



CESAR VALLEJO COLLEGE

Florida, USA

CATALOG

11410 NW 20th Street
Suite 100
Sweetwater, Florida 33172
786-347-7427 main
786-360-5892 fax
www.cesarvallejocollege.com

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HISTORY

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

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

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

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

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

MISSION STATEMENT

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

PHILOSOPHY

The process of hominization is developed by the incorporation of values; therefore, every educational action requires an axiological foundation whose sets of values respond to the formation of an individual.

Comprehensive training starts at home and is consolidated in the process of socialization. Education at all levels strengthens home education, continuing this process through college level.

Cesar Vallejo College considers the integration of all value dimensions so that their forging to the educational model enables the achievement of comprehensive training.

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

- Truth is the moment in which an intention or purpose finds verification, for instance, the aim of the college is to be coherent between what it proposes and what it implements. It's one of the main principles on which the moral conscience of the community of Cesar Vallejo lays.
- Justice is the recognition of the rights and the distribution with a criterion of fairness; it's the guiding axis that seeks to overcome barriers that impede the access to quality education to the strata of society that has fewer opportunities.
- Freedom is the autonomy of conscience to attain a coherent and balanced life, disseminate our ideas, and promote open discussion, to associate with individuals that share the same ideals.
- Honesty is the human quality determined by the consistency between what you think and your behavior towards your fellowmen. Along with justice, it demands to concede individuals what is fair. It also aims at maintaining coherence between educational goals and the performance of the college.
- Respect implies understanding and accepting individuals' conditions as human beings with rights and duties in a continuing process of spiritual and material improvement.
- Loyalty is the implicit compromise of solidary action for the search of common objectives. This implies the need to safeguard a favorable internal and external image of the institution and to make observations and suggestions to improve the quality of education provided.

- Tolerance is the process of acceptance of equality of human rights, respecting the differences to maintain good personal relationships and to improve the process of institutional development.
- Solidarity is the feeling of unity based on ideals and shared objectives; it is what drives social work and extension activities of the college.
- Social responsibility is the awareness of the fact that we live in a society and we have obligations towards it. It is the participative engagement of the college community to improve living conditions in vulnerable sectors.
- Innovation is the renewal of everything that becomes outdated to achieve excellence in accordance with the trends of a globalized world.
- Competitiveness is the efficient generation of natural resources, of our cultural diversity, and human potential to achieve excellence at a personal and social level.
- Productivity is the creation of natural resources in an efficient way so that the college obtains an added value in its processes and it may compete under optimum conditions in the regional, domestic and international markets.
- Democracy is the way of living based on the respect of human dignity, freedom, all people's rights, and each member of the community.
- Peace is the individual state of peace and welfare. It is the capacity of handling conflicts and overcoming them with non-violent means such as dialogue and negotiation; it is the fruit of harmonious co-existence among the members of the organization at Cesar Vallejo College.

STATEMENT OF PURPOSE

The goals of Cesar Vallejo College are:

- To keep, improve and transmit a universal culture with critic and creative sense fostering national identity in a plural and diverse cultural context.
- To foster, direct, and do research on humanities, science and technology, and encourage intellectual and artistic creation.
- To train professionals with solid humanistic, scientific, technical foundations and high academic standards so they become responsible citizens in

accordance with the current and future necessities of our society. Likewise, to provide qualifications according to modern times and to develop ethical, civic attitudes of responsibility and social solidarity. To train professionals within a new concept of a teaching-learning process that responds to the necessities for domestic development, in the context of modernization and globalization of our society. Furthermore, to train the individual, professional and specialist, providing a quality education. In the same manner, to train the individual in his condition of free and creative human, with moral principles, supportive of his fellowmen, lifelong learner of his reality and his resources to transform these resources with the latest knowledge, skills, abilities, responsibilities, efficiency, and effectiveness so he can adapt to important changes in the world and to his local and national identity.

- To extend the actions and services to the community, fostering a comprehensive development of society with social responsibility. Likewise, to be an open space for a college education that promotes continuing learning, providing opportunities for personal realization and social mobility to educate citizens that actively participate in society and are open to the world to promote human rights, sustainable development, democracy, and peace.
- To promote, generate, and disseminate knowledge through investigation as part of services that will be offered to the community. Furthermore, to provide appropriate technical competencies to contribute to the cultural, social, and economic development of society.
- To contribute to the development and improvement of education at all levels, especially through the training of professors.
- To contribute to the awareness of regional and national reality.
- To implement work of prevision, alert, and prevention through a constant analysis of new social-economical tendencies, cultural and political, contributing to the definition and dealing of problems that affect the social welfare of communities, regions, and our country and world society.
- To promote college social programs among the college community so that it becomes an institution of local actions that supports activities for its development, integrating both its actions and resources.
- To comply with other functions under the constitution and law.

Ownership or Governance

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

Board of Directors

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

César Acuña Peralta, CEO, Chairman of the Board

Juan Manuel Pacheco, President/Treasurer

César Acuña Nunez, Secretary

Americans with Disabilities Act

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

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

Student Complaint Process

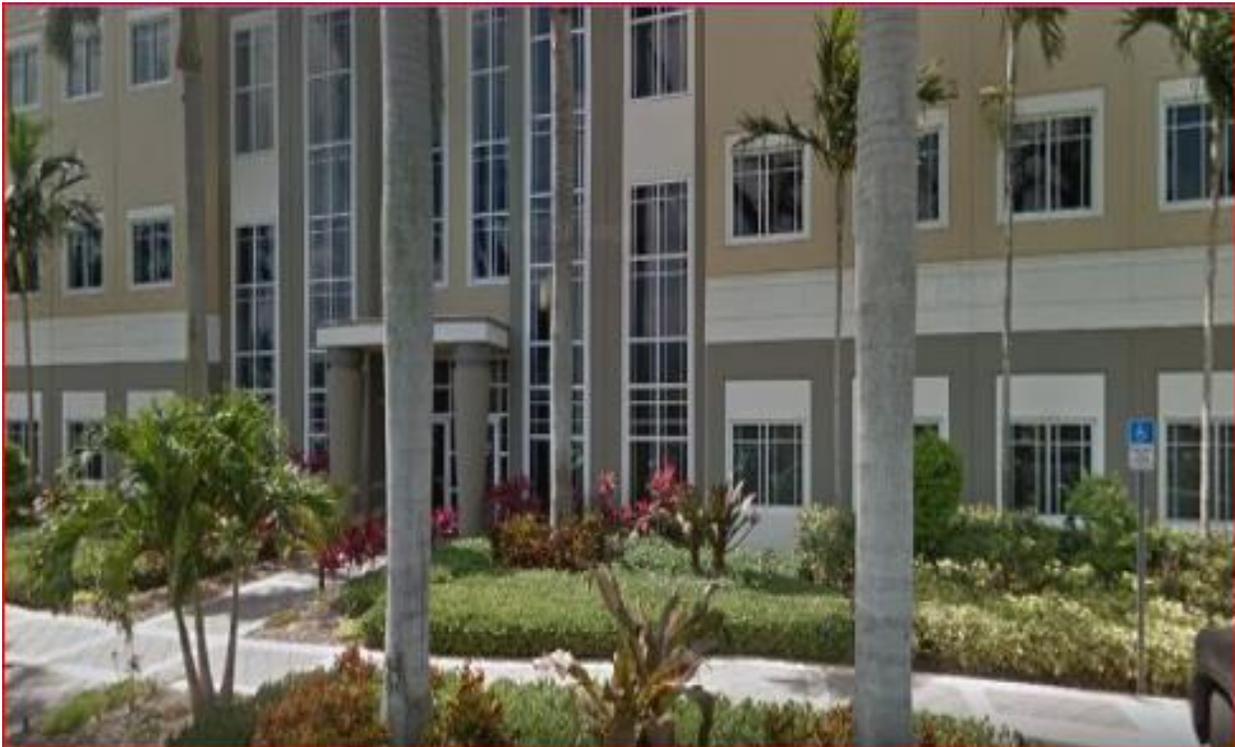
Any student who feels they have not been treated fairly under Cesar Vallejo College policies has the right to file a written complaint. A complaint must be submitted to the Director of Academic Affairs. Complaints must be dated and sent by certified mail. Within 10 business days after receipt of complaint,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

Equal Opportunity Statement

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

Description of Facilities and Equipment

The main campus is located at 11410 NW 20th Street, Suite 100, Sweetwater, FL 33172. Cesar Vallejo College encompasses over 2383 sq. ft. of classroom and offices. Cesar Vallejo College students can access a virtual library, student lounge, meeting room and computer laboratories. Cesar Vallejo College is close to major public transportation. Equipment used at Cesar Vallejo College is comparable to industry standards and meets all programs' objectives.



HOLIDAYS

Cesar Vallejo College observes the following holidays:

New Year's Day	01/01/20
Martin Luther King Jr.	01/20/20
President's Day	02/17/20
Spring Break	03/16/20 – 03/21/20
Easter Break	04/10/20 – 04/12/20
Memorial Day	05/25/20
Independence Day	07/03/20
Labor Day	09/07/20
Veterans Day	11/11/20
Thanksgiving Break	11/26/20 – 11/29/20
Holiday Recess	12/14/20 – 01/06/21

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

Privacy of Student Records

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

Campus Security

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

ADMISSIONS

Admission Policy

Cesar Vallejo College offers educational opportunities to anyone who has the interest, desire and ability to pursue advanced study. A disability will not be used to deny admission to Cesar Vallejo College. Courses of study are offered at the Bachelor of Science Degree level. Applicants at a minimum must have a high school diploma or completion of GED. If student is under the age of 18, they must secure Parent/Guardian signature.

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

General Information

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

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

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

DEADLINES AND REQUIREMENTS

Requirements

Contact Cesar Vallejo College to obtain a complete Admissions Application via the college's website.

Submit proof of eligibility for admission:

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

Cesar Vallejo College Placement Exam

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

Students exempt from the exam:

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

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

Spanish, English and Math preparatory courses:

Students who do not complete the minimum required score, must take SPN 0003, ENG 0001 and/or MAT 0002, offered at CVC. These are non-credit courses; therefore,

the results are not considered in the computation of required credits for any program.

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

Re-Admission

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

Transfer Students

Students wishing to transfer from another college must:

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

Course Transfer

Students transferring courses from a previously attended institution must maintain a 2.0 or above, on a 4.0 scale and must have received a minimum of "C" or its equivalent for acceptance. No credit is given for internship/co-op courses, or for academic courses with pass/fail or satisfactory/unsatisfactory grades. Transfer of

credits to Cesar Vallejo College may not exceed 75% of the program's total number of credits.

