



UNAD Florida

2800 Weston Rd, Suite 203
Weston FL, 33331, USA
(954) 389-2277 - (954) 389-4528
Fax (954) 389-0506

2011 – 2012

GENERAL CATALOG

June 2011

CONTENTS

GENERAL INFORMATION	5
UNAD Florida Board of Directors	5
UNAD Florida Administrative Staff	5
UNAD Florida Deans	5
Adjunct Faculty	5
Message from the Executive Director	7
Background	8
Purpose	8
Mission	8
Vision	8
Objectives	8
Florida Office	9
Contact Information	9
Office Hours	9
Office Holiday Schedule	9
ONLINE LEARNING	10
Course Delivery	10
Course Content	10
Evaluations	11
Response Time	11
ADMISSIONS	11
Non-Discrimination Policy	11
Confidentiality Policy	11
Admission Procedures	11
(a) Undergraduate Programs	11
(b) Master's Programs	12
(c) Doctoral Programs	13
(d) Transient Students	13
Transferring to UNAD Florida from another Institution	14
Transferring from UNAD Florida to another Institution	14
Experiential Learning Credit Policy	14
Notification of Acceptance/Denial	14
Licensing	14
	15
FINANCIAL	
Financial Information	
Tuition & Fees	15
(a) Bachelors Programs	15
(b) Graduate Programs	15
(c) Doctoral Programs	16
Forms of Payments	18
Refund Policy	18
Financial Aid	18

ACADEMIC	
Academic Information	18
Academic System	18
Grading System	18
Other Grades	19
Academic Standards	19
Academic Honors	19
Academic Probation	20
Extended Enrollment	20
Mitigating Circumstances	20
Repeating a Course	20
Maximum Time Frame	20
Course Prerequisites	21
Language Requirements	21
Graduation Requirements	21
Student Conduct	22
Penalties for Misconduct	22
STUDENT SERVICES	23
Library	23
Academic Advising	24
Student Representative	24
Grievance Procedure	24
Placement	24
Internships	24
Academic Policy on Internships	24
Technical Support	25
ACADEMIC CALENDAR	26
Fall 2011 Academic Calendar	26
Winter 2012 Academic Calendar	26
Summer 2012 Academic Calendar	26
Fall 2012 Academic Calendar	26
PROGRAMS OF INSTRUCTION	27
Undergraduate Degree Programs	28
School of Basic Science and Engineering	28
Bachelor of Science in Systems Engineering	28
School of Administrative Science	30
Bachelor of Science in Commercial and Marketing Administration	30
Bachelor of Science in Industrial Administration	32
School of Human and Social Sciences	34
Bachelor of Arts in Mass Communication	34
Bachelor of Arts in Social Psychology	36
Graduate Degree Programs	38
School of Administrative Science	38
Master of Business Administration	38
School of Education	39
Master of Arts in Education	39

Master of Arts in Teaching English as a Foreign Language (TEFL)	41
Doctoral Degree Programs	42
School of Administrative Science	42
Doctor of Business Administration	42
School of Education	44
Doctor of Education in Educational Technology	44
 COURSE DESCRIPTIONS	 47
Undergraduate Courses	47
Graduate Courses	58
Doctoral Courses	63

GENERAL INFORMATION

UNIVERSITY OFFICIALS

UNAD Florida Board of Directors

- Jaime Leal, Chairman
- Magdalena Pinzon, Executive Director
- John P. Corrigan, Vice Chair
- Gerardo Hernandez, Academic Staff Representative
- Lion Offir, Community Representative
- Sixto Acuña, Student Representative
- Martha Cress, Alumni Representative

UNAD Florida Administrative Staff

- Magdalena Pinzón, M.A. Executive Director
- Julio E. Torres, Ed.D Instructional Design and Technology Dean
- Gerardo Hernandez, M.B.A., Academic Dean
- German Posada B.S. Business Development Manager
- Nicole Killam, M. A. Human Resources
- Michelangelo Sommaruga, B.S. Instructional Technology Services Manager
- Patricia Giraldo, B.S. Systems Engineer
- Catherine Swanberg, B.A. Bursar's Office
- Luz Decembirale, Admissions Coordinator
- Francisco Cardona, B.A. Admissions Representative

UNAD Florida Deans

- Julio E. Torres, Ed.D., Instructional Design and Technology Dean
- Jose G. Lepervanche, Ph.D. Dean of the School of Basic Science and Engineering
- Maria Elena Humphrey, Ph.D. Dean of the School of Social Sciences and Humanities
- Juan Pablo Stegmann, Ph.D. Dean of the School of Administrative Sciences

Adjunct Faculty

- School of Education
 - Ninoska Rivas. Doctor in Education (EdD), University of Pittsburgh, PA, USA. M.A. in Education Univ. of Pittsburgh, PA, USA. B.S. in Biology and Chemistry, Instituto Pedagógico, Venezuela
 - Julio E. Torres, Doctor in Education (Ed.D.) Nova Southeastern University, M.A. in Political Science, Pontificia Universidad Javeriana, Colombia. M.S. in Educational Research, Universidad del Valle, Guatemala. Board Certified Behavior Analyst, Florida. B.A. in Philosophy, B.S. in Education, Pontificia Universidad Javeriana, Colombia.
 - Sandra Verde. PhD. in Adult Educational Science, Universidad Interamericana de Educación, Panama. M.S. in Educational Administration, Universidad Pedagógica, Venezuela. B.S. Social Sciences, UPEL University, Venezuela
- School of Basic Science and Engineering
 - José Lepervanche. PhD. in Organization and Management, Capella University, USA M.S. in Nuclear Engineering, Massachusetts Institute of Technology, USA.
 - Luis Rubio. M.S. Computer Science, Nova Southeastern University, USA. B.S. Economics, Univ. Externado de Colombia.

- Jesus Zapata. PhD. in Physical Science, Universidad Nacional de Colombia. M.S. in Physical Science, Universidad Nacional de Colombia. B.S. in Physics, Universidad del Atlantico Colombia
- Ariel Maldonado. Teacher Training Certificate, Broward Community College, USA. M.B.A. Business, Nova Southeastern University, USA. Management Engineering, Javeriana University Colombia. B.S. Systems Engineering, Javeriana University Colombia
- School of Social Sciences and Humanities
 - Misael Verdejo Buisson. PhD in Cultural Anthropology, Universidad de Salamanca, Spain. Master in Cultural Anthropology, Universidad de Salamanca. Spain. Bachelor in Anthropology, Universidad de Granada, Spain. Associate in Social Work, Universidad de Salamanca, Spain
 - María Elena Humphrey. PhD. in Clinical Psychology, Universidad. Mariano Galves Guatemala. M.A. in Educational Psychology, University of Nairobi. B.A. in Psychology, Universidad Centroamericana. Nicaragua
 - Paola Moreno. PhD in Cultural Anthropology, Universidad de Salamanca, Spain. M.A. in Cultural Anthropology, Universidad de Salamanca, Spain. M.S.W. in Social Work, Florida International University, USA. B.A. in Sociology and Anthropology, Florida International University, USA
- School of Administrative Sciences
 - Angela Gómez. Master in Business Administration, University of New Orleans, USA. Master in Accounting, Nova Southeastern University USA. B.S. Finance and International Relations, Universidad Externado, Colombia
 - Alejandro Kaba. Master in Accounting, Nova Southeastern University, USA. B.B.A. Accounting, Universidad de Puerto Rico
 - Juan Pablo Stegmann. PhD. in Economics, Management and Finance, Warsaw University, Poland. PhD. in Business Strategy, Pacific Western University, USA. Master in Management, Warsaw University, Poland. M.S. in Industrial Engineering, Instituto Tecnológico de Buenos Aires, Argentina
 - Miguel Thodde. M.S. in Business Administration, California State University, USA. B.S. in Business Administration, Emporia Kansas State University, USA.
 - Alejandro Michelsen. M.B.A. in Marketing, University of Phoenix. M.A. Political Science & Public Policy Candidate, Universidad de los Andes, Colombia. B.S. in Economy, Universidad del Rosario, Colombia.
 - Gerardo Hernandez. M.B.A. UNAD Florida, USA. B.S. Economics, Universidad del Rosario, Colombia. B.S. LAW, University del Rosario, Colombia.
 - Catalina Chau. Juris Advocat, Javeriana University. Specialized Economics Law, Universidad Externado de Colombia. Certificate Administration, University of Toronto, Canada
- English Program
 - Hernando Cadena. M.S. in Education with emphasis on Bilingual and Bicultural Counseling, Universidad Externado de Colombia, Bogota, Colombia

Message from the Executive Director

Welcome!

When you enroll in a university, your goal is usually to earn a degree and start a professional career. You have now taken the first necessary steps to achieve this. You are probably also very aware that reaching this goal will require effort, which will lead you to a greater understanding of the value of time and self-discipline.

Acquiring knowledge and embarking on your self-improvement process will allow you to take full advantage of being able to lead a better life and become a productive member of the labor force and a contributor to your field and to society as a whole.

Completing your studies online will allow you to take full advantage of technology, the Internet, multimedia, and other advancements we are experiencing in the 21st century. All of these elements are put in a context designed by structural design and content development experts and engineers who are specialists in the management of educational platforms. There is also, of course, a faculty community at UNAD Florida who teach from the basis of their outstanding academic and professional experience.

We offer a platform that simplifies the online learning experience to our student community and faculty. This platform makes the whole teaching and learning experience more enjoyable for everyone. We believe that online education provides a new meaning for effective use of time a new quality in the use of tools, and a focus on the material to be learned. The network created from the universe of online education builds a community to share knowledge that will have global reach in a matter of seconds. It is this reality that allows us to access knowledge anywhere in the world, as well as facilitate the acquisition of knowledge to any student, wherever they may be located in the world.

I would like to welcome all of you to our community of knowledge at UNAD Florida. We have shared interests and responsibilities and each day is another day of transferred knowledge. Thank you for allowing us to be a part of your dreams and goals.

Good Luck,

Magdalena Pinzón
Executive Director UNAD Florida

UNIVERSITY PHILOSOPHY

Background

UNAD Florida is a non-profit organization licensed by the Commission for Independent Education, 325 W. Gaines Street, Suite 1414, Tallahassee, FL 32399, United States, www.flodoe.org/cie, Ph: (850) 245-3200. UNAD Florida was first provisionally licensed on January 26, 2004. Today, UNAD Florida is pleased to offer five undergraduate level programs, three graduate level programs and two doctoral programs.

Purpose

The purpose of UNAD Florida is to fulfill the educational needs of primarily Hispanic immigrants who want to improve their quality of life by seeking higher educational degree courses, leading to more lucrative career options. The courses are offered via the Internet on a fully bilingual platform to educate and graduate bilingual professionals. This is accomplished by offering the materials in both English and Spanish, with the help of professors who are fluent in both languages. Our professors, through periodic evaluations, measure our students' progress to ensure their bilingual advancement.

Mission

UNAD Florida is committed to offering an outstanding quality education by having a well prepared and credentialed faculty aided by appropriate instructional design. As our online nature demands, we will strive to apply new technological innovations so our academic community can have a fulfilling and enjoyable e-learning experience. As a result, our students will be able to exhibit academic and professional skills allowing them to be competitive in the global market.

Vision

UNAD Florida seeks to be a highly sought after online university. We commit to transcending geographical, cultural and socioeconomic barriers by promoting open-minded leadership, as well as entrepreneurship

in our students through an enriching e-learning experience.

Objectives

- To apply a systematic design of instruction that guarantees the effectiveness of the instructional process through the use of an instructional design handbook and training faculty in the application of the handbook's content.
- To constantly improve our technological resources with modern hardware, software and communications equipment.
- To foster online learning communities with the delivery of academic and social forums and other communication tools.
- To instill in our instructors that human concerns need to be recognized in the online classroom and should be dealt with.
- To promote educational projects for different populations that contribute to the acquisition of new academic, technical or professional skills.
- To prepare our students for a competitive global market by developing critical and free-thinking leadership training.

Goals

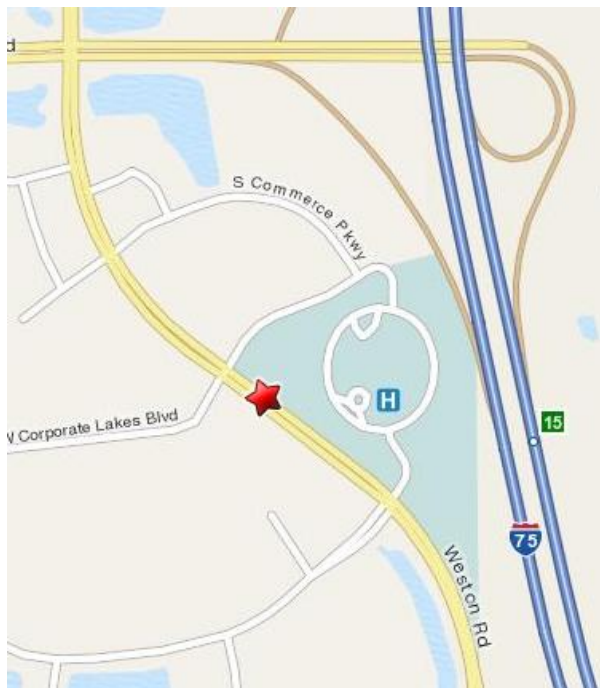
- To maintain an excellent online educational process by continuously reviewing and improving the quality standards through the implementation of an organizational evaluation system.
- To assure a high quality teaching process by maintaining a faculty with the highest qualifications and communications skills.
- To promote scientific research by organizing specific fields within the academic programs.
- To offer affordable programs in accordance with our commitment of recognizing accessibility to all socio-economic groups.

FACILITIES

Florida Office

Our Florida office provides the administrative support of the university's day-to-day activities.

UNAD Florida
2800 Weston Rd, Suite 203
Weston FL, 33331, USA



UNAD Florida Office Map

Contact Information

Phone (954) 389 2277, (954) 389 4528

Fax (954) 389 0506

Email:

contact@unad.us for prospective students

support@unad.us for technical support

admissions@unad.us for admissions related questions

academic@unad.us for queries from actively enrolled students

accounting@unad.us for any questions for the bursar's office

Office Hours

Office Hours:

Monday – Friday: 8:30am - 5:30pm EST

Excluding Holidays

Office Holiday Schedule:

- New Year's Eve
- New Year's Day
- Martin Luther King Day
- President's Day
- Memorial Day
- Independence Day – July 4th
- Labor Day
- Columbus Day
- Veteran's Day
- Thanksgiving Day (next day also)
- Christmas Eve
- Christmas Day

ONLINE LEARNING

The role of UNAD Florida is to provide students with a learning environment that encourages critical reflection and knowledge construction through interaction with educators and other students in a learning community. This interaction is facilitated by technology that makes distance education dynamic and interactive.

UNAD Florida sets the following academic criteria:

- A new educational role is created for teachers and students. The professor assumes the role of process facilitator, and the student is the driver of his or her learning experience.
- Students earn the freedom to make decisions on the appropriate direction of their studies, the organization of their schedule, and the determination of learning spaces.
- Students advance their learning on their own terms according to their schedule and motivation.
- Students have the opportunity to access a number of sources of information, learning alternatives, and activities to satisfy their learning needs.
- A variety of pedagogical learning scenarios are created, including self-study, work in small groups, participation in research seminars, personal support and consultation. Students are evaluated using self-evaluation, group-evaluation, and teacher evaluation.
- The learning process is released from space and time limitations.

Course Delivery

Every course is presented to students on a page containing Blocks and Topics.

The blocks are always set in the same order and position, along the left and right page margins. They are: People, Search Forum, Administration on the left side, and Messages, Online Users and Calendar on the right.

The topics at the center of the page show the course content in objects called Resources and Activities.

- The Title topic shows the course title and code, and contains course communication resources (e.g., the chat room and the course forum).
- Topic 1 shows the course description, which contains the syllabus, objectives, summary and bibliography.
- Topic 2 contains links to the course content.
- Topic 3 is reserved for assignments and evaluations.



A Standard Course

Course Content

UNAD Florida operates on the semester system. A semester is defined as a fifteen-week term. Students earn credits for each course they successfully complete. A standard course at UNAD Florida is worth three credits, where one credit is comprised of 15 hours of interaction between the student and the instructor. A standard course contains 45 hours of student/instructor interaction. This interaction is both synchronic and non-synchronic. In addition to the interaction with the instructor, a student is expected to devote a minimum of 30 hours per credit to reading course materials and to other independent study.

Activities for each course must be scheduled for 15 didactic units. A didactic unit represents a basic set of learning outcomes that must be learned (as a whole) within a week. There are 15 didactic units. A thematic unit corresponds to the main topics in which

the course is distributed. A thematic unit can comprise more than one didactic unit.

The course schedule shows students what is expected of them throughout the course and includes didactic units, thematic units, study tasks, learning outcomes, and activities. Students are responsible for regularly reviewing the course schedule and completing all required assignments and other programmed learning activities.

