Florida Department of Education, as the last resource for grievances after all other avenues have been exhausted:

Commission for Independent Education (CIE)

Florida Department of Education

325 West Gaines Street, Suite 1414

Tallahassee, FL 32399

(850) 245-3200

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

Academic Policies

Credit Hours

Credit hours for Harson University courses are calculated on a semester credit basis:

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

Harson University Hours

The institution is in session throughout the year, except for holidays and vacations. Please refer to the Hours of Operation, Academic Calendar, and Holidays sections in this catalog. Classes are held Monday through Saturday from 7:00 am to 11:00 pm and the office hours are held Monday through Friday from 9:00 am to 5:00 pm.

Academic Advisement

All students are assigned an academic advisor. Harson University faculty and administrators attend to each student's academic needs in a professional manner.

Digital Library

Students and faculty of Harson University will have access to the services of LIRN (Library and Information Resources Network). This is a digital library service including, but not limited to, the following: Emerald Publishing, Gale Foundation, Infobase, ProQuest, and SkillSoft. For the graduate-level it includes The Case Journal. Harson University students can contact the LIRN Consortium Librarian via email for any level of research assistance.

General Education Courses

General Education is a component of Harson University Bachelor's Degrees. Harson University 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 Bachelors' Degrees. 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

Harson University 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

Attendance is crucial to student achievement of academic goals; hence, it will enhance and enrich the experience among their peers.

The student must notify the professor by email or telephone before a class session if the student expects to miss the activity for any reason. Professors may consider student attendance when grading and should explain the possible impact of absences on the student's grades. Students are responsible for all material covered during the course, regardless of whether they are present in class.

The completion of required activities measures attendance for online delivery methods.

Examples of acceptable evidence of academic attendance may be:

- Student submission of an academic assignment or exam.
- The student participation in an interactive tutorial or computer-assisted instruction.
- Posting by the student in a discussion forum showing the student's participation in an online discussion.

Harson University Interruption

If the operation of the institution is suspended at any time due to any "Act of God", strike, riot, or any other reason beyond the control of the institution, refunds will be made per the refund policy, or student will 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 due to religious holiday observations in his/her own faith, the student's serious illness, death in the immediate family, or attendance to statutory governmental responsibilities.

Unexcused Absences

Faculty members may impose a grade penalty for unexcused absences as described by the syllabus. A student accumulating more than 120 days will have final grade withheld.

Leave of Absences

To be eligible to apply for a leave of absence a student must have completed a full semester at the institution. The student must submit in writing a request for leave (with appropriate documentation) to the Student Services Director. Students must have approval prior to the start of a leave of absence. An exception could be granted for a medical emergency.

A leave of absence may be granted for a period not to exceed one hundred and twenty (120 days). Students are limited to two (2) leaves of absence in their career. Acceptable leaves of absence 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 their 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, the student is withdrawn from Harson and will be charged a re-admission fee when he/she re-enrolls.

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

Academic Re-Admittance Policy

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

The re-admission policy is as follows:

- Student must obtain permission from the Admissions Director to re-enroll.
- Student must obtain the Finance Director's signature on the re-entry documents indicating all financial obligations to the institution have been met. If a student has been

out of the institution from more than thirty (30) days, a re-admission fee of \$85.00 must be paid.

- If a student has been out of the institution for more than one (1) year, the student may no longer have the necessary skills for his/her respective program. The decision for re-admission is made by the Registrar/Admission Director. If a student has been out of the institution for more than thirty (30) days, the Admissions Director may grant approval.
- Students are re-admitted on the current tuition charges.
- After obtaining required signatures on re-admission documentation, a re-admitted student must return the documentation to the Registrar/Admission Director for the scheduled classes.

Disciplinary Re-Admission Policy

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

- Students re-entering are placed on disciplinary probation until graduation.
- If there are no violations of the Student Rules and Regulations at the conclusions of enrollment at Harson University, the records within the probationary period will be cleared.

Academic Load

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

Testing

Classroom testing is necessary for each course. Harson policy requires that each student completes and passes the required examination per the instructor's schedule to receive a passing grade. All examinations are announced in advance so students may be prepared. Any examinations not completed by the deadline set by the instructor may result in an automatic failure for that examination unless specific arrangements are made with the instructor. Final examinations are normally scheduled during regular classroom hours on the day of the last class scheduled.

Grade Level

Freshman	Grade Level 1: 0-30 semester credits
Sophomore	Grade Level 2: 31-61 semester credits
Junior	Grade Level 3: 62-92 semester credits
Senior	Grade Level 4: 92-120 semester credits

Grading

Students are awarded letter grades for work undertaken at Harson University. 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 in is based on a 4.0 scale.

Grading Scale

A	Excellent	90-100%	4.0
B	Good	80-89.99%	3.0
C	Average	70-79.99%	2.0
D	Poor	65-69.99%	1.0
F	Failing	Up to 64.99%	0.0
I	Incomplete	Not computed*	
W	Withdrawal/Prior to 50% completion	Not computed	
WF	Withdrawal/After 50% completion	Not computed	
WNA	Withdrawal/Non-Attendance	Not computed	

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

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

Repeating Courses

A course in which a letter grade of "D" or "F" has been earned may be repeated for grade average purposes. Only the higher final grade is used in computation of cumulative grade point average at Harson University. 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.

There will be no additional fee for a student repeating a course.

Satisfactory Academic Progress

Students at Harson University 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 Harson University. 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 Harson University.

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 on academic probation, is allowed to remain in the institution. As long as he/she meets the minimum standard each semester, a student is allowed to remain at the institution.

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, Harson University 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 and 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 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 on 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 Harson University.

A student who has been dismissed may reapply to Harson University after remaining out of the institution 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 or 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 outline above, the student will be suspended. Students under this condition may not be re-admitted for a period of one full semester.

Graduation

Harson University commencement ceremonies are held twice a year. In order to graduate, students are required to fulfill all financial obligations. Students must make an appointment

with the Director of Admission/Registration to complete a graduation application. Students will be awarded a Bachelor of Science degree in the following programs: Business Administration, and Marketing Management, and a Master degree in the following programs: Business Administration, Digital Marketing, and Innovation & Entrepreneurship, after having satisfactorily completed all academics requirements with a minimum cumulative GPA of 2.0. After reviewing the student records, the Registrar will determine if the student may participate in the ceremony and shall notify them in writing.

Online Education

Description of the online program

Harson University offers its students online programs in Spanish. The online education model allows students to take the courses of their respective programs virtually, as well as consult the materials provided by the university and carry out the corresponding evaluations according to the schedule.

Harson University offers different technical-pedagogical resources to support the teaching processes, from multimedia content, e-books, simulators, specialized software, virtual and remote laboratories, virtual libraries, etc., all supported on an LMS platform (Learning Management System), according to the modality (videoconference, content repositories, recording of remote classes, proctoring, learning analytics, portfolio management, etc.).

Students and faculty of Harson University have access to the services of LIRN (Library and Information Resources Network). With this service, the students access various libraries and databases worldwide, which include multiple documents that allow them to reinforce their research skills and their line of learning. This digital library service includes, but not limited to, the following: Emerald Publishing, Gale Foundation, Infobase, ProQuest, and SkillSoft. Harson University students can contact the LIRN Consortium Librarian via email for any level of research assistance.

In addition to the material displayed on the platform (digital materials, links to websites, videos, audio files), the students have the accompaniment of the teacher assigned to their course through the class sessions, where they can make the pertinent consultations to reinforce their academic training.

As a support for students to know and interact with the platform, they have at their disposal a virtual orientation prepared through video tutorials with the description of each step to follow to access and interact within the platform in each of the scenarios that may be presented for the student (access, consultation of courses, evaluations, use of materials, etc.).

At the beginning of the term the students registered for online courses receive a tutorial introductory session on how the online sessions work.

Detail of the platform to be used

The platform used as an LMS (Learning Management System) is Moodle. This platform provides students and teachers with a safe environment, with an information structure that allows them to perform the corresponding functions in the best way.

The platform allows that all the interaction taking place in the classroom can be transferred to a virtual environment, where students can review the information corresponding to their courses, provided by the teacher from any device (PC or mobile). It allows teachers to share relevant information, generate corresponding assessments, and foster an online collaborative learning environment during class sessions.

Teachers can manage all the information related to the different courses they teach, from multimedia content, e-books, class presentations, cases, etc., all supported in this LMS (Learning Management System) platform, with all the necessary functionality to support each of the dictation requirements, according to the modality (videoconferencing, content repositories, recording of remote classes, proctoring, learning analytics, portfolio management, etc.).

Detail of the security of the platform to be used

Moodle and LIRN platforms are cloud processing web applications. Access is made through a personal username and password provided to the student.

The information hosted on the platforms is protected under the following security structure:

Moodle

- Encryption: HTTPS protocol. Authentication: SSO, SAML Protocol

LIRN

- Encryption: HTTPS protocol. Authentication: SSO, SAML Protocol

Online Education Tuition

The tuition fees scheduled for all program courses at Harson University have been calculated on a yearly basis and they are subject to annual review and modifications.

Non-Tuition fees

Application Fee** (non-refundable)	\$85.00
Re-Admission Fee*	\$50.00
Registration Fee**	\$50.00
Validation of Credit Transfer	\$50.00
Withdrawal Fee	\$50.00
Transcript	\$50.00
Graduation Fee	\$200.00
Late Fee	\$50.00
Books and supplies (estimate)	\$200.00

**Must complete new Enrollment Agreement and will be charged Tuition and Fees per rate at time of re-admission.*

***One- time fee.*

Tuition fees

BACHELOR OF SCIENCE

Bachelor of Science in Business Administration	120 credits	\$166.67 per credit hour	\$5,000 per year, \$20,000 total program
Bachelor of Science in Marketing Management	120 credits	\$166.67 per credit hour	\$5,000 per year, \$20,000 total program

MASTER DEGREES

Master in Digital Marketing	30 credits	\$555.56 per credit hour	\$16,667 total program
Master in Innovation & Entrepreneurship	36 credits	\$555.56 per credit hour	\$20,000 total program
Master in Business Administration	45 credits	\$555.56 per credit hour	\$25,000 total program

Credit Transfer for online students

Courses taken previously at another institution will be evaluated on course equivalency to determine relevancy and fulfillment of curriculum objective within Harson University. Students must maintain a 2.0 in a scale of 4.0. Transfer of credit process must be completed and approved prior to the first day of class. Transfer credit may not exceed 50% of any program's total number of credits.

If a student is transferring or graduated from a foreign institution, the credits must be evaluated and approved by an agency member of the National Association of Credential Evaluation Services (www.naces.org) prior to the first day of class.

The transferability of credit earned at the institution is at the discretion of the accepting institution.

Harson University does not grant credit for prior work experience or examination.

Distribution of materials

The students have at their disposal learning resources during the execution of the course such as: presentations, cases, multimedia resources, e-books, videos, readings, among others. These materials are accessible through the virtual platform, which are available for access using the username and password assigned to each student at the time of enrollment.

Examination and evaluation of student work

The evaluations of the online programs are based on 3 components: Permanent Evaluation, Partial Evaluation (mid-term) and Final Evaluation. The partial and final evaluations can be taken through the e-learning platform.

