

# UNIVERSITY CATALOG

## 2025 - 2026



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# Message From Our President

It is an honor to address you as President of **iClick University**, an institution committed to educational excellence and the training of business leaders who transform the world. In a constantly changing business world, our mission is clear: to empower future leaders through innovative education adapted to the needs of the global market. We are proud to be an institution that not only trains professionals, but also agents of change with the ability to transform their communities and industries.

We are convinced that success in business requires more than technical knowledge; it requires vision, ethics, and a genuine commitment to society. For this reason, we have designed academic programs that not only respond to the demands of the global market, but also promote the development of critical skills, leadership, and social responsibility.

Our educational methodology is based on flexibility and practical learning, adapting to the needs of our students. From anywhere in the world, they can access cutting-edge resources, innovative content, and the guidance of an internationally renowned faculty.

As President, I am committed to academic excellence and the creation of an educational environment that inspires creativity, ethics, and leadership. I am grateful for the trust of our students and collaborators, who allow us to continue building an institution that prepares the leaders of tomorrow.

To those who join our community, I welcome you to a space that values diversity, fosters creativity and cultivates excellence. Together, we will build a future full of opportunities.

***Welcome to your university!***

# General Information

## Our Mission

Our mission is to empower future business leaders through quality, accessible and personalized education that combines academic innovation with the demands of the global market. We strive to train ethical, responsible and highly trained professionals, prepared to face challenges and take advantage of the opportunities of an ever-changing business environment.

We are committed to the comprehensive development of our students, providing programs designed to enhance their analytical, strategic and leadership skills. Through an innovative educational methodology, we seek to transform the learning experience into a tool that promotes creativity, critical thinking and informed decision-making.

Our mission also includes a strong focus on sustainability and social responsibility. We want to train individuals who not only achieve personal and professional success, but also become agents of positive change in their communities, contributing to sustainable development and a more equitable world.

## Our Vision

Our vision is to be internationally recognized as a leading online university in the training of business professionals, noted for its innovative, ethical and sustainable approach. We aspire to be a global benchmark in higher education, offering programs that integrate advanced technology, cutting-edge business practices and a genuine commitment to human and social development.

We envision an institution that inspires our students to reach their full potential, preparing them to lead in multicultural and globalized contexts. We want our graduates to be identified as visionary leaders, equipped with the necessary skills to face the most complex challenges, drive the growth of their organizations and generate a positive impact on society.

On our way to this vision, we seek to establish strategic alliances with companies, governments and other educational institutions, fostering an ecosystem of collaboration that enriches our academic offering and enhances opportunities for our students. We dream of a vibrant, inclusive and future-oriented academic community that leaves an indelible mark on the business world and on the lives of those who trust us for their training.

## Our Values:

1. **Innovation:** We foster an open mindset for change, promoting creativity and the use of advanced technology in every aspect of our teaching.

2. **Academic Excellence:** We are committed to offering educational programs of the highest quality, designed to develop practical and theoretical skills that allow our students to excel in their professional fields.
3. **Ethics and Responsibility:** We believe in training leaders who act with integrity, respect diversity, and promote social and environmental well-being.
4. **Collaboration:** We promote a collaborative learning environment, where students, teachers, and strategic allies can build meaningful and applicable knowledge together.
5. **Accessibility:** We work to ensure that quality education is accessible to students around the world, without geographical or economic barriers.
6. **Sustainability:** We integrate sustainability principles into our academic offering and into our institutional vision, educating our students to be agents of change toward a more responsible future.
7. **Commitment to the Student:** We value each student as the center of our educational work, adapting to their needs and aspirations to help them reach their full potential.

## Purpose

Our purpose is to train transformative business leaders who positively impact their communities, organizations, and the world. We seek to provide an education that not only prepares students to face the challenges of the global environment, but also inspires them to contribute innovative, ethical, and sustainable solutions.

We want to be the bridge that connects knowledge with action, equipping our students with the necessary tools to build a more prosperous, equitable, and conscious future. Our purpose transcends academic training: we aspire to empower each person who passes through our virtual classrooms, helping them become agents of change capable of leading with purpose and vision.

## Legal Control

**iClick University** is a fictitious name owned by **IESE INTERNATIONAL BUSINESS, LLC**, a registered for-profit company with the Florida Department of Corporations. **Jorgr Merida** serves as Chairman of the corporate board, overseeing the institution's financial management. The university's governing board, responsible for the autonomous operation of the institution, provides oversight on both operational and academic matters. While both boards operate semi-autonomously, each function within its defined scope of authority.

## Facilities:

**iClick University** is located at **5201 Waterford District Dr., 9th Floor, Suite 912, Miami, FL 33126**. Our facility complies with all safety protocols, fire regulations, and sanitation standards, ensuring a secure and welcoming environment for employees and visitors alike. Fully accessible to individuals with disabilities, the space promotes inclusivity and convenience.

Covering 1,100 square feet, the premises feature an office, a meeting room, a boardroom, a break room, a reception area, restrooms, and ample free parking. These well-designed spaces support administrative operations, academic coordination, and provide a comfortable, efficient workspace for our team.

## **Statement Of Licensure:**

**iClick University** is licensed by the Florida Commission for Independent Education, Florida Department of Education, License # 13332. Additional information regarding this institution may be obtained by contacting the Commission at: 325 West Gaines St., Suite 1414 Tallahassee, FL, 32399-0400; Toll Free telephone number (888) 224-6684 ([www.fldoe.org/cie](http://www.fldoe.org/cie)).

## **Academic Calendar:**

**iClick University** operates on a quarterly system, dividing the academic year into four 12-week quarters: Fall, Winter, Spring, and Summer. Each quarter is organized into three terms (Term A, Term B, and Term C). Programs are designed to allow students to enroll at the beginning of any quarter, providing flexibility in their academic path.

<b>FALL 2025</b>		
<b>Registration Period</b>	08/01/2025	08/29/2025
<b>Last day to add/drop classes</b>	09/05/2025	
<b>Semester Schedule</b>	09/01/2025	12/21/2025
<b>SAP Checkpoint - Term A</b>	09/01/2025	09/28/2025
<b>SAP Checkpoint - Term B</b>	09/29/2025	10/26/2025
<b>SAP Checkpoint - Term C</b>	10/27/2025	11/23/2025
<b>SAP Checkpoint - Term D</b>	11/24/2025	12/21/2025

### Observed Holidays

**Labor Day** September 01, 2025

**Veterans Day** November 11, 2025

**Thanksgiving** November 27 - 28, 2025

**Fall Break:** December 22, 2025 – January 04, 2026

<b>SPRING 2026</b>		
<b>Registration Period</b>	12/01/2025	12/26/2025
<b>Last day to add/drop classes</b>	01/09/2026	
<b>Semester Schedule</b>	01/05/2026	04/26/2026
<b>SAP Checkpoint - Term A</b>	01/05/2026	02/01/2026
<b>SAP Checkpoint - Term B</b>	02/02/2026	03/01/2026
<b>SAP Checkpoint - Term C</b>	03/02/2026	03/29/2026

SAP Checkpoint - Term D	03/30/2026	04/26/2026
<u>Observed Holidays</u>		
<b>Martin Luther King Day</b> January 19, 2026		
<b>President's Day</b> February 16, 2026		
<b>Spring Break</b> April 27, 2026 – May 03, 2026		
<b>SUMMER 2026</b>		
<b>Registration Period</b>	04/01/2026	04/30/2026
<b>Last day to add/drop classes</b>	05/08/2026	
<b>Semester Schedule</b>	05/04/2026	08/23/2026
<b>SAP Checkpoint - Term A</b>	05/04/2026	05/31/2026
<b>SAP Checkpoint - Term B</b>	06/01/2026	06/28/2026
<b>SAP Checkpoint - Term C</b>	06/29/2026	07/26/2026
<b>SAP Checkpoint - Term D</b>	07/27/2026	08/23/2026
<u>Observed Holidays</u>		
<b>Memorial Day</b> May 25, 2026		
<b>Independence Day</b> July 04, 2026		
<b>Summer Break:</b> August 24 – August 30, 2026		

## Instructional Semester:

- **Full-time student:** may take 9-12 credits per quarter.
- **Part-time student:** may take 3-6 credits per quarter.
- **Academic year:** begins July 1 and ends June 30.
- **Quarters:** There are four quarters, each with 12 weeks of instruction.
- **Quarter descriptions:** fall, winter, spring, and summer.
- **Drop/Add period:** occurs during the first week (7 days) of each quarter.

## Language Of Delivery:

iClick University programs are offered in Spanish and English.

**COMPLETING A COURSE OR PROGRAM IN A LANGUAGE OTHER THAN ENGLISH MAY REDUCE EMPLOYMENT OPPORTUNITIES IN LOCATIONS WHERE ENGLISH IS A REQUIREMENT.**

## **Office Hours:**

The administrative office of our university is open Monday through Friday, from 9:00 AM to 5:00 PM EST, to assist students with their needs. Additionally, students can reach out via email at any time, as we provide 24/7 email support for inquiries. For information on contacting professors, please refer to the "Online Communication" section in our catalog.

# Financial Information

## Tuition:

Undergraduate Programs	Tuition/Credit	Program Cost
Associate of Business Administration	\$150.00	\$9,000.00
Bachelor of Business Administration	\$150.00	\$18,000.00
Bachelor of Science in Information Technology	\$150.00	\$18,000.00

Graduate Programs	Tuition/Credit	Program Cost
Master of Science in Human Resource Management	\$200.00	\$7,200.00
Master of Business Administration	\$200.00	\$7,200.00

## Fees:

Fees	Cost
Application fee (non-refundable as per the refund policy)	\$150.00
Graduation Fee	\$250.00
Technology	\$ 20.00
Course Re-Entry (additional tuition fee may apply)	\$ 35.00
Returned Checks	\$ 35.00
Per Transfer Credit Accepted	\$100.00
Official Transcript (first one is free)	\$ 25.00
Library Fee	\$ 5.00
Late Payment Fee	\$ 35.00
Withdrawal Processing Fee	\$ 35.00

- Textbook(s) must be purchased by students separately and are not included in course tuition, a reasonable \$1,200 to \$1,700 for the graduate programs, and \$1,900.00 to 2,500.00 for the undergraduate programs.
- Students must allow two weeks for processing receipts which are requested to be sent by mail or fax.
- Types of Payment: Visa, MasterCard, Bank Wire, Check or PayPal.

- Tuition is subject to change.

## PAYMENT OPTIONS

Students have the option to make payments as follows:

1. Full payment at time of signing enrollment agreement.
2. Application fee at the time of signing an enrollment agreement with balance paid prior to starting date.
3. Application fee at time of signing enrollment agreement with balance paid prior to graduation by a payment plan.

## Cancellation & Refund Policy:

If a student wishes to cancel their enrollment before or after the start of classes, they must notify the institution in person, by email, or via certified mail. The effective cancellation date will be based on the postmark date of the notification. The cancellation policy is outlined as follows:

1. **Notification Methods:** Students may cancel their enrollment in person, by email, by certified mail, on their last date of attendance, or upon the institution's receipt of their written notification.
2. **Full Refund:** A full refund will be issued if the institution does not accept the applicant or if the student cancels within five (5) business days of signing the enrollment agreement and making the initial payment.
3. **Partial Refund Before Classes Start:** If cancellation occurs after the fifth (5th) business day but before classes begin, all monies paid will be refunded except for the application fee, which will not exceed \$150.
4. **Drop/Add Period Refunds:** The drop/add period is defined as the first week of classes. If a student withdraws during this period, tuition and fees will be refunded, excluding the application fee. No refunds will be issued after the drop/add period ends.
5. **End Date Calculation:** The student's last effective date of attendance will determine the refund amount.
6. **Processing Time:** Refunds will be processed within 30 days of the student's cancellation or the receipt of their cancellation notice.

## Course & Program Cancellation:

If the university cancels a course or program in which a student is enrolled, the student may choose to either register for an alternative course or receive a full refund of tuition and any associated fees.

# Academic Information

## Associate of Business Administration:

### PROGRAM DESCRIPTION

The Associate in Business Administration is a program designed to provide students with a thorough and practical foundation in the essential principles of business administration. This program combines theory and practice, preparing students to understand business processes and their impact on organizations and society.

Through a combination of courses in accounting, economics, marketing, finance, and management, students develop analytical and problem-solving skills, as well as competencies in communication and decision-making. This degree also serves as a gateway to advancing undergraduate studies, allowing students to transfer credits and continue their path toward a more specialized professional career in areas such as management, finance, marketing, or entrepreneurship.

The program is designed for both those seeking to enter the job market in entry-level roles and those interested in strengthening their understanding of business in a globalized and dynamic context.

### PROGRAM OBJECTIVE

Associate Degree graduates are able to:

- Establish a solid foundation in the fundamental areas of business: Provide basic knowledge in accounting, economics, marketing, management, finance, and technology applied to business.
- Develop practical skills: Train students in the use of business tools and techniques necessary for effective decision-making and organizational problem-solving.
- Prepare for the labor market: Equip students with practical skills and interpersonal competencies to perform in entry-level management roles in various industries.
- Encourage critical and ethical thinking: Promote an analytical and ethical understanding of business in the context of a dynamic and global business environment.
- Support educational continuity: Facilitate the transfer of credits for higher-level studies, helping students advance toward bachelor's degree programs in management or other related areas.
- Drive personal and professional development: Emphasize the importance of skills such as effective communication, teamwork, and leadership in business environments.

## PROGRAM BREAKDOWN

Course Number	Course Title	Credit Hours
<b>REQUIRED GENERAL EDUCATION COURSES</b>		
ENG201	English Composition I	3
ALG201	College Algebra	3
PSY201	Introduction to Psychology	3
ENV201	Environmental Science	3
STA201	Statistics	3
	<b>Sub-Total</b>	<b>15</b>
<b>REQUIRED CORE COURSES</b>		
BUS301	Introduction to Business Administration	3
ECO301	Introduction to Economics	3
BUS302	Business Intelligence	3
ACC301	Accounting Principles	3
MKT301	Marketing Fundamentals	3
BUS305	Business Law	3
PSY305	Organizational Behavior	3
FIN310	Financial Mathematics	3
ACC305	Financial Accounting	3
BUS315	Entrepreneurship for Business	3
MIS315	Business Budget Management	3
MKT310	Market Research	3
HRM305	Human Resources Management	3
MIS320	Strategic Planning	3
BUS310	Negotiation and Leadership Skills	3
	<b>Sub-Total</b>	<b>45</b>
	<b>Total</b>	<b>60</b>

# **Bachelor of Business Administration**

## **PROGRAM DESCRIPTION**

The Bachelor in Business Administration is a comprehensive program designed to prepare students with the knowledge and skills necessary to lead and manage organizations in a dynamic, globalized business environment. This program combines theory and practice in key areas such as finance, marketing, and management, empowering students to solve complex problems, make strategic decisions, and lead multidisciplinary teams.