Evaluations

The use of forums, chats, and other communication tools gives instructors the opportunity to provide continuous evaluation and feedback to students as they prepare their formal evaluations.

Formal evaluations are implemented using assignments or quizzes. For assignments, a text file is submitted by the student; the instructor corrects it, gives feedback, and assigns a grade. Quizzes are corrected automatically and the grading is instantaneous.

All exams are administered through our password protected online platform. These exams are monitored through IP tracking to ensure the student is the only user. Students are expected to adhere to the timeline and retake policies provided by the course professor in the course syllabus. Any retakes are at the discretion of the professor.

Response Time

When a student sends a message with a question, or posts a message in a forum, the instructor is expected to respond within 24 hours. For evaluations that require the instructor's review, grading, and feedback, response time is one week.

ADMISSIONS

Non-Discrimination Policy

UNAD Florida admits students of any nationality, race, gender, gender orientation, ethnicity, and religious creed and grants them access to all rights, privileges, programs and activities generally agreed upon or made available to students. UNAD Florida does not discriminate on the basis of nationality, race, gender, gender orientation, ethnicity, or religious creed in its educational policies, scholarship and loan programs, or any other program it administers.

Confidentiality Policy

All information provided by the student is for the sole use of the University for its academic purpose. UNAD Florida will not share information with third parties unless clear written permission is granted by the student.

Admission Procedures

(a) Undergraduate Programs

UNAD Florida strives to give all its students the opportunity to acquire an education beyond high school. UNAD Florida does not have a minimum age limit; however, admissions to all undergraduate programs are only open to students with a High School diploma or G.E.D recipients. The official transcript is required. The student's occupation will not prevent him/her from enrolling, as long as it is legal to perform under federal law in the United States of America.

In order to be admitted to an undergraduate course of study, prospective students must:

1. Request official academic transcripts from their high school. Transcripts are to be mailed directly to UNAD Florida. Applicants are responsible for initiating the request(s) for transcripts, and for verifying that they are sent to UNAD Florida, 2800 Weston Rd, Suite 203, Weston FL, 33331, USA prior to the start of the term for which they are admitted.

2. High School diploma. If the diploma is granted outside the United States the applicant must take UNAD Florida's English Test.

3. Submit an Application for Admission form. The completed form can be sent by email to admissions@unad.us, or by fax to (954) 389-0506, or by regular mail to UNAD Florida, 2800 Weston Rd, Suite 203, Weston FL, 33331, USA.

4. Pay a \$50.00 application fee to accompany the application form.

Upon admission, students must:

1. Submit a completed and signed Enrollment Agreement.

2. When applying to UNAD Florida, a student must take UNAD Florida's English Test. This test will determine the English proficiency of the student. If the student achieves a score of 95+ on the first part, he/she must take the second part and score over 60 to be placed on COM111. If a student scores less than 95 in the first test he/she will be placed in remedial courses. (For more on language requirements, see "*Language Requirements*" section)

Returning students who have not attended UNAD Florida for over one year must resubmit an Application for Admission form in order to update personal information and verify educational goals. If the student has attended another institution in the interim period, an official transcript must be submitted from that college or university. The applicant must be in good academic standing at the last college attended at the time of re-entry.

(b) Graduate Programs

UNAD Florida gives all students with a bachelor's degree the opportunity to continue their studies at the master's level. UNAD Florida does not have a minimum age limit. Credits obtained in a master's program at a different institution are not transferable to a master's program at UNAD Florida.

If the bachelor's degree has not been obtained from an institution whose primary language of instruction is English, prospective students are given an English Test to determine language proficiency.

In order to be admitted to a post-graduate course of study, prospective students must:

1. Request official academic transcripts from the college or university from which they received their bachelor's degree. Transcripts are to be mailed directly to UNAD Florida. Applicants are responsible for initiating the request(s) for transcripts, and for verifying that they are sent to UNAD Florida, 2800 Weston Rd, Suite 203, Weston FL, 33331, USA prior to the start of the term for which they are admitted.

2. Submit an Application for Admission form. The completed form can be sent by email to admissions@unad.us, or by fax to (954) 389-0506, or by regular mail to UNAD Florida, 2800 Weston Rd, Suite 203, Weston FL, 33331, USA.

3. Pay a \$50.00 application fee to accompany the application form.

Upon admission, students must:

1. Submit a completed and signed Enrollment Agreement.

2. Take UNAD Florida's English Test to determine language proficiency. (The English Test is a requirement for admission, and determines whether (i) the student can enroll in the required, non-credit class English Composition I (COM111), or (ii) the student needs to enroll in non-credit, preparatory English courses. (For more on language requirements, see "*Language Requirements*" section)

(c) Doctoral Programs

General Requirements

- A minimum grade point average of 3.0 for all upper-division (last 60 credits) undergraduate work and previous graduate work.
- A master degree with a minimum grade point average of 3.0.
- A statement of purpose explaining why this degree would enable you to meet your career goals and how this specific doctoral program in the School of Education at UNAD Florida enables you to best reach these goals.

Admission Procedure

Please make sure to have your admissions documents by the posted deadline.

1. Submit your official transcripts from institutions of higher education to UNAD Florida's Admissions Office (2800 Weston Road, Suite 203, Weston, FL 33331 USA). These must be official transcripts in a sealed envelope from the institution of higher education.
2. Submit an Application for Admission form. The completed form can be sent by email to admissions@unad.us, or by fax to (954) 389-0506, or by regular mail to UNAD Florida, 2800 Weston Rd, Suite 203, Weston FL, 33331, USA.
 1. Provide a statement of purpose. Your statement of goals should address the following areas: why do you want a doctoral degree, how is this going to help you meet your professional goals, what is your research interest, and how do you see this research interest meshing with your school. If you are able, we also suggest including information such as a faculty member you have interacted with that could serve as your initial mentor, your

interest in research as a career goal (if that is what you want to do), pre-doctoral research or employment experience that supports your goals. As part of the online application, you also are required

2. Submit an example of your academic writing. This could be several chapters from your master's thesis or several of your scholarly papers.
 3. Submit current vitae or resume.
3. Pay a \$50.00 application fee to accompany the application form.

Upon admission, students must:

1. Submit a completed and signed Enrollment Agreement.
2. Take UNAD Florida's English Test to determine language proficiency. (The English Test is a requirement for admission, and determines whether (i) the student can enroll in the required, non-credit class English Composition I (COM111), or (ii) the student needs to enroll in non-credit, preparatory English courses. (For more on language requirements, see "*Language Requirements*" section)

(d) Transient Students

Transient students are students who are currently enrolled at another institution and have permission from that institution to take one or more classes at UNAD Florida. These students do not intend to transfer to or seek a degree or certificate at UNAD Florida. These students are required to present the following:

1. An Application for Admission form. The completed form can be sent by email to admissions@unad.us, or by fax to (954) 389-0506, or by regular mail to UNAD Florida, 2800 Weston Rd, Suite 203, Weston FL, 33331, USA

2. Official transcripts from the current educational institution. The institution must be approved by the Department of Education and accredited by an association that is member of CHEA.

3. A \$50.00 application fee to accompany the application form.

Transient students accept full responsibility for possessing or acquiring, by the time of enrollment, the knowledge and skills required for successfully completing their coursework at UNAD Florida.

Transient students are responsible for requesting that an official transcript be sent to their home institutions after completion of coursework at UNAD Florida.

Transferring to UNAD Florida from another Institution

UNAD Florida will accept credits from universities properly accredited by an agency recognized by the Department of Education or CHEA, followed by a review by the Academic Dean. In order to transfer credits from another institution, official transcripts and course descriptions must be submitted for review. In order to obtain a degree from UNAD Florida, no less than 50% of the credits required for obtaining a degree in a given program must be taken at UNAD.

Transferring from UNAD Florida to another Institution

The acceptance of the transfer of credit from UNAD Florida to another college or university is at the discretion of the transferring school.

Experiential Learning Credit Policy

UNAD Florida does not award credit for any work experience. UNAD Florida will only award credits transferred from another accredited university per our transfer policy.

Notification of Acceptance/Denial

All UNAD Florida applicants will be notified of their acceptance or denial within 15 calendar days of submission of all proper requirements.

Licensing

UNAD Florida

- Is licensed by the Commission for Independent Education, 325 W. Gaines St., Suite 1414, Tallahassee, FL 32399-0400. Toll-Free 888-224-6684.
- Is a member of the Florida Association of Postsecondary Schools and Colleges (FAPSC).
- Is a member of Teachers of English to Speakers of Other Languages (TESOL).

Financial Information

Tuition & Fees

(a) Undergraduate Programs

In US dollars

Description	One Time Fee	Every Semester	Total (120 Credits)
Application Fee	\$ 50		\$ 50
Tuition Fee per Credit		\$ 100	\$ 12,000
Change of Program Fee	\$ 100		
Graduation Fee	\$ 100		\$ 100
Returned Check or Declined Payment Fee	\$ 50		
Late Payment Fee	\$ 50		
TOTAL PAYABLE TO UNAD Florida			\$ 12,150
Books and Supplies*			\$ 2,800
Total Estimate**			\$ 14,950

* Books and Supplies are not provided by the University. This is only an estimated cost for students to budget.

** This estimated cost does not take into account a student changing programs or the late payment of tuition. Certain study materials that may be purchased by the student at their own discretion and are not included in the estimated cost of enrollment

(b) Graduate Programs

MBA & MAE

In US dollars

Description	One Time Fee	Every Semester	Total (39 Credits)
Application Fee	\$ 50		\$ 50
Tuition Fee per Credit		\$ 220	\$ 8,580
Change of Program Fee	\$ 100		
Graduation Fee	\$ 100		\$ 100
Returned Check or Declined Payment Fee	\$ 50		
Late Payment Fee	\$ 50		
TOTAL PAYABLE TO UNAD Florida			\$ 8,730
Books and Supplies*			\$ 770
Total Estimate**			\$ 9,500

* Books and Supplies are not provided by the University. This is only an estimated cost for students to budget.

** This estimated cost does not take into account a student changing programs or the late payment of tuition. Certain study materials that may be purchased by the student at their own discretion are not included in the estimated cost of enrollment.

MA in TEFL

In US dollars

Description	On Time Fee	Every Semester	Total (42 Credits)
Application Fee	\$ 50		\$ 50
Tuition Fee per Credit		\$ 220	\$ 9,240
Change of Program Fee	\$ 100		
Graduation Fee	\$ 100		\$ 100
Returned Check or Declined Payment Fee	\$ 50		
Late Payment Fee	\$ 50		
TOTAL PAYABLE TO UNAD Florida			\$ 9,390
Books and Supplies*			\$ 840
Total Estimate**			\$ 10,230

* Books and Supplies are not provided by the University. This is only an estimated cost for students to budget.

** This estimated cost does not take into account a student changing programs or the late payment of tuition. Certain study materials that may be purchased by the student at their own discretion are not included in the estimated cost of enrollment.

(c) Doctoral Programs

Doctor of Education (60 Credits)

In US dollars

Description	On Time Fee	Every Semester	Total (64 Credits)
Application Fee	\$ 50		\$ 50
Tuition Fee per Credit		\$ 450	\$27,000
Change of Program Fee	\$ 100		
Graduation Fee	\$ 100		\$ 100
Returned Check or Declined Payment Fee	\$ 50		
Late Payment Fee	\$ 50		
TOTAL PAYABLE TO UNAD Florida			\$ 27,150
Books and Supplies*			\$ 970
Total Estimate**			\$ 28,120

* Books and Supplies are not provided by the University. This is only an estimated cost for students to budget.

** This estimated cost does not take into account a student changing programs or the late payment of tuition. Certain study materials that may be purchased by the student at their own discretion are not included in the estimated cost of enrollment.

Doctor of Business (64 Credits)

In US dollars

Description	On Time Fee	Every Semester	Total (60 Credits)
Application Fee	\$ 50		\$ 50
Tuition Fee per Credit		\$ 450	\$ 28,800
Change of Program Fee	\$ 100		
Graduation Fee	\$ 100		\$ 100
Returned Check or Declined Payment Fee	\$ 50		
Late Payment Fee	\$ 50		
TOTAL PAYABLE TO UNAD Florida			\$ 28,950
Books and Supplies*			\$ 970
Total Estimate**			\$ 29,920

* Books and Supplies are not provided by the University. This is only an estimated cost for students to budget.

** This estimated cost does not take into account a student changing programs or the late payment of tuition. Certain study materials that may be purchased by the student at their own discretion are not included in the estimated cost of enrollment.

Forms of Payments

- Personal Check
- Money Order
- Cashier's Check
- All Major Credit Cards

Refund Policy

- Should a student cancel his or her studies for any reason, or should a student's enrollment at UNAD Florida be terminated for any reason, all refunds will be made according to the following schedule:
 1. All monies, except the application fee, will be refunded if UNAD Florida does not accept the applicant, or if the student cancels within three business days after signing the Enrollment Agreement and making an initial payment.
 2. Cancellation up to and including the 10th business day after classes start will result in a refund of 100% of the monies paid, with the exception of the application fee.
 3. Cancellation on or after the 11th business day after classes have started will result in no refund.
 4. Refunds will be made within 30 days of receipt of Cancellation Notice.
 5. Any publication acquired by the student through UNAD Florida, including textbooks, is nonrefundable

Financial Aid

Scholarships, grants, loans, or work-study are not available at this time.

Academic Information

Academic System

UNAD Florida operates on the semester system. A semester is defined as a fifteen-week term. Students earn credits for each course they successfully complete. A standard course at UNAD Florida is worth three credits, where one credit is comprised of 15

hours of interaction between the student and the instructor. A standard course contains 45 hours of student/instructor interaction. This interaction is both synchronic and non-synchronic. In addition to the interaction with the instructor, a student is expected to devote a minimum of 30 hours per credit to reading course materials and to other independent study.

Activities for each course must be scheduled for 15 didactic units. A didactic unit represents a basic set of learning outcomes that must be learned (as a whole) within a week. There are 15 didactic units. A thematic unit corresponds to the main topics in which the course is distributed. A thematic unit can comprise more than one didactic unit.

Grading System

A letter grade (A through F) is issued for each course taken, and represents the final measure of a student's performance in a given course. Credit is granted for courses in which the student earns a passing grade (A through D-). Only those courses for which credit is earned count towards program completion requirements. D- is the passing grade for any undergraduate or graduate course.

The letter grades received in each course go into the computation of a Grade Point Average (GPA). To compute the GPA, each letter grade is assigned a number of grade points according to the following scale:

95-100	A	4.0
90-94	A-	3.7
87-89	B+	3.3
84-86	B	3.0
80-83	B-	2.7
77-79	C+	2.3
74-76	C	2.0
70-73	C-	1.7

67-69	D+	1.5
64-66	D	1.3
60-63	D-	1.0
59 or <	F	0

Cumulative GPA for Graduation

3.3 Doctoral Programs

3.0 Graduate Programs

2.0 Undergraduate Programs

To obtain the cumulative GPA, the grade points earned for each class is multiplied by the number of credits that class is worth. The sum of grade points earned for all classes is then divided by the number of credits attempted.

Other Grades

1. Incompletes

The institution expects students to complete all course requirements in a timely manner, where deadlines for submission of coursework are clearly established in the syllabus for each course. Nonetheless, a grade of "Incomplete" may be assigned when course work is not completed due to circumstances beyond the student's control. Assigning a grade of "Incomplete" requires the prior approval of the instructor and the Academic Dean. A grade of "Incomplete" represents a formal written agreement between the instructor, the Dean and the student for the submission of unfinished coursework under prescribed conditions. Students must initiate a request for an "Incomplete" before the final day of classes by contacting their instructor and the Academic Dean. If approved, the student, the instructor, and the Academic Dean sign the Incomplete Agreement Form. All outstanding coursework must be submitted no later than 14 calendar days into the semester following the one in which the incomplete grade is given. It is the student's responsibility to contact the course instructor by this deadline and submit all outstanding work before a letter grade is submitted to the Academic Dean. If course requirements are not met by the deadline, the Academic Dean will automatically convert

any "Incomplete" grade into a failing grade (F).

2. Withdrawals

A student may voluntarily withdraw from a course by sending the Academic Dean the Course Withdrawal Form. The Dean requests the course instructor assigns a Withdrawal grade to the student.

A grade of WP is assigned when the instructor determines that the student's work is satisfactory at the time of withdrawal. The WP grade is not included in the calculation of the GPA.

A grade of WF is assigned when the instructor determines that the student's work is unsatisfactory at the time of withdrawal. A grade of WF has the same academic effect as an F grade when computing the GPA.

3. Transfer credit grades obtained in courses transferred from another institution are omitted from calculation of the GPA.