In order to conduct the assessments online, the student's safety and identity must be validated by the proctoring system: Proctorizer. The student should consider the following at the time of entering to take their assessment:

- Log in from a device that supports Chrome browser v100.0 (PC and MAC only, not mobile devices).
- The student must be in a private and silent space, in which third parties do not cross and external sounds are not filtered.
- The student must have a single monitor connected to the device from which he will take the assessment and a single browser tab.
- The student must have enabled the blocking of third-party cookies in incognito mode.
- The student must allow access to the camera and desktop capture.
- The student takes the evaluation and concludes the use of this tool.

Support for student inquiries

The academic support to the students will be provided by the teacher assigned to the course in question. In the synchronous courses, the questions and doubts of the classes will be solved during the live classes. In case there are doubts after the session, the student can send them to the teacher through email; they shall be answered in no later than 24 hours.

Attendance and record keeping

Attendance is crucial to student achievement of academic goals; hence, it will enhance and enrich the experience among their peers.

The student must notify the professor by email or telephone before a class session if the student expects to miss the activity for any reason. Professors may consider student attendance when grading and should explain the possible impact of absences on the student's grades. Students are responsible for all material covered during the course, regardless of whether they are present in class.

The completion of required activities measures attendance for online delivery methods.

Examples of acceptable evidence of academic attendance may be:

- Student submission of an academic assignment or exam.
- The student participation in an interactive tutorial or computer-assisted instruction.
- Posting by the student in a discussion forum showing the student's participation in an online discussion.

For the online classes attendance registration, the LMS system automatically records the student's attendance through its internal connectivity and stores this information in the system databases.

Teachers are responsible for the registration of all the grades of the different tests taken by the students. The data entry process also depends on the modality in which the test has been taken:

1. Tests taken through the LMS: The LMS offers options to configure various types of evaluations and depending on the modality of dictation and / or the specifications established by the course, the teacher must use the platform to apply the corresponding tests. The teacher determines the activity to be evaluated, sets the schedule (dates) and precise instructions, and once the students complete the submission, the teacher reviews, grades and gives feedback to the student using the LMS options. The score entered in the LMS is also automatically registered in the SIS (Student Information System). It should also be noted that the Turnitin and Proctoring software will be used to support the control of evaluations.
2. Tests not taken through the LMS: There are assessments that by their nature are taken in the classroom or in other settings, and that the teacher grades without the help of the platform (LMS). In these cases, the teacher must give feedback to the students either in person or by mail and enter the grades directly to the SIS (Student Information System), through the Grade Record options enabled on the intranet.

Transcripts

The academic records of all the grades entered by teachers are stored, computed, and safeguarded in the SIS (Student Information System), called Banner, developed by the American firm Ellucian.

In this system, there is all the detailed academic history and record of each student, for all the programs offered by the institution. Access to such information is through authorized users.

All students have online access to the information of their grades and their academic record, through the intranet, LMS and app options (Android and IOS) that the institution makes available from the first moment of their registration in any of the programs.

The Registrar is the responsible for maintaining and keeping the academic records of all students, registration for classes, attendance, courses prerequisites compliance, and facilitates the resolution of students' issues with Academic and Student Services.

A request for official transcripts must be in writing, signed by the student and requested with a minimum of three (3) weeks; the full address of the person/place to which the transcript is to be sent must be included. The student will complete a transcript request form which can be delivered in person or by mail. Harson University will release the transcript to the students provided a hold does not exist. Official transcripts will be forwarded directly to other institutions, prospective employers, or to other agencies at the request of the student.

Equipment and supplies needed

Moodle and LIRN platforms are cloud processing web applications.

Software and Hardware Requirements (supported browsers, necessary plugins, recommended internet, processor, RAM, peripherals, etc.).

Besides Moodle, the online programs will use the following platforms: SIS: Banner, Virtual Labs: CITRIX VDI, Student Portal, Institution APP, Proctoring: Proctorizer, Anti-Plagiarism: Turnitin, Analytics: Intelliboard, Videoconferencing: Zoom.

Harson University has the following equipment:

INVENTORY OF EQUIPMENT		
Quantity	Equipment Item	Brief Description Of Equipment
5	Desktop computers for the professors	Intel Core i7 generation 9 or higher 32 GB RAM 256 SSD Integrated video and sound Display port or HDMI connector Compact SFF form factor Integrated 10/100/1000 Network Front, rear USB ports 19" Monitor
5	Projectors	Native resolution: 1366 x 768 3500 lumens or higher Contrast 20000:1 LED Technology HDMI, VGA, USB Network 10/100/1000 Audio In Image size :100 cm - 800 cm
5	Video Splitters	1 HDMI input to 2 HDMI outputs Native resolution: 1366 x 768
5	Ceiling speakers	Power 10 W audio input 3.5 mm
12	Desktop computers for students	Intel Core i7 generation 9 or higher 32 GB RAM 256 SSD Integrated video and sound Display port or HDMI connector Compact SFF form factor Integrated 10/100/1000 Network Front, rear USB ports 19" Monitor
1	Central Switch	24 Pts GE (PoE) 2 GE SFP uplink ports Layer 3 802.1Q Storm Control Throughput greater than 120GB
1	Access Switch	48 Pts GE (PoE) 2 GE SFP uplink ports Layer 2 802.1Q Storm Control Throughput greater than 80GB

Quantity	Equipment Item	Brief Description Of Equipment
5	Access points	802.11 b/g/n/ac Indoor 2 radios Simultaneous SSIDs Poe Centralized controller

Technical specifications and recommendations for users

Moodle:

- Browsers: Chrome v100.0+, Firefox v 99.0.1+, Edge v 100.0+, Safari: v 15.3+ / Enabling JavaScript use.
- Plugins: Proctorizer.
- Additional applications: Zoom client installation for video conferencing.
- Processor and RAM: Minimum hardware recommendations required by the device's web browser.
- Bandwidth: Presenter: Download 1Mbps Upload 5Mbps. Wizard Download 2-3Mbps.
- Peripherals: Microphone, headphones, webcam.

LIRN:

- Proxy service. Browsers: Chrome v91+, Firefox v 89+, Edge v 91+, Safari: v 14+ / Enabling JavaScript use.

Technical Support

Regarding the technical support of the platforms used in case of failures, the platform providers establish the following criteria and response times:

Moodle:

- Severity Level 1 (Serious): Failures involving the non-availability of the service, such as failure in LAN connectivity, power, platform. The response time for Severity Level 1 is 15 min. in 7 x 24.
- Severity Level 2 (Average): Failures that involve a degradation in the quality of service, such as saturation of resources, attention of services at a capacity less than 100%. The response time for Severity Level 2 is 30 min. to 1 hour in 7 x 24.
- Severity Level 3 (Mild): Failures that involve secondary functionalities of the service and that do not affect its normal operability. The response time for Severity Level 3 is 2 hours in 8 x 5 and 4 hours 7 x 24.
- These levels of severity will help the operation groups to prioritize incidents and address them.

LIRN:

If the Service or content are hosted by LIRN, LIRN will use commercially reasonable efforts to provide access to the Service on a continuous 24/7 basis (except for regularly scheduled maintenance) and free from viruses or other harmful software. LIRN shall not be liable for any failure or delay or interruption in the Service or failure of any equipment or telecommunications resulting from any cause beyond LIRN's reasonable control. The customer is responsible for providing all required information for account set up and activation, and for its own telecommunications connections and related third-party charges.

If an activity cannot be completed or the student cannot enter the system, they can request technical assistance and support via:

Technical Support:

Email: techsupport@harsonuniversity.com

Assistance with Moodle:

Email: learningsupport@harsonuniversity.com

Academic Support for Students:

Email: academics@harsonuniversity.com

Design of the online courses

Harson University offers online programs with the purpose of expanding the scope of its educational activities and providing access opportunities to students beyond traditional face-to-face classes. Each program has specific outlines objectives, learning outcomes, and required and suggested assignments designed to cover the course contents and objectives and to evaluate the student competences.

At the beginning of each course, students are provided with a course syllabus. The syllabus includes all the course information regarding the learning objectives, expected outcomes, duration, professor, grading scale, and evaluation methods.

All Harson University programs are available online:

- Bachelor of Science in Business Administration.
- Bachelor of Science in Marketing Management.
- Master in Business Administration.
- Master in Digital Marketing.
- Master in Innovation and Entrepreneurship.

Student Services available to online students

Harson University offers an Academic Orientation in order to familiarize students with the institution and its operation. This session will encompass mission, rules and regulations of the institution, academic standards, and counseling resources. All new and transfer students must attend this session. The meeting can take place on the virtual platform or via phone.

Counseling is available to all students regarding their academic progress, placement opportunities and other related matters. Harson cannot guarantee employment, however, will assist the students on career preparatory activities such as résumé development, interviewing skills, participation in career fairs, developing professional networking and outreach activities to foster synergies and identify job opportunities for the future graduates.

The University does not represent, promise, or guarantee that Student or any other student will obtain employment. Student will not consider any employment information or career services provided by the University to Student as an express or implied (a) guarantee or promise of employment, (b) likelihood of employment, (c) indication of the level of employment or compensation Student or graduates of the Program may expect, or (d) indication of the types or job titles of positions for which Student or graduates may qualify.

Programs Offered

Harson University offers its students the following programs, which are available online and in Spanish:

Bachelor of Science in Business Administration
Bachelor of Science in Marketing Management

Master in Business Administration
Master in Digital Marketing
Master in Innovation and Entrepreneurship

Course Numbering Structure

Harson University uses a course numbering system that has five (5) numerical digits:

- The series starting with 30000 and 40000 refer to the courses of Bachelor's programs.
- The series starting with 50000 pertains to the courses of Master's programs.

UNDERGRADUATE SCHOOL PROGRAM OUTLINES

Bachelor of Science in Business Administration

Program Objective

Train students in the technical and personal competencies that are required to successfully lead an organization or management area. Using the most modern technological tools, the analysis of information and the understanding of the needs of organizations in an increasingly digital world.

Program Description

The Bachelor of Science in Business Administration program is designed for the student to acquire the necessary skills to manage an organization, efficiently using the available resources and achieving the established strategic objectives.

The focus of the Career will be on the development of the commercial management knowledge, the improvement of processes, and concepts and tools in the field of finance; in this way, the professional will be able to efficiently manage any organization from a holistic perspective.

It should be noted that the study program has been designed after in-depth research, which has included the opinion of experts, the analysis of market trends, the most important needs of companies, and benchmarking of the education sector.