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

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

Josef Silny & Associates, Inc.
International Education Consultants
7101 SW 102nd Avenue
Miami, FL 33173
((305) 273-1616 www.jsilny.com

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

Conversion of Clock Hours for Credit Transfer

Courses in clock hours are evaluated using the following formulas:

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

STUDENT SERVICES

Counseling

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

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

Finance Department

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

Career Services

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

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

Housing

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

Parking

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

Campus Safety

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

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

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

Student Lounge

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

Personal Property

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

Graduation

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

FINANCIAL SERVICES

General Information

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

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

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

Financial Assistance Programs:

Monthly Payment Plan

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

- **Coverage**
The plan covers 100% of tuition and fees.
- **Eligibility**
Student must be enrolled at Cesar Vallejo College to be eligible to apply. No minimum number of credits are required.
- **Term**
The student is responsible to pay the remaining balance on a monthly payment plan, financed at 0% for a term of up to four years, not to exceed 48 payments. Monthly payments will begin immediately upon commencement of classes and will be due the 1st day of each month.

Scholarships

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

- **Coverage**
The plan covers up to 50% of tuition only.
- **Eligibility**
Any student attending Cesar Vallejo College and maintaining a minimum GPA of 3.0 and a maximum student and/or family income of \$60,000 per year.
- **Term**

The student can receive scholarships up to four years not exceeding 50% of tuition or a total of \$13,000 for the Bachelor programs, and a total of \$6,500 for the Associate program.

How to Apply for Financial Assistance Programs

Cesar Vallejo College will gather:

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

Notes:

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

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

Student Rights

All Cesar Vallejo College students have the right to:

- A copy of the documents describing the school's licensing credentials.
- Information about Cesar Vallejo College programs, its instructional programs, including course syllabus, physical facilities and its faculty.
- Information concerning the cost of attendance.
- Information on the refund policy for students who withdraw.
- Information on how the school determines whether a student is making satisfactory progress and if not, understand the nature of the process.
- Information concerning special facilities and services available under the American with Disabilities Act.
- Information of financial assistance availability.
- Information concerning the school's academic and administrative policies.
- Fair, equal and non-discriminatory treatment from all school personnel.
- Access to their student records.
- Freedom of academic expression.

Students Responsibilities

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

- Abide by the Cesar Vallejo College Student Code of Conduct.

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

TUITION, FEES AND OTHER COSTS

Costs

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

Non-Tuition Fees

Admission Fee **	\$ 50.00
Re-Admission Fee*	\$100.00
Registration Fee **	\$100.00
Late Registration Fee (<i>addition to registration fee</i>)	\$ 75.00
Validation of Credit Transfer	\$ 65.00
Withdrawal Fee	\$100.00 (per course)
ID Badge	\$ 10.00
Transcript Fee	\$ 30.00
Graduation Fee	\$ 50.00

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

Tuition Fees

- AS Business Administration
- BS Business Administration in Management
- BS International Business
- BS Business Administration in Marketing
- BS Business Administration in Logistics & Supply Chain Management

Full Time	(per course)	\$ 650 USD
Semester	(15 credits)	\$ 3,250 USD
Total Tuition Associate	(60 credits)	\$13,000 USD
Total Tuition Bachelor	(120 credits)	\$26,000 USD

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

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

Test, Supplies and Special Fees

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

Late Payment

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

Cancellation and Refund Policy

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

A 100% refund will be given for cancellation at any time from the date of a student's registration to the day before the first scheduled day of the semester or from the date the student cancels his/her executed enrollment agreement within three (3) business days of signing the agreement. Cancellation following the 3rd business day, but before the first class, will result in a refund of all monies paid, except for the \$50.00 for admissions fee and \$100.00 for registration fee.

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

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

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

Add/Drop Policy

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

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

Termination or Cancellation by Institution

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

- Course schedule changes
- Course cancellation due to low enrollment
- Student's non-fulfillment of course pre-requisites; or academic suspension
- Suspension for violation of the Code of Conduct

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

Withdrawal

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

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

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

Consequences

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

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

RULES AND REGULATIONS

Conduct

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

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

Cell Phones

Cell phones must be off during classes.

Drug Policy

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

Harassment

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

Falsifying Records and Official Documents

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

College Transcripts

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

Privacy of Student Records

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

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

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

Student information is released to persons, agencies or legal authorities as required by legal process or by consent of a student. Information is released on a consent basis when the student has specified the information to be released and name(s) of person(s) to whom the information is to be released.

Dress Code

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

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

Academic and Administrative Dismissal Policy

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

Professional Behavior

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

Academic and Administrative

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

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

Grievance Procedures

Cesar Vallejo College believes that every student has a right to procedural due process in which a student has notice and opportunity to be heard. If the

administration must take disciplinary measure against a student, the student may appeal the decision to the Grievance Committee within 3 working days.

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

ACADEMIC POLICIES

Credit Hours

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

15 lecture clock hours = 1 semester credit hour

30 laboratory clock hours = 1 semester credit hour

45 externship clock hours = 1 semester credit hour

College Hours

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

Academic Advisement

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

Digital Library

Cesar Vallejo College Digital Library includes the Gale Virtual Reference Library and the ProQuest databases that store more than 5 million documents regarding different knowledge areas, particularly, the information required for the

implementation of the academic programs being offered. Students can contact the LIRN Consortium Librarian via email for any level of research assistance.

General Education Courses

General Education is a component of Cesar Vallejo College's Bachelors' Degrees. Cesar Vallejo College's general education curriculum is designed to emphasize the ability to think, read, and write effectively and to understand quantitative data. These courses focus on the skills, techniques and procedures specific to each degree. They are intended to train students in inquiry and analytical skills. General Education courses afford the students the opportunity to gain a college level of literacy in humanities, social behavior sciences, and mathematics.

Guest Lectures

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

Attendance

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

College Interruption

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

Excused Absences

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

Unexcused Absences

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

Leave of Absences

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

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

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

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

School Withdrawal

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

Academic Re-Admittance Policy

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

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

Disciplinary Re-Admission Policy

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

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

Academic Load

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

Testing

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

Testing for online courses

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

Grade Level

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

Grading

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

homework and other assignments. The value of a grade is as follows and is based on a 4.0 scale:

Grading Scale

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

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

A failing grade is used in computation of both qualitative and quantitative progress. Grades are reports of a student's progress provided to the student. Students receiving an incomplete in any subject must meet their instructor to discuss satisfactory arrangements to fulfill course requirements. Course assignments for an Incomplete must be completed within (2) weeks of the beginning of the next term. Failure to complete the work within this two-week time 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 Cesar Vallejo College. No course may be repeated more than two (2) times and a tutorial course will be required. Students who repeat a course for which they have received a letter grade of "D" or "F" must notify the Admissions Office for recalculation of their cumulative GPA. A course in which a satisfactory letter grade ("A", "B" or "C") has been earned may not be repeated for grade average purposes. All credits attempted are considered when calculating quantitative satisfactory Academic Progress status.

Satisfactory Academic Progress

Students at Cesar Vallejo College are expected to maintain satisfactory academic progress and to make ongoing progress toward graduation. There are two standards that must be met: a qualitative standard and a quantitative standard.

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

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

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

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

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

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

A student who completes 67% of credit hours attempted in a semester while on academic probation is allowed to remain in school. A student may continue 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 Cesar Vallejo College.

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

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

Academic Suspension

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

Online Education

Description of online program:

- CVC offers the Associate in Business Administration program and the Bachelor of Business Administration programs in an online mode, in either English or Spanish. The learning sessions are conducted virtually allowing students to carry out autonomously, at first, specific low complexity processes, aimed at understanding conceptual aspects using resources such as eBooks, videos and database resources for learning. And subsequently, perform procedural activities aimed towards applying the conceptual knowledge, along with a virtual tutor and fellow students, during the hours devoted to meetings in the virtual classroom setting or synchronous forums.
- Theoretical concepts are reviewed and comprehended autonomously by the student. Using various tools provided by the virtual tutor; such as, videos or podcasts, and subsequently, using synchronous virtual hours to discuss and clear questions regarding the material provided, to apply learned concepts and to participate in discussion forums.
- The student receives a virtual orientation on how to navigate the platform through video tutorials and online manuals that cover topics such as; platform

access, how to navigate through the course material, how to view announcements from the virtual tutor, forum participation, videoconference participation, how to answer a questionnaire, homework uploading, how to view grades, and how to personally communicate with the tutor or fellow students.

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

Credit Transfer for online students:

- Students transferring courses from a previously attended institution must maintain a 2.0 or above, on a 4.0 scale and must have received a minimum of “C” or its equivalent for acceptance. No credit is given for internship/co-op courses, or for academic courses with pass/fail or satisfactory/unsatisfactory grades.
- If applicant is transferring from a US institution, they must request official sealed transcripts from previously attended institutions, to be mailed directly to CVC. If applicant attended or is a graduate of a foreign institution, all course work from the foreign institution must be evaluated for U.S. institutional equivalency. Applicants will be directed to submit their course work to a NACES member organization by completing and following the instructions on their application to submit documentation for evaluation of foreign educational credentials. Once the evaluation is completed, the results are mailed by the agency to CVC by courier.
- Transfer of credits to Cesar Vallejo College may not exceed 75% of the program’s total number of credits.
- These courses will be evaluated on course equivalency to determine relevancy and fulfillment of curriculum objective within Cesar Vallejo College
- For students requesting credit by examination, the exam will be administered like any other exam through our virtual platform. The student will be provided with access and instructions to the platform for the purpose of taking the exam.

Distribution of materials:

Learning resources such as multimedia resources, specialized e-books, videos, readings, among others, will be hosted on the virtual platform. Utilizing their

username and personal password, students can access their virtual classroom and use the various resources offered.