The information from this section is summarized in the following table:

Grade	Stands For	Grade Points	Credit Earned
I	Incomplete	N/A	No
WP	Withdraw Pass	N/A	No
WF	Withdraw Fail	0	No
TC	Transfer Credit	N/A	No

Academic Standards

Academic Honors

A Dean's List is compiled every semester. The Academic Dean places all students who have obtained a GPA of 3.5 or higher during a given term, while carrying an academic load of 12 or more credits, on the Dean's List.

The top five students of each graduating class are recognized at the commencement ceremony for their academic achievement.

Academic Probation

Students who, at the end of each term, do not meet minimum academic standards and course completion rates (defined below), are placed on academic probation.

Minimum Academic Standards: A cumulative GPA of 2.0 or above for Undergraduate Students. A cumulative GPA of 3.0 is required for all Graduate Students.

Successful Course Completion Rate: Earning at least 55% of the credits attempted each term.

Academic probation lasts for one term. If, at the end of the term in which the student has been placed on academic probation, either the Minimum Academic Standards or the Successful Course Completion Rate are not met, the student will not be allowed to register as a regular student for the upcoming term. A conversation is scheduled with the Academic Dean to determine if the student has the academic ability and desire to successfully complete his or her chosen program of study. After this conversation, the Academic Dean may admit the student to Extended Enrollment Status.

Extended Enrollment

With the permission of the Academic Dean, a student may continue as a non-regular student for a period not to exceed one semester. During this time, the student is expected to improve his or her academic record by re-taking failed courses and re-establishing satisfactory academic progress. The student is responsible for all costs incurred while on extended enrollment status. Courses taken under extended enrollment provisions will count towards credits attempted and will affect the GPA calculation.

A student may be re-instated as a regular student if, during the semester of extended enrollment, he or she meets minimum academic standards and course completion rates, and demonstrates to the Academic Dean that he or she is ready to continue his or her education. If re-instated, the student is placed on academic probation during the term following extended enrollment.

Mitigating Circumstances

The Academic Dean may grant or extend a leave of absence for up to three semesters to students in good standing, or waive interim satisfactory progress standards for circumstances of poor health, family crisis, or other extreme circumstances outside the student's control. The student must document these circumstances in writing and demonstrate that he or she had an adverse impact on his or her academic performance. A request for a waiver of satisfactory progress standards must be made in writing to the Academic Dean. No waivers will be issued for graduation requirements.

Repeating a Course

A student may repeat a course only if he/she receives a failing grade (course fees will have to be paid again). All grades received in a course taken multiple times will be computed into the student's GPA, and will remain on the student's academic record.

Maximum Time Frame

Students enrolled at UNAD Florida must complete their studies within certain time limits to be eligible for a diploma. The maximum time frame to complete each diploma program is defined in terms of attempted credit hours. Undergraduate full-time students should finish their program in 4 years and part-time students in maximum 8 years. Graduate full-time students should finish their program in 2 years and part-time students in a maximum of 4 years.

Course Prerequisites

In order to enroll for certain courses, students must have completed prerequisites, usually in the form of more basic courses. Prerequisite courses are listed with course descriptions as applicable.

If a student registers for a course for the next semester while currently enrolled in a prerequisite course, the student must satisfactorily complete the prerequisite course or withdraw from the higher-level course.

Courses taken at another institution may be used to satisfy prerequisites, subject to the approval of the Academic Dean.

Language Requirements

A student's command of English is evaluated at the time of initial registration by means of UNAD Florida's English Test, which can only be taken once. The score a student receives on this test determines which not-for-credit English courses, if any, he or she should take in preparation for enrolling in English Composition 1. Students that do not take the English test will begin in English 1, unless they provide proof that they have taken equivalent courses at an accredited university. Students must take one of their required language courses every semester unless the course they require is not being offered. In the table below, the parts of the exam, courses, and percentages earned are broken down. The percentages listed under each course title indicate where students will be placed depending on their score for parts I-V of the exam.

Undergraduate students must complete Composition 1 and 2 for credit in order to graduate and are unable to pass out of these classes. Students that earn a 95% or higher will be able to start with Composition 1, but must also pass the speaking and writing tests with at least 60%. If they do not pass these exams with 60% or more, they will begin in English 4.

Course	I-IV (General) & V - Listening	VI – Writing	VII – Speaking
English 1	0 – 59%	N/A	N/A
English 2	60 – 79%	N/A	N/A
English 3	80 – 89%	N/A	N/A
English 4	90 – 95%*	N/A	N/A
Comp. 1	Must be taken	+60%	+60%
Comp. 2	Must be taken	N/A	N/A

* Must take speaking and writing exams

Master's and doctoral-level students who have not received their bachelor's degree from an English-speaking institution must complete Composition 1 and 2 in order to graduate, either by taking the courses or by testing out of them. Students that receive at least a 95% on parts I-V of the test and 60% or more on the writing and speaking portions will be able to begin in Composition 1. Students that receive at least a 95% on parts I-V of the test, as well as 80% or above on both the writing and speaking portions of the test, will be able to bypass for Composition 1 and 2. Students that earn at least 95% on parts I-V, but do not receive at least 60% on the writing and speaking portions will begin in English 4.

Course	I-IV (General) & V - Listening	VI – Writing	VII – Speaking
English 1	0 – 59%	N/A	N/A
English 2	60 – 79%	N/A	N/A
English 3	80 – 89%	N/A	N/A
English 4	90 – 95%*	N/A	N/A
Comp. 1	Must be taken	+60%	+80%
Comp. 2	Must be taken	+60%	+80%

* Must take speaking and writing exams

Graduation Requirements

To be awarded a degree from UNAD Florida, a student must fulfill the following requirements:

- Successfully complete his or her chosen program of study as it appears in Part 2 of this catalog.
- Successfully complete the language requirement.
- Have a cumulative GPA of 2.0 or above for Undergraduate Students. Have a cumulative GPA of 3.0 or above for Graduate Students. a cumulative GPA of 3.3 or above for Doctoral Students.

- Be under no outstanding financial obligations to UNAD Florida.

Student Conduct

Students of UNAD Florida, as well as applicants, who become students and former students, are expected to comply with all laws and with University policies and online campus regulations.

The following types of conduct are unacceptable:

1. All forms of academic misconduct including but not limited to cheating, fabrication, plagiarism, or facilitating academic dishonesty.
2. Other forms of dishonesty including, but not limited to, fabricating information, furnishing false information or reporting a false emergency to the University.
3. Forgery, alteration, or misuse of any University document, record, key, electronic device, or identification.
4. Unauthorized entry to, possession of, receipt of, or use of any University services, equipment, resources, or properties, including the University's name, insignia, or seal.
5. Sexual harassment: sexual harassment is any unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature, when submission to or rejection of this conduct explicitly or implicitly affects a person's education, unreasonably interferes with a person's educational performance, or creates an intimidating, hostile or offensive learning environment. In the interest of preventing sexual harassment, the University will respond to reports of any such conduct.
6. Stalking behavior in which an individual repeatedly engages in conduct directed at another person and makes a credible threat with the intent to place that person in reasonable fear for his or her safety, or the

safety of his or her family; where the threat is reasonably determined by the University to seriously alarm or torment the person; and where the threat is additionally determined by the University to serve no legitimate purpose.

7. Obstruction or disruption of teaching, research, administration, disciplinary procedures, or other University activities.
8. Failure to adhere to, or comply with the directions of a University official or other public official acting in the performance of his or her duties while at official University functions, or resisting or obstructing such University or other public officials in the performance of or the attempt to perform their duties.
9. Selling, preparing, or distributing for any commercial purpose course lecture notes, video or audio recordings of any course unless authorized by the University in advance and explicitly permitted by the course instructor in writing. The unauthorized sale or commercial distribution of course notes or recordings by a student is a violation of these policies whether or not it was the student or someone else who prepared the notes or recordings. Copying handouts, readers or other course materials provided by an instructor as part of the University course for any commercial purpose unless authorized by the University in advance and explicitly permitted by the course instructor or the copyright holder in writing is prohibited.

Penalties for Misconduct

Deans may impose penalties for violations of University policies or campus regulations whether or not such violations are also violations of law, and whether or not proceedings are or have been pending in the courts involving the same acts.

If, as a result of an official appeal, it is determined that the student was improperly disciplined, the Academic Dean shall, if requested by the student, have the record of

the hearing sealed, and have any reference to the disciplinary process removed from the student's record. In such case, the record of the hearing may be used only in connection with legal proceedings. Whether or not a hearing is conducted, the University may provide written notice to a student that his or her alleged behavior may have violated University policy or campus regulations and that, if repeated, such behavior will be subject to a disciplinary process. Evidence of the prior alleged behavior as detailed in the written notice may be presented in a subsequent disciplinary action.

When a student is found in violation of University policies or campus regulations, any of the following types of student disciplinary action may be imposed. Any sanction imposed should be appropriate to the violation, taking into consideration the context and seriousness of the violation.

1. **Warning/Censure:** Written notice or reprimand to the student that a violation of specified University policies or campus regulations has occurred and that continued or repeated violations of University policies or campus regulations may be cause for further disciplinary action, normally in the form of disciplinary probation, and/or loss of privileges and exclusion from activities, suspension, or dismissal.

2. **Disciplinary Probation:** A status imposed for a specified period of time during which a student must demonstrate conduct that conforms to University standards. Misconduct during the probationary period or violation of any conditions of the probation may result in further disciplinary action, normally in the form of suspension or dismissal.

3. **Loss of Privileges and Exclusion from Activities:** Exclusion from participation in designated privileges and activities for a specified period of time. Violation of any conditions in the written Notice of Loss of Privileges and Exclusion from Activities, or violation of University policies or campus

regulations during the period of the sanction may be cause for further disciplinary action, normally in the form of probation, suspension or dismissal.

4. **Suspension:** Termination of student status at the University for a specified period of time with reinstatement thereafter, provided that the student has complied with all conditions imposed as part of the suspension and provided that he or she is otherwise qualified for reinstatement. Violation of the conditions of suspension or of University policies or campus regulations during the period of suspension may be cause for further disciplinary action, normally in the form of dismissal.

5. **Dismissal:** Termination of student status for an indefinite period. Readmission after dismissal may be granted only under exceptional circumstances.

6. **Restitution:** A requirement for restitution in the form of reimbursement may be imposed for expenses incurred by the University or other parties resulting from a violation of these policies. Reimbursement may take the form of monetary payment or appropriate service to repair or otherwise compensate for damages. Restitution may be imposed on any student who alone, or through group or concerted activities, participates in causing the damages or costs.

7. **Revocation of Awarding of Degree:** Subject to the concurrence of the Board of Directors, revocation of a degree obtained by fraud.

Student Services

Library

UNAD Florida's students have access to e-Bray and ProQuest, an online library service. ProQuest's research tools comprise periodicals, journals, newspapers, dissertations, books, and other scholarly information.

Academic Advising

1. Orientation: All students enrolling at UNAD Florida for the first time will discuss their personal goals, as well as program and course requirements, with University officials.
2. Ongoing Counseling: UNAD Florida is committed to providing students with the guidance they require in order to complete their program of study. UNAD Florida is also committed to help students apply the knowledge they gain to their professional activities. For explanations or advice, students may contact their instructors as well as the Academic Dean.

Student Representative

A Student Representative looks after the interests of students. The Student Representative is elected for a period of two years by and among the students. The Student Representative forms part of the Board of Directors of UNAD Florida and has a vote at Board meetings.

Grievance Procedure

A grievance procedure is available to any student who believes a school decision or action has adversely affected his or her status, rights or privileges as a student. The purpose is to provide a prompt and equitable process for resolving student grievances. Students with grievances should first communicate with the appropriate course professor. If the professor is unable to resolve the student's complaint, the professor will refer it to the Academic Dean in writing. If the Dean is unable to resolve the student's complaint, the Dean will refer it to the Academic Council. If the Academic Council is unable to resolve the complaint, the Executive Director will take steps to resolve the complaint, or will refer it, in turn, to the Board of Directors. The Board of Director's decision will be final.

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

Executive Director, Commission for Independent Education, 325 W. Gaines Street, Suite 1414, Tallahassee, FL 32399-0400. 1-888-224-6684 (Toll Free)

Placement

UNAD Florida will assist its students to obtain employment by furnishing advice, submitting grade transcripts, and, where appropriate, letters of recommendation written by its instructors. However, UNAD Florida cannot guarantee job placement. Graduates may encounter employment limitations due to market constraints and other economic variables.

Internships

Undergraduate programs require students to obtain an internship in an institution related to their field of study (e.g., a company or a hospital). In order to secure an internship, a student may approach a prospective employer directly.

Academic Policy on Internships

Several courses of study at UNAD Florida call for students to complete an internship as a requirement for graduation. This document outlines the most important facts about the internship process.

1. Students may register for an internship at any point during their academic career.
2. No grade is received for an internship; rather, upon successful completion of the internship, students are granted academic credit.
3. Students do not pay any tuition fees for registering for an internship.
4. Internships may or may not be paid, depending on the agreement made between the student and the employer.
5. The standard internship is worth 6 credits. In order to be granted those credits, students must (a) work at their internship for a

minimum of 300 hours, (b) submit the appropriate forms to the Internship Coordinator (see point 6, below), and (c) perform work that is directly related to their field of study. For example, if a student is enrolled in the Marketing and Commercial major, he or she might do an internship at a business office or an advertising firm. If a student is enrolled in social psychology, he or she might do an internship at a mental health clinic.

6. Over the course of an internship, a student must submit three documents to the Internship Coordinator: (a) at the beginning of the internship, an Internship Agreement Form; (b) after 150 hours of work have been completed, an Internship Progress Report Form; (c) at the end of the internship, an Internship Final Report Form.

7. In order to secure an internship, a student may approach a prospective employer directly. Alternatively, the student may suggest a list of possible employers to the Internship Coordinator. The Coordinator will then approach these employers and inquire about internship possibilities for the student.

8. A large number of UNAD Florida's students are employed. If their work is related to their course of studies, it is possible to translate this professional experience into academic credit, in lieu of doing an internship. In order to do so, the interested student must ask his or her direct supervisor to send a letter to UNAD Florida's Academic Dean detailing (a) the time the student has been at his or her present job, and (b) the duties and responsibilities attached to the job. Upon careful review of this letter, the Academic Dean may authorize the student to receive 6 academic credits, provided that the student is registered for an internship in the current semester, has worked for at least six months at his or her present job, and the job is directly related to his or her field of study.

There are a number of tools available for students to learn how to navigate UNAD Florida's online platform. These include:

1. Two free, non-credit informational courses are available for all students and instructors. These courses guide users through the functioning of the online platform. These courses are not related to academic content, but rather are a tool to better understand the online platform.

2. Support Forum: The support forum allows students and instructors to post a platform-related question or problem at any time. Questions posted in the support forum receive a response within 24 hours.

3. Chats: For real-time support, students and instructors can use Skype, a free online voice and chat system that connects users with technical support staff.

4. FAQs, Demos, Manuals.

5. Any changes to student contact information will be processed through IT Support at support@unad.us using the Change of Status Form.

Technical Support

Academic Calendar

FALL 2011 ACADEMIC CALENDAR	Aug 22– Dec 2
Registration and Advising	Jul 25 - Aug 17
Late Registration	Aug 17 – Aug 26
Classes begin	Aug 22
Last day to pay tuition and fees to avoid cancellation of enrollment	Aug 22
Last day to drop with 100% refund;	Sep 2
Last day to withdraw from classes	Sep 16
Classes end	Dec 2
Final examination period	Nov 28 – Dec 2
Grade entry and submission by faculty	Dec 5 - Dec 7
Deadline (by 11:59 pm) for faculty to submit grades	Dec 8
Grade report available to students	Dec 9

SUMMER 2012 ACADEMIC CALENDAR	May 21- Jul 13
Registration and Advising	Apr 16- May 18
Late Registration	May 21– May 25
Classes begin	May 21
Last day to pay tuition and fees to avoid cancellation of enrollment	Jun 8
Last day to drop with 100% refund;	Jun 1
Last day to withdraw from classes	Jun 8
Classes end	Jul 13
Final examination period	Jul 9 - Jul 13
Grade entry and submission by faculty	Jul 16 - Jul 19
Deadline (by 11:59 pm) for faculty to submit grades	Jul 19
Grade report available to students	Jul 20

WINTER 2012 ACADEMIC CALENDAR	Jan 16- Apr 27
Registration and Advising	Dec 1 – Jan 13
Late Registration	Jan 16 - Jan 20
Classes begin	Jan 16
Last day to pay tuition and fees to avoid cancellation of enrollment	Jan 30
Last day to drop with 100% refund;	Jan 27
Last day to withdraw from classes	Feb 10
Classes end	Apr 27
Final examination period	Apr 23 – Apr 27
Grade entry and submission by faculty	Apr 30 – May 3
Deadline (by 11:59 pm) for faculty to submit grades	May 3
Grade report available to students	May 4

FALL 2012 ACADEMIC CALENDAR	Aug 20- Nov 30
Registration and Advising	Jul 9 – Aug 17
Late Registration	Aug 20 – Aug 24
Classes begin	Aug 20
Last day to pay tuition and fees to avoid cancellation of enrollment	Sep 10
Last day to drop with 100% refund;	Aug 31
Last day to withdraw from classes	Sep 14
Classes end	Nov 30
Final examination period	Nov 26 – nov 30
Grade entry and submission by faculty	Dec 3 – Dec 6
Deadline (by 11:59 pm) for faculty to submit grades	Dec 6
Grade report available to students	Dec 7

Assignment dates and professor office hours are at the discretion of the course professor and will be promptly announced with the course syllabus.