The program not only equips students with a solid understanding of business fundamentals, but also offers them the opportunity to specialize in specific areas through their majors, enabling them to develop a competitive advantage in their career paths.

### **1. Major in Finance**

This major is designed for students interested in understanding and managing the financial aspects of organizations. Courses cover areas such as financial analysis, investments, risk management, and international markets. Students develop skills to evaluate and make strategic financial decisions, aligned with organizational objectives and global market conditions.

### **2. Major in Marketing**

The major in Marketing equips students with the knowledge and skills necessary to understand consumer needs, design market strategies, and manage effective advertising campaigns. Topics include marketing research, brand development, digital marketing, and global strategies. This focus enables graduates to lead marketing initiatives that drive business growth.

### **3. Major in Management**

The major in Management prepares students to lead teams, manage operations, and design organizational strategies. Courses include organizational behavior, change management, strategic leadership, and decision making. Students gain skills to create effective and innovative work environments that promote organizational success.

## **PROGRAM OBJECTIVE**

Graduates of the Bachelor's Degree are able to:

- Provide a comprehensive understanding of essential business functions and processes in a global context.
- Develop analytical and strategic skills to solve complex business problems.
- Foster competencies in leadership, teamwork and effective communication in multicultural environments.
- Train students to make ethical and responsible decisions that promote sustainability and organizational growth.
- Prepare graduates for leadership roles in various industries or for advanced studies in management and business.

## PROGRAM BREAKDOWN

Course Number	Course Title	Credit Hours
<b>REQUIRED GENERAL EDUCATION COURSES</b>		
ENG201	English Composition I	3
ALG201	College Algebra	3
PSY201	Introduction to Psychology	3
ENV201	Environmental Science	3
COM201	Introduction to Communication	3
ENG202	English Composition II	3
STA201	Statistics	3
PHI201	Introduction to Philosophy	3
COM202	Oral Communication	3
PSY202	Critical Thinking and Logic	3
	<b>Sub-Total</b>	<b>30</b>
<b>REQUIRED CORE COURSES</b>		
BUS301	Introduction to Business Administration	3
ECO301	Introduction to Economics	3
ECO305	Microeconomics and Macroeconomics	3
BUS302	Business Intelligence	3

ACC301	Accounting Principles	3
TRA301	Principles of International Trade	3
BUS305	Business Law	3
MIS305	Business Information Systems	3
BUS310	Negotiation and Leadership Skills	3
FIN305	Financial Analysis	3
PSY305	Organizational Behavior	3
FIN310	Financial Mathematics	3
ACC305	Financial Accounting	3
BUS315	Entrepreneurship for Business	3
MKT301	Marketing Fundamentals	3
MIS310	Technology and Innovation Management in Organizations	3
MIS315	Business Budget Management	3
MKT310	Market Research	3
HRM305	Human Resources Management	3
MIS320	Strategic Planning	3
ETH301	Professional Ethics in Business	3
MIS325	Trends and Challenges in Business	3
	<b>Sub-Total</b>	<b>66</b>

#### **REQUIRED COURSES IN CONCENTRATION**

<b>MAJOR IN FINANCE</b>		
FIN405	FinTech	3
FIN410	Risk Management	3
FIN415	Financial Markets	3
FIN420	Regulations and Financial Compliance	3
FIN425	Analysis and Valuation of Assets	3
FIN430	Corporate Finance	3

FIN435	Evaluation of Investment Projects	3
FIN440	International Finances	3
	<b>Sub-Total</b>	<b>24</b>

#### **MAJOR IN MARKETING**

MKT405	Digital Marketing and E-Commerce	3
MKT410	Neuromarketing	3
MKT415	Marketing Plan	3
MKT420	CRM and Customer Engagement	3
MKT425	Innovative Marketing Technologies	3
MKT430	Product and Brand Design	3
MKT435	Market Intelligence and Strategy	3
MKT440	International Marketing	3
	<b>Sub-Total</b>	<b>24</b>

#### **MAJOR IN MANAGEMENT**

MAN405	Leadership and Change Management	3
MAN410	Operations and Supply Chain Management	3
MAN415	Inventory and Storage Management	3
MAN420	Quality control	3
MAN425	Eco-Innovation and Sustainable Business Practices	3
MAN430	Management Analysis	3
MAN435	Project Planning and Management	3
MAN440	Financial Management	3
	<b>Sub-Total</b>	<b>24</b>
	<b>Total</b>	<b>120</b>

# **Bachelor of Science in Information Technology**

## **PROGRAM DESCRIPTION**

The Bachelor of Science in Information Technology is designed to train information technology professionals capable of meeting the challenges of the digital world. This program offers a solid foundation in computing, networking, software development, and data management, while allowing students to specialize in key areas such as cybersecurity, data science, and automation. Graduates will be prepared to lead innovative technological projects, optimize complex systems, and contribute to the advancement of organizations through efficient and secure technological solutions.

Our bachelor's program offers specialization in three strategic areas:

### **1. Major in Cybersecurity**

The Major in Cybersecurity prepares students to protect systems, networks, and data against cyber threats. This program combines theoretical and practical knowledge of cryptography, network security, vulnerability analysis, and incident management. Students will learn to identify risks, implement effective security policies, and respond to cyberattacks in real time, becoming essential experts to protect organizations in a complex digital environment.

### **2. Major in Data Sciences**

The Major in Data Sciences trains students to analyze large volumes of data and extract valuable insights that drive strategic decision-making. This program combines advanced concepts of statistics, machine learning, and predictive analytics with cutting-edge tools such as R, Python, and SQL. Students will develop skills in data mining, information visualization, and building predictive models to solve business and societal problems.

### **3. Major in Automation**

The Major in Automation prepares students to design and manage automated systems that improve operational efficiency and reduce costs. This program integrates knowledge in robotics, process control and manufacturing systems, with an emphasis on emerging technologies such as the Internet of Things (IoT), artificial intelligence and smart sensors. Graduates will be able to implement innovative solutions in industrial and commercial environments, leading the transformation towards a more automated era.

## **PROGRAM OBJECTIVE**

Graduates of the Bachelor's Degree are able to:

- Provide students with fundamental knowledge in information technology, including networks, software development, databases, and security.
- Develop practical skills to implement and manage IT systems in different organizational environments.
- Foster critical thinking and problem-solving through the use of advanced technologies.
- Promote the ability to adapt to new tools and methodologies in a constantly evolving technological environment.
- Prepare students to play leadership roles in technological projects and digital transformations.
- Provide opportunities for specialization in high-demand areas such as cybersecurity, data science, and automation.

### PROGRAM BREAKDOWN

Course Number	Course Title	Credit Hours
<b>REQUIRED GENERAL EDUCATION COURSES</b>		
ENG201	English Composition I	3
ALG201	College Algebra	3
PSY201	Introduction to Psychology	3
ENV201	Environmental Science	3
COM201	Introduction to Communication	3
ENG202	English Composition II	3
STA201	Statistics	3
PHI201	Introduction to Philosophy	3
COM202	Oral Communication	3
PSY202	Critical Thinking and Logic	3
	<b>Sub-Total</b>	<b>30</b>
<b>REQUIRED CORE COURSES</b>		
ETH305	Professional Ethics in Information Technology	3
INT301	Introduction to Information Technology	3
INT305	Computer Architecture	3
PRG305	Programming I	3

DTS305	Data Structure and Algorithms	3
INT310	Analysis and Design of Systems	3
PRG310	Programming II	3
INT315	Distributed Systems and Networks	3
PRG315	Web Programming	3
INT320	Cloud Computing	3
DTS310	Data Analysis and Data Mining	3
INT325	Audit and Information Security Management	3
ARI301	Introduction to Artificial Intelligence	3
DTS301	Introduction to Data Science	3
ROB301	Introduction to Robotics	3
DTS315	Data Science Certification	3
DTS320	Big Data and Storage Technologies	3
CPG305	Cryptography	3
ALG305	Linear Algebra	3
MLE305	Machine Learning I	3
MLE310	Machine Learning II	3
ITP305	IT Project Management	3
	<b>Sub-Total</b>	<b>66</b>

#### **REQUIRED COURSES IN CONCENTRATION**

#### **MAJOR IN CYBERSECURITY**

CYB405	Cybersecurity Fundamentals	3
CYB410	Cryptography and Information Security	3
CYB415	Digital Forensic Analysis	3
CYB420	Cybersecurity Research	3
CYB425	Ethical Hacking and Penetration Testing	3
CYB430	Cyber Law and Cybercrime	3

CYB435	IT Risk Management	3
CYB440	International Security	3
	<b>Sub-Total</b>	
<b>MAJOR IN DATA SCIENCES</b>		
DTS405	Data Visualization	3
DTS410	Data Interpretation	3
DTS415	Applied Statistics for Data Science	3
DTS420	Advanced Data Science	3
DTS425	Databases and SQL	3
DTS430	Processing of Large Volumes of Data	3
DTS435	Visualization and Interpretation of Complex Models	3
	<b>Sub-Total</b>	
<b>MAJOR IN AUTOMATION</b>		
AUT405	Automation Fundamentals	3
AUT410	Automation with Artificial Intelligence	3
AUT415	Programming of Programmable Logic Controllers (PLC)	3
AUT420	Motion Control and Industrial Robotics	3
AUT425	Automation of Manufacturing Processes	3
AUT430	Control Systems Integration	3
AUT435	Automation of Electrical and Electronic Systems	3
AUT440	Maintenance and Diagnosis of Automated Systems	3
	<b>Sub-Total</b>	
	<b>Total</b>	
	<b>120</b>	

# **Master of Science in Human Resource Management:**

## **PROGRAM DESCRIPTION**

The program is designed to prepare professionals with advanced knowledge and practical skills in human resource management, focusing on the strategies and tools needed to attract, retain, and manage talent in dynamic and diverse organizations. Students will develop critical competencies in key areas such as staff selection, compensation and benefits administration, and labor relations management, equipping them to lead strategic initiatives that promote organizational success.

Our master's program offers specialization in three key areas, fundamental for the professional success of our graduates:

### **1. Major in Personnel Recruitment and Selection**

Focused on identifying, assessing, and hiring the right talent for organizations, these major covers modern recruiting strategies, advanced interview techniques, and the use of digital and analytical tools to improve selection processes. Students will acquire the skills to design and execute inclusive and effective recruiting strategies aligned with organizational objectives.

### **2. Major in Compensation and Benefits**

This major explores the principles of designing and managing compensation and benefits programs. Students will learn to structure equitable and competitive systems, conduct salary market analysis, and develop strategies to encourage performance and job satisfaction. Additionally, it focuses on regulatory compliance and tax management related to compensation.

### **3. Major in Labor Relations**

Focused on managing relationships between employers and employees, these major addresses collective bargaining, labor dispute resolution, and compliance with labor regulations. Students will develop a deep understanding of the legal and regulatory environments, as well as the skills necessary to promote a collaborative and fair working environment.

## **PROGRAM OBJECTIVE**

Graduates of the Master's degree will be able to:

- Provide a solid conceptual framework and practical tools in strategic human resource management.
- Develop advanced skills to design, implement and evaluate human resource policies and practices.
- Train students to solve complex problems in personnel management through an ethical and data-driven approach.
- Foster leadership and innovation in the development and management of organizational talent.
- Prepare graduates to perform in senior management and consulting roles in human resources.

### PROGRAM BREAKDOWN

Course Number	Course Title	Credit Hours
<b>REQUIRED CORE COURSES</b>		
HRM510	Human Resource Management and Economic Decision-Making	3
ORG510	Organizational Behavior	3
HRM520	Human Capital Development	3
ETH510	Ethics in Labor Relations	3
HRM530	Human Resources Information Systems	3
HRM540	Data Analysis in Human Resources	3
HRM550	Hiring Management and Labor Regulations	3
ETH520	Human Resource Analytics and Data Management	3
	<b>Sub-Total</b>	<b>24</b>
<b>MAJOR IN PERSONNEL RECRUITMENT AND SELECTION</b>		
PRS605	Advanced Personnel Selection Models	3
PRS610	International Recruitment	3
PRS615	Psychology of Recruitment and Selection	3
PRS620	Competency-Based Evaluation and Selection	3
	<b>Sub-Total</b>	<b>12</b>
<b>MAJOR IN COMPENSATION AND BENEFITS</b>		

CMB605	Design of Compensation and Benefits Plans	3
CMB610	Global Compensation Strategies	3
CMB615	Psychology of Motivation and Compensation	3
CMB620	Technology for Compensation and Benefits Management	3
	<b>Sub-Total</b>	<b>12</b>
<b>MAJOR IN LABOR RELATIONS</b>		
LBR605	Negotiation and Conflict Resolution	3
LBR610	Organizational Changes	3
LBR615	Psychology Applied to Work	3
LBR620	Labor Relations in International Trade	3
	<b>Sub-Total</b>	<b>12</b>
	<b>Total</b>	<b>36</b>

# Master of Business Administration

## PROGRAM DESCRIPTION

The Master of Business Administration is a program aimed at training business leaders with a multidisciplinary approach, capable of managing and directing projects, operations and strategies in a dynamic business environment. Students will develop analytical, strategic and leadership skills, preparing to address current and future challenges in the global market.

Our master's program offers specialization in three key areas, fundamental for the professional success of our graduates:

### **1. Major in Project Management**

This major focuses on the tools, methodologies, and approaches needed to efficiently plan, execute, and control projects. Students will learn about managing scope, budget, time, quality, and risk, using frameworks such as PMI and agile methodologies. This major prepares graduates to lead complex projects in diverse organizational settings.

### **2. Major in Marketing**

Designed for professionals interested in understanding and applying market strategies, these major addresses topics such as consumer analysis, brand development, digital marketing, and global strategies. Students will acquire the skills necessary to design effective marketing campaigns and align business efforts with market needs and business goals.

### **3. Major in Management**

Focused on leadership and organizational management, these major covers key areas such as decision making, organizational behavior, change management, and continuous improvement. Students will learn to design and implement strategies to optimize organizational performance, lead teams, and foster an innovative business culture.

## PROGRAM OBJECTIVE

Graduates of the Master's degree will be able to:

- Provide comprehensive knowledge of key business functions and their interconnection in strategic decision-making.

- Train students in critical analysis and resolution of complex problems in diverse organizational contexts.
- Foster leadership, communication and teamwork skills to lead initiatives and manage high-performance teams.
- Boost the ability to implement innovative and sustainable solutions aligned with organizational objectives.
- Prepare graduates for leadership roles in a broad spectrum of industries and sectors.