Testing:

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

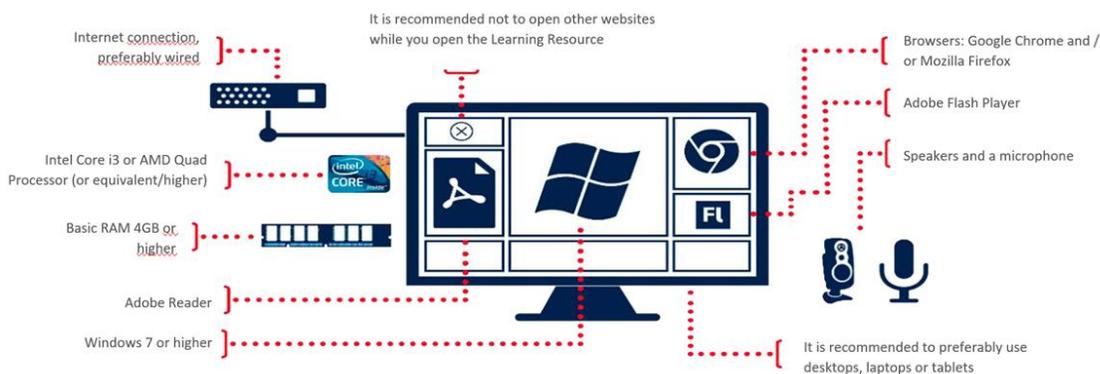
Support for student inquiries:

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

Equipment and supplies needed:

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

Technical specifications and recommendations for users:



Technical support:

CVC offers the following services through its technical support area:

- Phone support at 786-347-7427 is open Monday to Friday 9:00 am- 5:00 pm
- Whatsapp Support at 786-347-7427 is open Monday to Friday 9:00 am- 9:00 pm
- Email support at Coord.tecnol.cvc.virtual@cvallejocollege.com responding to

inquiries within 24 hours.

- The virtual platform has video tutorials to help the student and virtual tutor; as well as PDF manuals that serve as self-help.

Student Services available to online students:

Counseling is available to all students regarding their academic progress, placement opportunities and other related matters. Counseling such as; personalized career coaching, job search strategy, how to maximize online resources, resume preparation, internship search, job fair success strategies, and interviewing skill building, amongst others. Students must make a virtual appointment with the department of Career Planning and Placement. The meeting can take place in the virtual platform, via phone or in person.

PROGRAMS OFFERED

- AS Business Administration
- BS Business Administration in Management
- BS International Business
- BS Business Administration in Marketing
- BS Business Administration in Logistics & Supply Chain Management

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

All programs are offered online except the Business Administration in International Business. All programs are offered in English and Spanish.

ASSOCIATE BUSINESS ADMINISTRATION

PROGRAM OBJECTIVE:

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

PROGRAM DESCRIPTION:

The program has been structured including the following components: (i) General Education (36 credit hours); and (ii) business core (24 credit hours). The Associate in Business Administration teaches the fundamentals of organization, staffing, employee relations, business communication and public relations

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

PROGRAM BREAKDOWN BY COURSE:

Course Number	Course Title	Credit Hours	Clock Hours	Pre-Requisites
GENERAL EDUCATION – REQUIRED (9 courses: 27 credits)				
ENG 1101	English Composition I	3		(1)
ENG 1102	English Composition II	3		ENG 1101
PHI 1010	Introduction to Philosophy	3		None
POS 1041	American Federal Government	3		ENG 1102
BSC 1005	General Education Biology	3		None
STA 1021	Introduction to Statistics	3		(1)
MAC 1105	College Algebra	3		(1)
PHY 1025	Basic Physics	3		MAC 1105
ECO 1013	Principles of Macroeconomics	3		None
GENERAL EDUCATION – ELECTIVES (select 3 courses: 9 credits)				
Select one of these two:				
PSC 1121	Introduction to Physical Science	3		None
AST 1002	Descriptive Astronomy	3		None
Select one of these two:				
EVR 1001	Introduction to Environmental Science	3		None
EGS 1041	Technology, Humans and Society	3		None
Select one of these two:				
PHI 1013	Critical Thinking	3		None
HUN 1201	Introduction to Human Nutrition	3		None
(1) NOTE: Based on the Cesar Vallejo College placement exam results, student may have to take a preparation course in English and/or Math (no credit course).				
BUSINESS CORE – REQUIRED (8 courses: 24 credits)				
BUL 2241	Business Law	3		None

MAN 2020	Principles of Management	3		None
MAR 2023	Introduction to Marketing	3		MAC 1105
QMB 2100	Basic Business Statistics	3		None
ACG 2130	Financial Accounting	3		None
MAP 3640	Financial Math	3		None
FIN 3009	Corporate Finance	3		None
ECO 3028	Microeconomics	3		None
TOTAL CREDITS TO BE COMPLETED:		60		

All courses are available online.

COURSE DESCRIPTION

COURSE TITLE: ENGLISH COMPOSITION I

CODE: ENC 1101

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

COURSE TITLE: ENGLISH COMPOSITION II

CODE: ENC 1102

Writing of one or more of the following types: analytical, persuasive, writing about literature.

COURSE TITLE: INTRODUCTION TO PHILOSOPHY

CODE: PHI 1010

An introduction to the nature of philosophy, philosophical thinking, major intellectual movements in the history of philosophy, and specific problems in philosophy.

COURSE TITLE: AMERICAN FEDERAL GOVERNMENT

CODE: POS 1041

Students will develop and demonstrate an understanding of the basic principles and practices of American democracy and how they are applied in our republican form of government, the united states constitution and its application, knowledge of the founding documents and how they have shaped the nature and functions of our institutions of self-governance, understanding of landmark supreme court cases, landmark legislation, and landmark executive actions and their impact on law and society.

COURSE TITLE: GENERAL EDUCATION BIOLOGY

CODE: BSC 1005

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

COURSE TITLE: INTRODUCTION TO STATISTICS

CODE: STA 1021

Students will develop and demonstrate an understanding of the basic principles of statistic. Topics include frequency, percent and interest tables, bar and line graphs, problem solving, histogram, scatter gram and the normal curve, sampling, measures of central tendency, location and deviation, introduction to probability.

COURSE TITLE: COLLEGE ALGEBRA

CODE: MAC 1105

Students will develop and demonstrate an understanding of the basic principles of algebra. Topics include functions and functional notation, domains and ranges of functions, graphs of functions and relations, operations on functions, inverse functions, linear, quadratic and rational functions, absolute value and radical functions, exponential and logarithmic properties, systems of equations and inequalities.

COURSE TITLE: BASIC PHYSICS

CODE: PHY 1025

A preparatory course designed to prepare students for college physics. An introduction of physics principles with minimal mathematical applications. Topics may include bodies at rest and in motion, heat, vibrations and waves, electricity, magnetism, light, atomic and nuclear physics.

COURSE TITLE: PRINCIPLES OF MACROECONOMICS

CODE: ECO 1013

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

COURSE TITLE: INTRODUCTION TO PHYSICAL SCIENCE

CODE: PSC 1121

An instructional program that generally describes the physical aspects and major concepts of general science with emphasis on scientific method and application of principles.

COURSE TITLE: DESCRIPTIVE ASTRONOMY

CODE: AST 1002

An instructional program that describes matter and energy in the universe, including the solar system, stars, nebulae, galaxies, and cosmology. Include topics on survey of astronomy; telescopes and instruments, structure and formation of the solar system, stars and solar motions; the milky way galaxy; other galaxies and the nature of the universe.

COURSE TITLE: INTRODUCTION TO ENVIRONMENTAL SCIENCE

CODE: EVR 1001

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

COURSE TITLE: TECHNOLOGY, HUMANS, AND SOCIETY

CODE: EGS 1041

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

COURSE TITLE: CRITICAL THINKING

CODE: PHI 1013

The purpose of this course is to encourage students to become critical thinkers and to enhance the collection of skills necessary to identify and resolve the issues we face every day. Strong critical thinking skills allow us to make effective decisions by using a variety of tools including analysis, communication, research, and problem-solving techniques.

COURSE TITLE: INTRODUCTION TO NUTRICION

CODE: HUN 1201

This course focus on human nutrition and the role of diet in relation to health and disease and the processes by which humans ingest, digest, absorb, transport, utilize and excrete food substances. In addition, nutrition is concerned with the social, economic, cultural, and psychologic implications of food and eating. Topics: specific nutrients and their roles, metabolism, absorption, digestion, sources of nutrients, nutritional requirements throughout the life cycle.

COURSE TITLE: BUSINESS LAW

CODE: BUL 2241

This course is comprised of a study of the nature, classification and characteristics of law including the study of the jurisdiction and functions of the court system, torts, crimes, government regulations, environmental law, contracts, personal property, bailments, and sales will be examined.

COURSE TITLE: PRINCIPLES OF MANAGEMENT

CODE: MAN 2020

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

COURSE TITLE: INTRODUCTION TO MARKETING

CODE: MAR 2023

This course should provide an introductory overview of the comprehensive field of marketing. The concepts, terminology, methodology and structures explored in this course should provide a

basis on which to build further expertise in the student's particular field of study. Specific competencies developed in other disciplines are drawn together in this course as students critically analyze and view of the comprehensive field of marketing.

COURSE TITLE: BASIC BUSINESS STATISTICS

CODE: QMB 2100

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

COURSE TITLE: FINANCIAL ACCOUNTING

CODE: ACG 2130

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

COURSE TITLE: FINANCIAL MATH

CODE: MAP 3640

An instructional program that describes the application of mathematical principles to the solution of functional area problems, using the knowledge base of the subject or field for which the analytical procedures are being developed. Includes instruction in computer-assisted mathematical analysis and the development of tailored algorithms for solving specific research problems. Topics include binomial no-arbitrage pricing model, martingales, Markov processes, capital asset pricing model, stopping times, American derivative securities, random walks, interest rates, fixed-income derivatives, futures.

COURSE TITLE: CORPORATE FINANCE

CODE: FIN 3009

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

COURSE TITLE: MICROECONOMICS

CODE: ECO 3028

Study of economic analysis including market price theory, firm theory, theories of production, distribution.

Bachelor Business Administration in Management

PROGRAM OBJECTIVE:

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

PROGRAM DESCRIPTION:

The program has been structured including the following components: (i) General Education (36 credit hours); (ii) business core (24 credit hours); major courses (60 credit hours). The Business Administration in Management program prepares students for a career in business with a foundation in principles of business such as management, finance, statistics, accounting and more. It equips students with increased proficiency in various skills such as communication, effective supervision, technology, and decision making, in order to advance as business leaders within their organization and community. The program is comprised of 40 courses and a total of 120 credits.