General Education Courses (30 Credit Hours)

Course Number	Course Title	Credit Hours
30047	WRITTEN COMMUNICATION	3
30176	APPLIED ALGEBRA	3
30178	ENVIRONMENT AND CULTURAL DIVERSITY	3
30601	GENERAL BIOLOGY	3
30107	PROFESSIONAL ETHICS	3
30602	ENGLISH I	3
30603	ENGLISH II	3
30012	DATA ANALYSIS	3
30177	MATH APPLIED TO FINANCE	3
30041	INTRAPERSONAL COMPETENCES	3

Major Courses (75 Credit Hours)

Course Number	Course Title	Credit Hours
30005	BUSINESS ADMINISTRATION AND SOCIAL RESPONSIBILITY	3
30015	ANALYSIS OF THE BUSINESS ENVIRONMENT	3
30151	FINANCIAL ACCOUNTING INFORMATION FOR BUSINESS	3
30115	MARKETING FUNDAMENTALS	3
30011	COST AND BUDGET ANALYSIS	3
30138	TALENT MANAGEMENT IN THE ORGANIZATION	3
30165	LEGISLATIONS APPLIED TO BUSINESS	3
40002	ORGANIZATIONAL DESIGN	3
30135	PROJECT MANAGEMENT	3
30081	DIGITAL BUSINESS DESIGN	3
30074	PEOPLE MANAGEMENT	3
30189	STRATEGIC PLANNING	3
30110	PROJECT FORMULATION AND EVALUATION	3
30254	MANAGEMENT DECISION MAKING	3
40026	MANAGEMENT SKILLS	3
40011	STRATEGIC DIRECTION AND LEADERSHIP	3
40010	ENTREPRENEURSHIP MANAGEMENT	3
40012	PRESENTATION AND PERSUASION SKILLS	3
40028	TECHNOLOGICAL TOOLS FOR MANAGEMENT	3
40004	RESEARCH FUNDAMENTALS	3
40008	RESEARCH TECHNIQUES AND TOOLS	3
40014	ORGANIZATIONAL SUSTAINABILITY	3
40001	CULTURE OF INNOVATION	3
40009	INNOVATION AND VALUE CREATION	3
40015	CHANGE MANAGEMENT	3

Concentration Courses:

The student will choose 5 electives to total 15 credit hours of Concentration Courses.

Concentration Courses in Finance (15 Credit Hours):

Course Number	Course Title	Credit Hours
30016	FINANCIAL ANALYSIS FOR DECISION MAKING	3
30155	FINANCIAL INSTRUMENTS FOR DECISION-MAKING	3
40006	ECONOMICS FOR BUSINESS	3
30137	RISK MANAGEMENT	3
30256	VALORIZATION OF COMPANIES	3

Concentration Courses in Logistics (15 Credit Hours):

Course Number	Course Title	Credit Hours
30014	BUSINESS PROCESS ANALYSIS	3
30130	SUPPLY CHAIN MANAGEMENT	3
30134	PROCESS MANAGEMENT, SIMULATION AND CONTINUOUS IMPROVEMENT	3
30133	OPERATIONS MANAGEMENT	3
30434	LOGISTICS INNOVATION	3

Concentration Courses in International Business (15 Credit Hours):

Course Number	Course Title	Credit Hours
30183	INTERNATIONAL BUSINESS	3
30195	IMPORT AND EXPORT MANAGEMENT	3
30379	GLOBAL MARKET RESEARCH	3
30380	INTERNATIONALIZATION STRATEGIES	3
30329	INTERNATIONAL BUSINESS INTELLIGENCE	3

TOTAL PROGRAM WITH CONCENTRATION COURSES 120

Course Descriptions Bachelor of Science in Business Administration

GENERAL EDUCATION COURSES

30047 WRITTEN COMMUNICATION 3 Credit Hours

The course enhances the communication competence through the production of academic, journalistic, and corporate texts with coherence, relevance, and responsibility, to entertain, inform and motivate, respecting diversity. Topics include idea structuring, text construction, text communication, and text evaluation.

30176 APPLIED ALGEBRA 3 Credit Hours

Students will apply mathematical concepts to solve problems related to income, cost, utility, supply and demand, applying linear models. Among the topics are the basic notions of arithmetic and algebra, applications of percentages, supply and demand, and linear models related to business economics and optimization.

30178 ENVIRONMENT AND CULTURAL DIVERSITY 3 Credit Hours

The course aims to develop skills for the management of good environmental practices as a competitive factor of companies, recognizing their value and implications to achieve an optimal sustainability model that contributes to national development. Topics include environmental issues, natural wealth, cultural wealth, and environmental management with social responsibility.

30601 GENERAL BIOLOGY 3 Credit Hours

The course provides basic knowledge of general biology, highlighting aspects of general and biological chemistry, where students will use the scientific method to analyze various concepts. Among the topics are those related to cellular structure, organisms, genetics, metabolism, evolution, and ecology.

30107 PROFESSIONAL ETHICS 3 Credit Hours

This course is oriented to develop ethical capacity and attitude through skills that enable students to perceive, reflect and act ethically in personal, professional, and work situations to make appropriate decisions. Among the topics are ethics, professionalism, essential aspects of citizenship, and the problem, participation, and citizen solutions.

30602 ENGLISH I 3 Credit Hours

This course focuses on the composition and use of grammatical rules, and it is aimed to develop students' ability to write narrative, analytical and persuasive essays, clearly and

effectively. Topics include the introduction to the principles of writing, as well as tools for the organization of the topic.

30603 ENGLISH II 3 Credit Hours

The course focuses on the different resources that a writer uses for the development of compositions, exploring the value of studying literature, so that students develop their ability to understand and interpret texts. Among the topics are the variety of resources that exist, as well as the approaches used in literary interpretation.

30012 DATA ANALYSIS 3 Credit Hours

The course is oriented to the analysis and interpretation of information for decision-making in the face of problematic situations, using concepts and methods of descriptive statistics as percentage variations. Topics include descriptive statistics I and II, measures of central, non-central and variability trend, as well as percentage trends and linear regression.

30177 MATH APPLIED TO FINANCE 3 Credit Hours

The course is oriented to the development of skills that contribute to the satisfactory resolution of everyday financial situations, understanding the functioning of the financial circuit and applying tools to make appropriate financial decisions. Among the topics are interest regimes, annuities, and indicators for making investment decisions.

30041 INTRAPERSONAL COMPETENCES 3 Credit Hours

Students will design various communication, adaptation and learning strategies to establish healthy relationships based on the identification and assessment of their personal characteristics. Among the topics discussed are the introduction to self-esteem, the ladder of self-esteem, emotional intelligence, and adaptation to change.

MAJOR COURSES

30005 BUSINESS ADMINISTRATION AND SOCIAL RESPONSIBILITY 3 Credit Hours

This course introduces students to the dynamics of the functional areas of a business and the aspects that must be considered for efficient management. Topics include the company and administrative process, strategic management and organizational design, organizational culture, and social and ethical responsibility in business.

30015 ANALYSIS OF THE BUSINESS ENVIRONMENT 3 Credit Hours

Students will design business strategies to make a business viable and address the factors that affect the performance of the company from the analysis and evaluation of the variables of the environment. Among the topics are the importance of the business environment, analysis tools, environment, and strategy, in addition to the implementation of the strategy.

30151 FINANCIAL ACCOUNTING INFORMATION FOR BUSINESS 3 Credit Hours

The course is aimed at the analysis of the accounting and financial process of the company from the reading and interpretation of the financial statements for decision making, as support for control in its operations and / or transactions. Topics include business and accounting, the financial reporting process, the reading, and interrelationship of financial statements, as well as the interpretation of financial statements.

30115 MARKETING FUNDAMENTALS 3 Credit Hours

Students will learn the main marketing activities required to develop a marketing process, employing the relevant strategies, recognizing their impact on a company and respecting business ethics. Topics include the basics of marketing, the marketing process and its components, and the elements of the marketing mix.

30011 COST AND BUDGET ANALYSIS 3 Credit Hours

This course is intended to provide conceptual and practical tools of business costs and budgets, for the management, planning and interpretation of the economic results of an organization. Among the topics are the identification and elaboration of cost sheets, planning, control, and interpretation of the results in companies, as well as the planning process.

30138 TALENT MANAGEMENT IN THE ORGANIZATION 3 Credit Hours

Students will learn to manage the human talent of the organization, encouraging an organizational culture of excellence, respecting cultural and business diversity. Topics include strategic human talent management, business culture, change management and competency model, as well as talent onboarding and development.

30165 LEGISLATIONS APPLIED TO BUSINESS 3 Credit Hours

Students will apply the legal regulations in the company for its effective management, complying with the regulations of the supervisory entities and strategically optimizing the processes. Among the topics are the law, the person and the company, the creation and constitution of a company, as well as taxes in the company and business.

40002 ORGANIZATIONAL DESIGN**3 Credit Hours**

The course enhances the student's competencies to understand what organizations are, how they are designed, what are the different types of structures and what is the importance of organizational design. Topics include introduction to organizational concepts, design of organizational structures, organizational charts and processes, and process management.

30135 PROJECT MANAGEMENT**3 Credit Hours**

The course provides a set of fundamentals and good practices proposed by the PMI[®] for an adequate management of projects in the real world, making appropriate use of all allocated resources. Topics include the general framework and initiation of projects, scope of projects, project planning, as well as the execution, control, and closure of projects.

30081 DIGITAL BUSINESS DESIGN**3 Credit Hours**

Students will be able to manage the virtual presence of a company, respecting national and international business codes. Topics include introduction and presence in digital businesses, technology applied to digital businesses, advertising and positioning of a digital business, customer loyalty and design of a digital business plan.

30074 PEOPLE MANAGEMENT**3 Credit Hours**

The course will develop skills and strategies to lead and guide a group of people towards the achievement of organizational objectives, highlighting the skills for leadership and direction of people. Topics include leadership and people development, motivation, empowerment, and dynamism, as well as teamwork and customer orientation.

30189 STRATEGIC PLANNING**3 Credit Hours**

Students will develop skills for the formulation, design, and implementation of a business strategy in a given context. Topics include planning as part of the administrative process, analysis of the business environment, formulation, and choice of business strategies and, finally, the deployment and implementation of business strategies.

30110 PROJECT FORMULATION AND EVALUATION**3 Credit Hours**

The course articulates competencies in market research, operational, administrative, organizational, legal, and financial aspects in the formulation of projects for the development of a new company or part of it. Topics include fundamentals of an investment project, market research, organization, location, and investment, as well as economic-financial evaluation.

30254 MANAGEMENT DECISION MAKING**3 Credit Hours**

The course develops decision-making skills in various business scenarios, using techniques and tools that optimize the use of resources and maximize business results. Topics include analysis tools, internal indicators for decision making, financial indicators for decision making, and forecasts, models, and simulations.

40026 MANAGEMENT SKILLS**3 Credit Hours**

Students will understand and develop experientially the capacity, the skill, and mental flexibility to effectively manage the managerial challenges that arise in the world of work. Topics include emotional intelligence, leadership for change management, effective communication, and teamwork.

40011 STRATEGIC DIRECTION AND LEADERSHIP**3 Credit Hours**

The course provides the knowledge to understand and apply various strategies in the field of any organization, as well as to recognize the importance of applying an adequate leadership style to achieve the established goals. Topics include the foundations of strategic direction, leadership, and strategic direction, as well as the design and deployment of the strategic management model.

40010 ENTREPRENEURSHIP MANAGEMENT**3 Credit Hours**

Students will create and manage ventures, product of market analysis, with a strategic vision regarding the use of available resources in the areas of human capital, finance, trade, operations, and logistics. Topics include entrepreneurial attitude, business idea and opportunity, market research, business plan and start-up.

40012 PRESENTATION AND PERSUASION SKILLS**3 Credit Hours**

The students will apply key tools of presentation and persuasion that allow them to make high-impact presentations to the different audiences that are presented to them, achieving an effective communication of their ideas. Topics include the communicational component, the emotional component, the innovative component, and the memorable component.