### PROGRAM BREAKDOWN

Course Number	Course Title	Credit Hours
<b>REQUIRED CORE COURSES</b>		
ORG505	Organization Management	3
PRO505	Fundamentals of Project Management and Development	3
MAN510	Strategic Management	3
MKT505	Strategic Marketing Channels and Logistics	3
PRO510	Project Management Fundamentals	3
FIN505	Financial Decision Making	3
MAN515	Cost Management and Budgeting	3
MAN520	Digital Transformation: E-commerce and E-business	3
	<b>Sub-Total</b>	<b>24</b>
<b>MAJOR IN PROJECT MANAGEMENT</b>		
PRO605	Financial Risk Assessment in Project	3
PRO610	Project and Business Strategy Management	3
PRO615	Managing Digital Projects	3
PRO620	Artificial Intelligence and Big Data in Project Management	3
	<b>Sub-Total</b>	<b>12</b>
<b>MAJOR IN MARKETING</b>		
MKT605	Strategic Digital Marketing	3

MKT610	Marketing 4.0: Innovation and Technology in Commercial Strategy	3
MKT615	SEO and SEM Strategies	3
MKT620	Marketing and Creativity Management	3
	<b>Sub-Total</b>	<b>12</b>
<b>MAJOR IN MANAGEMENT</b>		
MAN605	Operational Costs and Strategic Decisions	3
MAN610	Digital Era Management	3
MAN615	Management Strategies in the Global Context	3
MAN620	Managing Digital Transformation	3
	<b>Sub-Total</b>	<b>12</b>
	<b>Total</b>	<b>36</b>

## **Admission Requirements:**

### **UNDERGRADUATE PROGRAMS**

#### **All applicants must meet the following admission requirements:**

1. Submit an official high school diploma or equivalent from an accredited, state licensed, or government recognized institution.
2. Submit an official valid government issued photo identification.
3. If applying with an Associate Degree, the applicant must submit official transcripts from an Accredited or Licensed institution. A certified translation is required of a foreign degree and must be equivalent to a U.S. Associate Degree.
4. Any document not in English must be accompanied by a certified translated copy.

#### **Language Proficiency Assessment:**

**For programs offered in English:** Official test results are required from one of the following:

- TOEFL internet-based score of 71+
- IELTS score of 6.0+
- Duolingo score of 100+
- PTE Academic score of 50+

The English language proficiency requirement may be waived if you meet one of the following:

- College/university English composition 101 or 102 subjects at a U.S. institution.
- Completed high school program in the U.S. or Canada (except Quebec).
- 1B Higher Level English (minimum score of 4).
- AP English Literature (minimum score of 3).
- ELS Language Center Level 112 Certificate.
- OHLA Advanced 2 level.

**For programs offered in Spanish:** To assess the language skills for new or transfer students unable to provide evidence of college-level language competency, the student may be required to take an institutional language assessment.

The Spanish language proficiency requirement may be waived if you meet one of the following:

- College/university Spanish composition at a U.S. institution.
- Completed high school program in Spanish.
- Advanced Placement Exam (AP) in Spanish Composition with score of 3 point or higher.
- An associate degree from an accredited Spanish speaking college or university.

## **GRADUATE PROGRAMS:**

### **All applicants must meet the following admission requirements:**

1. Submit a copy of an updated resume.
2. Submit three (3) letters of recommendation.
3. Submit an official transcript or original foreign evaluation showing successful completion of a US equivalent bachelor's degree from an accredited college or university or equivalent recognition.
4. Submission of a valid government-issued photo identification.
5. Any document not in English must be accompanied by a certified translated copy.

### **Language Proficiency Assessment:**

**For programs offered in English:** Official test results are required from one of the following:

- TOEFL internet-based score of 71+
- IELTS score of 6.0+
- Duolingo score of 100+
- PTE Academic score of 50+

The English language proficiency requirement may be waived if you meet one of the following:

- College/university English composition 101 or 102 subjects at a U.S. institution.
- Completed high school program in the U.S. or Canada (except Quebec).
- 1B Higher Level English (minimum score of 4).
- AP English Literature (minimum score of 3).
- ELS Language Center Level 112 Certificate.
- OHLA Advanced 2 level.

**For programs offered in Spanish:** To assess the language skills for new or transfer students unable to provide evidence of college-level language competency, the student may be required to take an institutional language assessment.

The Spanish language proficiency requirement may be waived if you meet one of the following:

- College/university Spanish composition at a U.S. institution.
- Completed high school program in Spanish.
- Advanced Placement Exam (AP) in Spanish Composition with score of 3 point or higher.
- A bachelor's degree from an accredited Spanish speaking college or university.

## ADMISSION APPLICATION

Individuals seeking admission to the university must complete an application and submit it along with a non-refundable \$150.00 fee, payable by check, money order, or credit card. Checks and money orders should be made payable to **iClick University**. Applicants must also include all required documents for the evaluation process.

Once the application is reviewed, candidates will receive further instructions via email. Admissions agents will stay in regular contact with applicants throughout the process to ensure the timely submission of all necessary documents to the admissions office.

## REACTIVATION OF ADMISSION APPLICATION

An individual accepted for admission to **iClick University** who has not attended any courses may retain their original application and fee active for one (1) year from the term of their initial acceptance. If more than one (1) year has elapsed, the applicant must restart the admissions process by submitting a new application along with the applicable fee.

## Registration:

Students are required to register for classes either via email or in person. The registration period is outlined in the institution's calendar, as detailed in the preceding section.

## Orientation:

All new students, as well as those returning after an absence of a semester or more, are required to attend a mandatory orientation program before the start of classes. This program introduces students to university policies and guidelines.

Additionally, during their first quarter, students must participate in an e-library orientation session, which may be conducted on campus or virtually via platforms like Zoom. This session provides essential information on navigating and utilizing the university's digital resources effectively.

Attendance at both the general orientation and the e-library orientation is essential to ensure students are well-informed about university policies and equipped to fully utilize available resources, setting the foundation for a successful academic experience.

## Graduation Requirements:

To graduate from **iClick University** and earn a degree, students must fulfill the following requirements:

- Successfully complete all credits outlined in the university catalog.

- Maintain a minimum cumulative GPA of 2.5 for undergraduate programs and 3.0 for graduate programs.
- Demonstrate satisfactory academic progress throughout their studies.
- Settle all financial obligations with the university.

### **CREDENTIALS AWARDED**

<b>Program</b>	<b>Credits Required</b>	<b>Credential Awarded</b>
Business Administration	60	Associate Degree
Business Administration	120	Bachelor Degree
Information Technology	120	Bachelor of Science Degree
Human Resource Management	36	Master of Science Degree
Business Administration	36	Master Degree

## Definition of a Unit of Credit:

The university calculates course credits using the Carnegie Units method. Under this system, one academic credit corresponds to 15 hours of theoretical instruction. Most courses award 3 credits, equating to 45 hours of classroom instruction.

In addition to class time, students are expected to engage in assignments, research, and other course-related activities to reinforce and enhance their learning experience.

## Course Cancellation Policy:

To maintain a high-quality learning experience, **iClick University** has set a minimum enrollment requirement for its online courses. If a course does not meet this minimum enrollment, the university reserves the right to cancel the course on the first day of classes.

In the event of a cancellation, the university will support affected students by offering the option to transfer to another online course that aligns with their educational goals or helping to find a suitable alternative.

It is important to note that if a student has already accessed the course platform prior to cancellation, the university will not be responsible for any financial losses related to the cancelled course. The university remains committed to prioritizing both the academic and financial well-being of its students, aiming to provide an excellent educational experience.

## Course Withdrawal Policy:

- **Withdrawal Request:** To request a withdrawal, students must notify the Office of the Registrar of their intent, either in writing or verbally. The Registrar will document the reasons for the withdrawal and the date of the request.
- **Withdrawals with Refund:** Students who withdraw from a course during the drop/add period will be eligible for a refund, in accordance with the Cancellation and Refund Policy.
- **Withdrawals without Refund:** Withdrawals requested after the deadline for withdrawals with a refund will not be eligible for a refund and may impact the student's academic progress.

## Withdrawal Policy:

A student may withdraw from a class and receive a grade of "W" up until the day before the final exam. The following conditions apply to withdrawals:

- **Unsatisfactory Academic Performance:** Unsatisfactory academic performance after the withdrawal deadline will not be considered a valid reason for withdrawal.

- **Medical Withdrawals:** Students requesting a withdrawal for medical reasons must submit appropriate medical documentation using the "Withdrawal Form" available on the **Click University** website.
- **Medical Withdrawal Approval:** If a medical withdrawal is approved, a grade of "I" (Incomplete) will be recorded in each affected course.
- **Waiting Status:** Students granted a medical withdrawal may be placed on "waiting status" until the university determines they are ready to return.
- **Late Withdrawal for Medical Reasons:** If a medical withdrawal is not approved but the situation justifies it, the request may be treated as a late withdrawal, resulting in a grade of "W."
- **Withdrawal During Investigation:** If a student withdraws from a course while an alleged act of dishonesty is being investigated and the resolution is unfavorable to the student, the academic department, in collaboration with the faculty and the appropriate university committee, reserves the right to assign a grade deemed appropriate for the course.

## **Make-Up Work Policy & Repeating Courses:**

When students are unable to complete their coursework by the end of the course, they may request a grade of Incomplete (I) with the approval of their instructor. The make-up work policy is evaluated on a case-by-case basis, and students must make arrangements within three (3) days of the course's completion.

If arrangements are not made with administrative approval within this timeframe, a failing grade will be assigned. The university recognizes that unforeseen circumstances may arise and strives to offer students the opportunity to successfully complete their courses within reasonable parameters.

## **Transfer of Credits:**

Transfer applicants must meet all admission requirements of **Click University**. The university's transfer policy is designed to recognize previously earned credits. Applicants with credits from other institutions are encouraged to verify which courses are eligible for transfer. Students may transfer up to 45 credits for associate degree programs, up to 90 credits for bachelor's degree programs and up to 18 credits for master's degree programs, provided they have earned a minimum grade of "B" in the courses to be transferred. Final acceptance of transferred credits is at the discretion of **Click University**.

The transfer of credits from **Click University** to another institution is at the discretion of the receiving university. It is the responsibility of students to confirm whether these credits will be accepted by their chosen institution.

All diplomas, degrees, or official transcripts from schools, colleges, or universities not in English must be evaluated and certified in English by a recognized evaluating agency, such as those accredited by NACES or AICE.

## **Advanced Placement:**

**Click University** does not award academic credit for work experience or through examinations.

### **FAMILY EDUCATIONAL RIGHTS AND PRIVACY ACT (FERPA)**

**Click University** adheres to federal and state laws governing the confidentiality of student records and information. As such, students have the right to access and review their educational records, and written consent is required for the release of such information, except in cases involving subpoenas.

To request transcripts and other academic information, students must submit written requests. Please note that requests made by unauthorized third parties or through telephone inquiries will not be responded to, ensuring the protection of student privacy and confidentiality.

## Online Delivery

Click University's online academic term lasts twelve (12) weeks and includes several hours of asynchronous instruction each week via the Internet. The format involves discussions on homework, assigned readings, and projects, providing students with a comprehensive and flexible learning experience.

## Technology Requirements:

Once a student has completed the registration process, the primary requirement for participating in the e-learning program is access to a personal computer and the Internet. This enables students to log into the e-learning platform from anywhere in the world. To ensure privacy and security, each student is provided with a unique username and password, granting access to their personal page within the Moodle Learning Management System. This personalized platform serves as a hub for students to engage with course materials, communicate with instructors and peers, and track their academic progress. By offering a secure online environment, students can confidently and comfortably engage in their courses.

Maintaining interaction between students, instructors, and the learning community is crucial. While the online platform offers flexibility in terms of time and space, the goal is to ensure interaction levels that are equal to or better than those in a traditional learning environment. The following criteria are essential for a successful online learning experience:

1. **Instructor Training:** Instructors must be proficient in online instruction technology, enabling them to teach effectively and assist students with any technical issues.
2. **Student Flexibility:** Students are given the flexibility to manage their time and distance, allowing them to plan and organize their own learning schedule based on the course syllabus.
3. **Self-Study and Interactive Resources:** Online learning promotes self-study and provides opportunities for students to interact with instructors and peers through forums, chats, video conferences, and more.
4. **Guidance and Responsibility:** Students are expected to follow the course syllabus under the guidance of the instructor, taking responsibility for their semester work and progress.

## Our Learning Management System:

On the Moodle platform, students have access to a range of web tools designed to enhance their learning experience. Through their personal page, students can use tabs such as "Documents and Links" to download the syllabus, readings, audio files, videos, and other essential materials. In

accordance with the schedule outlined in the program, students can access the “Assignments” tab to view due dates, download exams, submit assignments and projects, and upload completed work.

Additionally, students can engage in discussions through the “Discussion Posts” tab, where both instructors and peers can answer questions and request clarifications. The platform also features an “Announcements” tab, which allows instructors to share important updates and instructions about special activities. For queries unrelated to the course, students can use contact details provided in the program, such as email or Skype chat, to communicate directly with the instructor.

These tools support effective communication between students and instructors, fostering an interactive and collaborative online learning environment. Some of the key elements available on the platform include:

- **Course Syllabus:** Provides an outline of the course structure and objectives.
- **Chats:** Allows students to interact in real-time with their classmates and instructor.
- **Forums:** An asynchronous tool where participants can create discussion threads that remain available throughout the course.
- **Calendar:** Keeps students informed of the course's progress and alerts them to upcoming assignments, quizzes, and exams.
- **Document Upload Area:** Provides a designated space for students to upload their work clearly and conveniently.

## Course Content:

To further enhance the student experience in the e-learning program, several improvements can be implemented. First, integrating a real-time chat feature or discussion forum directly into the course page would facilitate immediate communication between students and instructors, encouraging collaboration and peer learning. This would create a dedicated space for students to ask questions, share ideas, and engage in meaningful discussions related to the course content, further enriching the learning environment.

Additionally, implementing an automatic grading system for assignments and exams would streamline the feedback process, allowing students to receive prompt evaluations of their work. This enhancement would provide students with timely feedback, helping them identify areas for improvement and track their progress more effectively.

By incorporating these improvements, the e-learning program could become more interactive and efficient, promoting active student engagement and fostering academic success.

## **Evaluations:**

A rubric-based grading system will be implemented for assignments, providing students with clear and detailed criteria for assessment. This approach will ensure more objective and consistent grading, improving transparency and fairness in the assessment process. By clearly outlining expectations, students will have a better understanding of how to meet specific criteria and improve their work.