Programs of Instruction

UNAD Florida offers five Undergraduate degree programs and three Graduate degree programs. These programs are grouped under four Schools: School of Basic Science and Engineering, School of Business Administration, School of Human and Social Sciences, and School of Education. The programs are outlined in detail in Part 2 of this catalog.

School	Degree	Credit Hours
School of Basic Science and Engineering	Bachelor of Science in Systems Engineering	120
School of Administrative Science	Bachelor of Science in Industrial Administration	120
School of Administrative Science	Bachelor of Science in Commercial and Marketing Administration	120
School of Administrative Science	Master of Business Administration	39
School of Administrative Science	Doctor of Business Administration	64
School of Human and Social Sciences	Bachelor of Arts in Mass Communication	120
School of Human and Social Sciences	Bachelor of Arts in Social Psychology	120
School of Education	Master of Arts in Education, Specialization in Higher Education	39
School of Education	Master of Arts in Education, Specialization in Online Education	39
School of Education	Master of Arts in Teaching English as a Foreign Language (TEFL)	42
School of Education	Doctor of Education in Educational Technology	60

Undergraduate Degree Programs

School of Basic Science and Engineering

Bachelor of Science in Systems Engineering

Program Objective

Upon completion of this program, students will have the ability to model and solve problems using the techniques of mathematics, physics, engineering science, operations research, applied probability and statistics, and computer simulation.

Program Description

The Bachelor of Science in Systems Engineering provides students with a solid education in computer science and programming. Students graduating with the Bachelor of Science in Systems Engineering will be able to understand technical issues surrounding computer software and hardware, as well as computer networks. Special focus is placed on internet and database programming.

Curriculum (120 Credit Hours Total)

General Education Core Courses: 30 Credit Hours

Course Code	Course Name	Credits	Pre-Req
SOC111	Sociology	3	
HUM123	Philosophy	3	
COM111	English Composition I	3	
COM121	English Composition II	3	COM111
HUM111	Government and Democracy	3	
HST121	Computer Assembly	3	
MAT111	Algebra and Trigonometry	3	
MAT122	Algorithms	3	
MAT123	Differential & Integral Calculus	3	MAT111
NAS121	Physics I	3	MAT111

Systems Engineering Courses: 90 Credit Hours

Course Code	Course Name	Credits	Pre-req
BUS233	Financial Economics	3	BUS111
BUS368	Informatics Auditing	3	BUS233
BUS481	Project Evaluation	3	HST479
CES232	General Theory of Systems	3	CES121
CES243	System Analysis	3	CES232
CES244	System Dynamics	3	CES232

CES355	System Design	3	CES243
ELE361	Elective I	3	
ELE472	Elective II	3	
HST232	Introduction to Programming	3	MAT122
HST243	Programming I	3	HST232
HST244	Computer Architecture	3	HST121
HST355	Databases I	3	HST232
HST356	Programming II	3	HST243
HST367	Databases II	3	HST355
HST470	Internet Programming I	3	
HST478	Software Engineering	3	
HST479	Databases III	3	HST367
HST481	Internet Programming II.	3	HST479
INT481	Internship	6	
MAT236	Differential Equations	3	MAT123
MAT247	Numerical Analysis	3	MAT236
MAT358	Statistics and Probability	3	MAT247
MAT360	Operational Research	3	MAT358
MTI351	Operating Systems	3	
MTI362	Networks I	3	MTI351
MTI473	Networks II	3	MTI362
MTI484	Networks III	3	MTI473
NAS232	Physics II	3	NAS121

School of Administrative Science

Bachelor of Science in Commercial and Marketing Administration

Program Objective

The online bachelor's degree in Commercial and Marketing specialization will help students build their knowledge and earning power in e-business, sales, distribution operations, product management, or general business careers. In addition, students will strengthen their interpersonal and critical thinking skills, which are essential to influencing organizational effectiveness. The goal of this program is to develop broadly educated business professionals to assume a variety of careers in business or management.

Program Description

The Bachelor of Science in Commercial and Marketing Administration Degree is a professionally oriented program that emphasizes the competencies required for management careers in business, government, public or social service organizations. The program prepares students for entering careers with management responsibility by providing in-depth knowledge about organizations and management fundamentals, techniques, processes, and skills. This is combined with a foundation in functional areas of accounting, business law, finance, information systems, marketing, operations, and human resource management.

Curriculum (120 Credit Hours Total)

General Education Core Courses: 30 Credit Hours

Course Code	Course Name	Credits	Pre-Req
BUS111	Introduction to Business	3	
HUM123	Philosophy	3	
COM111	English Composition I	3	
COM121	English Composition II	3	COM111
HUM111	Government and Democracy	3	
SOC121	Sociology	3	
MAT111	Algebra and Trigonometry	3	
BUS122	General Accounting	3	
ECO121	Economics	3	
CES121	Introduction to Information Technology	3	

Commercial and Marketing Administration Courses: 90 Credit Hours

Course Code	Course Name	Credits	Pre-Req
ADV242	Advertising and Publishing Market	3	
CMM231	Logistics	3	
CMM243	Consumer's Retail Sales	3	
CMM352	Commercial Planning	3	CMM243

CMM484	Occupational Health	3	
ELE471	Elective I	3	
ELE472	Elective II	3	
MKT471	Management Game	3	MKT363
MKT362	International Marketing	3	BUS236
MAT358	Statistics and Probability	3	
MAT369	Qualitative and Quantitative Methods	3	MAT358
MKT363	Marketing Plans	3	CMM352
MKT244	Market Research	3	BUS236
INT481	Internship	6	
BUS235	Costs and Budgets	3	BUS122
BUS236	Market and Management Development	3	ECO121
BUS367	Strategic Planning	3	
BUS369	Financial Management and Negotiations	3	BUS236
BUS470	Public and Contemporary Administration	3	BUS369
ECO232	Microeconomics	3	
ECO243	Macroeconomics	3	ECO232
ECO354	Economy Support, Promotion and Development	3	ECO243
MAN231	Administrative Theories and Processes	3	
MAN242	Organization and Methods	3	MAN231
MAN353	Entrepreneurial Diagnostics	3	MAN242
MAN354	Commercial and Fiscal Law	3	
MAN475	Organizational Behavior	3	MAN354
MAN486	Human Resources Management	3	MAN475
MAT481	Financial Mathematics	3	MAT369

Bachelor of Science in Industrial Administration

Program objective

The Bachelor of Science in Industrial Administration program is designed for students who seek to develop managerial careers. Students will build the skills that matter most in a competitive business environment such as negotiation and managing change. Students will acquire strong analytical and communication skills, a thorough understanding of business principles and a spirit of creativity and entrepreneurship. The goal of this program is to develop broadly educated business professionals to assume a variety of careers in industrial administration.

Program description

The Bachelor of Science in Industrial Administration is a professionally oriented program that emphasizes the competencies required for management careers in the industrial field. The program prepares students for entering careers with management responsibility by providing knowledge about organizations and management fundamentals, techniques, processes, and skills. This is combined with a foundation in functional areas of accounting, business law, finance, information systems, marketing, operations, and human resource management

Curriculum (120 Credit Hours Total)

General Education Core Courses: 30 Credit Hours

Course Code	Course Name	Credits	Pre-Req
BUS111	Introduction to Business	3	
HUM123	Philosophy	3	
COM111	English Composition I	3	
COM121	English Composition II	3	COM111
HUM111	Government and Democracy	3	
SOC121	Sociology	3	
MAT111	Algebra and Trigonometry	3	
BUS122	General Accounting	3	
ECO121	Economics	3	
CES121	Introduction to Information Technology	3	

Industrial Administration Courses: 90 Credit Hours

Course Code	Course Name	Credits	Pre-Req
ADV242	Advertising and Publishing Market	3	
CMM231	Logistics	3	
CMM484	Occupational Health	3	
ELE471	Elective I	3	
ELE472	Elective II	3	
IND231	Industrial Goods	3	

IND242	Industrial Management & Design	3	IND231
IND353	Retailing and Wholesaling	3	IND242
IND364	Prospective of Production	3	IND353
IND365	International Industrial Commerce	3	IND353
INT481	Internship	6	
TCH241	Technology and Systematization	3	
BUS235	Costs and Budgets	3	BUS122
BUS236	Market and Management Development	3	ECO121
BUS367	Strategic Planning	3	
BUS369	Financial Management and Negotiations	3	BUS236
BUS470	Public and Contemporary Administration	3	BUS369
ECO232	Microeconomics	3	
ECO243	Macroeconomics	3	ECO232
ECO354	Economy Support, Promotion and Development	3	ECO243
MAN231	Administrative Theories and Processes	3	
MAN242	Organization and Methods	3	MAN231
MAN353	Entrepreneurial Diagnostics	3	MAN242
MAN354	Commercial and Fiscal Law	3	
MAN475	Organizational Behavior	3	MAN354
MAN486	Human Resources Management	3	MAN475
MAT358	Statistics and Probability	3	
MAT369	Qualitative and Quantitative Methods	3	MAT358
MAT481	Financial Mathematics	3	MAT369

School of Human and Social Sciences

Bachelor of Arts in Mass Communication

Program Objective

The B.A. in Mass Communication program prepares students to become part of the rapidly evolving communications industry. The program combines required core courses in the liberal arts and sciences with courses to ground critical thinking and communications skills in knowledge of diverse communications media. Students can expect our exciting blend of academic theory and practical skills to give them new insights into how they work and interact.

Program Description

The program seeks to emphasize theories and techniques which give students the ability to adapt to rapid changes in communication technology.

Curriculum (120 Credit Hours Total)

Core Courses: 45 Credit Hours

Course Code	Course Name	Credits	Pre-Req
BUS234	Computer Introduction	3	
COM111	English Composition I	3	
COM121	English Composition II	3	COM111
COM235	Communication Symbols	3	COM123
HUM123	Philosophy	3	
COM123	Fundamentals of Communication	3	
COM232	Language and Communication	3	COM111
HUM111	Government and Democracy	3	
HUM122	Ethics and Values	3	
MAT111	Algebra and Trigonometry	3	
MAT124	Statistics	3	
SOC234	Sociology of Culture	3	
SOC111	Sociology	3	
SOC122	Psychology	3	
MAT358	Statistics and Probability	3	MAT124

Mass Communication Courses: 75 Credit Hours

Course Code	Course Name	Credits	Pre-Req
ADV351	Pedagogy and Advertising	3	
CMT361	Organizational Communication	3	
CMT472	Public Relations	3	
CMT473	Journalism	3	RAD241

CMT474	Graphic Design	3	COM359
COM246	Economics, Environment and Communication	3	
COM247	Ethics of Communication	3	
COM248	Theory of Social Communication	3	COM123
COM359	Media Aesthetics	3	COM248
ELE361	Elective I	3	
ELE472	Elective II	3	
INT481	Internship	6	
MSM241	Legislation and Media	3	
MSM352	Image Semiotics	3	COM235
MSM363	Alternative Media and Participation Processes	3	SOC233
MSM364	Media Production: Aesthetics	3	COM359
MSM365	Media Production: Radio	3	MSM241
MSM486	Media Production: Video TV	3	
MSM487	Media Production: Printed Material	3	
RAD241	Writing for Mass Media	3	COM111
RAD352	Social Research Methodology	3	
RAD485	Mass Communication in the WWW	3	
SOC233	Cultural Anthropology	3	SOC111
SPS476	Subjectivity, Materiality and Speech	3	

Bachelor of Arts in Social Psychology

Program Objective

The purpose of this program is to introduce students to the field of psychology as a scientific discipline. The program will survey the broad spectrum of topics in psychology, such as learning, memory, cognition, development, personality, social processes and psychopathology. Emphasis will be on theory and application of psychology to everyday life.

Program Description

The Bachelor of Arts in Social Psychology offers a basic foundation in the diverse fields of psychology, social psychology, and human development and behavior. The program is experience-based and emphasizes the reciprocity of knowledge and direct application. Because of the breadth of its offerings, this major can be directly applied in multiple areas of business and corporate operations. It also has direct and immediate application in human services positions. The program also provides direct insight into group interactions and communications.

Curriculum (120 Credit Hours Total)

Core Courses: 45 Credit Hours

Course Code	Course Name	Credits	Pre-Req
COM111	English Composition I	3	
COM121	English Composition II	3	COM111
HUM123	Philosophy	3	
COM123	Fundamentals of Communication	3	
COM234	Oral Communication	3	COM123
HUM111	Government and Democracy	3	
HUM122	Ethics and Values	3	
HPS231	Neurobiology	3	
MAT111	Algebra and Trigonometry	3	
MAT124	Statistics	3	
MAT235	Logic	3	
BUS234	Computer Introduction	3	
SOC111	Sociology	3	
SOC122	Psychology	3	
NAS233	Life Science	3	

Social Psychology Courses: 75 Credit Hours

Course Code	Course Name	Credits	Pre-Req
ELE361	Elective I	3	
ELE472	Elective II	3	

HPS242	Psychological Processes	3	SOC122
HPS243	Psychology of Behavior	3	SOC122
HPS354	Sexuality and Gender	3	HPS243
HPS355	Psychogenesis	3	HPS243
HPS366	Psychoanalytic and Psychotherapeutic Theories and Techniques	3	
HPS367	Psychopathology of Children and Adolescents	3	HPS355
HPS478	Psychopathology of Adults and Elderly	3	HPS367
HPS479	Psycho-diagnosis	3	HPS355
HPS481	Interdisciplinary Support: Sense	3	
HPS480	Psychometrics	3	HPS479
INT481	Internship	6	
MAT358	Statistics and Probability	3	MAT124
NAS244	Biologic Environment and Adaptation	3	NAS233
RAD354	Epistemology	3	
SPS241	Psychology of Family, School and Organizations	3	
SPS242	Collective Memory, Myths, Rituals and Feasts	3	HUM111
SPS353	Symbol, sign and meaning	3	SPS241
SPS364	Freedom and Knowledge	3	SPS242
SPS365	Psychology of Community, Minorities and Groups	3	SOC111
SPS476	Subjectivity, Materiality and Speech	3	SPS365
SPS477	Intervention Project I	3	
SPS488	Intervention Project II	3	SPS477

Graduate Degree Programs

School of Administrative Science

Master of Business Administration

Program Objective

The objective of the Master of Business Administration is to foster business insight, managerial skills, effective leadership, and intellectual curiosity through high-quality instruction and research.

Program Description

The MBA program develops students' expertise in technical areas of business as well as their managerial competence, and helps them learn how to integrate the two in order to become effective leaders within organizations. The underlying theme within the program is an understanding of the challenges and opportunities of the global environment.

Curriculum (39 credits total)

Course Code	Course Name	Credits
Core Courses (30 credits)		
BUS5101	Management	3
BUS5102	Marketing	3
BUS5103	Human Resources	3
BUS5204	Organizational Design & Development	3
BUS5205	Business Strategies	3
BUS5206	Leadership	3
BUS5307	International Business	3
BUS5308	E-Commerce	3
BUS5309	Elements of Business Law	3
BUS5410	Managing Information Technology in the Global Context	3
BUS5400	Master's Project*	3
BUS5420	International Conference	6
	Total	39

*Master's Project (3 credits): Development of an original master's project supervised and judged by an appropriate faculty committee.

School of Education

Master of Arts in Education (MAE)

Program Objective

The purpose of the Master of Arts in Education is to instill in students the desire and capacity to raise educational standards, using an approach that values independent thinking and lifelong learning.

Program Description

Within the Master of Arts in Education at UNAD Florida, there are two fields of specialization: Online Education, and Higher Education.

(a) Specialization in Online Education

The specialization in online education is designed for individuals interested in the use of technology in learning. The program investigates the benefits and advantages of online learning over traditional, classroom-based training, as well as the challenges involved in online learning. The program is appropriate for professionals in a wide range of positions and disciplines with an interest in providing leadership in the field of distance education.

Curriculum (39 credits total)

Course Code	Course Name	Credits
Core Courses (24 credits)		
EDU5100	Online Educational Research	3
EDU5101	Online Instructional Technology	3
EDU5102	Application of Distance Education	3
EDU5201	Online Learning Environment	3
EDU5202	Pedagogical Perspectives of Online Education	3
EDU5203	Virtual Education, Trends and Development	3
EDU5307	Online Learning Design, Evaluation and Technology	3
EDU5308	Instructional Development and Delivery	3
EDU5410	Master's Project	3
EDU5421	International Conference	6
Other Requirements		
EDU5400	Master's Elective 1	3
EDU5401	Master's Elective 2	3
	Total	39

Master's Project (3 credits): Development of an original master's project thesis supervised and judged by an appropriate faculty committee.