40028 TECHNOLOGICAL TOOLS FOR MANAGEMENT**3 Credit Hours**

The student will manage the data using Ms Excel and Power BI tools for the analysis and visualization of critical business information, providing support to decision making relevant to the organization. Topics include advanced features of the Ms Excel tool, data analysis, task automation, and business intelligence.

40004 RESEARCH FUNDAMENTALS 3 Credit Hours

The course comprises research activity, types of research and their approaches, with emphasis on the field of applied research and critical analysis of practical solutions for the industrial and business sector. Topics include critical thinking and research, research approaches and their applications, critical analysis in research, and the opportunities and challenges of applied research.

40008 RESEARCH TECHNIQUES AND TOOLS 3 Credit Hours

Students will understand the phases of a research, methodology, sample design, data collection, and analysis of results, with emphasis on the field of applied research, elaborating a research plan. Topics include the research plan, research methodology, data processing and results of a research.

40014 ORGANIZATIONAL SUSTAINABILITY 3 Credit Hours

Students will manage strategies that achieve a balance between social, environmental, and economic aspects, promoting the continuity and positioning of the company in the medium and long term. Topics include the new business context, sustainability change management, sustainability strategy, and sustainable finance fundamentals.

40001 CULTURE OF INNOVATION 3 Credit Hours

The course analyzes the characteristics and importance of developing a culture of innovation for the construction of strategies in organizations. Topics include the VUCA world and Industry 4.0, the culture of innovation: leadership, processes and people, tools to foster a culture of innovation, and new ways of organizing and working collaboratively.

40009 INNOVATION AND VALUE CREATION 3 Credit Hours

Students will manage innovation through the choice of a disruptive model, using clear methods of innovation that turn ideas into products or services that generate value. Topics include the innovation ecosystem, strategic innovation, innovation models and the integrated innovation process.

40015 CHANGE MANAGEMENT 3 Credit Hours

Students will design strategies aimed at fostering and strengthening a culture of organizational change, making use of a comprehensive perspective of change processes, minimizing the impact and resistance to it. Topics include factors that promote change in organizations, cultural transformation, and organizational structures, change movements, and change communication.

CONCENTRATION COURSES IN FINANCE

30016 FINANCIAL ANALYSIS FOR DECISION-MAKING 3 Credit Hours

The course is oriented to the development of skills for the analysis of the integral financial situation of companies in different business activities, in addition to evaluating the impact of decisions on the generation of value. Topics include the analysis of financial statement accounts, vertical and horizontal analysis of financial statements, financial indicators for decision making, and analysis of financial indicators and the Dupont model.

30155 FINANCIAL INSTRUMENTS FOR DECISION-MAKING 3 Credit Hours

Students will manage financial resources to maximize the value of the organization, developing analytical and application skills around the use of financial information. Topics include introduction to finance, short-term resource management, financial planning, and investment evaluation.

40006 ECONOMICS FOR BUSINESS 3 Credit Hours

The course analyzes and evaluates economic models and their variables to establish a diagnosis of the economic environment of the business, and the impact it generates for the consolidation and development of businesses. Topics include introduction to economics, microeconomics and business decisions, macroeconomics, markets and business finance, and economic policy and business.

30137 RISK MANAGEMENT 3 Credit Hours

The course is oriented to the management of the risks inherent to a business to reduce its impact on financial information, considering the increase in profitability and liquidity of the business. Topics include elements of internal control, risk management and control, price, portfolio and market risk management, and the impact of risks on business profitability and liquidity.

30256 VALORIZATION OF COMPANIES 3 Credit Hours

Students will make use of valorization methods for making strategic sustainability and development decisions based on the analysis of transparent, truthful, and reliable information, respecting business ethics. Topics include the valuation of a company, the methods of valuation by Discount of Flows I and II, and the Economic Value Added (EVA) – Valorization of Intangibles.

CONCENTRATION COURSES IN LOGISTICS

30014 BUSINESS PROCESS ANALYSIS

3 Credit Hours

Students will analyze the main activities of the organization to improve business processes, using good practices and methodologies, aimed at continuous improvement. Topics include defining organizational processes, planning for process development, process development and elaboration, continuous process improvement and scenario simulation.

30130 SUPPLY CHAIN MANAGEMENT

3 Credit Hours

The course is oriented to the development of skills for the management of supply chain processes, making use of management indicators of logistics activities for their effective management and control. Topics include logistics and purchasing processes, demand and inventory forecasting, warehouses, transportation, and distribution, as well as international logistics and costs.

30134 PROCESS MANAGEMENT, SIMULATION AND CONTINUOUS IMPROVEMENT

3 Credit Hours

The course includes the management processes necessary to implement quality models aimed at continuous improvement, through the use of technological tools, for the optimization of processes. Topics include process development and qualification, process mapping and BPM, process diagram and indicator development, Lean Manufacturing and Six Sigma philosophy, and quality management.

30133 OPERATIONS MANAGEMENT

3 Credit Hours

Students will manage activities related to the production of goods and services to increase the productivity of the company, using the tools of operating models. Topics include operations management and strategy, operations design and organization, operations planning, and operations control.

30434 LOGISTICS INNOVATION

3 Credit Hours

The students will analyze the logistics processes to suggest improvements, in addition to proposing the application of disruptive services in areas of e-commerce or digital business of an organization. Topics include new models of sourcing, warehousing and delivery, the collaborative economy in logistics, omnichannel strategies, and technology applied to logistics.

CONCENTRATION COURSES IN INTERNATIONAL BUSINESS

30183 INTERNATIONAL BUSINESS 3 Credit Hours

The course analyzes the tools and rules of world trade for its application in countries and companies, in an efficient way, evidencing responsibility in their actions. Topics include international trade theory, new issues of international trade and customs basics, tariff nomenclature and INCOTERMS, and international distribution, insurance and purchase and sale contracts.

30195 IMPORT AND EXPORT MANAGEMENT 3 Credit Hours

Students will know the procedures of customs operations at the national level to develop operational actions efficiently. Topics include general provisions and introduction to the regulator, import and export regimes, processing and customs warehousing regimes, and transit and other special or exceptional customs regimes.

30379 GLOBAL MARKET RESEARCH 3 Credit Hours

The student will know the concepts, techniques, and basic tools of international market research to identify trends and business opportunities. Topics include global market research methodology, determination of exportable supply, application of qualitative and quantitative methods for information gathering, and international segmentation.

30380 INTERNATIONALIZATION STRATEGIES 3 Credit Hours

Students will be able to design and implement strategies that allow negotiations in international markets, providing them with practical trading tools. Topics include commercial management, identification of opportunities and value proposition, the process, and stages of the internationalization of companies, and trade promotion and value delivery in international markets.

30329 INTERNATIONAL BUSINESS INTELLIGENCE 3 Credit Hours

The course provides the necessary knowledge to turn information into a basic element of value creation and competitive advantage in decision-making in the area of exports of a company. Topics include the analysis of the international landscape and principles of commercial intelligence for exports, the management of international statistics and research plan, and the selection of market based on the index of attraction, competitiveness, and quantification of demand.

COMPLETING A COURSE OR PROGRAM IN A LANGUAGE OTHER THAN ENGLISH MAY REDUCE EMPLOYABILITY WHERE ENGLISH IS REQUIRED.

STUDENTS WILL BE NOTIFIED OF ANY CHANGES MADE AT THE INSTITUTION.

Bachelor of Science in Marketing Management

Program Objective

The Bachelor of Science in Marketing Management Program trains professionals qualified to provide solutions that meet the needs of customers and that contribute to achieve the business objectives through the use of the most advanced technological management and marketing tools.

Program Description

The main focus of the program is oriented to the knowledge of the most advanced business management theories and models.

Marketing is a professional discipline that has become remarkably technical with the use of data analytics, the use of blockchain, sales and payment platforms, among others, and a professional in that field has to be properly prepared in that knowledge.

The learning units consider topics such as: market research, knowledge of consumer needs, the application of commercial strategies and the generation of a commercial culture with a digital orientation that is shared by the entire organization.

General Education Courses (30 Credit Hours)

Course Number	Course Title	Credit Hours
30047	WRITTEN COMMUNICATION	3
30176	APPLIED ALGEBRA	3
30178	ENVIRONMENT AND CULTURAL DIVERSITY	3
30601	GENERAL BIOLOGY	3
30107	PROFESSIONAL ETHICS	3
30602	ENGLISH I	3
30603	ENGLISH II	3
30012	DATA ANALYSIS	3
30213	PSYCHOLOGY AND QUALITATIVE RESEARCH	3
30041	INTRAPERSONAL COMPETENCES	3

Major Courses (75 Credit Hours)

Course Number	Course Title	Credit Hours
30115	MARKETING FUNDAMENTALS	3
30042	CONSUMER BEHAVIOR AND COMMERCIAL SOCIOLOGY	3
30163	QUANTITATIVE RESEARCH	3
30031	BRANDING AND PRODUCT MANAGEMENT	3
30355	SERVICE MARKETING	3
30444	HISTORY OF FASHION	3
30447	DEVELOPMENT AND PLANNING OF COLLECTIONS	3
30450	RETAIL PURCHASING MANAGEMENT	3
30451	FASHION BRANDING AND FASHION STYLING	3
30011	COST AND BUDGET ANALYSIS	3
30106	COMMERCIAL DISTRIBUTION STRATEGIES	3
30131	CREATIVITY AND INNOVATION MANAGEMENT	3
30175	RELATIONSHIP MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	3
30172	STRATEGIC MARKETING	3
30194	PRICING STRATEGIES	3
30330	BUSINESS INTELLIGENCE	3
40019	BRAND CREATION AND DEVELOPMENT	3
30173	MARKETING PLAN	3
40026	MANAGEMENT SKILLS	3
40009	INNOVATION AND VALUE CREATION	3
40010	ENTREPRENEURSHIP MANAGEMENT	3
40012	PRESENTATION AND PERSUASION SKILLS	3
40014	ORGANIZATIONAL SUSTAINABILITY	3
40015	CHANGE MANAGEMENT	3
40028	TECHNOLOGICAL TOOLS FOR MANAGEMENT	3

Concentration Courses: The student will choose 5 electives to total 15 credit hours
Concentration Courses.

Concentration Courses in Digital Marketing (15 Credit Hours):

Course Number	Course Title	Credit Hours
30045	EFFECTIVE DIGITAL COMMUNICATION	3
30081	DIGITAL BUSINESS DESIGN	3
30093	E-COMMERCE AND MOBILE MARKETING	3
30105	DIGITAL MEDIA STRATEGY AND SOCIAL MEDIA	3
30356	DIGITAL TRANSFORMATION	3

Concentration Courses in Retail Marketing (15 Credit Hours):

Course Number	Course Title	Credit Hours
40017	CONSUMER EXPERIENCE (CX) MANAGEMENT	3
30093	E-COMMERCE AND MOBILE MARKETING	3
30220	RETAIL MANAGEMENT	3
30413	VISUAL MERCHANDISING AND RETAIL DESIGN	3
40020	NEW TECHNOLOGIES APPLIED TO MARKETING	3

TOTAL PROGRAM WITH CONCENTRATION COURSES 120

Course Descriptions Bachelor of Science in Marketing Management

GENERAL EDUCATION COURSES

30047 WRITTEN COMMUNICATION 3 Credit Hours

The course enhances the communication competence through the production of academic, journalistic, and corporate texts with coherence, relevance, and responsibility, to entertain, inform and motivate, respecting diversity. Topics include idea structuring, text construction, text communication, and text evaluation.