In addition, incorporating formative assessments throughout the course will help students measure their understanding and track their progress. These assessments, such as quizzes, interactive activities, or discussions, will allow students to apply their knowledge and receive immediate feedback. This not only promotes active learning but also enables students to identify areas for improvement in real time.

Finally, providing students with access to a comprehensive gradebook or progress log within the e-learning platform will allow them to monitor their performance, view their grades, and track their overall progress in the course. This transparency and visibility into their academic standing will empower students to take control of their learning journey and make informed decisions about their studies.

### **Response Time**

To ensure timely and effective communication and feedback, instructors are committed to a maximum response time of 24 hours for student inquiries and forum posts, including both weekdays and weekends. This rapid responsiveness will also apply to assessments that require instructor review, grading, and feedback. By consistently meeting this deadline, instructors will demonstrate their dedication to supporting student learning and fostering an environment that encourages active engagement and academic growth.

## **Online Communication:**

To foster effective communication between online students and instructors, it is essential for students to maintain regular contact. Students can reach out to their instructors via email to request clarification or ask questions about course material. If further explanation is needed, they can request additional chat sessions, which may be conducted through various platforms such as chat rooms, phone calls, or, when feasible, in-person meetings on campus.

To ensure clarity and maintain a record of interactions, it is recommended that instructors provide a written summary of each communication, which will be sent to the student via email. This practice not only promotes effective communication but also helps students stay informed and supports a productive learning experience.

## Attendance And Class Schedule:

### Online Campus

**Click University** offers a continuous academic program throughout the year, with the exception of holidays specified in the Calendar section. The instructional approach is based on asynchronous delivery of classes via the university's Learning Management System (LMS). Students are expected to actively participate in weekly chats and discussions, which are carefully prepared by instructors and shared in designated areas within the LMS.

Regular and active participation is mandatory; students must log into their classes at least three times per week to demonstrate attendance. In addition to regular coursework, specific instructional activities may be scheduled to accommodate both student and faculty availability. This structure is designed to promote active learning, facilitate collaboration, and create a dynamic and engaging online learning environment for all participants.

# Student Services

**Click University** offers a comprehensive range of services designed to support students in key areas essential to their academic success. These services include:

## Academic Planning:

- **Academic Advising:** Assistance with course selection and guidance on additional online course options.
- **Enrollment Support:** Help with completing administrative forms and access to textbooks and library resources.

## Financial Counseling:

- Guidance on available financial aid and scholarship options.
- Resources for managing personal academic challenges, providing advice to overcome obstacles and enhance the overall academic experience.

## Career Services:

- Identification of potential career paths.
- Job search strategies and advice on how to maximize available opportunities.

By offering these services, **Click University** is committed to providing the necessary support to help students achieve their academic and career goals effectively.

## Academic Advising:

At **Click University**, academic advising is a cornerstone of student support. Upon enrollment, each student is assigned an academic advisor who plays a crucial role in helping them achieve their educational goals and meet university requirements. The advisor provides guidance on course selection, helps navigate academic challenges, and ensures that students are on track to fulfill graduation requirements. This personalized support system is designed to empower students, allowing them to make informed decisions and maximize their academic potential.

### Academic Advisor Duties:

At **Click University**, academic advising ensures a well-rounded and supportive experience for students through the following key elements:

1. **Direct Communication:** Students are provided with their advisor's contact information, including phone number and email address, to ensure open and effective communication.

2. **Personalized Guidance:** Advisors establish direct contact with students to understand their expectations, aspirations, and previous academic experiences. This personalized approach enables tailored guidance aligned with individual goals.
3. **Academic Supervision:** Advisors are committed to offering professional and personal academic supervision throughout the program, which includes:
  - Academic advising.
  - Assistance with course selection.
  - Guidance on fulfilling degree requirements.
4. **Prompt Feedback:** Advisors provide timely feedback and support, ensuring that students receive prompt responses to any questions or concerns, fostering a proactive and supportive academic environment.

#### **Overall Objective:**

The primary goal of academic advising at **Click University** is to provide each student with personalized attention, tailored guidance, and consistent support throughout their academic journey. By working closely with students, academic advisors play a pivotal role in fostering a supportive and collaborative learning environment. This comprehensive approach not only helps students navigate their educational paths effectively but also enhances their opportunities for academic success, personal growth, and the achievement of their goals.

## **Academic Counseling:**

**Click University** emphasizes the significance of continuous academic guidance to enhance student success. The university provides ongoing support, beginning from the admissions process and extending throughout the entirety of the academic program. This comprehensive counseling approach ensures that students are well-supported, informed, and confident at every stage of their educational journey. By fostering a collaborative and encouraging environment, **Click University** aims to help students achieve their academic and professional goals effectively.

#### **Support Strategies:**

- **Academic Guidance:** Students receive personalized assistance to help them adjust to university life, including information about course selection and program requirements.
- **Referrals to External Resources:** In situations where the university is unable to address specific problems or meet particular needs, referrals are **made to community organizations and agencies**. This ensures that students have access to additional resources that may be crucial to their well-being.

- **Comprehensive Support Network:** The referral system is part of a broader effort to create a **comprehensive support network**. This network is designed to address the diverse needs of students and help them overcome challenges they may encounter during their educational journey.

#### **Overall Objective:**

**Click University's** goal is to enhance **the overall well-being** and **academic success** of students. By offering a support system that extends beyond the university, an educational environment is fostered where students can thrive both academically and personally. This not only strengthens their experience at the university, but also prepares them to meet future opportunities and challenges in their lives.

### **Career Services:**

**Click University** recognizes that while it cannot offer **employment guarantees** or specific salary levels to its graduates, it is deeply committed to the professional development of its students through its **Career Services department**. This commitment reflects the university's focus on preparing students for a successful future in the workforce.

#### **Career Services Objectives:**

1. **Identifying Career Opportunities:** The department helps students **identify potential employment opportunities** that align with their skills and interests.
2. **Professional Resume Creation:** Advisors collaborate with students **to craft resumes** that effectively highlight their skills and experiences, ensuring they present themselves in the best possible light to potential employers.
3. **Improving Interview Skills:** Coaching and advice is provided on **how to improve your job interview skills**, helping students increase their chances of success during the selection process.
4. **Job Search Strategies:** Students are provided guidance on effective strategies for searching and applying to current job opportunities, including the use of online platforms and professional networks.

#### **Proactive Approach:**

While the university cannot guarantee specific employment outcomes, its Career Services department strives to provide students with **the tools and knowledge necessary** to improve their prospects in the job market. This includes training in soft and technical skills, as well as building self-confidence in their job search.

### **Student Empowerment:**

By offering these resources and support, **Click University** aims to empower students to make informed decisions and take a proactive approach in the pursuit of their career goals. This not only allows them to be better prepared to face the job market, but also fosters a sense of responsibility and self-efficacy in their career paths.

### **E-Library:**

**Click University** provides students and faculty with a vital online resource: the **Click University Online Library**. This library, through a partnership with [www.aquinasnetwork.com](http://www.aquinasnetwork.com), offers 24/7 access to an extensive collection of instructional, academic, and research resources. This continuous access is a crucial support for academic assignments, projects, and research, enriching the educational experience of students and facilitating the academic activities of faculty.

#### **Benefits of the Online Library:**

1. **Unrestricted Access:** The online library is available around the clock, breaking down barriers of time and location that can hinder learning.
2. **Diverse Resource Collection:** It features a broad array of resources, including e-books, scholarly articles, research databases, and multimedia content, spanning various disciplines and fields of study.
3. **Comprehensive Research Support:** These resources are indispensable for academic research, enabling efficient information retrieval and fostering deeper, more meaningful learning outcomes.
4. **Enhanced Academic Experience:** By providing access to high-quality educational materials, the library empowers students to explore their interests and engage more deeply with their subjects, significantly enriching their learning journey.

### **Institutional Commitment:**

**Click University**'s collaboration with [www.aquinasnetwork.com](http://www.aquinasnetwork.com) underscores its dedication to offering superior educational resources and cultivating an environment conducive to learning and academic achievement. The continuous availability of the online library not only equips students to excel academically but also supports faculty in delivering impactful instruction. Together, these resources strengthen the university's commitment to fostering a dynamic and collaborative academic ecosystem.

### **Online Technical Assistance:**

**Click University** ensures uninterrupted learning and teaching by providing 24/7 technical support for its online course platform. Both students and faculty can access this reliable service anytime, seven days a week.

### **How to Access Technical Support:**

**Contact Email:** For assistance with technical issues, users can reach the support team via email at [info@](mailto:info@)

### **Benefits of Technical Support**

- Round-the-Clock Availability:** The 24/7 support ensures prompt resolution of technical issues, enabling uninterrupted access to courses and resources.
- Efficient and Reliable Communication:** A dedicated email channel allows for direct and effective interaction with the support team, ensuring swift and accurate responses to inquiries.
- Seamless Online Learning Experience:** With continuous technical assistance, **Click University** guarantees a smooth and effective online learning environment, critical for students' academic success and faculty productivity.

By offering this robust technical support, **Click University** demonstrates its commitment to optimizing the online educational experience for both students and instructors.

## **Leave Of Absence:**

**Click University** provides students the opportunity to request a leave of absence for up to five days, ensuring flexibility while maintaining adherence to academic and administrative standards.

### **Procedure for Requesting a Leave of Absence:**

- Written Request:** Students must submit a formal written request, clearly stating the reason for the leave and specifying the **expected date of return**.
- Return Date Compliance:** It is essential that students return on the date indicated in their request. Failure to return on time will result in the cancellation of their enrollment.

### **Consequences of Not Returning:**

- Enrollment Cancellation:** If a student's enrollment is canceled due to failure to return, the university's Cancellation and Refund Policy will determine the applicable refunds.
- Withdrawal Date:** The withdrawal date will be recorded as the student's last date of attendance. This date will directly influence the refund calculation in accordance with the university's policy.

### **Importance of Communication:**

Students are required to follow the established procedures and maintain open communication with the university to ensure their leave of absence and related administrative processes are managed efficiently.

By adhering to this policy, students can manage their absences in an organized manner while upholding the university's academic and administrative standards.

# Satisfactory Academic Progress

## Grading System:

Grades at **Click University** are determined through a comprehensive process that reflects the quality of student work. Key aspects of the grading system are described below:

### Grading Criteria

#### 1. Miscellaneous Assessments:

Grades are based on a variety of assessments, including:

- Written examinations.
- Final papers.
- Projects, as stipulated in the course syllabus.

#### 2. Faculty Responsibility:

- Each faculty member is responsible for evaluating student performance in his or her courses.
- Faculty are expected to provide **individualized assessments** to reflect each student's effort and achievement.

### Grade Record

Once determined, grades are **posted to the student's academic record**, which is maintained permanently.

This record acts as a **complete and lasting record** of the student's academic achievements at the university.

### Ensuring Transparency and Accountability

By implementing a rigorous assessment process and maintaining accurate academic records, **Click University** ensures:

- **Transparency** in the assessment process.
- **Accountability** in documenting student performance.
- **Reliability** in monitoring students' academic progress throughout their university career.

This approach ensures that students receive a fair and equitable assessment, reflecting their academic efforts and achievements during their education.

Letter Grade	Quality Points	Definition
<b>A+</b>	<b>4.0</b>	95 - 100% - Excellent
<b>A</b>	<b>3.75</b>	90 - 94%
<b>B+</b>	<b>3.5</b>	85 – 89%
<b>B</b>	<b>3.0</b>	80 – 84% - Minimum CGPA for Graduate
<b>C+</b>	<b>2.5</b>	75 – 79% - Minimum CGPA for Undergraduate
<b>C</b>	<b>2.0</b>	70 – 74%
<b>D+</b>	<b>1.5</b>	65 – 69%
<b>D</b>	<b>1.0</b>	60-64%
<b>F</b>	<b>0</b>	Fail
<b>I</b>	<b>0</b>	Incomplete
<b>P</b>	<b>0</b>	Pass
<b>W</b>	<b>0</b>	Withdrawal
<b>X</b>	<b>0</b>	Ongoing
<b>NR</b>	<b>0</b>	Grade Not Reported
<b>WF</b>	<b>0</b>	Withdrawal after 60% course completion
<b>T</b>	<b>0</b>	Transfer
<b>NP</b>	<b>0</b>	No Pass
<b>R</b>	<b>0</b>	Repeat

## Standards Of Satisfactory Academic Progress:

At **Click University**, maintaining satisfactory academic progress is critical to continued enrollment of students. This progress is assessed through two key factors: **the cumulative grade point average (CGPA)** and the **pace of progress** toward completion of the academic program. These aspects are detailed below:

## Academic Progress Assessment Factors

### 1. Cumulative Grade Point Average (CGPA):

- The CGPA is a comprehensive measure of the student's academic performance, calculated based on the grades obtained in all completed courses.
- This average allows for the assessment of the student's mastery of the curriculum and the student's ability to meet **the academic standards** established by the university.

### 2. Pace of Progress:

The student's pace of progress toward completion of his or her program is monitored, considering:

- The number of courses completed.
- The rate of course completion.
- Compliance with the designated schedule for the academic program requirements.

## Objectives of the Approach

By assessing both CGPA and pace of progress, **Click University** seeks to:

- **Ensure** that students are making steady and satisfactory progress toward their academic goals.
- **Maintain academic rigor** by promoting responsibility among students.
- **Support academic success** throughout the educational path by providing students with the tools necessary to achieve their goals.

This comprehensive approach not only helps students stay on track, but also fosters a culture of excellence and commitment to education at the university.

## Satisfactory Academic Progress:

The Satisfactory Academic Progress (SAP) Policy at **Click University** is designed to ensure that students maintain academic standards necessary for successful completion of their programs. The policy includes quantitative and qualitative criteria for both undergraduate and graduate programs, evaluation processes, and guidelines for managing academic performance.

## Quantitative Criteria

### 1. Completion Rate:

- Students must successfully complete at least **67%** of the credit hours attempted each semester.
- The completion rate is evaluated based on the cumulative total of attempted hours versus earned hours.
  - **Example:** If a student enrolls in **12 credit hours**, they must complete a minimum of **8 credit hours** ( $12 \times 67\% = 8$ ).

## 2. Probation:

- Failure to meet this completion rate may result in the student being placed on **academic probation**, indicating the need for improvement.

### Qualitative Criteria

#### Undergraduate Programs:

- Students are required to maintain a **Cumulative Grade Point Average (CGPA) of 2.5** at the midpoint of their program and must have earned **75%** of the credits attempted.
- Students who fail to meet these criteria will be placed on **academic probation** for the remainder of the academic term.
- To remove probation, students must achieve a CGPA of **2.5 or higher** in the subsequent term.