PROGRAM BREAKDOWN BY COURSE:

Course Number	Course Title	Credit Hours	Clock Hours (If Applicable)	Pre-Requisites
GENERAL EDUCATION – REQUIRED (9 courses: 27 credits)				
ENG 1101	English Composition I	3		(1)
ENG 1102	English Composition II	3		ENG 1101
PHI 1010	Introduction to Philosophy	3		None
POS 1041	American Federal Government	3		ENG 1102
BSC 1005	General Education Biology	3		None
STA 1021	Introduction to Statistics	3		(1)
MAC 1105	College Algebra	3		(1)
PHY 1025	Basic Physics	3		MAC 1105
ECO 1013	Principles of Macroeconomics	3		None
GENERAL EDUCATION – ELECTIVES (select 3 courses: 9 credits)				
Select one of these two:				
PSC 1121	Introduction to Physical Science	3		None
AST 1002	Descriptive Astronomy	3		None

Select one of these two:				
EVR 1001	Introduction to Environmental Science	3		None
EGS 1041	Technology, Humans and Society	3		None
Select one of these two:				
PHI 1013	Critical Thinking	3		None
HUN 1201	Introduction to Human Nutrition	3		None
(1) NOTE: Based on the Cesar Vallejo College placement exam results, student may have to take a preparation course in English and/or Math (no credit course).				
BUSINESS CORE – REQUIRED (8 courses: 24 credits)				
BUL 2241	Business Law	3		None
MAN 2020	Principles of Management	3		None
MAR 2023	Introduction to Marketing	3		MAC 1105
QMB 2100	Basic Business Statistics	3		None
ACG 2130	Financial Accounting	3		None
MAP 3640	Financial Math	3		None
FIN 3009	Corporate Finance	3		None
ECO 3028	Microeconomics	3		None
MAJOR COURSES – REQUIRED (20 courses: 60 credits)				
ENT 3113	Entrepreneurship	3		None
ACG 3071	Managerial Accounting	3		None
MAR 3860	Customer Relationship Management	3		MAR 2023
MAN 3602	International Environment	3		None
MAN 3673	Trade Policy and Business	3		MAN 3602
FIN 3400	Principles of Financial Management	3		None
MAN 3301	Human Resource Management	3		MAN 2020
MAN 3066	Business Ethics	3		None
MAN 3240	Organizational Behavior	3		None
MAR 3803	Marketing Management	3		None
MAN 4720	Strategic Management	3		None

FIN 4604	International Financial Management	3		None
MAN 4600	International Management	3		MAN 2020
MAN 4442	International Business Negotiations	3		MAN 4600
MAN 4504	Operations Management	3		None
MAN 4113	Managing Diversity	3		None
MAN 4607	Managing International Cultural Differences	3		None
MAN 4120	Interpersonal Dynamics	3		None
MAR 4804	Marketing Strategy and Planning	3		MAR 2023
MAR 4643	Decision Making and Negotiations	3		None
TOTAL CREDITS TO BE COMPLETED:		120		

All courses are available online.

COURSE DESCRIPTION

COURSE TITLE: ENGLISH COMPOSITION I

CODE: ENC 1101

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

COURSE TITLE: ENGLISH COMPOSITION II

CODE: ENC 1102

Writing of one or more of the following types: analytical, persuasive, writing about literature.

COURSE TITLE: INTRODUCTION TO PHILOSOPHY

CODE: PHI 1010

An introduction to the nature of philosophy, philosophical thinking, major intellectual movements in the history of philosophy, and specific problems in philosophy.

COURSE TITLE: AMERICAN FEDERAL GOVERNMENT

CODE: POS 1041

Students will develop and demonstrate an understanding of the basic principles and practices of American democracy and how they are applied in our republican form of government, the united states constitution and its application, knowledge of the founding documents and how they have shaped the nature and functions of our institutions of self-governance, understanding of landmark supreme court cases, landmark legislation, and landmark executive actions and their impact on law and society.

COURSE TITLE: GENERAL EDUCATION BIOLOGY

CODE: BSC 1005

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

COURSE TITLE: INTRODUCTION TO STATISTICS

CODE: STA 1021

Students will develop and demonstrate an understanding of the basic principles of statistic.

Topics include frequency, percent and interest tables, bar and line graphs, problem solving, histogram, scatter gram and the normal curve, sampling, measures of central tendency, location and deviation, introduction to probability.

COURSE TITLE: COLLEGE ALGEBRA

CODE: MAC 1105

Students will develop and demonstrate an understanding of the basic principles of algebra.

Topics include functions and functional notation, domains and ranges of functions, graphs of functions and relations, operations on functions, inverse functions, linear, quadratic and rational functions, absolute value and radical functions, exponential and logarithmic properties, systems of equations and inequalities.

COURSE TITLE: BASIC PHYSICS

CODE: PHY 1025

A preparatory course designed to prepare students for college physics. An introduction of physics principles with minimal mathematical applications. Topics may include bodies at rest and in motion, heat, vibrations and waves, electricity, magnetism, light, atomic and nuclear physics.

COURSE TITLE: PRINCIPLES OF MACROECONOMICS

CODE: ECO 1013

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

COURSE TITLE: INTRODUCTION TO PHYSICAL SCIENCE

CODE: PSC 1121

An instructional program that generally describes the physical aspects and major concepts of general science with emphasis on scientific method and application of principles.

COURSE TITLE: DESCRIPTIVE ASTRONOMY

CODE: AST 1002

An instructional program that describes matter and energy in the universe, including the solar system, stars, nebulae, galaxies, and cosmology. Include topics on survey of astronomy;

telescopes and instruments, structure and formation of the solar system, stars and solar motions; the milky way galaxy; other galaxies and the nature of the universe.

COURSE TITLE: INTRODUCTION TO ENVIRONMENTAL SCIENCE

CODE: EVR 1001

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

COURSE TITLE: TECHNOLOGY, HUMANS, AND SOCIETY

CODE: EGS 1041

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

COURSE TITLE: CRITICAL THINKING

CODE: PHI 1013

The purpose of this course is to encourage students to become critical thinkers and to enhance the collection of skills necessary to identify and resolve the issues we face every day. Strong critical thinking skills allow us to make effective decisions by using a variety of tools including analysis, communication, research, and problem-solving techniques.

COURSE TITLE: INTRODUCTION TO NUTRICION

CODE: HUN 1201

This course focus on human nutrition and the role of diet in relation to health and disease and the processes by which humans ingest, digest, absorb, transport, utilize and excrete food substances. In addition, nutrition is concerned with the social, economic, cultural, and psychologic implications of food and eating. Topics: specific nutrients and their roles, metabolism, absorption, digestion, sources of nutrients, nutritional requirements throughout the life cycle.

COURSE TITLE: BUSINESS LAW

CODE: BUL 2241

This course is comprised of a study of the nature, classification and characteristics of law including the study of the jurisdiction and functions of the court system, torts, crimes, government regulations, environmental law, contracts, personal property, bailments, and sales will be examined.

COURSE TITLE: PRINCIPLES OF MANAGEMENT

CODE: MAN 2020

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

COURSE TITLE: INTRODUCTION TO MARKETING

CODE: MAR 2023

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

COURSE TITLE: BASIC BUSINESS STATISTICS

CODE: QMB 2100

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

COURSE TITLE: FINANCIAL ACCOUNTING

CODE: ACG 2130

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

COURSE TITLE: FINANCIAL MATH

CODE: MAP 3640

An instructional program that describes the application of mathematical principles to the solution of functional area problems, using the knowledge base of the subject or field for which the analytical procedures are being developed. Includes instruction in computer-assisted mathematical analysis and the development of tailored algorithms for solving specific research problems. Topics include binomial no-arbitrage pricing model, martingales, Markov processes, capital asset pricing model, stopping times, American derivative securities, random walks, interest rates, fixed-income derivatives, futures.

COURSE TITLE: CORPORATE FINANCE

CODE: FIN 3009

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

COURSE TITLE: MICROECONOMICS

CODE: ECO 3028

Study of economic analysis including market price theory, firm theory, theories of production, distribution.

COURSE TITLE: ENTREPRENEURSHIP

CODE: ENT 3113

An introduction to the general theories, principles, concepts, and practices of entrepreneurship. Developing business plans. Heavy emphasis is placed on lecture, readings, case studies and group projects.

COURSE TITLE: MANAGERIAL ACCOUNTING

CODE: ACG 3071

Interaction between the fields of accounting and management with emphasis on analysis of accounting records for aiding managerial decisions.

COURSE TITLE: CUSTOMER RELATIONSHIP MANAGEMENT

CODE: MAR 3860

The management of customer relationships has become the centerpiece of business strategy. This course introduces the student to CRM and emphasizes the financial and technological aspects of managing customer relationships.

COURSE TITLE: INTERNATIONAL ENVIRONMENT

CODE: MAN 3602

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

COURSE TITLE: TRADE POLICY AND BUSINESS

CODE: MAN 3673

This course examines the multilateral trading system, its rules and practices and its relevance to U.S. business. Attention will focus also on the political dynamics of international trade policy and application.

COURSE TITLE: PRINCIPLES OF FINANCIAL MANAGEMENT

CODE: FIN 3400

This is an introductory course in managerial finance in which the student should attain a clear, basic understanding of the fundamentals of finance and their associations to the decision-making framework faced by a financial manager who is charged with maximizing shareholders' wealth. Topics include financial statement analysis, financial planning and forecasting, time value of money, risk and rates of return, asset valuation, capital budgeting, capital structure, dividend policy and working capital management.

COURSE TITLE: HUMAN RESOURCE MANAGEMENT

CODE: MAN 3301

Examination of job design, manpower planning, organization development, reward systems and due process relative to the personnel management function of the firm.

COURSE TITLE: BUSINESS ETHICS

CODE: MAN 3066

Practical approaches for addressing ethical conflicts in organizational administration. Emphasis will be placed on developing participants' ability to accurately diagnose organizational ethics problems and determine constructive solutions.

COURSE TITLE: ORGANIZATIONAL BEHAVIOR

CODE: MAN 3240

Individual group, and organizational issues that affect and shape businesses. Topics include individual differences, motivation, communication, decision making, leadership, etc.

COURSE TITLE: MARKETING MANAGEMENT

CODE: MAR 3803

Development and analysis of overall marketing strategies involving product and brand development, channels of distribution, pricing, and promotion with explicit consideration of marketplace conditions and related factors affecting implementation and execution.

COURSE TITLE: STRATEGIC MANAGEMENT

CODE: MAN 4720

This course is designed to integrate prior business courses through study and discussion of real organizational situations, including ethical and global issues, the influence of the external environment and the effect of demographic diversity on organizations.

COURSE TITLE: INTERNATIONAL FINANCE MANAGEMENT

CODE: FIN 4604

Introduces the environment of international capital and foreign exchange markets and examines the defects of the international business environment of risk, capital budgeting, working capital management, and capital management, and capital structure decisions of the firm.