30176 APPLIED ALGEBRA**3 Credit Hours**

Students will apply mathematical concepts to solve problems related to income, cost, utility, supply and demand, applying linear models. Among the topics are the basic notions of arithmetic and algebra, applications of percentages, supply and demand, and linear models related to business economics and optimization.

30178 ENVIRONMENT AND CULTURAL DIVERSITY**3 Credit Hours**

The course aims to develop skills for the management of good environmental practices as a competitive factor of companies, recognizing their value and implications to achieve an optimal sustainability model that contributes to national development. Topics include environmental issues, natural wealth, cultural wealth, and environmental management with social responsibility.

30601 GENERAL BIOLOGY**3 Credit Hours**

The course provides basic knowledge of general biology, highlighting aspects of general and biological chemistry, where students will use the scientific method to analyze various concepts. Among the topics are those related to cellular structure, organisms, genetics, metabolism, evolution, and ecology.

30107 PROFESSIONAL ETHICS**3 Credit Hours**

This course is oriented to develop ethical capacity and attitude through skills that enable students to perceive, reflect and act ethically in personal, professional, and work situations to make appropriate decisions. Among the topics are ethics, professionalism, essential aspects of citizenship, and the problem, participation, and citizen solutions.

30602 ENGLISH I**3 Credit Hours**

This course focuses on the composition and use of grammatical rules, and it is aimed to develop students' ability to write narrative, analytical and persuasive essays, clearly and effectively. Topics include the introduction to the principles of writing, as well as tools for the organization of the topic.

30603 ENGLISH II**3 Credit Hours**

The course focuses on the different resources that a writer uses for the development of compositions, exploring the value of studying literature, so that students develop their ability to understand and interpret texts. Among the topics are the variety of resources that exist, as well as the approaches used in literary interpretation.

30213 PSYCHOLOGY AND QUALITATIVE RESEARCH 3 Credit Hours

Students will analyze the individual's thinking and action regarding a product or service, applying qualitative research techniques. Among the topics are the psychology of the individual, types of qualitative studies, major qualitative research techniques, and report and other research techniques.

30177 MATH APPLIED TO FINANCE 3 Credit Hours

The course is oriented to the development of skills that contribute to the satisfactory resolution of everyday financial situations, understanding the functioning of the financial circuit and applying tools to make appropriate financial decisions. Among the topics are interest regimes, annuities, and indicators for making investment decisions.

30041 INTRAPERSONAL COMPETENCES 3 Credit Hours

Students will design various communication, adaptation and learning strategies to establish healthy relationships based on the identification and assessment of their personal characteristics. Among the topics discussed are the introduction to self-esteem, the ladder of self-esteem, emotional intelligence, and adaptation to change.

MAJOR COURSES

30115 MARKETING FUNDAMENTALS 3 Credit Hours

Students will learn the main marketing activities required to develop a marketing process, employing the relevant strategies, recognizing their impact on a company and respecting business ethics. Topics include the basics of marketing, the marketing process and its components, and the elements of the marketing mix.

30042 CONSUMER BEHAVIOR AND COMMERCIAL SOCIOLOGY 3 Credit Hours

The course is aimed at the analysis of cultural and social factors that influence the purchasing trends of consumer groups, assessing their differences and heterogeneity, and their impact on purchasing behavior. Topics to be developed include today's consumer behavior, attitudes, family and groups, the influence of social factors, globalization, culture, and consumption.

30163 QUANTITATIVE RESEARCH 3 Credit Hours

The course develops skills of analysis and interpretation of market information, using digital tools for efficient business decision making. Topics include quantitative research problem statement, quantitative research methodology, information gathering and data processing, and analysis of report results.

30031 BRANDING AND PRODUCT MANAGEMENT 3 Credit Hours

Students will develop skills to manage the value proposition of a product or service based on the objectives of the organization and the competition it faces, using an appropriate positioning and generating value for the brand. Among the topics covered are product management, decisions prior to the launch of new products, development and launch of new products, branding, and brand design.

30355 SERVICE MARKETING 3 Credit Hours

Students will design a service to achieve its adequate commercialization in the market, understanding that the characteristics of the services imply the application of strategies different from those used in the management of the marketing of tangible products. Topics include service marketing, customer needs assessment, and service design, marketing, and promotion.

30444 HISTORY OF FASHION 3 Credit Hours

Students will amplify the tools created throughout history for an adequate development of new collections, and a correct application of international trends to different markets. Among the topics are the introduction to the history of fashion, fashion culture, principle and evolution of marketing and advertising in fashion, and the evolution of fashion applied to the cultural context.

30447 DEVELOPMENT AND PLANNING OF COLLECTIONS 3 Credit Hours

The course provides the fundamental knowledge and skills for the development of a fashion collection in different areas, taking into account the technical and specific guidelines of the planning of a collection. Topics include design fundamentals, fashion items and collection types, collection design and planning, and collection development.

30450 RETAIL PURCHASING MANAGEMENT 3 Credit Hours

The course develops the purchasing process for a retail company, from the planning of requirements, and the selection and approval of suppliers, to defining the procurement strategies and the procurement process. Among the main topics are the modern approach to purchasing management, Purchasing Category Management and Global Sourcing, and negotiation and use of tools in purchasing management.

30451 FASHION BRANDING AND FASHION STYLING 3 Credit Hours

The course provides the key skills and strategies to build memorable fashion brands through the use of branding in all its expressions: from the essence of the brand to the conceptual and visual part. Topics include brand identity, brand image, positioning techniques, and Fashion Styling.

30011 COST AND BUDGET ANALYSIS 3 Credit Hours

This course is intended to provide conceptual and practical tools of business costs and budgets, for the management, planning and interpretation of the economic results of an organization. Among the topics are the identification and elaboration of cost sheets, planning, control, and interpretation of the results in companies, as well as the planning process.

30106 COMMERCIAL DISTRIBUTION STRATEGIES 3 Credit Hours

Students will efficiently design a distribution channel, selecting the appropriate commercial formats and considering the logistics process of the product and the marketing and/or commercial strategy. Topics include commercial formats, distribution channels, distribution channel design, and logistics and physical distribution.

30131 CREATIVITY AND INNOVATION MANAGEMENT 3 Credit Hours

The course analyzes the stages of the process of creativity and innovation, using strategies for the elaboration of a certain new product or service and generating an impact on the company. Among the topics are the process of creativity and innovation, strategies to stimulate innovation and creativity, innovation, and creativity programs applicable to organizations, and an innovative project.

30175 RELATIONSHIP MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT (CRM) 3 Credit Hours

Students will design loyalty strategies for internal and external customers of different companies through the segmentation of the customer portfolio and the management of databases, responsibly complying with the objectives set by the companies. Topics include the fundamentals and strategies of relationship marketing, Customer Relationship Management (CRM) and database management, and the relationship marketing plan.

30172 STRATEGIC MARKETING 3 Credit Hours

The course is oriented to the design of a marketing strategy, considering a segment, a positioning proposal, appropriately determined objectives, and a proposal of tactical variables, consistent with the main approach. Topics include situational analysis and objectives, segmentation, and positioning, applied marketing strategies, and functional marketing mix strategies.

30194 PRICING STRATEGIES 3 Credit Hours

The course is aimed at the development of skills for the definition, determination and decision-making related to the variables that condition the pricing strategy. Topics include the fundamentals of pricing strategy, pricing objectives and orientations, initial pricing definition and pricing strategies and pricing.

30330 BUSINESS INTELLIGENCE**3 Credit Hours**

The course provides key concepts to master the use and exploitation of information in organizations, allowing the development of skills to design, develop, validate, and deploy data analysis solutions. Topics include Business Intelligence and Knowledge Management, Business Intelligence Implementation Project, Reporting and Visualization, and Current Business Intelligence Trends.

40019 BRAND CREATION AND DEVELOPMENT**3 Credit Hours**

Students will acquire the necessary skills for the development and understanding of the brand, as an asset of intangible value and strategically aligned with the business model. Among the topics are the introduction to the brand concept, development of the brand strategy, strategic execution of the omnichannel brand and digital branding.

30173 MARKETING PLAN**3 Credit Hours**

Students will apply the concepts and processes of strategic and tactical planning in the design of marketing plans with internal consistency in analysis, goal setting, strategic implementation, and control mechanisms. Topics include situational analysis and diagnosis, Strategic Marketing Decisions, Implementation and Control.

40026 MANAGEMENT SKILLS**3 Credit Hours**

Students will understand and develop experientially the capacity, the skill, and mental flexibility to effectively manage the managerial challenges that arise in the world of work. Topics include emotional intelligence, leadership for change management, effective communication, and teamwork.

40009 INNOVATION AND VALUE CREATION**3 Credit Hours**

Students will manage innovation through the choice of a disruptive model, using clear methods of innovation that turn ideas into products or services that generate value. Topics include the innovation ecosystem, strategic innovation, innovation models and the integrated innovation process.

40010 ENTREPRENEURSHIP MANAGEMENT**3 Credit Hours**

Students will create and manage ventures, product of market analysis, with a strategic vision regarding the use of available resources in the areas of human capital, finance, trade, operations, and logistics. Topics include entrepreneurial attitude, business idea and opportunity, market research, business plan and start-up.

40012 PRESENTATION AND PERSUASION SKILLS 3 Credit Hours

The students will apply key tools of presentation and persuasion that allow them to make high-impact presentations to the different audiences that are presented to them, achieving an effective communication of their ideas. Topics include the communicational component, the emotional component, the innovative component, and the memorable component.

40014 ORGANIZATIONAL SUSTAINABILITY 3 Credit Hours

Students will manage strategies that achieve a balance between social, environmental, and economic aspects, promoting the continuity and positioning of the company in the medium and long term. Topics include the new business context, sustainability change management, sustainability strategy, and sustainable finance fundamentals.

40015 CHANGE MANAGEMENT 3 Credit Hours

Students will design strategies aimed at fostering and strengthening a culture of organizational change, making use of a comprehensive perspective of change processes, minimizing the impact and resistance to it. Topics include factors that promote change in organizations, cultural transformation, and organizational structures, change movements, and change communication.

40028 TECHNOLOGICAL TOOLS FOR MANAGEMENT 3 Credit Hours

The student will manage the data using Ms Excel and Power BI tools for the analysis and visualization of critical business information, providing support to decision making relevant to the organization. Topics include advanced features of the Ms Excel tool, data analysis, task automation, and business intelligence.

CONCENTRATION COURSES IN DIGITAL MARKETING

30045 EFFECTIVE DIGITAL COMMUNICATION 3 Credit Hours

Students will produce efficient, persuasive, and clear communication messages to meet the organization's communication goals using the right digital tools. Among the topics of the course are online communication, mobile communication, content plan in digital communication and viral communication.