#### Graduate Programs:

- Students must maintain a **CGPA of 3.0** at the midpoint of their program and complete **75%** of the attempted credits.
- Similar to undergraduate standards, students who fail to meet these criteria will be placed on **academic probation**.
- Removal of probation requires achieving a CGPA of **3.0 or higher** in the following term.

#### Support for Students on Probation

Students placed on probation will receive:

- **Written notification** of their status.
- **Academic advising** to assist them in improving their grades and meeting academic standards.

### Evaluation Process

#### 1. Timing of Evaluation:

- Students are evaluated at the end of each academic term.

## 2. Immediate Probation:

- If a student fails a course before the term ends, they are immediately placed on academic probation.

## 3. Retaking Failed Courses:

- Students must retake failed courses when next offered and pass them to be removed from probation.
- Failing the same course a second time may lead to **academic dismissal** from the university.

### Maximum Timeframe Policy

#### Maximum Allowable Timeframe for Program Completion:

Program	Program Length	Maximum Allowed Timeframe
Master's Degree	12 Months	18 Months
Bachelor's Degree	40 Months	60 Months

Students exceeding the maximum allowable timeframe may be withdrawn from the program, ensuring timely progress toward program completion.

### CGPA Requirements

#### Graduate-Level CGPA:

- Evaluated at the end of each term to ensure compliance with the **minimum requirement** (CGPA of **3.0**).
- Regular assessments provide an opportunity for students to address any academic concerns.

### Grade Change Process

#### Initiating a Grade Change:

- Faculty must submit a "Grade Change Form" signed to the university registrar.
- Changes must be resolved within the term following the original grade issuance.

#### Timeline:

- Any necessary modifications must be made within **one week** from the end of the term.

## Computation of Cumulative Grade Point Average (CGPA)

### CGPA Calculation:

- The CGPA is calculated using a percentage-based approach that weighs each grade according to the total hours of the program.
- Each grade received is assigned a **quality point value** which is totaled to determine the CGPA.

This structured approach ensures that students at **Click University** are supported in their academic journeys while maintaining high standards of performance and accountability.

## Grades And Transcripts:

At **Click University**, specific policies are in place for the retention and management of student academic records, ensuring transparency and accessibility to academic information. The main provisions regarding record retention, requests, and associated costs are detailed below.

### Record Retention

#### 1. Original Copies of Exams:

Original copies of students' exams are kept on their academic record while they are enrolled at the university and for a period of three years after their last day of attendance.

#### 2. Transcripts:

Transcripts, which provide a complete record of students' grades, are kept indefinitely in the student records office.

#### 3. Permanent Copies:

The university maintains permanent copies of all student records, ensuring that academic information is always available.

### Records Requests

#### 1. Transcript Review:

Students may request a review of their transcripts by submitting a written request.

#### 2. Document Delivery:

Official transcripts and diplomas have a three-business day waiting period for delivery.

**3. Additional Copies:**

If a student needs additional copies of their academic documents, they will be required to pay a processing fee for each document requested.

### **Application Process and Payments**

**1. Initiating the Application Process:**

To begin processing transcript or diploma requests, students must submit a receipt of payment from the Business Office to the registrar.

**2. Conditions for Processing:**

Document processing will only begin after payment has been made.

Any outstanding balance owed to the university must be settled before the processing of requested documents will begin.

# Policies And Procedures

## Academic Warning or Probation:

Click University implements clear and rigorous policies to ensure students achieve and maintain satisfactory academic progress (SAP). Below are the consequences of failing to meet SAP standards and the support measures available during the probation period.

### Consequences of Not Meeting SAP

#### 1. Probation Status:

- Students who fail to meet the SAP criteria will be placed on probation.
- The duration of the probation period is outlined in the SAP policy.

#### 2. Course Repetition Fees:

- Students required to repeat courses must pay a fee of \$35.00 per course.

#### 3. Risk of Termination:

- If a student fails to meet SAP requirements by the end of the probation period, their enrollment at the university may be terminated.

#### 4. Restoration of Academic Good Standing:

- Students who fulfill SAP requirements by the end of the probation period will have their probation status lifted and be reinstated to good academic standing.

### Monitoring and Support During Probation

#### 1. Administrative Status:

- Probation serves as an administrative designation indicating that students are at risk of being withdrawn from their academic program.

#### 2. Progress Monitoring:

- Students on probation are closely monitored throughout the probation period to evaluate their academic progress and ensure they are on track to meet required standards.

#### 3. Academic Advising:

- Regular academic advising is provided to support students in improving their performance and meeting the necessary requirements.

- Additional course sessions may be mandated for students on probation to enhance their learning outcomes.

#### **4. Written Notification:**

- Students placed on probation will receive formal written notification outlining their status, available academic resources, and the specific steps required to regain good standing.

## **Suspension & Dismissal:**

### **1. Readmission After Suspension:**

- Students suspended from **Click University** may apply for readmission after completing a minimum of one academic term.
- Upon readmission, students will be placed on academic probation.

### **2. Conditions of Academic Probation:**

- Students on probation must maintain a cumulative GPA above the minimum required at all times.
- Failure to meet this requirement will result in dismissal from the university, rendering the student ineligible for re-enrollment.

### **3. Appeal Process:**

- Students dismissed from the university may appeal the decision by submitting a written request to the Head of Academic Affairs within 15 days of receiving the dismissal notice.
- Appeals will be reviewed, and the university will provide a written decision regarding the outcome.

### **4. Time Limit for Program Completion:**

- The university enforces a maximum time frame for completing academic programs, set at 1.5 times the standard program duration.
- Failure to meet this requirement or to demonstrate satisfactory progress may lead to termination from the university.

## **Appeals Process:**

### **1. Filing an Appeal:**

- Students wishing to appeal decisions regarding their academic status, such as suspension or probation, must submit a formal written appeal to the Head of Academic Affairs.

### **2. Appeal Evaluation:**

- The Head of Academic Affairs will thoroughly review the appeal and hold the final authority to approve or deny it.

### **3. Communication of the Decision:**

- The outcome of the appeal will be communicated to the student within five business days of receiving the appeal.

### **4. Requirements for Approval:**

- To have an appeal granted, students must provide evidence of satisfactory academic progress, which may include:
  - Demonstration of improved academic performance.
  - Fulfillment of required criteria.
  - Submission of a valid explanation for previous shortcomings in meeting academic standards.

### **5. Final Evaluation:**

- Based on the appeal and supporting evidence, the Head of Academic Affairs will decide whether the appeal is approved and if the student may continue their studies

## **Student Conduct Policy:**

Click University prioritizes appropriate student behavior both in the classroom and in interactions with the broader university community. Any violation of the conduct standards outlined below may result in disciplinary actions, including expulsion.

### **Unacceptable Conduct**

#### **1. Academic Misconduct:**

- Includes acts such as cheating, fabricating information, plagiarism, and facilitating academic dishonesty.
- Plagiarism: All submitted work must be original. Proper citation of outside sources is mandatory. Plagiarism or document falsification is a serious offense that may lead to loss of credit, suspension, or expulsion.

#### **2. Dishonesty:**

- Includes fabricating or providing false information and reporting false emergencies to the university.

#### **3. Forgery and Misuse:**

- Refers to the falsification, alteration, or misuse of documents, records, passwords, electronic devices, or university identification.

#### **4. Unauthorized Entry:**

- Involves accessing, possessing, using, or receiving any university services, equipment, or property without proper authorization.

## **5. Sexual Harassment:**

- Defined as unwelcome sexual advances or behaviors that interfere with an individual's education or create a hostile learning environment. The university will take appropriate action to address reports of sexual harassment.

## **6. Stalking Behavior:**

- Engaging in repeated actions that threaten or cause reasonable fear for another individual's safety.

## **7. Disruption of University Activities:**

- Impairing or obstructing teaching, research, administration, or disciplinary processes.

## **8. Compliance with University Officials:**

- Failing to identify oneself or comply with instructions from university officials acting within their duties may result in disciplinary sanctions.

## **9. Unauthorized Distribution of Materials:**

- Selling, distributing, or copying lecture notes, videos, or recordings without authorization.

**Click University** is dedicated to fostering an environment of respect, responsibility, and academic integrity. Adherence to these policies ensures a safe, respectful, and productive academic community.

## **Penalties for Misconduct:**

The Chief of Academic Affairs at **Click University** holds the authority to impose penalties for violations of university policies or campus regulations, even if these violations also constitute breaches of the law. This authority extends to incidents under legal review or pending legal proceedings, enabling the university to address misconduct that affects its community effectively.

## **Appeals and Record Sealing:**

- If an appeal determines that disciplinary action was improperly imposed, the Chief of Academic Affairs may seal the record of the hearing at the student's request.
- Any reference to the disciplinary process will be removed from the student's record, though the sealed record may still be accessed in connection with legal proceedings.

## **Behavioral Notices:**

- The university reserves the right to issue a written notice to students suspected of violating policies or regulations, even if no formal hearing occurs.
- Such notices act as warnings, indicating that repeated misconduct may result in disciplinary action.
- Prior alleged misconduct may be considered in future disciplinary decisions.

## **Disciplinary Actions:**

When a student is found in violation of university policies or campus regulations, the university ensures that sanctions are appropriate, fair, and proportional to the context and severity of the misconduct. Possible disciplinary actions include:

**1. Warning/Censure:**

- A formal written notice or reprimand acknowledging a violation of university policies.
- Continued misconduct may escalate to more severe penalties, including Disciplinary Probation, Loss of Privileges, Suspension, or Dismissal.

**2. Disciplinary Probation:**

- A designated period during which the student must demonstrate adherence to university standards.
- Any violation during this period may lead to more serious consequences, such as Suspension or Dismissal.

**3. Loss of Privileges and Exclusion from Activities:**

- Temporary removal of specific privileges or exclusion from university activities.
- Violating the terms of exclusion may result in additional sanctions, including Probation, Suspension, or Dismissal.

**4. Suspension:**

- Temporary termination of student status for a specified duration.
- Reinstatement depends on meeting all imposed conditions. Violations during suspension may result in permanent Dismissal.

**5. Dismissal:**

- Permanent termination of student status.
- Readmission after dismissal is considered only under exceptional circumstances.

**6. Restitution:**

- Students may be required to reimburse the university or other parties for damages or expenses caused by their actions.
- Restitution may involve monetary compensation or service to repair damages.

**7. Revocation of Degree:**

- The revocation of a degree previously awarded is subject to approval by the university's Governing Board.

## **Grievance Policy:**

Click University has established a comprehensive grievance procedure to address concerns raised by students who believe that a university decision or action has adversely impacted their status, rights, or privileges. This policy ensures a fair, transparent, and efficient process for resolving student grievances while promoting a positive and equitable academic environment.

### **Grievance Resolution Process**

**Initial Steps for Grievance Resolution:** Students are encouraged to follow these steps to address their grievances:

- Step 1: Communicate directly with the relevant course professor to seek resolution.
- Step 2: If the professor cannot resolve the issue, the grievance should be referred in writing to the Chief of Academic Affairs.
- Step 3: If unresolved, the grievance will be escalated to the university President, whose decision is final.

This escalation process provides a structured pathway for addressing grievances effectively and fairly.

### **Informal Resolution**

**Encouragement of Open Dialogue:** Students are encouraged to engage in direct communication with their mentor or the staff member primarily involved in the situation. This informal approach fosters dialogue and aims to resolve issues amicably.

**Filing an Informal Complaint:** If direct communication is not possible or fails to resolve the issue, students may register an informal complaint. Key details include:

- **Timeframe:** Students must file the informal complaint within 30 days of the triggering event.
- **Submission:** Informal complaints should be directed to the Chief of Academic Affairs via in-person meeting, phone, or email.
- **Review and Response:** The university will review the matter and notify the student of its response within 20 days.

If the resolution is unsatisfactory, students may proceed to the formal complaint process.

### **Formal Complaint Process**

**Initiating a Formal Complaint:** To file a formal complaint, students must:

- Submit a written complaint to the Department Chairperson within 60 days of the triggering event.
- Clearly outline the nature of the grievance, desired resolution, and previous resolution attempts.

### **University Response:**

- **Acknowledgment:** The university will acknowledge receipt of the complaint within 15 days.
- **Review:** An appropriate administrator will review the complaint thoroughly.
- **Resolution:** A final written determination, including the proposed resolution, will be provided within 30 days.

### **Record Keeping**

The university will maintain comprehensive records of all formal complaints, including outcomes, in a centralized database and the student's electronic file. This ensures transparency and accountability in addressing grievances.

Students who at the end of this process feel a grievance is unresolved may refer it to:

***Commission for Independent Education, Florida Department of Education***

*325 West Gaines Street, Tallahassee, FL 32399-0400*

*Phone 850.245.3200, or Toll Free 888.224.6684, or online at <http://www.fl doe.org/policy/cie>*

### **Policy Modifications:**

**Click University** reserves the right to make necessary adjustments to its academic policies, regulations, courses, fees, and other institutional guidelines as circumstances require. These modifications are designed to ensure that the university's academic programs and services remain relevant, up-to-date, and aligned with evolving educational standards and needs.

**Advance Notification:** The university is committed to providing students with timely advance notice of any changes that may affect their academic experience. This proactive approach enables students to stay informed and make any necessary adjustments to their academic plans, ensuring a seamless transition.

**Commitment to Transparency and Adaptability:** By maintaining flexibility to update policies and procedures, **Click University** demonstrates its dedication to fostering a responsive and supportive academic environment. Advance communication of changes reflects the university's emphasis on transparency and its ongoing efforts to prioritize the needs and success of its students.

## **Non-Discrimination:**

**iClick University** is committed to a policy of non-discrimination, providing equal opportunities to all students, regardless of race, color, sex, age, marital status, disability (to the extent required by law), religion, creed, national origin, or ethnic background. The university ensures that all students have access to the same rights, privileges, programs, and activities available at the institution.

**Commitment to Equality and Inclusion:** **iClick University** prohibits discrimination in the administration of its educational policies, admissions procedures, and other university-run programs. This policy underscores the university's dedication to fostering an inclusive, diverse, and supportive learning environment. It ensures that every student is treated with fairness, respect, and dignity.

**Fostering Diversity and Excellence:** **iClick University** values the diverse contributions and perspectives that students from varied backgrounds bring to the campus community. By upholding this policy, the university strives to create an environment that is free from bias or prejudice, ensuring that every student has the opportunity to thrive academically, grow personally, and enjoy equal opportunities for success.