International Conference (6 credits)

Electives (6 credits): Any two courses from another graduate program at UNAD Florida, other than a specialization in Online Education.

(b) Specialization in Higher Education

The specialization in higher education is designed for individuals interested in high-quality education and training beyond high school. The curriculum presents action-oriented analyses of pressing policy issues regarding opportunity and achievement in higher education, including two- and four-year, public and private, for-profit and nonprofit institutions.

Curriculum (39 credits total)

Course Code	Course Name	Credits
Core Courses (24 credits)		
EDU5103	Educational Research	3
EDU5104	Educational Technology	3
EDU5105	Psychology of Learning	3
EDU5204	American Higher Education Structure and Administration	3
EDU5205	Instructional Design for Higher Education	3
EDU5206	Higher Education Teaching and Learning	3
EDU5309	Globalization and Higher Education	3
EDU5310	Perspectives in Higher Education	3
EDU5411	Master's Project	3
EDU5422	International Conference	6
Other Requirements		
EDU5402	Master's Elective 1	3
EDU5403	Master's Elective 2	3
	Total	39

Master's Project (3 credits): Development of an original master's project thesis supervised and judged by an appropriate faculty committee.

International Conference (6 credits)

Electives (6 credits): Students can take any two courses from another master's degree at UNAD Florida, other than the specialization in Higher Education.

(c) MA in Teaching English as a Foreign Language (TEFL)

Program Objective

Students will demonstrate excellence in their verbal and written English skills for communication and instructional purposes. Through the ability to analyze, implement and instruct phonological, syntactic, and semantic elements of English, they will be able to respond appropriately to any errors in their use, as well as command professional terminology used in linguistics to discuss issues related to language learning and teaching.

Program Description

The Master of Arts in TEFL provides students with a research, technological and pedagogical oriented education in Teaching English as a Foreign Language, with a structured educational outline throughout the program. This will prepare the students to excel in instruction and research, as well as technology. Students graduating with a Master of Arts in TEFL will be able to teach English as a foreign language, as well as conduct research, with a methodological understanding of the pedagogical, investigative and technological processes within this scientific area.

Curriculum (42 credits total)

Course Code	Course Name	Credits
EDU5103	Educational Research	3
EDU5101	Online Instructional Technology	3
EDU5102	Application of Distance Education	3
TEF5201	Linguistics Anthropology for the TEFL Professional	3
TEF5202	Structure of English	3
TEF5203	Second Language Acquisition and Learning	3
TEF5301	Methods of Teaching English to Speakers of Other Languages	3
TEF5302	Teaching English for Specific Purposes	3
TEF5401	Testing & Evaluation in TEFL	3
TEF5402	Teaching English to Children	3
TEF5403	TEFL Curriculum and Materials Development	3
TEF5420	Master's Project *	3
TEF5423	International Conference	6
	Total	42

*Master's Project (3 credits): Development of an original master's project supervised and judged by an appropriate faculty committee.

Doctoral Degree Programs

School of Administrative Sciences

Doctor of Business Administration

Program Objective

The Doctor of Business Administration (DBA) degree program is designed to enhance the capabilities of experienced professionals to enable them to meet the dynamic needs of modern businesses and organizations in the national and international environment, and to produce graduates who can contribute to the expansion of knowledge and awareness of contemporary strategic issues and practices.

Program Description

The online Doctor of Business Administration (DBA) program provides participants with the opportunity to build on their personal and professional competencies while balancing the demands of career and family. The program is designed to graduate scholar practitioners who will set the standard for best practices and contribute to the solution of critical international business and management problems through research, teaching, and consulting.

The Doctor of Business Administration (DBA) enables students to combine theory and research methods to define, implement and better evaluate the decision-making strategies necessary for organizational growth.

This Doctoral program has two specializations: Management and International Business.

(a) Business Administration (Management Specialization)

UNAD Florida recognizes that an organization's top leadership should have an array of knowledge about technical operations, so he/she can devise a great mission statement and have the aptitude to develop the staff's capacity in order to implement that vision. With this in mind, we designed a program that uses course work to create a synergy between knowledge that is gained in the classroom and skills developed in the workplace. In that way, cognitive learning, workplace learning and peer learning build on each other.

Courses	Hour/Credit	Pre - Requirement
BUS711 Doctoral Program Orientation Seminary		
BUS721 Qualitative Research	4	
BUS731 Quantitative Research I	4	BUS721
BUS741 Quantitative Research II	4	BUS731
BUS712 Strategic Management and Critical Thinking Skills	4	
BUS713 Social Responsibility and Sustainability	4	
BUS722 Interdisciplinary, Intercultural and International Approach to Management	4	BUS713

BUS732 Advanced Organizational Behavior	4	BUS722
BUS742 Managing in a World-Wide Context	4	BUS732
BUS751 Leadership	4	
BUS761 Information Technology and Knowledge Management	4	BUS751
BUS771 Resource Management	4	BUS761
BUS781 Marketing Management Process	4	BUS771
BUS752 Doctoral Seminar I	4	BUS741
BUS762 Doctoral Seminar II	4	BUS752
BUS772 Doctoral Seminar III	4	BUS762
BUS780 Thesis Dissertation	4	BUS772
Total	64	

(b) Business Administration (International Business Specialization)

This specialization focuses on the essential elements required to understand and manage multinational and international business. Students interested in international business positions and/or teaching in post-secondary institutions of higher education at home and abroad benefit from this specialization.

Courses	Hour/Credit	Pre - Requirement
BUS711 Doctoral Program Orientation Seminary		
BUS712 Strategic Management and Critical Thinking Skills	4	
BUS713 Social Responsibility and Sustainability	4	
BUS721 Qualitative Research	4	
BUS722 Interdisciplinary, Intercultural and International Approach to Management	4	BUS713
BUS731 Quantitative Research I	4	BUS721
BUS733 Cross Cultural Management	4	BUS722
BUS741 Quantitative Research II	4	BUS731
BUS743 International Political and Legal Systems	4	BUS733
BUS753 Leadership in 21st Century Global Multicultural Organizations	4	BUS743
BUS752 Doctoral Seminar I	4	BUS741
BUS762 Doctoral Seminar II	4	BUS752
BUS763 Comparative Economic Systems	4	BUS753
BUS772 Doctoral Seminar III	4	BUS762
BUS773 Global Management Models	4	BUS763
BUS782 International Business Strategies	4	BUS773
BUS780 Thesis Dissertation	4	BUS772
Total	64	

School of Education

Doctor of Education in Educational Technology

Program Objective

The Doctor of Education in Educational Technology objective is to prepare teachers, administrators and other professionals to lead educational technology efforts in a variety of contexts.

Program Description

The Doctor of Education (Ed D) degree is offered for students who desire advanced professional training and academic preparation for the highest levels of educational practice.

The Doctor of Education in Educational Technology examines how new technology will shape the future education and to prepare learners to become education leaders who strategically manage and lead processes related to the integration of technology in various learning environments.

The focus is on the strategies and tactics needed to use technologies for the development of educational communities. Students will be challenged to investigate the strategic, social and financial implications of emerging technology in education. They will also be required to communicate their research results and prepare them for publication.

Courses are taught by experts in their respective fields who share knowledge and experience in areas of curriculum and instruction, educational applications of technology, interactive design for the classroom, and distance learning. The program is delivered entirely online.

Graduates of this program are prepared to become informed educators who meet the technological needs of educational settings and student populations.

Curriculum (60 Credits)

Courses	Hour/ Credit	Pre- Requirement
EDU711 Doctoral Program Orientation Seminary	0	
EDU721 Qualitative Research	4	
EDU731 Quantitative Research I	4	EDU721
EDU741 Quantitative Research II	4	EDU731
EDU712 Technology Foundations in Education	4	
EDU722 Learning Process and Creativity	4	EDU712
EDU732 Evolution of Educational Technology in Society and Education around the world.	4	EDU722
EDU742 Online Education	4	EDU732
EDU751 Design and Develop of Digital-Age Learning Experiences and Assessments	4	EDU742
EDU761 Legal and Ethical Issues in Educational Technology	4	EDU751
EDU771 Planning and Designing of Learning Environments and Experiences	4	EDU751

EDU781 Procedures, Policies, Planning, and Budgeting for Technology Environments	4	EDU771
EDU752 Doctoral Seminar I	4	EDU741
EDU762 Doctoral Seminar II	4	EDU752
EDU772 Doctoral Seminar III	4	EDU762
EDU780 Thesis Dissertation	4	EDU772
Total	60	

COURSE DESCRIPTIONS

Undergraduate Courses

ADV351 PEDAGOGY AND ADVERTISING (3 credits)

Presents the student with the meaning and role of publicity in today's world, discussing dynamics and techniques that invite the student to rethink advertising in light of concepts such as social processes of communication.

ADV242 ADVERTISING AND PUBLISHING MARKET (3 credits)

Provides information on the power of advertising, the advertising industry, analyzing the customer, preparing campaign ads, and more, based on review and reinforcement, critical-thinking exercises, vocabulary building, business math, and communications. It also reviews who the editors are, what they want, how much they buy and how much they pay with features on ethics, international business, technology, and career awareness.

BUS111 INTRODUCTION TO BUSINESS (3 credits)

Gives students the tools and knowledge on the importance of the application of new technologies and how to be involved in organizational development, thus achieving improvement in quality and competitiveness.

BUS122 GENERAL ACCOUNTING (3 credits)

Presents and applies the principles of general accounting in order to understand the role the accounting area plays in the process of setting up a business.

BUS233 FINANCIAL ECONOMICS (3 credits)

Discusses important and useful project evaluation and selection concepts and techniques that have developed over the last twenty years. These concepts and techniques - essential in making individual, corporate and public investment decisions - are presented in

an integrated framework based upon traditional engineering economic principles.

BUS234 COMPUTER INTRODUCTION (3 credits)

Introduces Word, PowerPoint, and Excel and how to get information from the Internet and establish remote communication.

BUS235 COSTS AND BUDGETS (3 credits)

Identifies the tools used in cost accounting, budgets, production management and strategic planning and apply them to the solution of problems and real life situations and in making decisions.

BUS236 MARKET AND MANAGEMENT DEVELOPMENT (3 credits)

Presents and discusses the main elements in marketing and its role in commercial and entrepreneurial activities. Students are expected to revise the fundamentals, techniques and scientific knowledge related to self management development.

BUS367 STRATEGIC PLANNING (3 credits)

Shows how the results of needs assessments can be transformed into action plans for an organization and the procedures for facilitating that change.

BUS368 INFORMATICS AUDITING (3 credits)

Highlights the legal aspects that a systems engineer has to face and helps students to understand how to organize a systems auditing process, auditor functions, paper work management and informatics security.

BUS369 FINANCIAL MANAGEMENT AND NEGOTIATIONS (3 credits)

Helps students identify, assimilate and understand the fundamental aspects of financial management and its influence on business decisions. Students will understand and apply quantitative methods in the process of identification, formulation and problem solving in order to inform decision-making. The student will be able to use computers as technological support tools in the solution of

problems and decision-making in the company.

BUS470 PUBLIC AND CONTEMPORARY ADMINISTRATION (3 credits)

Shows the operations of public agencies, helping them learn to affect positive changes, regardless of whether they are working outside the agency as citizens or within the agency as managers. With a strong emphasis on ethics, it introduces the theories and scholarly literature in the field. In addition, it increases a student's chances of being effective by developing personal and interpersonal skills such as personal management, communication, delegation, motivation, and decision making.

BUS481 PROJECT EVALUATION (3 credits)

Presents the general concepts, cycle, location and evaluation on project theory in order to determine its viability.

CES121 INTRODUCTION TO INFORMATION TECHNOLOGY (3 credits)

Introduces concepts, issues, techniques and processes needed for completing and managing information technology projects.

CES232 GENERAL THEORY OF SYSTEMS (3 credits)

Introduces students to basic systems principles, giving an introduction to systemic thought and the need for this approach.

CES243 SYSTEM ANALYSIS (3 credits)

Introduces students to the analysis of organizational systems from the structure, processes and information point of view.

CES244 SYSTEMS DYNAMICS (3 credits)

Introduces students to systems design principles.

CES355 SYSTEM DESIGN (3 credits)

Introduces students to systems design.

CMM231 LOGISTICS (3 credits)

Presents the concept of logistics as the organization and distribution of goods, services, and personnel.

CMM352 COMMERCIAL PLANNING (3 credits)

Compares the theoretical model with real processes in companies involved in distribution, commercialization, and end consumption of products and services.

CMM243 CONSUMER'S RETAIL SALES (3 credits)

Helps students to understand consumer psychology, retail sales and service management. The student will understand the importance of implementing an efficient sales structure supported by each one of its members, and the importance of having a professional sales force within the organization who are able to assume the challenges and demands of the increasingly competitive market.

CMM484 OCCUPATIONAL HEALTH (3 credits)

Helps students to understand the main concepts in flexible manufacture systems and their relationship with production management and occupational health.

CMT361 ORGANIZATIONAL COMMUNICATION (3 credits)

Takes an in-depth look at communication processes that occur in organized communities to elevate living standards. It offers students communicative conceptualization and necessary techniques to improve and qualify organizational processes in local and regional communities.

CMT472 PUBLIC RELATIONS (3 credits)

Provides preparation in the theory and practice of two-way communication and management counsel for prospective professional public relations careers in business, industry, agency, government, and nonprofit sectors of society.

CMT473 JOURNALISM (3 credits)

Prepares students, both theoretically and practically, for careers in print journalism, including newspapers, magazines and web-based outlets. It also develops writing skills and deadline discipline necessary to excel as teachers, lawyers and public relations professionals.

CMT474 GRAPHIC DESIGN (3 credits)

Fills the gap between the traditional job and discipline boundaries created by the use of computers, and the understanding and cross-disciplinary skills required for designers and production personnel. It deals not only with graphic design and image generation, but also with what happens to the image when it leaves the computer screen.

COM111 ENGLISH COMPOSITION I (3 credits)

Integrates reading, writing, and grammar; paragraph building and essay writing skills; coverage of the writing process and the rhetorical modes is included. This course is required for all majors.

COM121 ENGLISH COMPOSITION II (3 credits)

Integrates advanced reading, writing, and grammar; paragraph building and essay writing skills; coverage of the writing process and the rhetorical modes is included. This course is required for all majors.

COM232 LANGUAGE AND COMMUNICATION (3 credits)

Defines the diversity of cultural languages as a set of imaginary codes and forms of expression that constitute the symbolic space of communities. The course will allow for re-thinking the structure and operation of oral and written communication, understanding them as cultural phenomena and communicative processes. The emphasis on oral history reviews verbal narration as a historical source that shows understanding of the development of the community.

COM123 FUNDAMENTALS OF COMMUNICATION (3 credits)

Helps students refine their ability to communicate, a skill rated as the primary requisite to advance toward a more important or responsible job or rank. Effective communication skills will be developed by sensitizing students to the human considerations of their message. Business research methodologies, report writing, and career preparation are major topics of this course.

COM234 ORAL COMMUNICATION (3 credits)

Explores the reasons for using certain communication strategies and how to implement them; coverage of classroom communication issues, planning and delivering a speech; exploring interpersonal and small group communication, listening skills, verbal and non-verbal communication; reviewing instructional strategies such as lecturing, discussions, and storytelling; analysis of teacher influence and ethical considerations.

COM235 COMMUNICATION SYMBOLS (3 credits)

Helps students understand, reflect and interpret different local cultures the imaginary mediations from the urban and rural spaces (farmer and native) for the construction of alternative experiences in their community.

COM246 ECONOMIC, ENVIRONMENT AND COMMUNICATION (3 credits)

Provides students with basic elements of economics to discover the importance of involving the environment in communicative projects carried out by students.

COM347 ETHICS OF COMMUNICATION (3 credits)

Offers students the approach and knowledge of the ethical dimension of the human life with specificity in practices from his/her profession. It offers theoretical elements to

include/understand the professional action like signaler from an ethical and social dimension.

COM248 THEORY OF SOCIAL COMMUNICATION (3 credits)

Includes/understands the study of different paradigms and linguistic and philosophical theories about communication. It offers the student a brief historical account of the development of communications and illustrates it in elaborated social theories more about the communication. IT also allows students to understand the phenomenon of communication from approaches and alternative theories.

COM359 MEDIA AESTHETICS (3 credits)

Describes the major aesthetic image elements light and color, space, time-motion, and sound and how they are used in television and film.

ECO121 ECONOMICS (3 credits)

Develops competencies in basic concepts and fundamental principles to allow students to understand their environment, how to evaluate the country's economy, the national constitution and American cultural anthropology aspects.

ECO232 MICROECONOMICS (3 credits)

Examines the tensions between free market demands and government intervention and challenges students to consider the implications of each.