30081 DIGITAL BUSINESS DESIGN 3 Credit Hours

Students will be able to manage the virtual presence of a company, respecting national and international business codes. Topics include introduction and presence in digital businesses, technology applied to digital businesses, advertising and positioning of a digital business, customer loyalty and design of a digital business plan.

30093 E-COMMERCE AND MOBILE MARKETING 3 Credit Hours

Students will design commercial proposals in the e-commerce environment efficiently using mobile marketing and being consistent with the brand strategy. Topics include business fundamentals in the digital environment, e-commerce strategies, e-commerce value chain and mobile marketing application, and analytics and digital technology tools.

30105 DIGITAL MEDIA STRATEGY AND SOCIAL MEDIA 3 Credit Hours

The course is aimed at developing skills to manage the different activities of digital marketing with an execution approach in digital advertising agencies or in companies of any nature and size. Among the topics are the creation of a digital strategy, digital media, media planning and measurement and reporting.

30356 DIGITAL TRANSFORMATION 3 Credit Hours

Students will develop skills that allow them to design, develop, validate, and deploy digital transformation initiatives and / or projects, in addition to guiding the effective implementation of transformative processes from a real digital transformation project. Topics include the introduction to digital transformation, technologies that transform business, the "agile" culture: Agile methodologies and frameworks in the context of transformation, and modeling and implementing the strategic digital transformation of businesses.

CONCENTRATION COURSES IN RETAIL MARKETING

40017 CONSUMER EXPERIENCE (CX) MANAGEMENT 3 Credit Hours

The course develops the necessary skills to implement a strategy that generates value for the consumer and towards the business objectives of an organization. Topics include the fundamentals of consumer experience, the consumer journey, experience design, and governance in customer-centric organizations.

30093 E-COMMERCE AND MOBILE MARKETING 3 Credit Hours

Students will design commercial proposals in the e-commerce environment efficiently using mobile marketing and being consistent with the brand strategy. Topics include business fundamentals in the digital environment, e-commerce strategies, e-commerce value chain and mobile marketing application, and analytics and digital technology tools.

30220 RETAIL MANAGEMENT 3 Credit Hours

The course develops skills to efficiently manage points of sale in a competitive environment, creating value for the organization and the consumer, considering the assortment of products, exhibitions, promotions, prices, service personnel and logistics.

Topics include the fundamentals of retail management, consumer retail, retail strategy, and point-of-sale management.

30413 VISUAL MERCHANDISING AND RETAIL DESIGN 3 Credit Hours

Students will develop knowledge and skills necessary to design and produce a commercial showcase, considering the identity of the brand and generating a visual impact on the consumer. Among the topics are the introduction to visual merchandising, shop windows, interior design in retail, and the management of a visual merchandising project.

40020 NEW TECHNOLOGIES APPLIED TO MARKETING 3 Credit Hours

Students will identify the disruptive technologies necessary to design and execute Marketing strategies that establish a differential in this new changing business ecosystem. Among the topics are omnichannel, Big Data and Cloud, Artificial Intelligence, IOT and Blockchain.

COMPLETING A COURSE OR PROGRAM IN A LANGUAGE OTHER THAN ENGLISH MAY REDUCE EMPLOYABILITY WHERE ENGLISH IS REQUIRED.

STUDENTS WILL BE NOTIFIED OF ANY CHANGES MADE AT THE INSTITUTION.

GRADUATE SCHOOL PROGRAM OUTLINES

Master in Business Administration

Program Objective

The professionals graduated from the Master in Business Administration Program, will be in ideal conditions to perform in various areas of management, for this, the following objectives have been established:

- Develop critical and innovative thinking to generate new business alternatives.
- Promote the adoption of the main personal skills, which are currently the most demanded by the labor market.
- To train professionals capable in academic matters and with strong values and ethical principles.
- Generate a culture of adaptation to change and respect for the environment.

Program Description

The Master in Business Administration Program has been designed to enable students to acquire the practical and conceptual skills to assume leadership positions in any type of organization (public or private, manufacturing or services).

At present it is imperative to think and act from a global perspective, making use of the most advanced methodological and technological tools to make the best decisions.

In this Program, in addition to the knowledge of administrative management, students will be able to choose a particular area of specialization, either in Project Management, Business Analytics or Leadership.

Core Courses (36 Credit Hours)

Course Number	Course Title	Credit Hours
50026	GLOBAL MEGATRENDS	3
50027	ORGANIZATIONAL BEHAVIOR	3
50028	BUSINESS ANALYSIS FOR DECISION MAKING	3
50029	MARKETING MANAGEMENT	3
50030	ACCOUNTING FOR MANAGERS	3
50031	MANAGEMENT OF INFORMATION SYSTEM	3
50032	FINANCIAL REPORTING AND ANALYSIS	3

Course Number	Course Title	Credit Hours
50033	BUSINESS PROCESS DESIGN	3
50034	LEGAL ENVIRONMENT FOR BUSINESS	3
50035	CORPORATE FINANCE	3
50036	STRATEGIC MANAGEMENT	3
50037	DIGITAL BUSINESS TRANSFORMATION	3

Concentration Courses: The student will choose one of these concentrations or specialties:

Concentration Courses in Project Management (9 Credit Hours):

Course Number	Course Title	Credit Hours
50038	PROJECT COST AND SCHEDULE CONTROL	3
50039	PROJECT MANAGEMENT SYSTEMS	3
50040	PROJECT RISK MANAGEMENT	3

Concentration Courses in Business Analytics (9 Credit Hours):

Course Number	Course Title	Credit Hours
50041	DATA ANALYTICS & MANAGEMENT	3
50042	BUSINESS ANALYTICS APPLICATION	3
50043	DATA VISUALIZATION AND REPORTING	3

Concentration Courses in Leadership (9 Credit Hours):

Course Number	Course Title	Credit Hours
50044	STRATEGIC LEADERSHIP	3
50045	NEGOTIATIONS	3
50046	LEADERS IN GLOBAL ENVIRONMENTS	3

TOTAL PROGRAM WITH CONCENTRATION COURSES 45

Course Descriptions Master in Business Administration

CORE COURSES

50026 GLOBAL MEGATRENDS 3 Credit Hours

The course focuses on the megatrends that are generated in the systems of technology, ecology, society, and economy, which have implications in all aspects of life in general and organizations in particular. Some of the topics that are discussed in greater detail are: detection of megatrends and their importance, trends that were presented a few years ago and are now part of the day to day, trends at the local and global level, and the presentation of the trends that will have the greatest influence in the medium and long term.

50027 ORGANIZATIONAL BEHAVIOR 3 Credit Hours

This course covers the topics and theories related to organizational behavior, understanding it as the behavior that people have within work environments, either at a personal level (individual), or at the group level (company). Students will review topics such as the definition of behavior and its causes, motivation and job satisfaction, methods of studying organizational behavior, as well as factors that intervene such as communication and leadership.

50028 BUSINESS ANALYSIS FOR DECISION MAKING 3 Credit Hours

The course develops the necessary skills for the quantitative analysis of various contexts for proper decision making. Students will learn the use of analytical models that will allow them to evaluate different situations or problems of management of a company, making use of techniques that allow them to improve their ability to formulate, analyze and interpret information to give alternative solutions, and identifying the best option; in addition, the students will be able to apply what they have learned in real management contexts.

50029 MARKETING MANAGEMENT 3 Credit Hours

This course reviews the theories and concepts of marketing management, highlighting its importance within organizations. Students will learn about the actions and various procedures focused on planning marketing efforts. Among the topics are the promotion of a product or service, the execution of campaigns and their performance, the control of marketing operations, in addition to the impact and contribution of marketing in the company and the analysis of trends for new proposals.

50030 ACCOUNTING FOR MANAGERS 3 Credit Hours

It provides managers with the necessary knowledge to develop skills that allow them to carry out procedures related to the accounting of a company. Within the course the uses of accounting for an effective management and administration of a business will be presented, reviewing the techniques used, the concepts of accounting today, covering accounting at a financial and management level, which will provide relevant and timely information for decision making.

50031 MANAGEMENT OF INFORMATION SYSTEM 3 Credit Hours

The course introduces the concepts of information systems, emphasizing their importance within organizations. Students will delve into basic concepts to understand these systems, and for this they will study the various technological support infrastructures that exist, such as databases, the cloud, Big Data, the main integrated systems, ERP, such as SAP® or Oracle®, in addition to the processes required for the development or acquisition of them.

50032 FINANCIAL REPORTING AND ANALYSIS 3 Credit Hours

The course provides the skills for a correct study and analysis of the financial statements of a company, being a process of support in decision making. Students will understand the basic knowledge of accounting that will allow them to carry out the construction of financial information and will also be able to analyze the impact of them on the results of an organization. Topics include the study of tangible and intangible assets, cost analysis, financial statements, as well as the mechanisms used for their analysis.

50033 BUSINESS PROCESS DESIGN 3 Credit Hours

This course has been designed to understand and improve a key aspect of any organization: processes, which are present not only in all functional areas (finance, human resources, production, etc.), but also in what corresponds to decision making, culture and business methods. The most important topics to be developed are related to the key concepts of processes in a business, the modeling of a process, the search for efficiency through the improvement of processes and, finally, their execution.

50034 LEGAL ENVIROMENT FOR BUSINESS 3 Credit Hours

The course covers all aspects and legal issues that are related to the field of business, analyzing the various current policies and regulatory issues on the ownership and / or management of companies. Students will review topics such as legal ethics, employment law, contracts and torts, cyber law, international law, and will also learn about existing court procedures, and the impact of laws and regulations.

50035 CORPORATE FINANCE**3 Credit Hours**

The course comprises the basic and key concepts of corporate finance for a subsequent analysis and study of data that facilitates decision-making linked to the capital or growth of the company. Among the topics to be studied are asset management, risk assessment, capital structure, investment decisions, stock demand, as well as capital budgeting techniques and financing methods.

50036 STRATEGIC MANAGEMENT**3 Credit Hours**

The course provides the necessary tools for the analysis and measurement of the various functional areas of an organization, in order to meet the strategic objectives. Students will understand the process of strategic management, making a focus on planning, design, measurement, and control, in addition to the evaluation of the environment and competence, strategic analysis of indicators, formulation and implementation of strategies, and will have the ability to perform a correct management of resources to achieve the mission and organizational vision.

50037 DIGITAL BUSINESS TRANSFORMATION**3 Credit Hours**

The course provides the necessary bases and concepts that will allow you to make use of digital transformation to seek much more effective solutions in your businesses, being more competitive by taking advantage of the digital platforms that currently exist. Students will acquire skills that will allow them to be able to undertake, direct and / or transform projects or businesses, making use of technological tools. Among the topics are digital transformation, use of digital platforms, and new digital business models and the impact that technology has on them.

CONCENTRATION COURSES IN PROJECT MANAGEMENT**50038 PROJECT COST AND SCHEDULE CONTROL****3 Credit Hours**

This course will provide the students with the necessary knowledge that will allow you to adequately monitor the schedule and costs stipulated in the project they will be in charge of, with the aim of optimizing the results. Students will develop skills that allow them to manage their times to achieve the delivery of projects on time and within the cost and / or budget planned by the company. Topics include project cost management, project scheduling tools, time and cost planning, and phases of project cost management.