## **Anti-Hazing Policy:**

At **iClick University**, **hazing** is strictly prohibited. The university defines hazing as any intentional action or situation that causes mental or physical discomfort, embarrassment, harassment, or ridicule. This policy reflects our commitment to maintaining a **safe, inclusive, and respectful** environment where the well-being and dignity of every student are prioritized.

We promote mutual respect and collaboration, encouraging personal growth and ethical conduct. Any violations of the anti-hazing policy will be taken seriously, and appropriate disciplinary actions will be enforced to address such misconduct. The university is unwavering in its dedication to ensuring a campus environment where all students can thrive without fear of harmful practices.

## **Emergency Closure Policy:**

In the event of an **emergency** or **inclement weather**, the administrative office of **iClick University** will close as determined by Miami-Dade County in response to natural disasters (such as hurricanes).

During such situations, the administrative office will follow the guidelines set by Miami-Dade County. If an emergency occurs, the office may be closed to ensure the safety and well-being of students and staff. This approach underscores the university's commitment to safeguarding our community during challenging circumstances. We will adhere to the directives and recommendations issued by local authorities in response to these emergencies.

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# Course Descriptions

## COURSE NUMBERING SYSTEM

The course numbers are based on course codes established by the university and do not relate to the state common course numbering systems. The course numbering system consists of an alpha prefix followed by a digit course number. The alpha prefix identifies academic discipline, and the first digit specifies if the course belongs to an upper or lower division. The numbers indicate the level of the course.

### Sample Course Number (BUS510)

**Letters** = Discipline = Business

**Digits** = 450 = Program Sequence

## Undergraduate General Education Course Descriptions

### General Education Courses

#### **ENG201 – English Composition I – 3 credits**

This course develops academic writing skills, with a focus on essay structure, grammar, clarity, and argumentation. Basic research methods are introduced to support writing.

#### **ALG201 – College Algebra – 3 credits**

This course covers key topics in algebra, such as linear and quadratic equations, functions, systems of equations, and polynomials. Students learn to solve applied mathematical problems.

#### **PSY201 – Introduction to Psychology – 3 credits**

This course provides an overview of psychology, covering topics such as human behavior, cognition, motivation, emotions, and psychological disorders.

#### **ENV201 – Environmental Science – 3 credits**

This course studies the relationship between humans and their environment, covering topics such as ecosystems, biodiversity, climate change and environmental policies.

#### **COM201 – Introduction to Communication – 3 credits**

This course explores the fundamentals of human communication, including theory, the communicative process, verbal and nonverbal communication, and communication in social context.

### **ENG 202 – English Composition II – 3 credits**

This course continues the development of academic writing skills, focusing on advanced research, critical analysis, and writing research papers.

### **STA 201 – Statistics – 3 credits**

This course covers the fundamental concepts of statistics, including data types, measures of central tendency, probability, and statistical inference.

### **PHI 201 – Introduction to Philosophy – 3 credits**

This course introduces students to major philosophical topics such as ethics, metaphysics, epistemology, and logic, while exploring the ideas of influential philosophers.

### **COM 202 – Oral Communication – 3 credits**

In this course students will learn the fundamentals of effective oral communication, including public presentations, expression of ideas, and active listening skills.

### **PSY 202 – Critical Thinking and Logic – 3 credits**

This course is designed to improve critical thinking, logical analysis and problem-solving skills by applying these principles to real-life situations and decision making.

## **Associate of Business Administration**

### **Required Core Courses**

#### **BUS301 – Introduction to Business Administration – 3 credits**

This course provides an overview of the fundamental functions and principles of business management. Students will learn about organization, organizational behavior, decision making, and strategies used in the business world. It focuses on key aspects of management, from planning to implementation and evaluation.

#### **ECO30 – Introduction to Economics – 3 credits**

This course introduces basic economic concepts, both microeconomic and macroeconomic. Students will learn about supply and demand, markets, the role of government in the economy, and business cycles.

#### **BUS302 – Business Intelligence – 3 credits**

This course explores Business Intelligence tools and techniques for data-driven decision-making. Students will learn to analyze and visualize data, identify trends, and optimize strategies. Topics include BI tools, data visualization, and predictive analytics, preparing students to enhance organizational performance and competitiveness.

#### **ACC301 – Accounting Principles – 3 credits**

This course covers the basic principles of financial accounting. Students will learn how to record transactions, prepare financial statements, and apply accounting standards.

### **MKT301 – Marketing Fundamentals – 3 credits**

This course covers the basic principles of marketing, including market segmentation, consumer research, and product, price, place, and promotion strategies (the 4Ps). Students will learn how to develop and evaluate marketing plans.

### **BUS305 – Business Law – 3 credits**

The Business Law course covers the fundamental legal bases that affect business operations, including contracts, intellectual property, civil liability and business ethics.

### **PSY305 – Organizational Behavior – 3 credits**

This course explores how individuals and groups interact within organizations. Students will learn about motivation, leadership, communication, organizational culture, and how these factors affect organizational performance and work dynamics.

### **FIN310 – Financial Mathematics – 3 credits**

This course introduces mathematical concepts and methods applied to finance. Students will learn to calculate interest rates, present and future value, amortization, and other key topics in financial decision making.

### **ACC305 – Financial Accounting – 3 credits**

In this course, students will learn the fundamental principles of financial accounting, including the preparation and analysis of financial statements. The course covers aspects such as the balance sheet, the income statement, and revenue and expense accounting.

### **BUS315 – Entrepreneurship for Business – 3 credits**

This course provides students with a comprehensive understanding of the fundamentals of entrepreneurship in the business context. Key processes for identifying business opportunities, assessing project viability, developing innovative business models, and creating strategic plans for start-ups are explored. Upon completion of the course, students will be prepared to start and manage their own businesses or play key roles in companies that value innovation and entrepreneurial leadership.

### **MIS315 – Business Budget Management – 3 credits**

In this course, students will learn how to plan, prepare, and manage business budgets. The course covers both operating and capital budgets and focuses on the efficient allocation of resources within organizations.

### **MKT310 – Market Research – 3 credits**

In this course, students will learn how to conduct market research, using tools and techniques to collect and analyze data on consumers, competitors, and market trends. The course covers both qualitative and quantitative research.

### **HRM305 – Human Resources Management – 3 credits**

This course focuses on human resource management, including recruitment, training, development, compensation, and labor relations. Students will learn about the strategic role of human resources in the organization.

### **MIS320 – Strategic Planning – 3 credits**

In this course, students will learn how to develop, implement, and evaluate strategic plans. The course addresses identifying growth opportunities, formulating strategies, and executing plans to achieve organizational objectives.

### **BUS310 – Negotiation and Leadership Skills – 3 credits**

This course develops skills for effective negotiation and leadership. Students will learn negotiation strategies, conflict resolution, leadership styles, and emotional intelligence. By the end, they will be prepared to lead teams and negotiate successfully in business settings.

## **Bachelor of Business Administration**

### **Required Core Courses**

#### **BUS301 – Introduction to Business Administration – 3 credits**

This course provides an overview of the fundamental functions and principles of business management. Students will learn about organization, organizational behavior, decision making, and strategies used in the business world. It focuses on key aspects of management, from planning to implementation and evaluation.

#### **ECO301 – Introduction to Economics – 3 credits**

This course introduces basic economic concepts, both microeconomic and macroeconomic. Students will learn about supply and demand, markets, the role of government in the economy, and business cycles.

#### **ECO305 – Microeconomics and Macroeconomics – 3 credits**

This course introduces key economic principles and their business applications. Microeconomics covers supply and demand, market structures, and decision-making at the individual and firm levels. Macroeconomics explores inflation, unemployment, fiscal and monetary policies, and global trade. Students will gain a foundational understanding of how economic factors influence business strategy and operations.

### **BUS302 – Business Intelligence – 3 credits**

This course explores Business Intelligence tools and techniques for data-driven decision-making. Students will learn to analyze and visualize data, identify trends, and optimize strategies. Topics include BI tools, data visualization, and predictive analytics, preparing students to enhance organizational performance and competitiveness.

### **ACC301 – Accounting Principles – 3 credits**

This course covers the basic principles of financial accounting. Students will learn how to record transactions, prepare financial statements, and apply accounting standards.

### **TRA301 – Principles of International Trade – 3 credits**

This course covers the basics of international trade, including trade theories, policies, and global agreements. Topics include comparative advantage, tariffs, trade barriers, and the role of culture and politics in trade. Students will gain an understanding of global trade dynamics and their impact on businesses and economies.

### **BUS305 – Business Law – 3 credits**

The Business Law course covers the fundamental legal bases that affect business operations, including contracts, intellectual property, civil liability and business ethics.

### **MIS305 – Business Information Systems – 3 credits**

This course addresses the role of information technology in business, including database management, computer security, and business systems analysis to support decision making.

### **BUS310 – Negotiation and Leadership Skills – 3 credits**

This course develops skills for effective negotiation and leadership. Students will learn negotiation strategies, conflict resolution, leadership styles, and emotional intelligence. By the end, they will be prepared to lead teams and negotiate successfully in business settings.

### **FIN305 – Financial Analysis – 3 credits**

In this course, students will learn to perform a detailed financial analysis of companies, using tools and techniques to interpret financial statements, perform ratio analysis, and evaluate financial viability.

### **PSY305 – Organizational Behavior – 3 credits**

This course explores how individuals and groups interact within organizations. Students will learn about motivation, leadership, communication, organizational culture, and how these factors affect organizational performance and work dynamics.

### **FIN310 – Financial Mathematics – 3 credits**

This course introduces mathematical concepts and methods applied to finance. Students will learn to calculate interest rates, present and future value, amortization, and other key topics in financial decision making.

### **ACC305 – Financial Accounting – 3 credits**

In this course, students will learn the fundamental principles of financial accounting, including the preparation and analysis of financial statements. The course covers aspects such as the balance sheet, the income statement, and revenue and expense accounting.

### **BUS315 – Entrepreneurship for Business – 3 credits**

This course provides students with a comprehensive understanding of the fundamentals of entrepreneurship in the business context. Key processes for identifying business opportunities, assessing project viability, developing innovative business models, and creating strategic plans for start-ups are explored. Upon completion of the course, students will be prepared to start and manage their own businesses or play key roles in companies that value innovation and entrepreneurial leadership.

### **MKT305 – Marketing Fundamentals – 3 credits**

This course covers the basic principles of marketing, including market segmentation, consumer research, and product, price, place, and promotion strategies (the 4Ps). Students will learn how to develop and evaluate marketing plans.

### **MIS310 – Technology and Innovation Management in Organizations – 3 credits**

This course addresses the management of innovation and technology within organizations. Students will learn how companies use technology to innovate, improve efficiency, and create competitive advantage.

### **MIS315 – Business Budget Management – 3 credits**

In this course, students will learn how to plan, prepare, and manage business budgets. The course covers both operating and capital budgets and focuses on the efficient allocation of resources within organizations.

### **MKT310 – Market Research – 3 credits**

In this course, students will learn how to conduct market research, using tools and techniques to collect and analyze data on consumers, competitors, and market trends. The course covers both qualitative and quantitative research.

### **HRM305 – Human Resources Management – 3 credits**

This course focuses on human resource management, including recruitment, training, development, compensation, and labor relations. Students will learn about the strategic role of human resources in the organization.

### **MIS320 – Strategic Planning – 3 credits**

In this course, students will learn how to develop, implement, and evaluate strategic plans. The course addresses identifying growth opportunities, formulating strategies, and executing plans to achieve organizational objectives.

### **ETH301 – Professional Ethics in Business – 3 credits**

This course covers ethical challenges in business, focusing on ethical theories, corporate social responsibility, and decision-making. Students will learn to navigate ethical dilemmas and make responsible decisions in business environments.

### **MIS325 – Trends and Challenges in Business – 3 credits**

This course addresses current trends and challenges facing organizations in a globalized and technologically advanced world. Students will explore topics such as sustainability, digital innovation, and new ways of working.

## **Major in Finance**

### **FIN405 – FinTech – 3 credits**

This course covers technological innovations transforming the financial industry, such as blockchain, cryptocurrencies, digital payments, and online lending. Students will learn about payment systems, crowdfunding, and regulatory issues, preparing them to apply this knowledge in the modern financial world.

### **FIN410 – Risk Management – 3 credits**

This course teaches the strategies and techniques used to identify, assess, and mitigate financial and operational risks in organizations. Students will learn how to develop contingency plans and manage risks to protect the assets and stability of the company.

### **FIN415 – Financial Markets – 3 credits**

This course provides an overview of financial markets, their structure, functions, and products. Students will learn about the markets for stocks, bonds, derivatives, and other financial instruments, as well as the role of financial institutions in the global economy.

### **FIN420 – Regulations and Financial Compliance – 3 credits**

This course addresses regulatory and compliance requirements in the financial sector, including local and international laws and regulations governing banking and investment activities. Students will learn how to ensure that organizations operate within established legal boundaries.

### **FIN425 – Analysis and Valuation of Assets – 3 credits**

This course teaches students how to analyze and value financial assets, such as stocks, bonds, and real estate. Methods include fundamental and technical analysis, and the application of financial models to determine asset values.

### **FIN430 – Corporate Finance – 3 credits**

This course covers the theory and practice of corporate finance. Students will learn about capital structure, investment decision making, cash management, and strategies to maximize firm value.

### **FIN435 – Evaluation of Investment Projects – 3 credits**

This course focuses on methods for evaluating investment projects, including cash flow analysis, internal rate of return (IRR), net present value (NPV), and sensitivity analysis. Students will learn how to make informed investment decisions and assess the associated risks.

### **FIN440 – International Finances – 3 credits**

This course addresses financial management in a global context. Students will explore topics such as the foreign exchange market, international finance, foreign exchange risk management, and financial strategies for multinational corporations.

## **Major in Marketing**

### **MKT405 – Digital Marketing and E-Commerce – 3 credits**

This course covers digital marketing strategies and e-commerce tools. Students will learn about social media marketing, SEO, PPC, online retail strategies, and data analytics, preparing them to create effective marketing campaigns and optimize e-commerce platforms.

### **MKT410 – Neuromarketing – 3 credits**

This course addresses neuromarketing, a discipline that combines neuroscience and marketing to understand the brain processes behind purchasing decisions. Students will learn how emotions and sensory stimuli influence consumer behavior.

### **MKT415 – Marketing Plan – 3 credits**

This course teaches how to develop and execute an effective marketing plan. Students will learn how to analyze the market, identify objectives, and segment audiences, then create a plan with specific marketing strategies that maximize business impact.