COURSE TITLE: INTERNATIONAL MANAGEMENT

CODE: MAN 4600

An intensive analysis of the process, practice, and theory of international business; financial accounting, marketing, and legal aspects of multinational business operations; governmental assistance to international business; cultural environment of international business to include factors such as language, religion, values and attitudes, law, education, politics, technology, and social organization.

COURSE TITLE: INTERNATIONAL BUSINESS NEGOTIATIONS

CODE: MAN 4442

This course is aimed at developing expertise in negotiations across cultural borders, working with various suppliers, developing multicultural project teams and sensitivity, and developing counter proposals.

COURSE TITLE: OPERATIONS MANAGEMENT

CODE: MAN 4504

The application of management systems, quantitative principles and techniques to the effective planning and utilization of resources in the operations of manufacturing, research, and services.

COURSE TITLE: MANAGING DIVERSITY

CODE: MAN 4113

This course deals with questions, dimensions of style and structure, problems and paradigms of solutions that have come out of management experience of a changing workforce during the past twenty years. Emerging styles of leadership among people of diverse cultural backgrounds will be explored as solutions, not as problems.

COURSE TITLE: MANAGING INTERNATIONAL CULTURAL DIFFERENCES

CODE: MAN 4607

Examines the effects of culture and nationality on business practices in selected regions and countries and suggests ways to build synergistic solutions from multicultural differences.

COURSE TITLE: INTERPERSONAL DYNAMICS

CODE: MAN 4120

A study of the psychological and sociological dimensions of intergroup relations. Attention to the problems experienced by subgroups in large and small organizations, with particular reference to ethnic, racial, and subcultural groups. The roles and responsibilities of management in the constructive resolution and utilization of inter-group conflict in organizations.

COURSE TITLE: MARKETING STRATEGY AND PLANNING

CODE: MAR 4804

The process of creating a marketing plan including analyzing the environment, establishing marketing objectives, and developing customer and marketing mix strategies.

COURSE TITLE: DECISION MAKING AND NEGOTIATIONS

CODE: MAR 4643

The course explores individual and group level judgment and decision making. It also presents techniques for maximizing one's negotiating effectiveness.

Bachelor Business Administration in International Business

PROGRAM OBJECTIVE:

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

PROGRAM DESCRIPTION:

The program has been structured including the following components: (i) General Education (36 credit hours); (ii) business core (24 credit hours); major courses (60 credit hours). The Business Administration in International Business program prepares aspiring entrepreneurs to work in

international business careers. It offers core courses that contribute to the development of knowledge in management, economics, accounting for international commerce, quantitative methods and more. The program equips students to advance as business leaders by acquiring a balanced mix of scientific and technical knowledge to develop strategies and solutions to successfully steer in an increasingly complex and competitive global market. The program is comprised of 40 courses and a total of 120 credits.

PROGRAM BREAKDOWN BY COURSE:

Course Number	Course Title	Credit Hours	Clock Hours (If Applicable)	Pre-Requisites
GENERAL EDUCATION – REQUIRED (9 courses: 27 credits)				
ENC 1101	English Composition I	3		(1)
ENC 1102	English Composition II	3		ENG 1101
PHI 1010	Introduction to Philosophy	3		None
POS 1041	American Federal Government	3		ENG 1102
BSC 1005	General Education Biology	3		None
STA 1021	Introduction to Statistics	3		(1)
MAC 1105	College Algebra	3		(1)
PHY 1025	Basic Physics	3		MAC 1105
ECO 1013	Principles of Macroeconomics	3		None
GENERAL EDUCATION – ELECTIVES (complete 3 courses: 9 credits)				
Select one of these two:				
PSC 1121	Introduction to Physical Science	3		None
AST 1002	Descriptive Astronomy	3		None
Select one of these two:				
EVR 1001	Introduction to Environmental Science	3		None
EGS 1041	Technology, Humans and Society	3		None
Select one of these two:				
PHI 1013	Critical Thinking	3		None
HUN 1201	Introduction to Human Nutrition	3		None
(1) NOTE: Based on the Cesar Vallejo College placement exam results, student may have to take a preparation course in English and/or Math (no credit course).				

BUSINESS CORE – REQUIRED (8 courses: 24 credits)				
BUL 2241	Business Law	3		None
MAN 2020	Principles of Management	3		None
MAR 2023	Introduction to Marketing	3		MAC 1105
QMB 2100	Basic Business Statistics	3		None
ACG 2130	Financial Accounting	3		None
MAP 3640	Financial Math	3		None
FIN 3009	Corporate Finance	3		None
ECO 3028	Microeconomics	3		None
MAJOR COURSES – REQUIRED (20 courses: 60 credits)				
ENT 3113	Entrepreneurship	3		None
BUL 3422	Business Law II	3		BUL 2241
BUL 3461	Law of International Trade and Customs	3		BUL 3422
MAN 3310	Advanced Legal Environment	3		None
MAN 3673	Trade Policy and Business	3		MAN 3310
MAC 3233	Calculus for Business	3		MAC 1105
QMB 3200	Applied Business Statistics	3		STA 1021
FIN 3602	International Business and Finance	3		None
ACG 3306	Budgeting	3		None
MAN 3600	Introduction to International Management	3		MAN 2020
MAR 4643	Decision Making and Negotiations	3		(2)
TRA 4214	Logistics Strategy	3		None
BUL 4322	International Business Law	3		BUL 3461
MAN 4613	International Risk Assessment	3		None
MAN 4602	International Environment	3		MAN 3600
MAN 4203	Leadership in Multilateral Institutions	3		MAN 4602
ECO 4703	International Economics	3		ECO 3028
FIN 4633	International Capital Markets	3		None

ENT 4704	International Entrepreneurship	3		ENT 3113
TRA 4721	Global Logistics	3		None
TOTAL CREDITS TO BE COMPLETED:		120		

2) NOTE: Minimum of 60 credit hours.

COURSE DESCRIPTION

COURSE TITLE: ENGLISH COMPOSITION I

CODE: ENC 1101

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

COURSE TITLE: ENGLISH COMPOSITION II

CODE: ENC 1102

Writing of one or more of the following types: analytical, persuasive, writing about literature.

COURSE TITLE: INTRODUCTION TO PHILOSOPHY

CODE: PHI 1010

An introduction to the nature of philosophy, philosophical thinking, major intellectual movements in the history of philosophy, and specific problems in philosophy.

COURSE TITLE: AMERICAN FEDERAL GOVERNMENT

CODE: POS 1041

Students will develop and demonstrate an understanding of the basic principles and practices of American democracy and how they are applied in our republican form of government, the united states constitution and its application, knowledge of the founding documents and how they have shaped the nature and functions of our institutions of self-governance, understanding of landmark supreme court cases, landmark legislation, and landmark executive actions and their impact on law and society.

COURSE TITLE: GENERAL EDUCATION BIOLOGY

CODE: BSC 1005

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

COURSE TITLE: INTRODUCTION TO STATISTICS

CODE: STA 1021

Students will develop and demonstrate an understanding of the basic principles of statistic. Topics include frequency, percent and interest tables, bar and line graphs, problem solving, histogram, scatter gram and the normal curve, sampling, measures of central tendency, location and deviation, introduction to probability.

COURSE TITLE: COLLEGE ALGEBRA

CODE: MAC 1105

Students will develop and demonstrate an understanding of the basic principles of algebra. Topics include functions and functional notation, domains and ranges of functions, graphs of functions and relations, operations on functions, inverse functions, linear, quadratic and rational functions, absolute value and radical functions, exponential and logarithmic properties, systems of equations and inequalities.

COURSE TITLE: BASIC PHYSICS

CODE: PHY 1025

A preparatory course designed to prepare students for college physics. An introduction of physics principles with minimal mathematical applications. Topics may include bodies at rest and in motion, heat, vibrations and waves, electricity, magnetism, light, atomic and nuclear physics.

COURSE TITLE: PRINCIPLES OF MACROECONOMICS

CODE: ECO 1013

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

COURSE TITLE: INTRODUCTION TO PHYSICAL SCIENCE

CODE: PSC 1121

An instructional program that generally describes the physical aspects and major concepts of general science with emphasis on scientific method and application of principles.

COURSE TITLE: DESCRIPTIVE ASTRONOMY

CODE: AST 1002

An instructional program that describes matter and energy in the universe, including the solar system, stars, nebulae, galaxies, and cosmology. Include topics on survey of astronomy; telescopes and instruments, structure and formation of the solar system, stars and solar motions; the milky way galaxy; other galaxies and the nature of the universe.

COURSE TITLE: INTRODUCTION TO ENVIRONMENTAL SCIENCE

CODE: EVR 1001

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

COURSE TITLE: TECHNOLOGY, HUMANS, AND SOCIETY

CODE: EGS 1041

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

COURSE TITLE: CRITICAL THINKING

CODE: PHI 1013

The purpose of this course is to encourage students to become critical thinkers and to enhance the collection of skills necessary to identify and resolve the issues we face every day. Strong critical thinking skills allow us to make effective decisions by using a variety of tools including analysis, communication, research, and problem-solving techniques.

COURSE TITLE: INTRODUCTION TO HUMAN NUTRITION

CODE: HUN 1201

This course focus on human nutrition and the role of diet in relation to health and disease and the processes by which humans ingest, digest, absorb, transport, utilize and excrete food substances. In addition, nutrition is concerned with the social, economic, cultural, and psychologic implications of food and eating. Topics: specific nutrients and their roles, metabolism, absorption, digestion, sources of nutrients, nutritional requirements throughout the life cycle.

COURSE TITLE: BUSINESS LAW

CODE: BUL 2241

This course is comprised of a study of the nature, classification and characteristics of law including the study of the jurisdiction and functions of the court system, torts, crimes, government regulations, environmental law, contracts, personal property, bailments, and sales will be examined.

COURSE TITLE: PRINCIPLES OF MANAGEMENT

CODE: MAN 2020

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

COURSE TITLE: INTRODUCTION TO MARKETING

CODE: MAR 2023

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

COURSE TITLE: BASIC BUSINESS STATISTICS

CODE: QMB 2100

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

COURSE TITLE: FINANCIAL ACCOUNTING

CODE: ACG 2130

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

COURSE TITLE: FINANCIAL MATH

CODE: MAP 3640

An instructional program that describes the application of mathematical principles to the solution of functional area problems, using the knowledge base of the subject or field for which the analytical procedures are being developed. Includes instruction in computer-assisted mathematical analysis and the development of tailored algorithms for solving specific research problems. Topics include binomial no-arbitrage pricing model, martingales, Markov processes, capital asset pricing model, stopping times, American derivative securities, random walks, interest rates, fixed-income derivatives, futures.