50039 PROJECT MANAGEMENT SYSTEMS**3 Credit Hours**

The course describes in detail the various project management systems that exist, which will allow you to perform an efficient work in the planning and management of projects. Students will learn about the tools and applications used nowadays to be able to plan, organize and manage complex projects. In addition, they will understand the role that

technology plays in this area, and the importance of minimizing risks, creating new business opportunities, and achieving planned objectives.

50040 PROJECT RISK MANAGEMENT

3 Credit Hours

The course provides an overview of risk management best practices that will allow students to identify and analyze the risk situations that may arise in a project, to plan and control the actions that should be taken in those cases. It also provides the tools to achieve efficient risk management planning, focusing on increasing the likelihood and impact of positive events. Topics will cover the risk management process, the types of risks that are generated in projects, and risk assessment and its impact.

CONCENTRATION COURSES IN BUSINESS ANALYTICS

50041 DATA ANALYTICS & MANAGEMENT

3 Credit Hours

This course explains the main methodologies related to Big Data, emphasizing the analysis of massive data to discover some type of correlation or pattern that allows and facilitates decision making. Students will have a solid base of knowledge that will allow them to handle various data management tools, in addition to performing predictive analytics using both statistics and computer science. Topics will review data analysis techniques, data extraction, statistical computing, and quantitative and analytical methods for problem solving.

50042 BUSINESS ANALYTICS APPLICATION

3 Credit Hours

The course prepares students by providing them with the data analysis tools that will help them make business decisions and strategize with solid foundations. Students will be able to perform and apply information and business analysis, defining the current business situation and identifying the areas or aspects of improvement. Topics include enterprise data strategy, data collection, analysis and visualization, data modeling and predictive analytics, and use of tools such as Power BI, Alteryx, and RStudio.

50043 DATA VISUALIZATION AND REPORTING

3 Credit Hours

This course provides the necessary tools for the student to understand the fundamentals of dashboard design for all types of reports. They will learn the various techniques of data visualization, evaluating those that allow to show the information in the most appropriate way, facilitating decision making. Among the topics are the import of data, presentation of data in tables, graphs and tables, creation of panels and reports according to the needs of users, as well as the interpretation of information.

CONCENTRATION COURSES IN LEADERSHIP

50044 STRATEGIC LEADERSHIP

3 Credit Hours

The course comprises the concepts and theories related to leadership, as well as the different types of leadership that exist, to reinforce the confidence of teams in the participation of innovative projects. Students will be able to develop skills that allow them to influence their teams to take advantage of strategic opportunities that contribute to the achievement of organizational objectives. Topics to be discussed include the main currents of leadership, the models that exist, as well as leadership focused on the behavior of the leader.

50045 NEGOTIATIONS

3 Credit Hours

Students will be able to know the concepts related to negotiation, understanding it as a process in which two or more parties involved try to reach an agreement, considering it as a mechanism that tries to resolve a conflict of interest. Among the topics to be reviewed are the dynamics of decision making, negotiation skills and persuasion, in addition to the different strategies and tactics of business negotiation.

50046 LEADERS IN GLOBAL ENVIRONMENTS

3 Credit Hours

It provides the knowledge and skills necessary to exercise efficient leadership in international and global contexts. In this course, students will learn more about the various practices and how leadership is exercised in different countries, allowing them to operate effectively in a global environment, overviewing the landscape with an open mind, and respecting cultural diversity.

COMPLETING A COURSE OR PROGRAM IN A LANGUAGE OTHER THAN ENGLISH MAY REDUCE EMPLOYABILITY WHERE ENGLISH IS REQUIRED.

STUDENTS WILL BE NOTIFIED OF ANY CHANGES MADE AT THE INSTITUTION.

Master in Digital Marketing

Program Objective

The main objectives of the Program are to train professionals of academic excellence capable of the following:

- Know and practically apply the concepts of modern marketing, with special orientation towards digital marketing.
- Create and manage innovative products and services, making use of digital tools.
- Carry out market research studies in order to know and quantify the needs of the market and the characteristics of the competition.
- Design and apply business strategies, mainly in the field of digital marketing.
- Generate engagement with customers using social media tools.
- Establish an omnichannel commercial culture that allows the company to meet the needs of customers from any modality or platform.

Program Description

The Master in Digital Marketing Program trains professionals capable of applying the modern theories and models that are used in today's Marketing which is very oriented to the use of social networks, electronic media, and data analytics, which allows the use resources in a more efficient way.

The main topics that will be developed are related to:

- The segmentation of the consumer market in a more precise way using data analytics tools that provide insight into purchase intentions.
- Decision making on the main variables of strategic marketing: prices, advertising, promotion, and delivery channels.
- Measurement of all marketing actions through the use of indicators.

Core Courses (30 Credit Hours)

Course Number	Course Title	Credit Hours
50004	CONSUMER BEHAVIOR	3
50005	MARKETING RESEARCH	3
50006	INTEGRATED MARKETING COMMUNICATION	3
50007	MARKETING DECISIONS FOR MANAGERS	3
50008	E-MARKETING	3
50009	SOCIAL MEDIA MARKETING	3

Course Number	Course Title	Credit Hours
50010	MARKETING ANALYTICS	3
50011	BRAND MANAGEMENT	3
50012	OMNICHANNEL MARKETING	3
50013	DIGITAL MARKETING STRATEGIES	3
TOTAL		30

Course Descriptions Master in Digital Marketing

CORE COURSES

50004 CONSUMER BEHAVIOR 3 Credit Hours

This course provides concepts that help to understand the consumer buying behavior. The course covers the theories of consumer behavior, as well as the practical application of its concepts and principles within the context of advertising and the development of effective marketing strategies, managing to contribute to decision making. Topics related to perception and motivation will be reviewed, as well as the choice of a product, customer satisfaction, brand attitude and brand loyalty.

50005 MARKETING RESEARCH 3 Credit Hours

This course provides the necessary knowledge to understand what market research entails, ranging from the understanding of how research is carried out and what are the different types of questionnaires and how they are elaborated, to the most suitable way for the presentation of the results to the management or directors of an organization. Among the topics of study are the methods for the collection of data and information and their respective analysis and interpretation, which makes it possible to identify the needs of potential customers or consumers.

50006 INTEGRATED MARKETING COMMUNICATION 3 Credit Hours

This course emphasizes the various forms and elements of communication that are present in marketing processes, also called "integrated marketing communications" (IMC), and that help professionals in this specialty to be able to reach their different audiences, managing to connect with them. Topics include the main media that exist such as direct mail, broadcasting, the internet, printing, public relations, telemarketing, and promotion, as well as tools to measure and evaluate their effectiveness.

50007 MARKETING DECISIONS FOR MANAGERS**3 Credit Hours**

The course provides the necessary knowledge for the development and implementation of marketing plans that are aligned and respond to strategic marketing decisions. To do this, notions related to the positioning of a product or service, segmentation and targeting marketing, as well as the importance of pricing and the way in which this concept influences the purchase decision will be reviewed, allowing decision making to optimize the value of both the client and the organization.

50008 E-MARKETING**3 Credit Hours**

This course focuses on the new perspective that marketing develops thanks to the advances of the internet and the digital revolution, which have an impact on marketing tactics, as well as their strategies. Topics include aspects of e-commerce, use of marketing techniques on websites and mobile sites, as well as in social media or emails, digital strategies, e-marketing challenges, eMarketing communication and promotion, and online brand management.

50009 SOCIAL MEDIA MARKETING**3 Credit Hours**

This course covers the general aspects of marketing linked to social networks, understanding how they influence the perceptions that the customer or consumer has regarding a certain product or brand, and how they are useful to attract different audiences thanks to the creation of effective campaigns. Topics include creating and publishing ads on social media apps and services, navigating on social media, evaluating their metrics, and using social media for market segmentation.

50010 MARKETING ANALYTICS**3 Credit Hours**

The course covers the importance of the analysis of the information obtained from the digital market and that are related to the various aspects of marketing, such as market segmentation data, the positioning of products or services, customer satisfaction, etc. Topics include exploring data for product development and information generation, interpreting data obtained, communicating insights derived from analysis, and visualizing this data for better understanding.

50011 BRAND MANAGEMENT**3 Credit Hours**

This course provides necessary information for the creation of strategies linked to the brand management of an organization, understanding it as a visual identity and a means to execute the commercial strategy of the same, being also an important component in the identification that a user has with the company and the product or service it offers. Among the topics are strategies for measuring and managing the brand value, the company's internal brand, professional integrity, brand management in digital environments, and the impact that social networks have on it.

50012 OMNICHANNEL MARKETING**3 Credit Hours**

This course covers the various analytical techniques that are useful and respond to integration strategies of the different information channels and product channels that a company has, and that are also related to its marketing strategy, which ranges from the messages communicated by the company, the delivery of a product, the service provided, to the collection of customer data. Topics include the efficient management of marketing channels for the development of a comprehensive strategy in the management of the omnichannel customer experience.

50013 DIGITAL MARKETING STRATEGIES**3 Credit Hours**

This course encompasses the concepts that will allow the development of strategic thinking and processes oriented to digital marketing, as well as the analysis of it and everything related to brand development, so that we work with a strategic roadmap that responds to the expectations of the client, as well as the objectives of the company. Among the topics will be studied digital marketing strategies, strategic thinking, planning and construction of effective strategic processes that take into account the accelerated pace of the digital environment.

**COMPLETING A COURSE OR PROGRAM IN A LANGUAGE OTHER THAN ENGLISH MAY REDUCE
EMPLOYABILITY WHERE ENGLISH IS REQUIRED.**

STUDENTS WILL BE NOTIFIED OF ANY CHANGES MADE AT THE INSTITUTION.

Master in Innovation and Entrepreneurship

Program Objective

Currently, innovation and management skills are essential to carry out a new business or venture. Likewise, these conditions are highly valued to perform in any organization. The Master in Innovation & Entrepreneurship Program aims to prepare professionals with the knowledge, not only necessary today, but also and according to trends, in the future.

A large number of young people express their desire to generate their own employment, create their own business; we address to them with an innovative proposal that will allow them to explore the Market to detect opportunities and design viable, sustainable, and scalable business alternatives.

Program Description

The Master in Innovation & Entrepreneurship comprises the following aspects: development of creativity and innovation, analysis of the business environment, design and development of products, innovative business models, organization of ventures, legal aspects in the beginnings of a business, technological tools and market trends, finance, and commercial aspects of entrepreneurship, change management, among others.

Core Courses (36 Credit Hours)

Course Number	Course Title	Credit Hours
50014	CREATIVITY AND INNOVATION	3
50015	BUSINESS INSIGHTS THROUGH DATA	3
50016	DESIGN THINKING AND CUSTOMER DISCOVERY	3
50017	PRODUCT DESIGN AND DEVELOPMENT	3
50018	BUSINESS MODEL DEVELOPMENT	3
50019	ORGANIZATIONAL ENTREPRENEURSHIP AND INNOVATION	3
50020	LEGAL ISSUES FOR ENTREPRENEURS	3
50021	DISRUPTIVE BUSINESS MODELS	3
50022	CONTEMPORARY TECHNOLOGY TOOLS AND TRENDS	3
50023	ENTREPRENEURIAL FINANCE	3
50024	ENTREPRENEURIAL SALES AND MARKETING	3
50025	CHANGE MANAGEMENT	3
	TOTAL	36

Course Descriptions Master in Innovation and Entrepreneurship

CORE COURSES

50014 CREATIVITY AND INNOVATION 3 Credit Hours

The course develops skills to identify opportunities for the creation of new companies, in addition to exploring techniques to create and / or generate new products or improve existing ones. In this way, students will understand theoretical principles based on research, understanding the process by which innovation benefits from it. Within the topics, techniques such as brainstorming will be reviewed, as well as the evaluation of ideas and the selection of the most suitable ones for their implementation.