### **MKT420 – CRM and Customer Engagement – 3 credits**

This course focuses on leveraging Customer Relationship Management (CRM) systems to strengthen customer engagement. Students will explore CRM tools and strategies to manage customer interactions, segment audiences, and develop personalized marketing campaigns aimed at enhancing customer satisfaction and loyalty. Key topics include CRM software, data-driven engagement strategies, and building long-term customer relationships.

### **MKT425 – Innovative Marketing Technologies – 3 credits**

This course examines the latest technological advancements in marketing, such as artificial intelligence, big data, and marketing automation. Students will learn how to integrate these innovations into marketing strategies to enhance customer experiences, improve targeting, and increase campaign effectiveness. Key topics include AI in marketing, predictive analytics, marketing automation platforms, and the use of virtual/augmented reality in marketing.

### **MKT430 – Product and Brand Design – 3 credits**

This course addresses product and brand creation from a strategic perspective. Students will learn how to design products that resonate with consumers and how to develop a strong brand identity that aligns with market needs.

### **MKT435 – Market Intelligence and Strategy – 3 credits**

This course teaches how to use market intelligence to create effective business strategies. Students will learn market research methods, competitive analysis, consumer behavior, and strategic decision-making to gain insights and maintain a competitive edge.

### **MKT440 – International Marketing – 3 credits**

This course focuses on global marketing strategies, with an emphasis on how companies can adapt to different cultures, regulations and economies to expand their operations into international markets.

## **Major in Management**

### **MAN405 – Leadership and Change Management – 3 credits**

This course focuses on leadership skills and strategies for managing change in dynamic environments. Students will explore leadership styles, change management models, overcoming resistance, and effective communication to successfully guide teams through transitions and drive organizational growth.

### **MAN410 – Operations and Supply Chain Management – 3 credits**

This course introduces students to the core principles of operations and supply chain management, focusing on optimizing the production and distribution of goods and services. Topics include supply chain design, logistics, procurement, and inventory management.

### **MAN415 – Inventory and Storage Management – 3 credits**

This course covers the principles and best practices of inventory and storage management. Students will learn about inventory control systems, warehousing techniques, and logistics strategies that ensure efficient and cost-effective operations.

### **MAN420 – Quality control – 3 credits**

This course explores quality control systems used to ensure products and services meet specified standards. Students will examine statistical methods, Six Sigma, and total quality management (TQM) techniques for improving quality across various industries.

### **MAN425 – Eco-Innovation and Sustainable Business Practices – 3 credits**

This course focuses on the principles and practices of eco-innovation and sustainability within the context of current business operations. Students will explore how companies can incorporate environmentally responsible and socially ethical practices into their core strategies, as well as the key role of innovation in developing green solutions. Additionally, students will explore how organizations can achieve sustained long-term competitiveness while reducing their ecological footprint. Through case study analysis and the application of practical concepts, students will learn to design and implement business strategies that promote sustainability and eco-innovation in an ever-evolving global marketplace.

### **MAN430 – Management Analysis – 3 credits**

This course examines analytical tools and techniques used to evaluate business operations and decision-making. Students will learn to assess organizational performance, identify inefficiencies, and propose data-driven solutions to enhance management practices. Topics include SWOT analysis, performance metrics, and strategic problem-solving.

### **MAN435 – Project Planning and Management – 3 credits**

This course covers the principles and practices of planning, executing, and managing projects effectively. Students will explore project life cycles, resource allocation, risk management, and project monitoring techniques. By the end, they will be equipped to lead projects from initiation to completion while meeting organizational goals.

### **MAN440 – Financial Management – 3 credits**

This course provides a foundation in financial decision-making and resource allocation for businesses. Students will study budgeting, financial analysis, capital management, and investment planning. Key topics include financial statement interpretation, cost control, and strategies for maximizing profitability and shareholder value.

## **Bachelor of Science in Information Technology**

### **Required Core Courses**

#### **ETH305 – Professional Ethics in Information Technology – 3 credits**

This course introduces the fundamental principles of professional ethics in the context of information technology. Topics include ethical issues related to privacy, intellectual property, cybersecurity, and the social implications of technology. Students will explore how ethical practices shape the development and use of technology in modern society.

#### **INT301 – Introduction to Information Technology – 3 credits**

This introductory course provides a foundational understanding of information technology (IT) and its application in modern society. Topics include the role of IT in business, basic hardware and software concepts, and the use of information systems in organizational settings.

### **INT305 – Computer Architecture – 3 credits**

This course focuses on the structure and organization of computer systems. It covers topics like the CPU, memory hierarchy, input/output systems, and the role of hardware in the overall performance of a computer.

### **PRG305 – Programming I – 3 credits**

This course focuses on the fundamentals of programming with an emphasis on problem-solving and algorithm development. Students will learn how to write, test, and debug code in a structured programming language.

### **DTS305 – Data Structure and Algorithms – 3 credits**

This course focuses on the study of data structures (e.g., arrays, linked lists, stacks, queues, trees, graphs) and algorithms (e.g., searching, sorting) for efficient data manipulation and problem solving.

### **INT310 – Analysis and Design of Systems – 3 credits**

This course teaches students how to analyze and design information systems. Topics include system modeling, the development life cycle, requirements gathering, and design techniques for creating effective IT systems.

### **PRG310 – Programming II – 3 credits**

Building on the knowledge from Programming I, this course delves deeper into object-oriented programming (OOP), classes, objects, inheritance, polymorphism, and exception handling.

### **INT315 – Distributed Systems and Networks – 3 credits**

This course covers the theory and practice of distributed systems and networking. Topics include distributed computing, network protocols, cloud services, and peer-to-peer systems.

### **PRG315 – Web Programming – 3 credits**

In this course, students will learn the basics of web programming, including HTML, CSS, JavaScript, and server-side technologies for building dynamic, responsive, and interactive websites.

### **INT320 – Cloud Computing – 3 credits**

This course introduces cloud computing, its models, and deployment methods. Students will learn about public and private clouds, cloud services, and the role of cloud computing in modern business.

### **DTS310 – Data Analysis and Data Mining – 3 credits**

This course covers techniques for data analysis and mining, including data cleaning, exploratory data analysis, clustering, classification, and regression. Students will learn how to extract meaningful insights from large datasets and apply these techniques to solve business and IT challenges.

### **INT325 – Audit and Information Security Management – 3 credits**

This course explores the principles of information security management and auditing. Topics include risk management, security policies, auditing techniques, compliance frameworks, and security measures for protecting organizational data and IT systems.

### **ARI301 – Introduction to Artificial Intelligence – 3 credits**

This course provides an overview of artificial intelligence (AI), covering its history, basic concepts, algorithms, and applications. Topics include machine learning, natural language processing, robotics, and AI in decision-making processes.

### **DTS301 – Introduction to Data Science – 3 credits**

This course introduces students to the field of data science, focusing on data collection, cleaning, visualization, and basic statistical analysis. Students will gain hands-on experience in using data science tools and techniques to derive insights from data.

### **ROB301 – Introduction to Robotics – 3 credits**

This course introduces the basic principles of robotics, focusing on the design, programming, and real-world applications of robotic systems. Students will explore key concepts such as sensors, actuators, controllers, and the integration of automation and artificial intelligence. The course also examines how robotics is applied in industries such as manufacturing, healthcare, and transportation. Finally, students will gain a solid understanding of robotic systems, along with hands-on experience in basic robot design and programming.

### **DTS315 – Data Science Certification – 3 credits**

This certification-focused course covers the essential skills and knowledge necessary for obtaining a professional data science certification. Students will learn how to process and analyze data, build predictive models, and apply machine learning techniques using popular data science tools.

### **DTS320 – Big Data and Storage Technologies – 3 credits**

This course explores big data technologies and storage solutions. Students will learn about distributed systems, data lakes, NoSQL databases, and the tools used to manage and process large datasets across different environments.

### **CPG305 – Cryptography – 3 credits**

This course covers the mathematical principles and practical applications of cryptography. Topics include encryption algorithms, symmetric and asymmetric key cryptography, public key

infrastructure, and digital signatures, with a focus on security protocols in digital communications.

### **ALG305 – Linear Algebra – 3 credits**

This course introduces the fundamental concepts of linear algebra, including vectors, matrices, linear transformations, eigenvalues, and eigenvectors. It is essential for understanding machine learning algorithms, data processing, and computer graphics.

### **MLE305 – Machine Learning I – 3 credits**

This course covers the basics of machine learning, including supervised and unsupervised learning, classification, regression, and clustering algorithms. Students will develop a strong foundation in building machine learning models using real-world datasets.

### **MLE310 – Machine Learning II – 3 credits**

Building upon Machine Learning I, this course dives deeper into advanced machine learning techniques such as deep learning, reinforcement learning, and natural language processing. Students will explore state-of-the-art methods used in AI and machine learning applications.

### **ITP305 – IT Project Management – 3 credits**

This course covers the principles and practices of managing IT projects. Topics include project planning, scheduling, resource management, risk management, and the use of project management software. Students will learn how to lead and manage successful IT projects.

## **Major in Cybersecurity**

### **CYB405 – Cybersecurity Fundamentals – 3 credits**

This course introduces students to the basic concepts of cybersecurity, including threats, vulnerabilities, and risk management. Topics covered include network security, encryption, authentication, and security policies. Students will learn how to assess security risks and implement essential measures to protect information systems.

### **CYB410 – Cryptography and Information Security – 3 credits**

This course covers the core principles and techniques of cryptography, including symmetric and asymmetric encryption, cryptographic protocols, key management, and digital signatures. Students will also learn how cryptography is applied to secure communication and data protection in modern IT systems.

### **CYB415 – Digital Forensic Analysis – 3 credits**

This course introduces students to the field of digital forensics, focusing on the identification, collection, preservation, and analysis of digital evidence. Topics include forensic techniques for computers, mobile devices, and networks, along with the legal and ethical considerations of forensic investigations.

### **CYB420 – Cybersecurity Research – 3 credits**

This course provides an in-depth exploration of current cybersecurity issues, focusing on research methods and emerging trends. Students will engage with contemporary research papers, case studies, and real-world security problems to understand and evaluate new approaches in cybersecurity.

### **CYB425 – Ethical Hacking and Penetration Testing – 3 credits**

This course covers ethical hacking and penetration testing techniques used to identify and exploit vulnerabilities in systems and networks. Students will learn how to conduct penetration tests, evaluate security weaknesses, and recommend solutions to strengthen cybersecurity defenses.

### **CYB430 – Cyber Law and Cybercrime – 3 credits**

This course explores the legal aspects of cybersecurity, including laws related to cybercrime, data protection, intellectual property, and digital privacy. Students will also examine international cybersecurity law and ethical considerations in cyberspace.

### **CYB435 – IT Risk Management – 3 credits**

This course focuses on identifying, evaluating, and mitigating IT-related risks in an organization. Students will learn about risk assessment methodologies, risk management frameworks, and best practices for securing information systems and data from potential threats.

### **CYB440 – International Security – 3 credits**

This course provides a global perspective on cybersecurity, focusing on international security challenges, such as cross-border cyber threats, state-sponsored hacking, and cybersecurity policies in different countries. Students will study the role of international organizations in cybersecurity governance and how global cooperation can enhance security.

## **Major in Data Sciences**

### **DTS405 – Data Visualization – 3 credits**

This course focuses on the principles and techniques of data visualization. Students will learn how to effectively present data through various visualization tools and techniques, aiming to communicate complex information in a clear and engaging way. Topics include creating charts, graphs, interactive visualizations, and using tools like Tableau, Power BI, and D3.js.

### **DTS410 – Data Interpretation – 3 credits**

This course covers the essential skills needed to interpret and make decisions based on data. Students will be introduced to concepts like statistical significance, correlation, causality, and

the interpretation of various data analysis results, ensuring that they can draw accurate conclusions from data in a business context.

### **DTS415 – Applied Statistics for Data Science – 3 credits**

This course applies statistical methods to real-world data science problems. Students will learn statistical techniques like hypothesis testing, regression analysis, sampling methods, and probability distributions, with an emphasis on their use in data science and machine learning applications.

### **DTS420 – Advanced Data Science – 3 credits**

This advanced course delves into more complex data science techniques, such as machine learning algorithms, neural networks, deep learning, and natural language processing. Students will work with real datasets, applying these methods to solve challenging data-driven problems and gain insights from unstructured data.

### **DTS425 – Databases and SQL – 3 credits**

This course introduces students to database management systems (DBMS) and SQL (Structured Query Language). Topics include database design, relational databases, writing SQL queries, optimizing database performance, and working with various DBMS tools such as MySQL, PostgreSQL, and Microsoft SQL Server.

### **DTS430 – Processing of Large Volumes of Data – 3 credits**

This course focuses on the techniques and technologies used to process large-scale datasets, often referred to as Big Data. Students will learn about distributed computing systems, parallel processing, MapReduce, Hadoop, and Spark, and how to handle, clean, and process massive volumes of data in a scalable and efficient manner.

### **DTS435 – Visualization and Interpretation of Complex Models – 3 credits**

This course explores the visualization of complex machine learning and data science models, helping students understand how to interpret and explain these models to both technical and non-technical stakeholders. Students will learn about model interpretation methods like SHAP, LIME, and partial dependence plots.

### **DTS440 – Advanced Data Mining Models – 3 credits**

This advanced course focuses on the application of data mining techniques to discover patterns and insights in large datasets. Topics covered include association rule mining, clustering, anomaly detection, and classification algorithms, along with methods for evaluating the performance of data mining models.

## **Major in Automation**

### **AUT405 – Automation Fundamentals – 3 credits**

This course provides an introduction to the principles of automation, focusing on how automated systems are designed and implemented across various industries. Topics include control systems, sensors, actuators, and automation technologies. Students will gain foundational knowledge in the essential components and their role in enhancing efficiency and productivity in industrial processes.

### **AUT410 – Automation with Artificial Intelligence – 3 credits**

This course explores the integration of artificial intelligence (AI) into automation systems. Students will learn about AI techniques such as machine learning, neural networks, and expert systems, and how they can be applied to automate complex processes, improve decision-making, and enhance system adaptability in dynamic environments.

### **AUT415 – Programming of Programmable Logic Controllers (PLC) – 3 credits**

This course covers the design, programming, and troubleshooting of Programmable Logic Controllers (PLCs) used in automation systems. Students will learn how to program PLCs using ladder logic, develop control systems for manufacturing processes, and integrate PLCs with other automation components such as sensors and actuators.

### **AUT420 – Motion Control and Industrial Robotics – 3 credits**

This course focuses on the principles and technologies used in motion control and robotics within automated systems. Topics include robotic kinematics, sensors, actuators, and motion control systems. Students will explore industrial robots' design, programming, and integration into automated production environments.