COURSE TITLE: CORPORATE FINANCE

CODE: FIN 3009

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

COURSE TITLE: MICROECONOMICS

CODE: ECO 3028

Study of economic analysis including market price theory, firm theory, theories of production, distribution.

COURSE TITLE: ENTREPRENEURSHIP

CODE: ENT 3113

An introduction to the general theories, principles, concepts, and practices of entrepreneurship. Developing business plans. Heavy emphasis is placed on lecture, readings, case studies and group projects.

COURSE TITLE: BUSINESS LAW II

CODE: BUL 3422

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

COURSE TITLE: LAW OF INTERNATIONAL TRADE AND CUSTOMS

CODE: BUL 3461

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

COURSE TITLE: ADVANCED LEGAL ENVIRONMENT

CODE: MAN 3310

An introduction to the legal setting in which business operates. Emphasis on public and regulatory law and on the social, political, and ethical aspects of legal issues in business. Subjects include the nature of law and legal process, administrative law, business and the constitution, statutory and common law, agency/unemployment law, and related topics.

COURSE TITLE: TRADE POLICY AND BUSINESS

CODE: MAN 3673

This course examines the multilateral trading system, its rules and practices and its relevance to U.S. business. Attention will focus also on the political dynamics of international trade policy and application.

COURSE TITLE: CALCULUS FOR BUSINESS

CODE: MAC 3233

This course is an introduction to college-level skills of calculus (limits, differentiation, integration, rates of change) and their application to business.

COURSE TITLE: APPLIED BUSINESS STATISTICS

CODE: QMB 3200

Applications of mathematical, statistical, and research concepts to business. Courses include statistical applications in business; econometrics; business research, classical and modern decision-making techniques that are based on probabilistic concepts.

COURSE TITLE: INTERNATIONAL BUSINESS AND FINANCE

CODE: FIN 3602

Study of financing international trade, the transfer of international payments, trade and payments, trade and payment restrictions, foreign exchange rates and investments.

COURSE TITLE: BUDGETING

CODE: ACG 3306

This course addresses managers need to understand the goals, technical procedures, and effects of budgeting. The course provides a comprehensive and integrated approach to budgeting from the details of preparing the many schedules that compose a master budget to fundamental managerial issues affected by the profit planning and control process.

COURSE TITLE: INTRODUCTION TO INTERNATIONAL MANAGEMENT

CODE: MAN 3600

An intensive analysis of the process, practice, and theory of international business; financial accounting, marketing, and legal aspects of multinational business operations; governmental

assistance to international business; cultural environment of international business to include factors such as language, religion, values and attitudes, law, education, politics, technology, and social organization.

COURSE TITLE: DECISION MAKING AND NEGOTIATIONS

CODE: MAR 4643

The course explores individual and group level judgment and decision making and methods for debiasing these processes. It also presents techniques for maximizing one's negotiating effectiveness.

COURSE TITLE: LOGISTICS STRATEGY

CODE: TRA 4214

Study of logistics policy and strategy, computer simulation of logistics systems under various market conditions, and integration of the logistics function with marketing, production, and finance functions. Case and simulation exercises to illustrate logistics.

COURSE TITLE: INTERNATIONAL BUSINESS LAW

CODE: BUL 4322

This course examines the legal problems that arise in commercial transactions AND RELATIONS WHEN BUSINESS ORGANIZATIONS CROSS NATIONAL BOUNDARIES.

COURSE TITLE: INTERNATIONAL RISK ASSESSMENT

CODE: MAN 4613

Introduces the types of risks confronting businesses operating internationally. Critiques specific techniques used to assess risk and relates the results to management decision making.

COURSE TITLE: INTERNATIONAL ENVIRONMENT

CODE: MAN 4602

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

COURSE TITLE: LEADERSHIP IN MULTILATERAL INSTITUTIONS

CODE: MAN 4203

This course is designed to provide the undergraduate International Business student with a clear understanding of current thinking in the area of leadership in multinational firms and coordination of multilateral work activities.

COURSE TITLE: INTERNATIONAL ECONOMICS

CODE: ECO 4703

Analysis of international trade theory and institutions, including the balance of payments, tariffs, exchange rates, and problems of foreign economic policy to examine commercial policy, foreign investments, and changing trends in world trade, and to analyze trade patterns and national policies affecting trade.

COURSE TITLE: INTERNATIONAL CAPITAL MARKETS

CODE: ECO 4633

The world's major non-U.S. stock exchanges; international diversification and the international capital asset pricing model; foreign exchange markets and euro-currency markets.

COURSE TITLE: INTERNATIONAL ENTREPRENEURSHIP

CODE: ENT 4704

This course provides a foundation in international entrepreneurship, focusing on the experiences of small as well as large entrepreneurial firms. Cross-national and cross-cultural business practices are analyzed.

COURSE TITLE: GLOBAL LOGISTICS

CODE: TRA 4721

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

BACHELOR BUSINESS ADMINISTRATION IN MARKETING

PROGRAM OBJECTIVE:

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

PROGRAM DESCRIPTION:

The program has been structured including the following components: (i) General Education (36 credit hours); (ii) business core (24 credit hours); major courses (60 credit hours). The Business Administration in Marketing program prepares professionals for a career in Marketing with a foundation in principles of business such as finance, statistics, accounting, management and more. It covers general business principles and marketing practices in order to prepare the students in a career in the field. Students develop skills in problem solving, marketing processes, decision making and marketing decision making. The program is comprised of 40 courses and a total of 120 credits.

PROGRAM BREAKDOWN BY COURSE:

Course Number	Course Title	Credit Hours	Clock Hours (If Applicable)	Pre-Requisites
GENERAL EDUCATION – REQUIRED (9 courses: 27 credits)				
ENC 1101	English Composition I	3		(1)
ENC 1102	English Composition II	3		ENC 1101
PHI 1010	Introduction to Philosophy	3		None
POS 1041	American Federal Government	3		ENC 1102
BSC 1005	General Education Biology	3		None
STA 1021	Introduction to Statistics	3		(1)
MAC 1105	College Algebra	3		(1)
PHY 1025	Basic Physics	3		MAC 1105
ECO 1013	Principles of Macroeconomics	3		None
GENERAL EDUCATION – ELECTIVES (complete 3 courses: 9 credits)				
Select one of these two:				
PSC 1121	Introduction to Physical Science	3		None
AST 1002	Descriptive Astronomy	3		None
Select one of these two:				
EVR 1001	Introduction to Environmental Science	3		None
EGS 1041	Technology, Humans and Society	3		None
Select one of these two:				
PHI 1013	Critical Thinking	3		None
HUN 1201	Introduction to Human Nutrition	3		None
(1) NOTE: Based on the Cesar Vallejo College placement exam results, student may have to take a preparation course in English and/or Math (no credit course).				
BUSINESS CORE – REQUIRED (8 courses: 24 credits)				
BUL 2241	Business Law	3		None
MAN 2020	Principles of Management	3		None
MAR 2023	Introduction to Marketing	3		MAC 1105

QMB 2100	Basic Business Statistics	3		None
ACG 2130	Financial Accounting	3		None
MAP 3640	Financial Math	3		None
FIN 3009	Corporate Finance	3		None
ECO 3028	Microeconomics	3		None
MAJOR COURSES – REQUIRED (20 courses: 60 credits)				
MAR 3354	Marketing Yourself in Today's Competitive Job Market	3		None
MAR 3411	Personal Selling	3		None
MAR 3643	Statistics for Decision Making	3		None
MAR 3615	Marketing Analytics	3		None
MAR 3503	Consumer Behavior	3		None
MAN 3066	Ethical and Legal Topics in Business	3		None
MAR 3330	Product and Brand Management	3		None
MAN 3246	Organizational Behavior for Managers	3		None
ACG 3001	Principles of Accounting	3		None
MAR 3613	Marketing Research I	3		MAN 2021
MAR 4424	International Sales and Marketing	3		None
FIN 4005	Introduction to Business Finance	3		None
MAR 4880	Social Media Marketing	3		None
COT 4002	Introduction to Computer Applications and Systems	3		None
MAR 4231	Retailing Management	3		None
COM 4110	Business Communications	3		None
MAN 4800	Small Business Marketing	3		MAR 2023
MAR 4658	Marketing Research II	3		MAR 3613
MAR 4416	Integrated Marketing Strategy	3		None
MAR 4310	Public Relations	3		None
TOTAL CREDITS TO BE COMPLETED:		120		

All courses are available online.

COURSE DESCRIPTION

COURSE TITLE: ENGLISH COMPOSITION I

CODE: ENC 1101

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

COURSE TITLE: ENGLISH COMPOSITION II

CODE: ENC 1102

Writing of one or more of the following types: analytical, persuasive, writing about literature.

COURSE TITLE: INTRODUCTION TO PHILOSOPHY

CODE: PHI 1010

An introduction to the nature of philosophy, philosophical thinking, major intellectual movements in the history of philosophy, and specific problems in philosophy.

COURSE TITLE: AMERICAN FEDERAL GOVERNMENT

CODE: POS 1041

Students will develop and demonstrate an understanding of the basic principles and practices of American democracy and how they are applied in our republican form of government, the united states constitution and its application, knowledge of the founding documents and how they have shaped the nature and functions of our institutions of self-governance, understanding of landmark supreme court cases, landmark legislation, and landmark executive actions and their impact on law and society.

COURSE TITLE: GENERAL EDUCATION BIOLOGY

CODE: BSC 1005

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

COURSE TITLE: INTRODUCTION TO STATISTICS

CODE: STA 1021

Students will develop and demonstrate an understanding of the basic principles of statistic. Topics include frequency, percent and interest tables, bar and line graphs, problem solving, histogram, scatter gram and the normal curve, sampling, measures of central tendency, location and deviation, introduction to probability.

COURSE TITLE: COLLEGE ALGEBRA

CODE: MAC 1105

Students will develop and demonstrate an understanding of the basic principles of algebra. Topics include functions and functional notation, domains and ranges of functions, graphs of functions and relations, operations on functions, inverse functions, linear, quadratic and rational functions, absolute value and radical functions, exponential and logarithmic properties, systems of equations and inequalities.

COURSE TITLE: BASIC PHYSICS

CODE: PHY 1025

A preparatory course designed to prepare students for college physics. An introduction of physics principles with minimal mathematical applications. Topics may include bodies at rest and in motion, heat, vibrations and waves, electricity, magnetism, light, atomic and nuclear physics.