50015 BUSINESS INSIGHTS THROUGH DATA 3 Credit Hours

Students will be able to use a wide range of modern analytical tools and techniques to solve business management problems. Currently, data analysis is increasingly required at all stages of the decision-making process, and it has become a fundamental competence that professionals must possess and that the market requires. The most relevant topics are oriented to the following aspects: Big Data, Data Science, AI, Data Management and Analysis, Algorithms and Predictions, and Machine Learning.

50016 DESIGN THINKING AND CUSTOMER DISCOVERY 3 Credit Hours

Students will learn the use of the Design Thinking methodology to identify the needs and thoughts of customers, in order to satisfy their demands to a greater extent or to take advantage of the opportunity to create new products and services. Design Thinking is an agile and efficient way to conduct market research. The course develops the introductory part to the methodology, the stages of exploration, definition, development, prototyping, validation, and results.

50017 PRODUCT DESIGN AND DEVELOPMENT 3 Credit Hours

The course includes the analysis of various practical cases that allow the reinforcement of skills for the creation of plans aimed at the launch of new products or services, either for a new business or an existing one, considering the expectations and needs of the client, and seeking that the latter is satisfied with the final result. The topics to be discussed include the process of design and development of products or services, their different approaches, up to their introduction to the market.

50018 BUSINESS MODEL DEVELOPMENT 3 Credit Hours

This course focuses on determining a value proposition that structures a business scheme aligned with market opportunities, and the customer segments that have been identified. Within the topics to be discussed, students will review various business

models understanding what the key elements are to achieve success; likewise, they will know a wide variety of concepts and tools that are essential to identify new sources of income, in addition to the customer-centric approach.

50019 ORGANIZATIONAL ENTREPRENEURSHIP AND INNOVATION 3 Credit Hours

The course analyzes the organizational needs related to entrepreneurship and innovation, and how these contribute to the development of a company. Students will review various models of evaluation and organizational changes, as well as practical cases, looking for innovative solutions applicable to all types of organizations. Topics include case studies, concepts about innovation in different industries, diverse knowledge of innovation specialists, as well as the link between innovation and entrepreneurship.

50020 LEGAL ISSUES FOR ENTREPRENEURS 3 Credit Hours

The course covers the importance of legal issues as a fundamental aspect in all types of organization, highlighting those that are related to entrepreneurship. Students will have the skills to develop a legal plan, after knowing and understanding the various legal challenges that can be generated when starting a business. The topics to be discussed range from the correct choice of the location of the company and what this type of decision implies, to the legal costs related to all the coordination with specialists in this field.

50021 DISRUPTIVE BUSINESS MODELS 3 Credit Hours

The purpose of this course is to generate in students an understanding of the way in which business evolves and the consequent need to innovate to achieve business success. In this area of innovation, it is essential to use technological tools to create new business models, those we call disruptive businesses. The topics covered in the course are the following: differences between a traditional business and a disruptive one, the importance of the collaborative economy, social networks, and their impact on business, in addition to knowing the role of technology in a disruptive business.

50022 CONTEMPORARY TECHNOLOGY TOOLS AND TRENDS 3 Credit Hours

The course explains the various trends that arise thanks to technology, the technological tools that exist, and how they impact various sectors and different industries, such as platforms, mobile applications, the Internet of Things, etc. Among the topics are the review and knowledge of software packages, product, or service surveys, which are applicable to various companies and / or business projects.

50023 ENTREPRENEURIAL FINANCE 3 Credit Hours

This course focuses on the financial management that is carried out in entrepreneurial companies, as well as the financial problems that are presented to them, which range

from the generation of ideas to the start of the business. Students will develop skills for estimating expenses and income through projections and understand how the valuation of companies is carried out. Topics include financial planning, debt and equity financing, financing methods, and others related to the creation of viable financial plans.

50024 ENTREPRENEURIAL SALES AND MARKETING

3 Credit Hours

This course develops the basic concepts of marketing and sales oriented to a business venture, whether it is self-owned or owned by a third party. It presents innovative principles and practices that need to be known before designing and managing a sales force, as well as the general aspects of marketing to establish your strategies. The main topics to be discussed will be the environment faced by entrepreneurs, search and detection of business opportunities, marketing strategies aimed at small businesses, sales fundamentals, and the stages of the sales process.

50025 CHANGE MANAGEMENT

3 Credit Hours

Currently, one of the most frequently repeated premises is the existence of an environment in which changes are permanent and increasingly accelerated. That is why in every company it is essential to accept and manage change. This course defines what change management is, its importance and the stages that make it up. The inevitable resistance to change and how to manage it, and the different models of change management according to the nature and conditions of organizations.

COMPLETING A COURSE OR PROGRAM IN A LANGUAGE OTHER THAN ENGLISH MAY REDUCE EMPLOYABILITY WHERE ENGLISH IS REQUIRED.

STUDENTS WILL BE NOTIFIED OF ANY CHANGES MADE AT THE INSTITUTION.



Board of Directors

Carlos Seminario
Jose Miguel Marchena
Victor Calderon
Daniel San Roman
Cesar Rovegno
Francisco Tafur
Ingrid Bertocchi Gardella
Karel Pio Hartinger Pena

Administration

CEO: Jose Miguel Marchena Avila
Executive Director: Jessica Suito
Academic Director: Olga Mar Gonzalez
Admissions Director: Cristina Torres
Student Services Director: Hilda Gomez
Finance Director: Victor Calderon
Librarian: LIRN

Faculty List

Elio Acosta
Master of Business Administration,
Nova Southeastern University
Bachelor of Science in Industrial Technology,
Florida International University

Walkys Acosta
Master of Arts in Education in English Language,
Enrique Jose Varona Higher Pedagogic Institute
Bachelor of Science in Teaching English Language,
Enrique Varona Higher Pedagogic Institute

Arianna Blandon
Educational Specialist in Education Administration,
Florida International University
Master of Science in Intercultural Studies,
Florida International University
Bachelor of Science in Anthropology and Sociology,
Florida International University

James Clark
PhD in Complex Systems and Brain Sciences,
Florida Atlantic University
Master of Arts in Philosophy,
West Chester University
Bachelor of Arts in Philosophy,
Millersville University
Bachelor of Science in Mathematics (Statistics Minor),
Florida Atlantic University

William Deautriell
PhD in Bilingual Education,
Florida State University
Master of Arts in ESL,
Hunter College
Bachelor of Science in English,
Boston University

Carl Derzsi
PhD in International Studies,
University of Miami
Master in Administration and Planning,
Pontifical Catholic University of Sao Paulo
Bachelor in Systems Analysis,
Associated Faculties of Sao Paulo

Walter Diaz
Doctor in Business Administration,
Florida International University
Master of Science in Human Resources Management,
Troy University
Bachelor of Science in Chemistry,
University of Puerto Rico

Rosemarie Dixon
Master of Business Administration,
Grenoble Graduate School of Business
Bachelor of Education in Business Studies,
University of Technology, Jamaica

Maribet Echagarruga
Master of Science in Education Special Education-Gifted, Talented, and Creative,
Arkansas State University
Bachelor in Business Administration,
University of Puerto Rico

Josefina Fernandez
Master of Education in Educational Technology,
Instituto Tecnológico de Estudios Superiores de Monterrey
Specialist in Higher Education Teaching,
Universidad Nacional Experimental Simon Rodriguez

Jesus Alberto Fuenmayor
PhD in Management,
Dr Rafael Belloso Chacin University
Master in Science in Communications,
Dr Rafael Belloso Chacin University
Bachelor of Arts in Social Communications,
Catholic University Cecilio Acosta

Francisco Gonzalez
Master in Business Administration in Economics,
Felton University
Bachelor in Business Administration in Marketing Management,
St. Edward's University
Certificate in Leading Through Organizational Levels,
Rice University
Certificate in Strategic Planning,
Rice University

Juana Elizabeth Gonzalez
MBA in International Business,
San Ignacio University
MBA in Business Strategic, Accounting Concentration,
University of Houston Victoria
Bachelor in Accounting,
Pontificia Universidad Catolica Madre y Maestra

Olga Gonzalez
Doctorate in Education,
Nova Southeastern University
MBA in Strategic Leadership,
Universidad del Este Ana G. Mendez
Bachelor in Business Administration,
Universidad del Este Ana G. Mendez

Juan Theodore Kelly
Master of Science in Biology,
Chicago State University
Bachelor of Science in Agronomy,
Southern Illinois University

Maryana Khaimou
Master of Science in English Education,
St. John's University
Bachelor of Science in Legal Studies,
St. John's University

Gerardo Madrid
Master in Business Administration,
University of Ottawa

Kenneth Morrell
Master of Science in Business,
Stevens Institute of Technology
Bachelor of Business Administration,
William Paterson University

Marc Mosko
MBA in Global Business,
Marywood University
Bachelor of Foreign Trade,
American Institute of Foreign Trade
Bachelor of Arts in International Relations,
University of Colorado

Chee Piong
PhD in Management, Leadership/Organizational Change,
Walden University
PhD in Business Administration,
Financial Management and Advanced Accounting,
Northcentral University
Master of International Business Administration,
Nova Southeastern University

Flavio Principe
Master in Laws, Tax Law,
Harvard University Law School
Certificate in International Tax,
Harvard University Law School
Lawyer,
Universidad Catolica Andres Bello

Luis Ramirez
Master Certificate in Business Process Management,
University of San Francisco
Master of Business Administration,
University of South Carolina
Specialist in Maintenance Management,
Universidad del Zulia
Mechanical Engineer,
Universidad Simon Bolivar

Karen Redding
Master of Science in Criminal Justice and Security Administration,
University of Phoenix
Bachelor of Science in Paralegal / Legal Studies,
Jones College

Derrick L. Ruffin
Doctor of Education in Higher Education,
Nova Southeastern University
Master of Arts Educational Specialist in Mathematics,
Nova Southeastern University
Master of Science in Adult Education,
Cheyney University
Bachelor of Arts in Computer Science,
Cheyney University

Ricardo Russi
Master of Science in Financial Planning,
Kansas State University
Master of Business Administration,
Florida Atlantic University
Bachelor of Science in Legal Studies,
Barry University

Nancy Santos
Doctor in Business Administration in Finance,
Interamerican University of Puerto Rico
Master of Business Administration in Finance,
Interamerican University of Puerto Rico
Bachelor of Arts in Finance,
University of New Orleans

Rebecca Ways
Doctor of Education in Educational Leadership,
Ana G. Mendez University del Turabo
Master in Education Administration,
Caribbean University
Bachelor of Arts in Elementary Education,
Interamerican University of Puerto Rico

Maurice Wood
Master of Arts in Psychology,
Rosemont College
Bachelor of Arts in Sociology,
Wiley College.