### **AUT425 – Automation of Manufacturing Processes – 3 credits**

This course examines the automation of manufacturing processes, focusing on the technologies and systems used to improve productivity and quality. Students will learn about robotic systems, automated assembly lines, material handling, and integration of automation with enterprise systems for optimized production.

### **AUT430 – Control Systems Integration – 3 credits**

This course provides an overview of integrating control systems in industrial automation. Topics include system modeling, control loops, PID controllers, and communication protocols. Students will learn to design, integrate, and troubleshoot control systems to ensure smooth operation of automated processes.

### **AUT435 – Automation of Electrical and Electronic Systems – 3 credits**

This course covers the automation of electrical and electronic systems, emphasizing the control and automation of circuits, sensors, and electrical equipment. Students will study the use of PLCs, microcontrollers, and other automation components to enhance the functionality and efficiency of electrical systems in industries.

### **AUT440 – Maintenance and Diagnosis of Automated Systems – 3 credits**

This course focuses on the maintenance, troubleshooting, and diagnostic processes for automated systems. Students will learn preventive maintenance techniques, fault detection, and repair procedures for complex automation systems, including PLCs, robotics, and control systems.

## **Master of Science in Human Resource Management**

### **Required Core Courses**

#### **HRM510 – Human Resource Management and Economic Decision-Making – 3 credits**

This course examines the application of economic principles to strategic human resource management. Students will learn to optimize decisions in areas such as recruitment, compensation, and talent development through cost-benefit analysis and data-driven strategies. The course also explores the impact of macroeconomic factors on productivity, profitability, and organizational strategies, equipping students to create sustainable value through efficient human capital management.

#### **ORG510 – Organizational Structure and Strategic Alignment – 3 credits**

This course examines human behavior within organizations, exploring individual, group, and structural factors that influence performance. Topics covered include leadership, motivation, organizational culture, and conflict management.

#### **HRM520 – Human Capital Development – 3 credits**

This course explores how to develop and manage human capital to improve organizational competitiveness. Training techniques, performance management, and succession planning are discussed.

#### **ETH510 – Ethics in Labor Relations – 3 credits**

This course examines ethical dilemmas in employment relations, including collective bargaining, conflict management, and fair decision making for employees and employers.

#### **HRM530 – Human Resources Information Systems – 3 credits**

This course explores the use of information technologies to optimize human resources functions. Students will learn how to implement information systems to manage employee data, analyze performance metrics, and support strategic decision making.

#### **HRM540 – Data Analysis in Human Resources – 3 credits**

This course teaches how to use analytical tools to make informed decisions in human resources. Students will explore data analysis, key metrics, and practical applications in areas such as employee turnover, performance, and engagement.

#### **HRM550 – Hiring Management and Labor Regulations – 3 credits**

This course delves into best practices for managing the hiring process and applicable labor regulations. Labor laws, interview techniques, and management of employment contracts are studied.

### **HRM560 – Human Resource Analytics and Data Management – 3 credits**

This course explores the use of analytics and data management to improve Human Resource decision-making. Students will learn to collect, analyze, and interpret Human Resource data to optimize talent acquisition, performance, retention, and workforce planning. Key topics include human resource metrics, predictive analytics, data visualization, and ethical data use, enabling students to drive data-driven strategies for organizational success.

## **Major in Personnel Recruitment and Selection**

### **PRS605 – Advanced Personnel Selection Models – 3 credits**

This course examines the impact of digital technologies on the recruitment process. Students will learn how to use online platforms, social media, artificial intelligence, and analytical tools to attract and select talent in a digital environment. Additionally, emerging trends such as automation and best practices in online employer branding will be discussed.

### **PRS610 – International Recruitment – 3 credits**

This course addresses the challenges and opportunities of international recruitment. Students will explore strategies for attracting global talent, taking into account cultural, legal and economic factors. Topics such as expatriation, workforce diversity and the integration of international employees will also be covered.

### **PRS615 – Psychology of Recruitment and Selection – 3 credits**

This course explores the psychological aspects of the recruitment and selection process, including perception, decision-making, and cognitive biases. Students will learn to design selection processes that effectively assess candidates' competencies, attitudes, and cultural fit.

### **PRS620 – Competency-Based Evaluation and Selection – 3 credits**

This course focuses on using competency models to assess and select candidates. Students will learn how to identify key competencies, develop effective assessment tools, and design processes aligned with organizational objectives.

## **Major in Compensation and Benefits**

### **CMB605 – Design of Compensation and Benefits Plans – 3 credits**

This course focuses on the design and development of effective compensation and benefits plans that align organizational objectives with employee expectations. Students will explore

salary evaluation methods, equitable and competitive compensation, non-salary benefits, and strategies to optimize talent retention and motivation.

### **CMB610 – Global Compensation Strategies – 3 credits**

This course examines how international companies design and implement global compensation strategies that respect cultural, legal, and economic differences in diverse countries. Topics such as expatriate compensation, global equity policies, and approaches to managing competitiveness in international markets will be discussed.

### **CMB615 – Psychology of Motivation and Compensation – 3 credits**

This course explores the relationship between the psychology of motivation and compensation practices. Students will learn how financial and non-financial rewards influence behavior, productivity, and job satisfaction, as well as motivation theories applied to the design of compensation packages.

### **CMB620 – Technology for Compensation and Benefits Management – 3 credits**

This course addresses the use of technological tools and information systems in compensation and benefits administration. Students will learn how to implement human resource management software (HRIS), perform data analysis to optimize compensation, and automate processes related to benefits administration.

## **Major in Labor Relations**

### **LBR605 – Negotiation and Conflict Resolution – 3 credits**

This course teaches students the skills necessary to manage negotiations and resolve conflicts in business contexts. Collaborative negotiation techniques, strategies for mediating conflicts, and approaches to reaching mutually beneficial agreements in different organizational cultures will be explored.

### **LBR610 – Organizational Changes – 3 credits**

This course examines the dynamics of organizational change and how leaders can effectively manage them. Students will learn how to design and implement change strategies, overcome organizational resistance, and align transformations with strategic objectives.

### **LBR615 – Psychology Applied to Work – 3 credits**

This course delves into how psychological principles are applied to improve performance, satisfaction, and well-being in the workplace. Students will explore topics such as organizational psychology, work motivation, and team dynamics.

### **LBR620 – Labor Relations in International Trade – 3 credits**

This course examines labor relations in the context of international trade, including labor agreements, global unions, and international labor policies. Students will learn about the challenges and opportunities of working in a globalized environment.

## **Master of Business Administration**

### **Required Core Courses**

#### **ORG505 – Organization Management – 3 credits**

This course focuses on the theories, practices, and challenges facing organizational management in today's context. Students will learn about the structure, culture, and behavior within organizations, as well as best practices for managing teams, improving efficiency, and fostering a positive organizational culture. Leadership, decision-making, and change management techniques will be explored.

#### **PRO505 – Fundamentals of Project Management and Development – 3 credits**

This course provides a comprehensive introduction to the principles of project management, from initial planning to project completion. Essential aspects of project management such as defining objectives, planning, execution, monitoring and control, as well as risk assessment will be covered. In addition, the focus will be on the development of projects within organizations, considering the project life cycle and best management practices.

#### **MAN510 – Strategic Management – 3 credits**

This course covers key concepts of strategic management, such as competitive environment analysis, strategy formulation, and strategy execution at the corporate, business, and functional levels. Students will learn to assess an organization's strategic position, identify opportunities for improvement, and create strategies for long-term success. Analytical models and tools such as SWOT, Porter's forces, and PESTEL analysis are studied.

#### **MKT505 – Strategic Marketing Channels and Logistics – 3 credits**

This course covers the design and management of marketing channels and logistics to enhance efficiency and competitive advantage. Students will learn about supply chain optimization, logistics management, e-commerce integration, and customer service strategies to improve product distribution and customer satisfaction.

#### **PRO510 – Project Management Fundamentals – 3 credits**

This course provides a comprehensive understanding of the fundamental aspects of project management, from project initiation to completion. Students will learn about planning, cost control, scope management, risk management, and quality in project execution. The course also covers essential tools and techniques for effective project implementation in various sectors.

### **FIN505 – Financial Decision Making – 3 credits**

This course is designed to provide students with the knowledge and skills necessary to make informed financial decisions in corporate environments. Key aspects such as investment appraisal, financial statement analysis, asset and liability management, and financial planning will be covered. Students will learn to make strategic decisions based on reliable financial data.

### **MAN515 – Cost Management and Budgeting – 3 credits**

This course provides the tools and knowledge needed to efficiently manage costs and budgets in organizations. Costing methods, budget control, variance analysis, and resource optimization strategies will be covered. Students will learn how to apply these tools to real-world situations to improve profitability and operational efficiency.

### **MAN520 – Digital Transformation: E-commerce and E-business – 3 credits**

This course offers a comprehensive view of digital transformation in business, with a specific focus on e-commerce and online business. Students will learn about e-commerce platforms, digital marketing strategies, customer experience management, and how to integrate digital solutions into business operations. Additionally, emerging trends such as Big Data, artificial intelligence, and process automation will be explored.

## **Major in Project Management**

### **PRO605 – Financial Risk Assessment in Project – 3 credits**

This course focuses on the tools and techniques used to identify, evaluate, and manage financial risks in projects. Students will learn how to conduct financial modeling, scenario analysis, and develop risk mitigation strategies to ensure projects stay on budget and avoid financial pitfalls. The course covers the application of financial analysis and risk management in project planning, monitoring, and control.

### **PRO610 – Project and Business Strategy Management – 3 credits**

This course explores the integration of business strategy with project management, teaching students how to align projects with organizational goals and long-term success. Topics include strategic alignment, business strategy development, project portfolio management, and performance measurement. Students will learn how to ensure that projects contribute to the overall strategic objectives of the business and create value for stakeholders.

### **PRO615 – Managing Digital Projects – 3 credits**

This course examines the unique challenges of managing digital projects such as software development, IT infrastructure, and digital transformation initiatives. Students will explore digital project lifecycle management, including agile methodologies, change management, and risk management specific to digital environments. The course emphasizes the application of project management principles in the fast-evolving digital landscape.

## **PRO620 – Artificial Intelligence and Big Data in Project Management – 3 credits**

This course explores how artificial intelligence (AI) and big data can enhance project management practices. Students will learn how to use AI tools to optimize project scheduling, resource allocation, and decision-making. Additionally, they will understand the role of big data analytics in forecasting, risk management, and predictive project outcomes. The course covers the integration of machine learning and AI into project management tools to improve project performance and efficiency.

## **Major in Marketing**

### **MKT605 – Strategic Digital Marketing – 3 credits**

This course focuses on developing and implementing digital marketing strategies, spanning content marketing, social media, and paid advertising. Students will learn how to use data analytics to measure performance and optimize campaigns to increase engagement and business growth.

### **MKT610 – Marketing 4.0: Innovation and Technology in Commercial Strategy – 3 credits**

This course examines how technology and innovation are transforming marketing and business strategies. Emerging tools such as artificial intelligence, automated marketing, Big Data and the Internet of Things (IoT) will be covered, and how these can be integrated into marketing strategies to create value and improve customer experience. In addition, current trends in marketing digitalization will be studied and how companies can adapt to remain competitive in the digital age.

### **MKT615 – SEO and SEM Strategies – 3 credits**

This course covers SEO best practices, on-page and off-page optimization, keyword research, and SEM campaign management, including Google Ads, to enhance website visibility, drive traffic, and improve rankings.

### **MKT620 – Marketing and Creativity Management – 3 credits**

This course focuses on fostering creativity in marketing, managing creative teams, and developing innovative campaigns. Students will learn to combine creativity with business objectives and measure the effectiveness of marketing strategies.

## **Major in Management**

### **MAN605 – Operational Costs and Strategic Decisions – 3 credits**

This course examines how operating costs influence strategic decisions within an organization. Students will learn how to identify and manage the costs associated with the production,

distribution, and operation of a business, and how this impacts long-term profitability. The course will cover tools and techniques for making informed decisions about pricing, cost reduction, operational efficiency, and how to align operational decisions with the company's strategic objectives. Additionally, it will examine how operating costs are integrated into financial analysis and strategic assessments.

### **MAN610 – Digital Era Management – 3 credits**

This course explores the management strategies needed in the digital age, focusing on digital transformation, technology-driven changes, and managing remote or hybrid teams. Students will learn to leverage digital tools for leadership, decision-making, and business success.

### **MAN615 – Management Strategies in the Global Context – 3 credits**

This course addresses the management strategies that organizations must adopt in a global context. Students will learn how to adapt business strategies to diverse international markets, considering cultural, economic, political and social factors. Models of global management, development of organizational capabilities and leadership will be explored, as well as the importance of innovation, sustainability and strategic adaptation in the face of global challenges. Students will also analyze cases of successful companies that have implemented effective global strategies.

### **MAN620 – Managing Digital Transformation – 3 credits**

This course covers strategies for leading digital transformation within organizations. Students will learn to implement digital technologies, manage change, and align digital strategies with business goals to drive innovation and maintain competitive advantage.

# Staff & Faculty

## Staff

- **Jorge Merida – President & Chancellor**
- **Mayra Lopez – Chief of Academic Affairs**
- **Heber Martinez – Director of Administration**
- **Ligia Noriega – Director of Admission**
- **Moraima Romero – Registrar**

## Faculty

- **Alder Edilzar Godínez Navarro**
  - Master of Arts in Theology and Organizational Leadership – Universidad San Pablo de Guatemala – Guatemala
  - Master of Science in Project Management – Universidad Rural de Guatemala – Guatemala
  - Master of Science in Education in E-Learning – Universidad Galileo – Guatemala
  - Master of Business Administration – Universidad de San Carlos de Guatemala – Guatemala
  - Bachelor of Science in Computer Science and Business Administration – Universidad Francisco Marroquin – Guatemala
- **Alder Omar Liquez Folgar**
  - Master of Science in Finance – Universidad Panamericana – Guatemala
  - Bachelor of Science in Public Accountant – Universidad Panamericana – Guatemala
- **Doris Bautista**
  - Master of Arts in Human Resource Management – Universidad Mariano Galvez – Guatemala
  - Bachelor in Business Administration – Universidad Rafael Landivar – Guatemala
- **Eddy Morales**
  - Bachelor in Business Administration – Universidad de San Carlos de Guatemala – Guatemala
- **Edgar Arnorldo Lima Azurdia**

- Bachelor of Arts in Psychology – Universidad de San Carlos de Guatemala – Guatemala
- **Erick Juan José de Paz Rivera**
  - Master of Business Administration – Universidad Rafael Landivar – Guatemala
  - Bachelor of Science in Computer Science – Universidad Mesoamericana – Guatemala
- **Erwin Isai Pashel Estrada**
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