COURSE TITLE: PRINCIPLES OF MACROECONOMICS

CODE: ECO 1013

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

COURSE TITLE: INTRODUCTION TO PHYSICAL SCIENCE

CODE: PSC 1121

An instructional program that generally describes the physical aspects and major concepts of general science with emphasis on scientific method and application of principles.

COURSE TITLE: DESCRIPTIVE ASTRONOMY

CODE: AST 1002

An instructional program that describes matter and energy in the universe, including the solar system, stars, nebulae, galaxies, and cosmology. Include topics on survey of astronomy; telescopes and instruments, structure and formation of the solar system, stars and solar motions; the milky way galaxy; other galaxies and the nature of the universe.

COURSE TITLE: INTRODUCTION TO ENVIRONMENTAL SCIENCE

CODE: EVR 1001

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

COURSE TITLE: TECHNOLOGY, HUMANS, AND SOCIETY

CODE: EGS 1041

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

COURSE TITLE: CRITICAL THINKING

CODE: PHI 1013

The purpose of this course is to encourage students to become critical thinkers and to enhance the collection of skills necessary to identify and resolve the issues we face every day. Strong critical thinking skills allow us to make effective decisions by using a variety of tools including analysis, communication, research and problem-solving techniques.

COURSE TITLE: INTRODUCTION TO NUTRICION

CODE: HUN 1201

This course focus on human nutrition and the role of diet in relation to health and disease and the processes by which humans ingest, digest, absorb, transport, utilize and excrete food substances. In addition, nutrition is concerned with the social, economic, cultural, and psychologic implications of food and eating. Topics: specific nutrients and their roles, metabolism, absorption, digestion, sources of nutrients, nutritional requirements throughout the life cycle.

COURSE TITLE: BUSINESS LAW

CODE: BUL 2241

This course is comprised of a study of the nature, classification and characteristics of law including the study of the jurisdiction and functions of the court system, torts, crimes, government regulations, environmental law, contracts, personal property, bailments, and sales will be examined.

COURSE TITLE: PRINCIPLES OF MANAGEMENT

CODE: MAN 2020

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

COURSE TITLE: INTRODUCTION TO MARKETING

CODE: MAR 2023

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

COURSE TITLE: BASIC BUSINESS STATISTICS

CODE: QMB 2100

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

COURSE TITLE: FINANCIAL ACCOUNTING

CODE: ACG 2130

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

COURSE TITLE: FINANCIAL MATH

CODE: MAP 3640

An instructional program that describes the application of mathematical principles to the solution of functional area problems, using the knowledge base of the subject or field for which the analytical procedures are being developed. Includes instruction in computer-assisted mathematical analysis and the development of tailored algorithms for solving specific research problems. Topics include binomial no-arbitrage pricing model, martingales, Markov processes, capital asset pricing model, stopping times, American derivative securities, random walks, interest rates, fixed-income derivatives, futures.

COURSE TITLE: CORPORATE FINANCE

CODE: FIN 3009

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

COURSE TITLE: MICROECONOMICS

CODE: ECO 3028

Study of economic analysis including market price theory, firm theory, theories of production, distribution.

COURSE TITLE: MARKETING YOURSELF IN TODAY'S COMPETITIVE JOB MARKET

CODE: MAR 3354

This class introduces students to the importance of their professional image, including a winning attitude, effective communication, interviews, appointments, office protocol, etiquette in global arenas, presentation skills, team building, and negotiations among other topics.

COURSE TITLE: PERSONAL SELLING

CODE: MAR 3411

This course focuses on the essential skills and knowledge one needs to affect a sale, as well as the ways that the sales pitch can be focused to solve customer problems. This course also covers persuasive communication techniques in the area of advertising and the fields of logic and psychology.

COURSE TITLE: STATISTICS FOR DECISION MAKING

CODE: MAR 3643

The course explores individual and group level judgment and decision making and methods for debiasing these processes. It also presents techniques for maximizing one's negotiating effectiveness.

COURSE TITLE: MARKETING ANALYTICS

CODE: MAR 3615

Study of analytic methods, tools, processes, and technologies that enable marketers to evaluate the success of marketing activities and initiatives.

COURSE TITLE: CONSUMER BEHAVIOR

CODE: MAR 3503

An analysis of consumer motivation, buying behavior, market adjustment and product innovation. Behavioral aspects of the marketing process from producer to ultimate user or consumer are considered.

COURSE TITLE: ETHICAL AND LEGAL TOPICS IN BUSINESS

CODE: MAN 3066

Practical approaches for addressing ethical conflicts in organizational administration. Emphasis will be placed on developing participants' ability to accurately diagnose organizational ethics problems and determine constructive solutions.

COURSE TITLE: PRODUCT AND BRAND MANAGEMENT

CODE: MAR 3330

This course focuses on identifying the ingredients for building an inspired brand departing from traditional perspectives of brand. The course will provide students with an appreciation of the role of branding and (taking a consumer-centric approach) will augment students ability to think creatively and critically about the strategies and tactics involved in building, leveraging, defending, and sustaining inspired brands for gaining a competitive position in the market.

COURSE TITLE: ORGANIZATIONAL BEHAVIOR FOR MANAGERS

CODE: MAN 3246

Behavior principles as they are applied in business, industry, and government. Stress is placed on analyzing behavior to determine where performance improvements can be made and in developing environmental changes which can make significant differences in human performance.

COURSE TITLE: PRINCIPLES OF ACCOUNTING

CODE: ACG 3001

This is the first course in accounting principles to acquaint the student with accounting procedures and their underlying theories. Course content includes financial statements, accounting cycle, receivables, inventories, plant assets, liabilities, payroll, and owners' equity.

COURSE TITLE: MARKETING RESEARCH I

CODE: MAR 3613

Study of research procedures and techniques for problem solving in marketing. Concepts are explored and the incorporation of information resources into the management function demonstrated.

COURSE TITLE: INTERNATIONAL SALES AND MARKETING

CODE: MAR 4424

This course focuses on addressing the issues and strategies of managing the sales areas of transnational firms. A comprehensive course in sales focusing on the fundamentals of selling, learning the differences of team selling, consultative selling, selling techniques, sales planning, selling strategies (including strategic alliances), time management, territory management, sales

management, client management, customer relations, and options in developing a sales organizational structure in global enterprises.

COURSE TITLE: INTRODUCTION TO BUSINESS FINANCE

CODE: FIN 4005

Application of financial management to organizations. Analysis of financial statements, cash budgeting, time value of money, etc.

COURSE TITLE: SOCIAL MEDIA MARKETING

CODE: MAR 4880

Intensive study of social media marketing, including best practices, challenges, metrics, and its role in market segmentation, target marketing, branding, market expansion, and marketing strategies.

COURSE TITLE: INTRODUCCION TO COMPUTER APPLICATIONS AND SYSTEMS

CODE: COT 4002

Introduction to composite and abstract data structures. Searching and sorting algorithms, recursion, computer architecture, Boolean algebra and analysis of problem solving.

COURSE TITLE: RETAILING MANAGEMENT

CODE: MAR 4231

Study of the retailing structure, institutions, and environment. Pertinent management theories and practices in analyzing, organizing, planning and controlling retail operations, both large and small.

COURSE TITLE: BUSINESS COMMUNICATIONS

CODE: COM 4110

Theoretical and practical training in effective speaking for business and professions. Emphasis on oral reporting, interviewing, and conference types of communication.

COURSE TITLE: SMALL BUSINESS MARKETING

CODE: MAN 4800

A study of the activities that are necessary for the successful management of a small business. Topics include marketing, inventory control, planning, and the creation of a business plan.

COURSE TITLE: MARKETING RESEARCH II

CODE: MAR 4658

Exploration of marketing information and analysis systems. Applied multivariate analysis in marketing.

COURSE TITLE: INTEGRATED MARKETING STRATEGY

CODE: MAR 4416

This course discusses the nature and scope of marketing, and explores problems facing firms in developing existing markets and opening new ones. Includes sales skills and strategies and controlling sales operations.

COURSE TITLE: PUBLIC RELATIONS

CODE: MAR 4310

Recognizing and managing media events and promoting the organization through media relations is covered. Building relationships and the development of good public relations skills are also covered.

Bachelor Business Administration in Logistics and Supply Chain Management

PROGRAM OBJECTIVE:

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

PROGRAM DESCRIPTION:

The program has been structured including the following components: (i) General Education (36 credit hours); (ii) business core (24 credit hours); major courses (60 credit hours). The Business Administration in Logistics and Supply Chain Management program provides the student with an understanding of planning and managing logistics, warehouse, and transportation; optimization and coordination of full order cycle; keeping track of quality, quantity, stock levels, delivery times, transport costs and efficiency, as well as looking for and implementing the latest software technology to maximize operational efficiency. The program is comprised of 40 courses and a total of 120 credits.

PROGRAM BREAKDOWN BY COURSE:

Course Number	Course Title	Credit Hours	Clock Hours (If Applicable)	Pre-Requisites
GENERAL EDUCATION – REQUIRED (9 courses: 27 credits)				
ENC 1101	English Composition I	3		(1)
ENC 1102	English Composition II	3		ENC 0101
PHI 1010	Introduction to Philosophy	3		None
POS 1041	American Federal Government	3		ENC 0102

BSC 1005	General Education Biology	3		None
STA 1021	Introduction to Statistics	3		(1)
MAC 1105	College Algebra	3		(1)
PHY 1025	Basic Physics	3		MAC 1105
ECO 1013	Principles of Macroeconomics	3		None
GENERAL EDUCATION – ELECTIVES (complete 3 courses: 9 credits)				
Select one of these two:				
PSC 1121	Introduction to Physical Science	3		None
AST 1002	Descriptive Astronomy	3		None
Select one of these two:				
EVR 1001	Introduction to Environmental Science	3		None
EGS 1041	Technology, Humans and Society	3		None
Select one of these two:				
PHI 1013	Critical Thinking	3		None
HUN 1201	Introduction to Human Nutrition	3		None
(1) NOTE: Based on the Cesar Vallejo College placement exam results, student may have to take a preparation course in English and/or Math (no credit course).				
BUSINESS CORE – REQUIRED (8 courses: 24 credits)				
BUL 2241	Business Law	3		None
MAN 2020	Principles of Management	3		None
MAR 2023	Introduction to Marketing	3		MAC 1105
QMB 2100	Basic Business Statistics	3		None
ACG 2130	Financial Accounting	3		None
MAP 3640	Financial Math	3		None
FIN 3009	Corporate Finance	3		None
ECO 3028	Microeconomics	3		None
MAJOR COURSES – REQUIRED (20 courses: 60 credits)				
SCM 3001	Introduction to Transportation & Logistics	3		None
SCM 3006	Supply Chain Management	3		None
TRA 3151	Capacity Planning	3		None

SCM 3221	Warehouse Operations	3		None
SCM 3270	Transportation and Distribution	3		None
TRA 3010	Principles of Transportation	3		None
TRA 3011	Logistics and Supply Chain Technology	3		None
TRA 3013	Fundamentals of Transportation Security	3		None
TRA 3034	Transportation and Traffic Management	3		None
SCM 3202	Logistic Management	3		TRA 3151
TRA 4321	Transportation Public Policy, Law, and Regulations	3		None
TRA 4702	International Logistics and Transportation	3		None
TRA 4721	Global Logistics	3		None
TRA 4156	Operations Management for Transportation	3		None
TRA 4410	Introduction to Rail Freight Operations	3		None
TRA 4420	Motor Transportation	3		None
TRA 4434	Marine Cargo Operations	3		None
TRA 4435	Port and Terminal Operation Management	3		TRA 4434
AVM 4120	Air Cargo	3		None
AVM 4133	Aviation Logistics Management	3		AVM 4120
TOTAL CREDITS TO BE COMPLETED:		120		

All courses are available online.