ECO243 MACROECONOMICS (3 credits)

Diagnoses the external factors which have positive and negative effects on organizational survival and development.

ECO354 ECONOMY SUPPORT, PROMOTION AND DEVELOPMENT (3 credits)

Examines the nature of today's economic market, issues of economic justice, macroeconomics and globalization, providing an ideal introduction to key economic ideas, offering a critical perspective on our present system and outlining clear alternatives for the future.

ELE361 ELECTIVE I (3 credits)

ELE471 ELECTIVE I (3 credits)

ELE472 ELECTIVE II (3 credits)

Students have the opportunity to take any course from another program different than his/her program as an elective, provided any pre-requisites are met.

HPS231 NEUROBIOLOGY (3 credits)

Discusses the interests and needs of psychologists at the undergraduate level. Psychologists must be able to understand the structure and functioning of the nervous system in connection with the biological base of conduct.

HPS242 PSYCHOLOGICAL PROCESSES (3 credits)

Students are introduced to the study of psychology, incorporating "superior psychological processes" in light of construction of human conscience as a product of social history.

HPS243 PSYCHOLOGY OF BEHAVIOR (3 credits)

Provides a vision of the historical process of theory construction, starting with Pavlov. At the basic level, the course carries out some work around the concept and laws of reflex behavior, conditioned reflex, its laws and measurement, intentional behavior and its measurement, reinforcement and operating conditioning, operating extinction and re-conditioning and the fundamental units of analysis: behavior, environmental and situational events, stimulus contingencies, responses and environmental controls.

HPS354 SEXUALITY AND GENDER (3 credits)

Explores the construction, destruction, and resistance of sexual subjects in the U.S. and Latin America using a variety of sources, including ethnography, film, testimony, narrative fiction, and autobiography. Drawing from both the social and human sciences, we will examine essentialist and constructivist notions of sexuality. Because the greatest

challenges to such notions come from the margins of dominant culture, we will concentrate on non-heterosexual and non-Western formulations of identity, experience, and lifestyle. The course therefore emphasizes the diversity of sexual beings within and across specific cultures.

HPS355 PSYCHOGENESIS (3 credits)

Presents the complete structural genesis process constructed by Piaget and explain it as an extension of the adaptation process and the way its basic assimilation and accommodation mechanisms operate in order to yield sensorial motor structures based on reflex.

HPS366 PSYCHOANALYTIC AND PSYCHOTHERAPEUTIC THEORIES AND TECHNIQUES (3 credits)

Recognizes the effects of psychoanalytical theory and technique on diagnosis and therapy technique of other work lines in Psychology.

HPS467 PSYCHOPATHOLOGY OF CHILDREN AND ADOLESCENTS (3 credits)

Familiarizes students with the most frequent psychic disorders in infancy and adolescence.

HPS478 PSYCHOPATHOLOGY OF ADULTS AND ELDERLY (3 credits)

Develops theoretical knowledge based on the main psychiatric syndromes from a classical clinical perspective tending to refine clinical and diagnostic capabilities.

HPS479 PSYCHO-DIAGNOSTICS (3 credits)

An approach to the psychological understanding of adult and child patients. This course is designed to address important elements of Psycho-diagnostic assessment and to develop students' skills in selection of assessment methods, integration of all assessment data, case formulation psycho-diagnosis and treatment planning based on assessment findings.

HPS480 PSYCHOMETRICS (3 credits)

This course explores issues related to the assessment of human functioning within a

variety of areas. It is designed to introduce the students to Psychometric Theory and to provide the basic skills necessary to evaluate the merits of psychological testing and the interpretation of inferences from these methods.

HPS481 INTERDISCIPLINARY SUPPORT: SENSE (3 credits)

In this introductory class the student will research on interdisciplinary found in a number of different contexts by practitioners and scientists from diverse disciplines. Special attention is given to study the problems and processes of interdisciplinary inquiry. The course will reflect the current state of scientific knowledge regarding interdisciplinary collaboration and the student will be encourage to research the relations between interdisciplinary cognition in relation to the ecological contexts in which it occurs.

HST121 COMPUTER ASSEMBLY (3 credits)

Familiarizes students with the main work tool and its components and develop different skills and abilities which will allow a better professional performance.

HST232 INTRODUCTION TO PROGRAMMING (3 credits)

Introduces students to the basic principles and techniques for the design of algorithms and programming logic.

HST243 PROGRAMMING I (3 credits)

Allows students to gain experience in the use of Computer Language

HST244 COMPUTER ARCHITECTURE (3 credits)

Introduces hardware concepts of digital computation: logical design, data representation, and transfer, digital arithmetic, input-output facilities, and system organization. Presents an introduction to the basic components and functions of operating systems, resources management and performance evaluation.

HST355 DATA BASE I (3 credits)

Familiarizes the students with database design principles and techniques.

HST356 PROGRAMMING II (3 credits)

Gives students logic tools, studies database structure, and allows students to acquire experience and skills in order to use Computer Language.

HST367 DATA BASE II (3 credits)

Students will create a complete database application using SQL knowledge, use SQL language to access database, know data security, integrity, concurrence and retrieval fundamental aspects.

HST470 INTERNET PROGRAMMING I (3 credits)

Introduces the field of engineering design, accessible to students at multiple undergraduate levels, with concepts relevant to electrical, mechanical, and software systems.

HST478 SOFTWARE ENGINEERING (3 credits)

Develops knowledge and the ability to analyze different software engineering approaches. Students will learn methods and techniques used to develop and to keep quality standards.

HST479 DATA BASE III (3 credits)

Students will learn how to create an information system using distributed databases applying knowledge acquired in order to access, make queries and other applications of an information system. To know basic aspects to use an object-oriented database.

HST481 INTERNET PROGRAMMING II (3 credits)

Provides a detailed reference for developing Internet applications and e-commerce solutions. Students learn how to create and use objects such as applets, scriplets, servlets, XML-constructions, JSP, ASP pages, etc. The two most popular Internet technologies, JavaBeans /CORBA and ActiveX/DCOM, are

described in detail. Useable Visual Basic, Java, C++, Pascal, and Lotus Script examples are provided, along with the latest developments in Java and XML.

HUM 111 GOVERNMENT AND DEMOCRACY (3 credits)

Provides a focused treatment of politics in the United States. Illustrates popular influence across the political system. Encourages students to see that in a system where votes are the main currency, both power and responsibility rest on the shoulders of all citizens.

HUM122 ETHICS & VALUES (3 credits)

In this introductory course we will draw on interdisciplinary sources (philosophical, theological, literary, legal, and medical) to examine a range of moral questions related to the much discussed phrases “an ethic of life” and the development of personal values. Special attention will be paid to helping students think about how one move from a general worldview to reflective opinions about contested historical ethical questions and debates.

HUM123 PHILOSOPHY (3 credits)

Provides an examination of such central philosophical problems as ethics, theories of knowledge, the nature of reality, philosophy of religion and political philosophy.

IND231 INDUSTRIAL GOODS (3credits)

A broad view of intermediary goods and raw materials. The course emphasizes in task management efficiency from the industrial perspective and the role of logistics in the Industrial Supply Chain Management field. Material's handling/balance, energy flow, safety guidelines, pollution, recycling and hazardous waste disposal are among the most important issues to be taken into consideration during the session.

IND242 INDUSTRIAL MANAGEMENT & DESIGN (3 credits)

Develops competencies in design and management of industrial processes, having

aspects such as facilities, technology, manpower and materials in mind.

IND353 RETAILING AND WHOLESALING (3 credits)

Gives students a broad knowledge on product distribution and sales, understanding of processes and the possibility to apply processes and techniques to modern organizations. With these competencies the student will be able to achieve high competitive levels and entrepreneurial leadership.

IND364 PROSPECTIVE OF PRODUCTION (3 credits)

Offers a wide study of production, the strategies for productivity, going from the world class operation management, through to the study of integrated manufacturing.

IND365 INTERNATIONAL INDUSTRIAL COMMERCE (3 credits)

Allows student to analyze our changing world and emphasize the different “game rules” we are working under in respect to the continental and world environment, thinking about the future to get ahead and start now to construct the future we want. The materials will help students to understand economic problems and international policies that commercial openness entails in a world where countries act differently from what was assumed by the theory.

INT481 INTERNSHIP (6 credits)

The internship experience is the final phase of the undergraduate programs. This course includes a seminar and 14 weeks working in the field. This experience gives students the opportunity to transfer theoretical knowledge into practical application in a supportive and supervised environment. Placements are facilitated by the internship coordinator. Students gradually assume full responsibility for doing the work to which they are assigned.

MAN231 ADMINISTRATIVE THEORIES AND PROCESSES (3 credits)

Promotes the ability to relate some interdisciplinary theories (inside one discipline) on administration, to promote inter-communication to create a new vision of administrative knowledge.

MAN242 ORGANIZATION AND METHODS (3 credits)

Describes the importance and needs of organization and methods, their nature and the requirements for an effective process.

MAN353 ENTREPRENEURIAL DIAGNOSTICS (3 credits)

Diagnoses the internal factors influencing the organization and compares them to a proposed model to have an idea of the changes to be done for adequate functioning.

MAN354 COMMERCIAL AND FISCAL LAW (3 credits)

The student shall have the instruments to interpret and discuss Commercial and Fiscal Law and its application within the entrepreneurial, social and commercial context.

MAN475 ORGANIZATIONAL BEHAVIOR (3 credits)

Discusses effective organizational behavior by practicing using realistic problems or dilemmas and then reflecting on their efforts, using concepts, theories, reasoning, and guidance. By playing back and forth between action and analysis, students develop the ability to conceptualize and learn from their experience.

MAN486 HUMAN RESOURCES MANAGEMENT (3 credits)

Students learn to communicate and understand corporate terminology, research and make business decisions, use the Internet and corporate Intranet as office tools, and work in real and virtual teams that let student complete entry-level activities in the human resources department of a large corporation as they perform activities related to recruitment and hiring, employee benefits, training, and legal compliance.

**MAT111 ALGEBRA AND TRIGONOMETRY
(3 credits)**

Reviews fundamental principles of algebra and explores polynomials, functions and their graphs, linear and quadratic equations, and trigonometry. Advanced topics such as exponential and logarithmic equations, and solving systems of equations, will be also covered.

MAT122 ALGORITHMS (3 credits)

Introduces students to principles and basic techniques of algorithm design and programming logic.

MAT123 DIFFERENTIAL AND INTEGRAL CALCULUS (3 credits)

Introduces students to the basic principles of Differential Calculus and goes in depth into the development of calculus, identifying applications in pure and applied sciences.

MAT124 STATISTICS (3 credits)

Reviews and extends statistical methods, including the use of real data in the examples. Topics include nonparametric statistics, a section on p-values in hypothetical testing, coverage of residual analysis, and more material on quality control and experiment design. Provides chapter introductions, including interesting historical information

MAT235 LOGIC (3 credits)

Pursues the study of the fundamental principles of formal and dialectic logic.

**MAT236 DIFFERENTIAL EQUATIONS
(3 credits)**

Teaches students how to use differential equations as a tool, where principles are required, in order to solve pure science and applied sciences problems.

**MAT247 NUMERICAL ANALYSIS
(3 credits)**

In the course of Numerical Analysis, the student will study what is the Collocation Polynomial, Finite Differences, Factorial Polynomials,

Summation, the Newton Formula, Operators and Collocation Polynomials, Unequally-Spaced Arguments, Divided Differences, Osculating Polynomials, the Taylor Polynomial, Interpolation and Prediction, Trigonometric equations, Numerical Differentiation, Numerical Integration.

**MAT358 STATISTICS AND PROBABILITY
(3 credits)**

Presents a solid foundation in methods of data analysis and synthesis. Helps students to understand the theoretical aspects as important, yet learning to properly apply the theory to real-world problems is essential.

**MAT360 OPERATIONS RESEARCH
(3 credits)**

Mathematical models, introduction to linear and non-linear programming, the simplex method, convexity, Kuhn-Tucker condition, Game theory, decision analysis, and network analysis, Queuing theory, birth and death processes.

**MAT369 QUALITATIVE AND
QUANTITATIVE METHODS (3 credits)**

This step-by-step, course brings together all the quantitative and qualitative methods business professionals need.

**MAT481 FINANCIAL MATHEMATICS
(3 credits)**

Presents how to diagnose the internal financial aspects, comparing them with the proposed model and getting an idea of the changes that must be introduced for good company administration. The student will learn to elaborate the financial diagnostics on external factors and financing opportunities positively or negatively affecting the company survival.

MKT471 MANAGEMENT GAME (3 credits)

Gives students the opportunity to study, understand and apply comprehensive management concepts, analyze, manage and make decisions related to the business, simulating functions developed by the company's managers and staff.

**MKT362 INTERNATIONAL MARKETING
(3 credits)**

Presents a comprehensive coverage of a broad range of topics and shows students the steps a business must take to go global.

MKT363 MARKETING PLANS (3 credits)

Guides students through the process of how to prepare and use a marketing plan.

MKT244 MARKET RESEARCH (3 credits)

Determines the reasons to do market research for the whole company. It emphasizes the importance of statistics, technological advances and the variation of conditions at the macro and microeconomic level.

**MSM241 LEGISLATION AND MEDIA
(3 credits)**

Offers a solid presentation of law with a strong historical emphasis.

MSM352 IMAGE SEMIOTICS (3 credits)

Helps students to understand and interpret the language of aesthetic symbolic visual image and a pedagogical one of the cultural world of marginalized communities.

**MSM363 ALTERNATIVE MEDIA AND
PARTICIPATION PROCESSES (3 credits)**

Analyzes and interprets how communities have constructed their alternative means of communication and have used them in participation processes communication.

**MSM364 MEDIA PRODUCTION:
AESTHETICS (3 credits)**

Provides students with a practical framework for all aspects of media production by addressing the technological and aesthetic changes that have shaped the industry. It provides a sound basis for the techniques, operations and philosophies of media production as the world moves from analog to digital equipment

**MSM365 MEDIA PRODUCTION: RADIO
(3 credits)**

Presents a current, comprehensive look at radio production and programming,

integrating new material on cutting-edge technologies with explanation of traditional equipment and practices.

**MSM486 MEDIA PRODUCTION: VIDEO TV
(3 credits)**

Introduces students to the operations underlying multiple-camera video production. This course deals with a range of issues from how crew members interact with equipment to the manner in which crews interact with each other. More than just telling students "what to do," this course shows how to do a job and why.

**MSM487 MEDIA PRODUCTION: PRINTED
MATERIAL (3 credits)**

The printed materials have been constituted in alternative mass media because they raise, from the own existing social groups in the cultural communities, their symbols that express necessities and interests. The course will contribute conceptual and practical elements for the design, contents, production and use of printed materials.

**MTI351 OPERATING SYSTEMS
(3 credits)**

Students will know and analyze the structure and functioning of different operational systems in order to program it as a basic part of a communications system. To study and practice the advances of the most widely used and commercial operational systems.

MTI362 NETWORKS I (3 credits)

Students will study the theoretical fundamentals of data communication networks, especially local area networks LAN in order to apply this knowledge in the definition and construction of other kinds of networks.

MTI473 NETWORKS II (3 credits)

Analyze LAN and WAN main characteristics in relation to functioning, standardization and elements, and use concepts in order to understand network data transmission concepts.

MTI484 NETWORKS III (3 credits)

Analyze steps to follow when installing networks. Students will learn how to facilitate the learning processes themes based on design and application of LAN. These themes may serve as reference for design and installation of different kind of data networks.

NAS121 PHYSICS I (3 credits)

Correctly understand and explain nature and technological physical phenomena.

NAS232 PHYSICS II (3 credits)

Correctly understand and apply electronic components in computation systems.

NAS 233 LIFE SCIENCE (3 credits)

Addresses biological phenomena, i.e., phenomena related to living organisms. The course contains such topics as classifying the various forms of organisms, how species come into existence, and the interactions they have with each other and with the natural environment.

NAS244 BIOLOGIC ENVIRONMENT AND ADAPTATION (3 credits)

Provides a historical outline of the development of biology reconstructing the essential elements of the theoretical discussions around organic evolution and heredity.

RAD241 WRITING FOR THE MASS MEDIA (3 credits)

Offers simple organization, clear writing, abundant exercises, and precise examples that give students the information and opportunity to develop their skills as professional writers. It introduces and explains the major forms of media writing (inverted pyramid for print and Web, dramatic writing for broadcast, copy platforms for advertising, and the various writing structures required for public relations) and covers all major areas of media, including the World Wide Web.

RAD352 SOCIAL RESEARCH METHODOLOGY (3 credits)

Clearly explains a wide range of traditional and emergent research methods, as well as techniques of analysis and writing, and the critical link between theory and method. Also illustrates key concepts that are crucial to the understanding of qualitative methods, connecting theoretical discussions with "how-to" examples of the research process.