COURSE DESCRIPTION

COURSE TITLE: ENGLISH COMPOSITION I

CODE: ENC 1101

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

COURSE TITLE: ENGLISH COMPOSITION II

CODE: ENC 1102

Writing of one or more of the following types: analytical, persuasive, writing about literature.

COURSE TITLE: INTRODUCTION TO PHILOSOPHY

CODE: PHI 1010

An introduction to the nature of philosophy, philosophical thinking, major intellectual movements in the history of philosophy, and specific problems in philosophy.

COURSE TITLE: AMERICAN FEDERAL GOVERNMENT

CODE: POS 1041

Students will develop and demonstrate an understanding of the basic principles and practices of American democracy and how they are applied in our republican form of government, the united states constitution and its application, knowledge of the founding documents and how they have shaped the nature and functions of our institutions of self-governance, understanding of landmark supreme court cases, landmark legislation, and landmark executive actions and their impact on law and society.

COURSE TITLE: GENERAL EDUCATION BIOLOGY

CODE: BSC 1005

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

COURSE TITLE: INTRODUCTION TO STATISTICS

CODE: STA 1021

Students will develop and demonstrate an understanding of the basic principles of statistic. Topics include frequency, percent and interest tables, bar and line graphs, problem solving, histogram, scatter gram and the normal curve, sampling, measures of central tendency, location and deviation, introduction to probability.

COURSE TITLE: COLLEGE ALGEBRA

CODE: MAC 1105

Students will develop and demonstrate an understanding of the basic principles of algebra. Topics include functions and functional notation, domains and ranges of functions, graphs of functions and relations, operations on functions, inverse functions, linear, quadratic and rational functions, absolute value and radical functions, exponential and logarithmic properties, systems of equations and inequalities.

COURSE TITLE: BASIC PHYSICS

CODE: PHY 1025

A preparatory course designed to prepare students for college physics. An introduction of physics principles with minimal mathematical applications. Topics may include bodies at rest and in motion, heat, vibrations and waves, electricity, magnetism, light, atomic and nuclear physics.

COURSE TITLE: PRINCIPLES OF MACROECONOMICS

CODE: ECO 1013

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

COURSE TITLE: INTRODUCTION TO PHYSICAL SCIENCE

CODE: PSC 1121

An instructional program that generally describes the physical aspects and major concepts of general science with emphasis on scientific method and application of principles.

COURSE TITLE: DESCRIPTIVE ASTRONOMY

CODE: AST 1002

An instructional program that describes matter and energy in the universe, including the solar system, stars, nebulae, galaxies, and cosmology. Include topics on survey of astronomy; telescopes and instruments, structure and formation of the solar system, stars and solar motions; the milky way galaxy; other galaxies and the nature of the universe.

COURSE TITLE: INTRODUCTION TO ENVIRONMENTAL SCIENCE

CODE: EVR 1001

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

COURSE TITLE: TECHNOLOGY, HUMANS, AND SOCIETY

CODE: EGS 1041

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

COURSE TITLE: CRITICAL THINKING

CODE: PHI 1013

The purpose of this course is to encourage students to become critical thinkers and to enhance the collection of skills necessary to identify and resolve the issues we face every day. Strong critical thinking skills allow us to make effective decisions by using a variety of tools including analysis, communication, research and problem-solving techniques.

COURSE TITLE: INTRODUCTION TO HUMAN NUTRITION

CODE: HUN 1201

This course focus on human nutrition and the role of diet in relation to health and disease and the processes by which humans ingest, digest, absorb, transport, utilize and excrete food substances. In addition, nutrition is concerned with the social, economic, cultural and psychologic implications of food and eating. Topics: specific nutrients and their roles, metabolism, absorption, digestion, sources of nutrients, nutritional requirements throughout the life cycle.

COURSE TITLE: BUSINESS LAW

CODE: BUL 2241

This course is comprised of a study of the nature, classification and characteristics of law including the study of the jurisdiction and functions of the court system, torts, crimes, government

regulations, environmental law, contracts, personal property, bailments, and sales will be examined.

COURSE TITLE: PRINCIPLES OF MANAGEMENT

CODE: MAN 2020

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

COURSE TITLE: INTRODUCTION TO MARKETING

CODE: MAR 2023

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

COURSE TITLE: BASIC BUSINESS STATISTICS

CODE: QMB 2100

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

COURSE TITLE: FINANCIAL ACCOUNTING

CODE: ACG 2130

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

COURSE TITLE: FINANCIAL MATH

CODE: MAP 3640

An instructional program that describes the application of mathematical principles to the solution of functional area problems, using the knowledge base of the subject or field for which the analytical procedures are being developed. Includes instruction in computer-assisted mathematical analysis and the development of tailored algorithms for solving specific research problems. Topics include binomial no-arbitrage pricing model, martingales, Markov processes, capital asset pricing model, stopping times, American derivative securities, random walks, interest rates, fixed-income derivatives, futures.

COURSE TITLE: CORPORATE FINANCE

CODE: FIN 3009

The course covers basic corporate finance topics at a more theoretical level and then supplements that by looking at empirical applications of theory. Topic coverage includes demand curves for

stocks, investment decision rules, when capital structure decisions matter, and key themes in corporate finance revolving around agency theory incomplete information.

COURSE TITLE: MICROECONOMICS

CODE: ECO 3028

Study of economic analysis including market price theory, firm theory, theories of production, distribution.

COURSE TITLE: INTRODUCTION TO TRANSPORTATION & LOGISTICS

CODE: SCM 3001

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

COURSE TITLE: SUPPLY CHAIN MANAGEMENT

CODE: SCM 3006

Overview of key supply chain processes and functions, including logistics, marketing, finance, operations, and procurement, and the implications of supply chain management for creating value for customers and other supply chain members.

COURSE TITLE: CAPACITY PLANNING

CODE: TRA 3151

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

COURSE TITLE: WAREHOUSE OPERATIONS

CODE: SCM 3221

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

COURSE TITLE: TRANSPORTATION AND DISTRIBUTION

CODE: SCM 3270

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

COURSE TITLE: PRINCIPLES OF TRANSPORTATION

CODE: TRA 3010

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

COURSE TITLE: LOGISTICS AND SUPPLY CHAIN TECHNOLOGY

CODE: TRA 3011

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

COURSE TITLE: FUNDAMENTALS OF TRANSPORTATION SECURITY

CODE: TRA 3013

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

COURSE TITLE: TRANSPORTATION AND TRAFFIC MANAGEMENT

CODE: TRA 3034

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

COURSE TITLE: LOGISTICS MANAGEMENT

CODE: SCM 3202

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

COURSE TITLE: TRANSPORTATION PUBLIC POLICY, LAW, AND REGULATIONS

CODE: TRA 4321

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

COURSE TITLE: INTERNATIONAL LOGISTICS AND TRANSPORTATION

CODE: TRA 4702

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

COURSE TITLE: GLOBAL LOGISTICS

CODE: TRA 4721

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

COURSE TITLE: OPERATIONS MANAGEMENT FOR TRANSPORTATION

CODE: TRA 4156

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

COURSE TITLE: INTRODUCTION TO RAIL FREIGHT OPERATIONS

CODE: TRA 4410

This is an introductory course in rail freight operations. Students will learn the advantages and disadvantages of freight movement by rail, how rail lines are organized and operate, including the use of intermodal transfer facilities and on-dock rail. Topics include shipping documents, shipment tracking, management of human resources and equipment, and an overview of hazardous materials shipments and security issues.

COURSE TITLE: MOTOR TRANSPORTATION

CODE: TRA 4420

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

COURSE TITLE: MARINE CARGO OPERATIONS

CODE: TRA 4434

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

COURSE TITLE: PORT & TERMINAL OPERATION MANAGEMENT

CODE: TRA 4435

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

COURSE TITLE: AIR CARGO

CODE: AVM 4120

The course develops a comprehensive grasp of the characteristics and evolution of air cargo, its impact on united states industry, inherent problems and future development.

COURSE TITLE: AVIATION LOGISTICS MANAGEMENT

CODE: AVM 4133

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

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Ph.D. Operations Research, Florida Institute of Technology

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Associates in Computer Science, Florida Institute of Technology

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Bachelor of Science in Engineering, Universidad Central de Venezuela

Jose Vicente Font

MBA @ Universidad Andrés Bello
Eng Project Specialist @ Universidad Politécnica de Valencia (Spain)
B.S. Computer Sciences @ Universidad Central de Venezuela

Camilo Zambrano

Master Public Administration, Florida International University
Bachelor of Arts Political Sciences, Florida International University
Associate of Arts Political Sciences, Broward College

Santiago Nuñez

Bachelor in Communication, Universidad Autónoma de Santo Domingo
Masters in Higher Education, Universidad Iberoamericana

Jorge Miguel Carrillo

Bachelor in Industrial and Systems Engineering, Instituto Tecnológico de Monterrey
Masters in Business Administration, Instituto Tecnológico de Monterrey
PhD in Administration, Concordia University

Anson Boodhai

Bachelor of Science in Professional Aeronautics, Embry Riddle Aeronautical Univ
MBA Aviation Specialization, Embry Riddle Aeronautical Univ
MS in Management and Project Management, Embry Riddle Aeronautical Univ
MS in Logistics and Supply Chain Management, Embry Riddle Aeronautical Univ