RAD354 EPISTEMOLOGY (3 credits)

Reviews epistemological bases of prevailing psychological approaches. It provides explanation, comprehension and critique of psychology in social sciences.

RAD485 MASS COMMUNICATION IN THE WORLD WIDE WEB (3 credits)

Through an approach that is both conceptual and practical, this course helps mass communication and broadcast students understand the value and commercial uses of the World Wide Web in the mass communication profession. Students will learn to think critically about social, legal, and ethical issues related to the world wide Web, and they will get practical information about how different media domains (radio, TV, public relations, advertising) are currently using the Web for both marketing and content purposes.

SOC111 SOCIOLOGY (3 credits)

Offers tools for the understanding of communicative action in the cultural context of communities. It offers an American perspective, from sociology, on the development of the culture of our towns. The course introduces the student to the present debate on modern, premodern hybrid cultures and postmodern and the present contradictions of neoliberal capitalism as propellant of a "world-wide culture".

SOC122 PSYCHOLOGY (3 credits)

Presents an introduction to fundamental concepts in psychology, emphasizing the psychological, social, and environmental determinants of behavior.

**SOC233 CULTURAL ANTHROPOLOGY
(3 credits)**

Offers an understanding of cultural deepening in communities with culture construction groups. From this perspective it is required to understand communitarian communication and cultural construction.

**SOC234 SOCIOLOGY OF CULTURE
(3 credits)**

Helps students understand tools for communicative action in the cultural context of communities. It offers an American perspective, from sociology, on the development of the culture of our towns. The course introduces students to the present debate on modern, pre-modern hybrid cultures and postmodern and the presents contradictions of neo-liberal capitalism as a propellant of a world-wide culture.

SPS242 COLLECTIVE MEMORY, MYTHS, RITUALS AND FEAST (3 credits)

Culture struggles between conservation and change over generations. For communities, this condition is expressed as the demand to guarantee some continuity that may ensure a sense of common belonging and identity while, at the same time, allowing the young to create and introduce new expressions that will let them create and re-create the sense of the events of that particular moment.

**SPS353 SYMBOL, SIGN AND MEANING
(3 credits)**

Gets students to approximate to a vision of culture from the semiotic perspective. Given his/her previous fieldwork, this choice entails a systematic approach of the problems they have already confronted without the severity that must be faced.

**SPS364 FREEDOM AND KNOWLEDGE
(3 credits)**

Constructs the foundation of intervention ethics and the psychological research that compares human possibility of freedom to other considerations. Adequately places the

concept of freedom and its relationship with biological and cultural determinations.

SPS365 PSYCHOLOGY OF COMMUNITY, MINORITIES AND GROUPS (3 credits)

Constructs the concepts of “minority” and “exclusion” in a reflection framework that takes into account their relationships with power and centrality.

SPS241 PSYCHOLOGY OF FAMILY, SCHOOL AND ORGANIZATIONS (3 credits)

Identifies the community as a system that puts together a social network that includes the family, society, institution, among other and how, from such a network different approaches that will contribute to social change can be used as a means of social interaction with the physical and socio-cultural environment.

SPS476 SUBJECTIVITY, MATERIALITY AND SPEECH (3 credits)

Studies the psychologist who undertakes an intervention is a facilitator to the individuals and communities that require the intervention. The main resource and the focus of action is speech, as speech is the means of reconstructing events.

SPS477 INTERVENTION PROJECT I (3 credits)

This course sharpens the skill set necessary for program development within the context of quality improvement and quality management. It is infuse with technology applications to strengthen the collection, analysis and presentation of information and illuminates how values, needs and resources influence program design and decision making.

**SPS488 INTERVENTION PROJECT II
(3 credits)**

Instills the habit of working on the basis of projects as a means of organization of intellectual action and practice that allows for the planning and evaluation of results.

TCH241 TECHNOLOGY AND SYSTEMATIZATION (3 credits)

Helps students to realize how technology affects people and the world in which we live. The student will be able to understanding how people use technology, and why technological systems work the way they do. The scope of this course has been broadened with the addition of topics on computer and internet communication, agriculture and related biotechnologies, food processing technologies, and medical and health technologies.

Graduate Courses

BUS5101 MANAGEMENT (3 credits)

Reviews some of the extensive research related to (i) the practice of management and (ii) business ethics. The course also surveys some of the tools, tips, techniques, and tactics that project managers need to successfully complete their projects.

BUS5102 MARKETING (3 credits)

Students get an overview of a wide range of marketing tools, from basic news releases, pitch letters, biographies, and media alerts, to more complex and sophisticated speeches, media campaign proposals, crisis responses, and in-house publications. In addition, the course studies how to keep up with the best practices of marketing in the digital age.

BUS5103 HUMAN RESOURCES (3 credits)

Outlines a dynamic approach to coaching leaders. We research the latest advances in leadership development and insights into the "ROI" (return on investment) of coaching. Students will go through the analysis of multicultural assessment, including the major instruments and procedures, cognitive and educational assessment, and cross-cultural sensitivity and ethics.

BUS5204 ORGANIZATIONAL DESIGN & DEVELOPMENT (3 credits)

Focuses on how to effectively bring about meaningful and sustainable change in organizations. The course also explores key aspects of organization development including

core theories and methods, Organizational Design in the international and world setting, practical applications, and the future of Organizational Design.

BUS5205 BUSINESS STRATEGIES

(3 credits)

Focuses on how organizations can be "built to change" so they can last and succeed in today's global economy, and how organizations need to be designed in ways that stimulate and facilitate change. Students will identify practices and designs that organizations can adopt so that they are able to adapt and change.

BUS5206 LEADERSHIP (3 credits)

Deals with how to think about designing organizational systems; how leaders play a critical role in shaping an organization's culture; what needs to be done to build a successful organization for the long-term; and what you can do to improve your personal likelihood of success. A primary goal is to develop your competencies in leadership, organizational design, and human resources management in the context of a new, small firm.

BUS5307 INTERNATIONAL BUSINESS

(3 credits)

Offers students the opportunity to learn about international standards, organizations, agreements and treaties that regulate international business.

BUS5308 E-COMMERCE (3 credits)

Emphasizes the three major driving forces behind e-commerce: technology change, business development, and social controversies. Students will have in-depth and comprehensive coverage of concepts in marketing, economics, IS/IT, privacy and intellectual property through the study of case studies.

BUS5309 ELEMENTS OF BUSINESS LAW

(3 credits)

Prepares managers to exercise judgment in the many law-sensitive decisions facing

companies, especially those involved in transnational ventures or markets, such as: protecting intellectual property, drawing contracts, employment law, fiscal law, products liability, and business disputes.

BUS5410 MANAGING INFORMATION TECHNOLOGY IN THE GLOBAL CONTEXT (3 credits)

Studies the use of information technology in a competitive international environment and the impact information technology has on international business operations.

BUS5400 MASTER'S PROJECT (3 credits)

Master's Project is a research project that must be developed within one academic period. Students that fulfill with the required prerequisites must register it as an regular course.

BUS5420 INTERNATIONAL CONFERENCE (6 credits)

The International Conference is a requisite for all graduate level students in order to graduate. It serves as a venue where the institution can verify the identity of each student, and see their character, as well as work methodology. It will also be an avenue for the student to become a leader in their field of study through interaction with field experts and sharing experiences.

EDU5100 ONLINE EDUCATIONAL RESEARCH (3 credits)

Explores the impact of the communications revolution by examining factors related to the use of a shared information space, such as design issues, the effect of communications technology on group interaction, issues in supporting distributed groups, and the implications of computer communications for scholarly research.

EDU5101 ONLINE INSTRUCTIONAL TECHNOLOGY (3 credits)

Reviews the theories and methods for planning, operating, and evaluating instructional technology and distance education programs. The course also explores

the process for managing online education programs in educational and corporate settings, and covers the study of leadership for online learning.

EDU5102 APPLICATION OF DISTANCE EDUCATION (3 credits)

Emphasizes the technology-rich on-line and desktop learning environments, which includes web-based and other multimedia tools. The course offers a clear statement of what delivery methods are involved in distance education, and investigates how to use courses and degrees that take advantage of new educational delivery technologies.

EDU5201 ONLINE LEARNING ENVIRONMENT (3 credits)

Deals with the examination of online learning environments, including statewide technology and distance education initiatives for online training programs. Special attention is directed towards the changed roles of students, teachers and the curriculum in an online learning environment. The design and implementation of an authentic online learning environment are studied.

EDU5202 PEDAGOGICAL PERSPECTIVES OF ONLINE EDUCATION (3 credits)

Enables students to gain an understanding of past, current and future of cultural challenges in the field of online educational. From a research perspective the student will gain an in-depth understanding of issues and cultural misunderstandings that could hinder the effective transfer of knowledge when e-learning is exported to other cultures. Addressing these cultural challenges will enhance the effectiveness of e-learning, thereby supporting the societal benefits of increased access to education at a global level.

EDU5203 VIRTUAL EDUCATION, TRENDS AND DEVELOPMENT (3 credits)

Reflects the changes in the field of online learning as it continues to evolve and change over time. The course incorporates insights from the latest theory and research.

**EDU5307 ONLINE LEARNING DESIGN,
EVALUATION AND TECHNOLOGY
(3 credits)**

Helps students develop new competencies to enhance teaching techniques and manage instructional challenges in a variety of online educational settings. Assignments and discussions focus on how to plan, organize, design, teach, and evaluate course work according to tested principles for online learning. The course also covers multiple design methodologies specific to online or distance learning. The student will be able to assess learning environments, evaluate curricula, and address issues related to communicating via the Internet within various e-learning situations.

**EDU5308 INSTRUCTIONAL
DEVELOPMENT AND DELIVERY
(3 credits)**

Focuses on effective development and quality delivery of online courseware. Students will study the methods that are being used in the development and delivery of online courseware for information designers in different areas. In addition, many of the common problems associated with virtual team collaboration such as inter-working of multiple disciplines, managing geographical distribution, managing quality control will be studied.

**EDU5400 MASTER ELECTIVE I & II
(3 credits)**

**EDU5402 MASTER'S ELECTIVE I
(3 credits)**

**EDU5403 MASTER'S ELECTIVE II
(3 credits)**

Students have the opportunity to take any course from another specialization different than his/her program as an elective, provided any pre-requisites are met.

**EDU5410 MASTER'S PROJECT
(3 credits)**

Master's Project is a research project that must be developed within one academic period. Students that fulfill with the required

prerequisites must register it as an regular course.

**EDU5421 INTERNATIONAL CONFERENCE
(6 credits)**

The International Conference is a requisite for all graduate level students in order to graduate. It serves as a venue where the institution can verify the identity of each student, and see their character, as well as work methodology. It will also be an avenue for the student to become a leader in their field of study through interaction with field experts and sharing experiences.

**EDU5103 EDUCATIONAL RESEARCH
(3 credits)**

Focuses on evaluating and interpreting educational research and applying its findings to educational practice. The course will provide opportunities for students to (a) define and differentiate between and among basic, applied, and action research and explain how each contributes to practice; (b) conduct and interpret preliminary, primary, and secondary sources of research in both online and hard copy formats; (c) compare and contrast various research designs; and (d) analyze qualitative and quantitative research methodology. This will include the use of statistical techniques and conditions to describe educational phenomena and to determine the validity and reliability of research methods, case studies, critical-theory, historical, and ethnographical methodology. It is expected that by the end of the course, students will have a deep understanding of quantitative research design and theory and will be able to pose and answer a wide variety of research questions using quantitative methodology.

**EDU5104 EDUCATIONAL TECHNOLOGY
(3 credits)**

Deals with controversial issues surrounding technology and its use in education. Issues include the educational application and implementation of new communications technologies such as e-mail, the Internet and the World Wide Web; laptop computers,

school television newscasts, hypermedia environments, distance education, virtual reality, and artificial intelligence.

**EDU5105 PSYCHOLOGY OF LEARNING
(3 credits)**

Examines basic learning and motivation processes that allow human and non-human animals to acquire new knowledge and adapt to environmental demands. These learning processes include classical and instrumental conditioning, habituation, sensitization, categorization, and reinforcement. Students will become acquainted with current research findings as well as the research methods used to study these and other psychological processes.

**EDU5204 AMERICAN HIGHER
EDUCATION STRUCTURE AND
ADMINISTRATION (3 credits)**

Explores current issues of central importance to students, such as leadership, accountability, access, finance, technology, structure, administration, academic freedom. The course also examines challenges faced by higher education through its history.

**EDU5205 INSTRUCTIONAL DESIGN FOR
HIGHER EDUCATION (3 credits)**

Instructional design focuses on the development and evaluation of course design. Students will learn that instructional design is a never ending, always changing process.

**EDU5206 HIGHER EDUCATION
TEACHING AND LEARNING (3 credits)**

The focus of this course is on quality learning in universities and the important contributions made to desirable learning outcomes by the participants in the learning process. Students get involved in the approaches to learning adopted by the participants, their conceptions of the phenomena with which they engage, and the relationships between these and their learning context, a context that is becoming increasingly demanding and flexible.

**EDU5309 GLOBALIZATION AND HIGHER
EDUCATION (3 credits)**

Examines globalization discourses and their relationships, implications and impacts on lifelong learning processes and contexts. Taking into consideration broad historical, cultural, technological, and demographic changes, the course studies how these global transformations will require youth to develop new skills, sensibilities, and habits of mind that are far ahead of what most educational systems can now deliver. Drawing from comparative and interdisciplinary materials, the course examines the complex psychological, socio-cultural, and historical implications of globalization students growing up today.

**EDU5310 PERSPECTIVES IN HIGHER
EDUCATION (3 credits)**

Higher education reforms have created a more structured environment. The course asks whether the reforms have made institutions more important than the disciplines. We will also investigate the significance of massification, globalization, neo-liberalism and management for the governance of higher education.

**EDU5422 INTERNATIONAL CONFERENCE
(6 credits)**

The International Conference is a requisite for all graduate level students in order to graduate. It serves as a venue where the institution can verify the identity of each student, and see their character, as well as work methodology. It will also be an avenue for the student to become a leader in their field of study through interaction with field experts and sharing experiences.

**TEF5201 LINGUISTIC ANTHROPOLOGY
FOR TEFL PROFESSIONAL (3 credits)**

Introduces the relationship that exists between language and society and the interplay that is produced when they interact. Students will discuss regional and social dialects as well as the role of linguistic attitudes, pre-conceived notions on accents and regionalisms as well as language variations in language learning and teaching.

**TEF5202 STRUCTURE OF ENGLISH
(3 credits)**

Provides comprehensive information about the structure of the English language and its grammatical elements. This course offers to demonstrate an introduction to the grammatical functions involved in modern English along with an in-depth analysis on the formation of English words and their grammatical modifications in addition to the structure of both simple and complex sentences in English. Additionally, the course will provide the recognition skills of complexities of words and sentence levels and provide an understanding of the effects of contexts and function of use upon the structure of the modern English language.

**TEF5203 SECOND LANGUAGE
ACQUISITION AND LEARNING (3 credits)**

Focuses on the permanent expansion of language in all human beings. We begin with the study of first language development in children and the acquisition of recognized grammar. Then we go ahead of grammar to explore other forms of competencies needed to speak a language proficiently. We will study dialects and social languages used across different situations and social groups and how social knowledge plays a role in language development. Throughout the course, emphasis will be placed on how knowledge of first and second language development can further the goal of effective classroom teaching for all children.

**TEF5301 METHODS OF TEACHING
ENGLISH TO SPEAKERS OF OTHER
LANGUAGES (3 credits)**

Addresses current and historical issues and practices in TESOL that focus on teaching practices and procedures and the theories that support them. Students will develop critical skills of analysis through lesson planning, evaluation of textbooks and language learning web sites, evaluation principles and procedures of various language teaching methods and assessment. Students will practice using different types of collaborative

learning techniques and will develop modules for presentation in class.

**TEF5401 TESTING AND EVALUATION
IN TEFL (3 credits)**

This course contributes effectively to measure the results of the individual learning English as a second language and compare his outcomes and how they relate to exams already done in their own country.

**TEF5302 TEACHING ENGLISH FOR
SPECIFIC PURPOSE (3 credits)**

At the end of this course the students should be able to read faster in English, understand more vocabulary, avoiding word-for-word translation and have a better idea of the types of discourse, structure and content involved in written texts of non-literary themes. With regard to the units where discourse analysis is studied, basic terminology should be kept in mind such as frame-of-reference, communicative competence, text, encoding – decoding to name just a few. There is a useful glossary of discourse analysis terminology at the end of one of the required texts for this course, H.G. Widdowson's Discourse Analysis. This glossary which will be very useful to the student when s/he finishes this course especially s/he be interested in studying other texts to discover the author's motives and objectives (and if these are achieved).

**TEF5402 TEACHING ENGLISH TO
CHILDREN (3 credits)**

Emphasizes the way young children acquire and learn a foreign language in the classroom and beyond. Students will survey the latest research on first and second language acquisition in children and will develop the necessary strategies to create effective teaching environments and techniques to be consistent with the characteristics of this process.

TEF5403 TEFL CURRICULUM AND MATERIAL DEVELOPMENT (3 credits)

Focuses on effective development and quality delivery of online courseware. Students will study the methods that are being used in the development and delivery of online courseware for information designers in different areas. In addition, many of the common problems associated with virtual team collaboration such as inter-working of multiple disciplines, managing geographical distribution, managing quality control will be studied.

TEF5423 INTERNATIONAL CONFERENCE (6 credits)

The International Conference is a requisite for all graduate level students in order to graduate. It serves as a venue where the institution can verify the identity of each student, and see their character, as well as work methodology. It will also be an avenue for the student to become a leader in their field of study through interaction with field experts and sharing experiences.

TEF5420 MASTER'S PROJECT (3 credits)

Master's Project is a research project that must be developed within one academic period. Students that fulfill with the required prerequisites must register it as a regular course.

Doctoral Courses

BUS711 Doctoral Program Orientation Seminary

Upon completion of this course, students will have a stronger understanding of the scholar/practitioner/leader model and their doctoral program of study. The doctoral orientation seminar includes scholarly communication skills and the purpose and structure of the doctoral dissertation.

BUS712 Strategic Management and Critical Thinking Skills (4 credits)

With the fast-paced changes in the business world there are many challenges to reach. This course presents strategic management as a response for those changes. Students will have the opportunity to study and design unique systems thinking approaches that places equal emphasis on planning, strategies, and change management processes in support of customer satisfaction.

BUS713 Social Responsibility and Sustainability (4 credits)

This course is geared towards teaching students how to apply systems thinking skills to environmental issues and develop a plan for the implementation of the triple bottom line in an organization. Students can experience an entire cycle in action research in a complex organization. They are also taught how to frame policy agendas for creating inter-organizational collaboration among businesses, government and advocacy organizations.

**BUS721 Quantitative Research I
(4 credits)**

This research course provides students with core knowledge and skills for designing quantitative research at the doctoral level, including understanding data analysis and applying statistical concepts. Students explore classical quantitative research designs and common statistical tests, the importance of quality assurance, and ethical and social change implications of conducting quantitative research and producing knowledge. This course approaches statistics from a problem-solving perspective with emphasis on selecting appropriate statistical tests for a research design. Students use statistical software to calculate statistics and interpret and present results. Students will apply and synthesize their knowledge and skills by developing a quantitative research plan.

BUS722 Interdisciplinary, Intercultural and International Approach to Management (4 credits)

This course explore links between people and organizations, providing useful cultural perspectives on the most significant approaches in the field of management, including locally distinctive indigenous views of organizational processes from around the world, and considers the interplay of climate and wealth when analyzing how organizations operate. Students will discuss how prevalent cultures in different parts of the world place emphasis on particular aspects of organizational processes and outcomes, and have a list of promising avenues for further research and a focus on issues that remain unresolved.

**BUS731 Qualitative Research I
(4 credits)**

This research course provides students with core knowledge and skills for designing qualitative research at the doctoral level, including understanding data analysis. Students explore the nature of qualitative inquiry, fieldwork strategies and the nature of observation, theoretical approaches to qualitative research, the importance of quality assurance, and the ethical, legal, and social change implications of conducting qualitative research and producing knowledge. Students use software to code data and interpret and present results. Students will apply and synthesize their knowledge and skills by developing a qualitative research plan. Project components include planning, research ethics and access, data collecting and analyzing, and research reporting.

BUS732 Advanced Organizational Behavior (4 credits)

The focus of this course is the theoretical and practical implications of organizational behavior, as addressed from a social science perspective. It stresses how being a consumer of organizational research can help the manager with everyday problems and help the researcher to answer organizational behavior questions.

BUS741 Quantitative Research II (4 credits)

This research course builds upon knowledge and skill acquired in Quantitative Research I and provides experience applying them. It provides students with more specialized knowledge and skills for designing quantitative research at the doctoral level, including understanding multivariate data analysis and applying more advanced

statistical concepts. Students explore comprehensive quantitative research designs and suitable statistical tests, the importance of quality assurance, and ethical considerations and social change implications of conducting quantitative research and producing knowledge. This course approaches statistics from a problem-solving perspective with emphasis on selecting the appropriate research design and statistical tests for more complex research questions or problems. Students use statistical software to perform analyses and interpret and present results. Students will apply and synthesize their knowledge and skills by developing a quantitative research plan.

BUS742 Managing in a World-Wide Context (4 credits)

Whether you work in a large or small company, a governmental agency, a nonprofit, a community-based organization, or run your own small business, you must function in a new and highly interconnected world-wide context. This course explores this new environment from multiple perspectives. You will examine cultural, environmental, ethical, political, and legal differences across different regions of the world. Attention is focused on how to manage and lead across boundaries to meet the challenges of this new context. Theories of international management, international human resource management, and international finance and accounting are considered, as is the role of information technology in creating greater access to the world-wide economy.

BUS751 Leadership (4 credits)

This advanced course reviews and provides research opportunities on leadership issues in global, international, and multicultural organizations. The course includes theoretical

orientation and theory-to-practice experiences using case studies, demonstrations, and simulations. The course provides an in-depth review and analysis of the latest theories and research on leadership in global and multicultural organizations. Written projects will focus on critical thinking, problem solving, decision making and information literacy. Attention is given to team leadership and team collaboration skills within a culturally diverse world.

BUS752 Doctoral Seminar I (4 credits)

This course begins the formal development of the student's dissertation. This development will be ongoing throughout the curriculum and result in the dissertation's submission at the end of the program. Topics in the course include problem statements, research questions, hypotheses and testing, samples and populations, and the intended impact of the study on the profession and society. The outcome of this course is a prospectus (or blueprint) that articulates a specific goal and plan that will evolve into the student's dissertation.

BUS753 Leadership in 21st Century Global Multicultural Organizations (4 credits)

Leading in today's complex, world-wide environment necessitates teamwork and collaboration to sustain a competitive advantage. In this course students will examine practices required to lead organizations with highly diverse workforces distributed across international, cultural, and regional boundaries. You will systematically investigate the latest ideas emerging from both the world of practice and leadership research to identify "best practices" in the ever changing and dynamic workplace of the 21st Century.

BUS761 Information Technology and Knowledge Management
(4 credits)

This course emphasizes that information technology is, and will be, quite helpful for knowledge management, however knowledge science cannot be established only by information science. Managers, consultants, IT professionals and customers believe that they have finally discovered what makes organizations work: knowledge—that invisible force that propels the most successful companies to stock market values which far exceed the visible assets of their financial balance sheet. Where does this knowledge come from? The financial balance sheet, based on such tangible assets as capital and equity, does not tell us. Yet, this is what stock market investors look for when they decide to raise the market value of a company—they invest in the specific knowhow of the company to produce future cash flows. During this course, students are going to study the knowledge movement in organizational thinking and what refining rules of thumb, techniques, and methodologies are used by investors for the knowledge auditing of organizations.

BUS762 Doctoral Seminar II
(4 credits)

This is a mentor-guided course designed to focus on preparing the dissertation proposal for approval. During this course, the student's prospectus will be applied to the development of a proposal. Topics in this course include focused literature reviews, statistical and qualitative tools, data gathering and data analysis approaches, past research and current theories, proposal chapter format requirements, human subjects' research requirements, and submission timelines.

BUS763 Comparative Economic Systems
(4 credits)

This graduate course provides students with an understanding of the organization,

operation and performance of economic systems, both in theory and in practice. It examines alternative methods of determining the bill of goods to be produced, the allocation of resources to produce it, and the distribution of the resulting income. The course explores various alternative answers by analyzing and comparing different economic systems.

BUS771 Resources Management
(4 credits)

The main idea of this course is the study of Resource Management as the efficient and effective deployment for an organization's resources when they are needed. Such resources may include financial resources, inventory, human skills, production resources, or information technology (IT). Students explore resource management as a key element to activity resource estimating and projecting human resource management, analyzing the essential components of a comprehensive project management plan to execute and monitor a project successfully.

BUS772 Doctoral Seminar III
(4 credits)

This course emphasizes the finalization of the dissertation and provides students guidance for finding the appropriate venues and approaches in publishing their research findings. This will include the final steps necessary in pulling together what might have been earlier versions of Doctoral Seminar I and II, as well as the proofing and dissertation editing strategies that are required and the steps scholars can take to make sure their results are, in fact, shared with other scholars. This will include an exploration of writing research articles, preparing to present scholarly papers, as well as other publication venues.

**BUS773 Global Management Models
(4 credits)**

This advanced course provides an in-depth review and analysis of the latest theories and research on global management models. The course reviews and provides research opportunities on chain management issues focused on ethical international management, including the integration of corporate culture, integration, implementation, and globalization. Specific applications to research areas in business strategies are explored. Written projects will focus on critical thinking, problem solving, decision making, and information literacy.

**BUS781 Marketing Management Process
(4 credits)**

This course provides students with a foundation in the concepts and theories of marketing and marketing management. Participants will study marketing theory, market analysis, marketing mix strategy, strategic marketing, and measuring market performance. Students will learn the theories of the field including both key seminal literature and current published research.

**BUS780 Thesis Dissertation
(4 credits)**

The dissertation phase of the doctoral program allows Doctoral students the opportunity to become an expert on a particular subject by making an original contribution to research.

**BUS733 Cross Cultural Management
(4 credits)**

The study of cross-cultural management will present many of the keys to making cross-cultural operations work much more successfully. Students will also study what enormous benefits organizations can hope to

achieve once they gain understanding and respect for the cultural factors at work. As a visible result, the students find out how to modify and improve their management approach and see huge growth in motivation and cooperation among their organizations, resulting in more harmony and productivity.

**BUS743 International Political and Legal Systems
(4 credits)**

This advanced course provides an in-depth review and analysis of the latest theories, research, and information on international trade law for managers. Emphasis is placed on legal aspects managers might encounter when engaged in international trade. The course reviews and provides research opportunities on issues of international trade from a multidisciplinary, strategic, and meta analysis perspective. The course examines the nature and complexities of international business and international trade policies. Theory, research, ethics, and literature from a political, economic, social cultural, social psychology, legal, and historic perspective will be explored in depth. Written projects will focus on critical thinking, problem solving, decision making and information literacy

**BUS782 International Business Strategies
(4 credits)**

This advanced course explores an in-depth review and analysis of the latest theories and research on accounting and taxation issues from an international perspective. Study includes how and why accounting and taxation topics differ from country to country, the impact of these issues on the international organization, problems related to the differences and the organizations that have developed to resolve ethical and operational problems. Written projects will focus on critical thinking, problem solving, decision

making, and information literacy. The class includes independent research into the development, implementation, and regulation issues for global organizations.

EDU711 Doctoral Program Orientation Seminary

Upon completion of this course, students will have a stronger understanding of the scholar/practitioner/leader model and their doctoral program of study. The doctoral orientation seminar includes scholarly communication skills and the purpose and structure of the doctoral dissertation.

EDU712 Technology Foundations in Education (4 credits)

This course studies the foundations of technology in the field of education. It also analyzes the responsibilities and commitment required for students and teachers, and introduces concepts of digital citizenship and responsibility and transitioning instruction to integrate technology. This course also addresses portfolio use both professionally and with students. Technology dispositions, expectations, and guidelines are emphasized for what is necessary to be a 21st century educator.

EDU721 Qualitative Research (4 credits)

Overview

This research course provides students with core knowledge and skills for designing qualitative research at the doctoral level, including understanding data analysis. Students explore the nature of qualitative inquiry, fieldwork strategies and the nature of observation, theoretical approaches to qualitative research, the importance of quality assurance, and the ethical, legal, and social change implications of conducting qualitative research and producing knowledge.

Students use software to code data and interpret and present results. Students will

apply and synthesize their knowledge and skills by developing a qualitative research plan. Project components include planning, research ethics and access, data collecting and analyzing, and research reporting.

EDU722 Learning Process and Creativity (4 credits)

In this course students have the opportunity to get immersed in deep questions about learning, discussing the most provocative aspects, such as: What should be the true purpose of education? Do classrooms make sense anymore? What should individuals contribute to their own education? Are yesterday's distinctions between subjects--and between the arts and sciences--still meaningful? What would the ideal lifelong education look like at the K-12 level, in universities, in the workplace, and beyond?

EDU731 Quantitative Research I (4 credits)

This research course provides students with core knowledge and skills for designing quantitative research at the doctoral level, including understanding data analysis and applying statistical concepts. Students explore classical quantitative research designs and common statistical tests, the importance of quality assurance, and ethical and social change implications of conducting quantitative research and producing knowledge. This course approaches statistics from a problem-solving perspective with emphasis on selecting appropriate statistical tests for a research design. Students use statistical software to calculate statistics and interpret and present results. Students will apply and synthesize their knowledge and skills by developing a quantitative research plan.

Over the course of the industrial revolution, motors shrank in size and cost, disappearing inside household appliances and workplace tools to create new kinds of machines.

Through a similar process, we are now embedding computers and telecommunications into our everyday context of education. The purpose of this course is to study the evolution of educational technology and what has been the impact of this evolution in our society and on education around the world. Students will get immersed in the new messages emerging from this evolution that can dramatically improve instructional outcomes, but such an evolution of educational practice depends on careful design of the interface among the devices, learners, and teachers. In this way, educational technology leaders demonstrate an advanced understanding of technology, the new concepts and their implication for teachers, and the evolution of technology in education, all of which form an intercultural point of view about the future of educational technology around the World.

EDU741 Quantitative Research II (4 credits)

This research course builds upon knowledge and skills acquired in Quantitative Research I and provides experience applying them. It provides students with more specialized knowledge and skills for designing quantitative research at the doctoral level, including understanding multivariate data analysis and applying more advanced statistical concepts. Students explore comprehensive quantitative research designs and suitable statistical tests, the importance of quality assurance, and ethical considerations and social change implications of conducting quantitative research and producing knowledge. This course approaches statistics from a problem-solving perspective with an emphasis on selecting the appropriate research design and statistical tests for more complex research questions or problems. Students use statistical software to perform analyses and interpret and present results. Students will apply and synthesize their knowledge and skills by developing a quantitative research plan.

EDU6408 Online Education (4 credits)

A few years ago, online education was unthinkable, but now it is a reality and it has expanded beyond imagination. The Internet has allowed us to cross boundaries that took a long time to cross; technology has allowed us to learn and grow with people from around the world. It has given access to new opportunities in work, learning and socializing. We are now witnessing a transformation in the way people learn. The future of education in general, and college education in particular, will be of more access, more educational choices, and new fields in educational research. Students in this course study how online education was developed and its impact on educational technology.

EDU751 Design and Development of Digital-Age Learning Experiences and Assessments (4 credits)

Students will design, develop, and evaluate authentic learning experiences and assessments by incorporating contemporary tools and resources to maximize content learning in context and to develop the knowledge, skills, and attitudes necessary for students.

EDU752 Doctoral Seminar I (4 credits)

This course begins the formal development of the student's dissertation. This development will be ongoing throughout the curriculum and result in the submission of the dissertation at the end of the program. Topics in the course include problem statements, research questions, hypotheses and testing, samples and populations, the intended impact of the study on the profession and society. The outcome of this course is a prospectus (or blueprint) that articulates a specific goal and plan that will evolve into the student's dissertation.

EDU761 Legal and Ethical Issues in Educational Technology (4 credits)

Students understand local and global societal issues and responsibilities in an evolving digital culture and exhibit legal and ethical behavior in their professional practices.

EDU762 Doctoral Seminar II (4 credits)

This is a mentor-guided course designed to focus on preparing the dissertation proposal for approval. During this course, the student's prospectus will be applied to the development of a proposal. Topics in this course include focused literature reviews, statistical and qualitative tools, data gathering and data analysis approaches, past research and current theories, proposal chapter format requirements, human subjects' research requirements, and submission timelines.

EDU771 Planning and Designing Learning Environments and Experiences (4 credits)

Doctoral students will plan, design, and model effective learning environments and multiple experiences using technology to support the diverse needs of students.

EDU772 Doctoral Seminar III (4 credits)

This course emphasizes the finalization of the dissertation and provides students with guidance for finding the appropriate venues and approaches to publish their research findings. This will include the final steps necessary in pulling together what might have been earlier versions of Doctoral Seminar I and II, as well as the proofing and dissertation editing strategies that are required and the steps scholars can take to make sure their results are, in fact, shared with other scholars. This will include an exploration of writing research articles, preparing to present scholarly papers, as well as other publication venues.

EDU781 Procedures, Policies, Planning, and Budgeting for Technology Environments (4 credits)

The focus of this course is to coordinate, develop and directly implement technology infrastructure procedures, policies, plans, and budgets for PK-12 schools, or for schools where students work.

EDU780 Thesis Dissertation (4 credits)

The dissertation phase of the doctoral program allows Doctoral students the opportunity to become an expert on a particular subject by making an original contribution to research.