



Effective February 2026

CEO US UNIVERSITY

INSTITUTION CATALOG

2026 - 2027

Vol. II



+1 (850) 979-8415



www.ceousuniversity.org



ceousuniversity@ceodent.com



450 S Orange Ave, 3rd Floor Suite 378 Orlando, FL 32801

TABLE OF CONTENT

MESSAGE FROM OUR PRESIDENT	3
GENERAL INFORMATION	4
OUR MISSION	4
OUR VISION	4
LEGAL CONTROL	4
FACILITIES	4
STATEMENT OF LICENSURE	4
ACADEMIC CALENDAR	4
INSTRUCTIONAL SEMESTER.....	5
LANGUAGE OF DELIVERY	5
OFFICE HOURS	5
FINANCIAL INFORMATION	6
TUITION.....	6
FEES.....	6
CANCELLATION & REFUND POLICY	6
ACADEMIC INFORMATION	7
MASTER OF SCIENCE IN ARTIFICIAL INTELLIGENCE, CONCENTRATION IN ETHICAL ARTIFICIAL INTELLIGENCE	7
MASTER OF SCIENCE IN MARKETING AND DIGITAL COMMUNICATION	8
MASTER OF BUSINESS ADMINISTRATION	9
ADMISSION REQUIREMENTS.....	10
APPLICATION FOR ADMISSION.....	10
REACTIVATION OF ADMISSION APPLICATION	10
REGISTRATION.....	10
ORIENTATION.....	10
GRADUATION REQUIREMENTS	10
DEFINITION OF A UNIT OF CREDIT	11
COURSE CANCELLATION POLICY	11
COURSE WITHDRAWAL POLICY	11
WITHDRAWAL POLICY.....	11
MAKE-UP WORK POLICY & REPEATING COURSES.....	11
TRANSFER OF CREDITS.....	11
ADVANCED PLACEMENT	12
ONLINE DELIVERY	12
TECHNOLOGY REQUIREMENTS	12
OUR LEARNING MANAGEMENT SYSTEM.....	12
COURSE CONTENT.....	13
EVALUATIONS.....	13
ONLINE COMMUNICATION	13
ATTENDANCE AND CLASS SCHEDULE	13
STUDENT SERVICES	14
ACADEMIC ADVISING	14

PERSONAL ACADEMIC SUPPORT	14
ACADEMIC COUNSELING	14
FINANCIAL ADVISEMENT	14
CAREER SERVICES	14
E-LIBRARY	15
ONLINE TECHNICAL ASSISTANCE	15
LEAVE OF ABSENCE.....	15
SATISFACTORY ACADEMIC PROGRESS.....	15
GRADING SYSTEM.....	15
STANDARDS OF SATISFACTORY ACADEMIC PROGRESS	15
SATISFACTORY ACADEMIC PROGRESS.....	16
GRADES AND TRANSCRIPTS.....	17
POLICIES AND PROCEDURES	17
ACADEMIC WARNING OR PROBATION.....	17
SUSPENSION & DISMISSAL	17
APPEALS PROCESS	17
STUDENT CONDUCT POLICY	17
PENALTIES FOR MISCONDUCT	18
GRIEVANCE POLICY	19
MODIFICATIONS.....	20
NON-DISCRIMINATION.....	20
ANTI-HAZING.....	20
EMERGENCY CLOSURE.....	20
COURSE DESCRIPTIONS	22
MASTER OF BUSINESS ADMINISTRATION	22
MASTER OF SCIENCE IN MARKETING AND DIGITAL COMMUNICATION	24
MASTER OF SCIENCE ARTIFICIAL INTELLIGENCE CONCENTRATION IN ETHICAL ARTIFICIAL INTELLIGENCE	27
STAFF & FACULTY.....	28
STAFF.....	28
FACULTY	28

MESSAGE FROM OUR PRESIDENT

Welcome to **CEO US University**! Thank you for your interest in our University. We are pleased to help you gain the knowledge and skills that will allow you to launch your career.

We take your education very seriously. We strive to stay attuned to your personal academic and career goals as we help you pursue studies geared toward realizing your full potential. Our goal is to provide you with as many advantages at our disposal. You will study with professionals using industry-driven credentials, curriculum, and software. We encourage you to jump into your passion from the moment you engage in our classes.

On behalf of the entire faculty and staff, I want you to know we are glad you will be attending **CEO US University** and are excited for your arrival. Professors are getting ready for classes;

exciting activities and conferences are in place for this year; and we are eager to get started.

Sincerely,

Orlando Martinez

Dr. Orlando Martinez
President

GENERAL INFORMATION

OUR MISSION

CEO US University will provide a thorough and harmonized education to create an intelligent and ethical professional. Through the delivery of a comprehensive human centered education, we will instill ethical, academic, and scientific prowess. Our goal is to instill social responsibility as a fundamental principle to achieve a fair, sustainable, and inclusive society.

OUR VISION

CEO US University envisions itself as a higher education institution based on the dynamics of the productive sector, aligning training and research processes to benefit the country's economic, social, and cultural development. We are committed to contributing to the development of new knowledge from an innovative, scientific, and technological perspective and to expanding access to education.

LEGAL CONTROL

CEO US University is a fictitious name registered under **CEO US ACADEMY BY CEO LATINOAMERICA LLC** which is registered with the Florida Department of Corporations as a For-Profit company. **CEO US ACADEMY BY CEO LATINOAMERICA LLC** is wholly owned by **Dr. Orlando Rafael Martinez Osorio** and **Noris Esther Osorio De Martinez**.

FACILITIES

CEO US University has its administrative office located at **450 S Orange Ave, 3rd Floor Suite 378, Orlando, Florida 32801**. The **65 sq. ft.** facility is located in beautiful Orlando. The office includes staff quarters, two shared meeting rooms, a shared lounge, reception, a 24h/7 cafeteria, shared copy room, private bathrooms and elevators and stairs. The Location is secured with building PIN entrance for access outside of office hours. Wi-Fi access is open for personnel and visitors throughout the facility. The building is in full compliance with all required safety, fire, and sanitization departments with disability access throughout and free parking garage. The institution plans on organizing their key sustainable systems and stabilizing their revenue. Upon reaching said milestones, the University will relocate to offer additional student amenities.

STATEMENT OF LICENSURE

CEO US University is licensed by the Florida Commission for Independent Education, Florida Department of Education, License #**13310**. Additional information regarding this institution may be obtained by contacting the Commission at: 325 West Gaines St., Suite 1414 Tallahassee, FL, 32399-0400; Toll Free telephone number (888) 224-6684 (www.fldoe.org/cie).

ACADEMIC CALENDAR

CEO US University is Semester-based. Each academic year is divided into three semesters of 16 weeks, each described as **Fall**, **Spring**, and **Summer**. Each semester has three (3) Terms (Term A, Term B, Term C). Programs are designed so students may enroll at the beginning of any semester.

Spring 2026		
Registration Period	11/01/2025	01/05/2026
Last day to add/drop classes	02/09/2026	
Semester Schedule	02/02/2026	05/22/2026
SAP Checkpoint - Term A	02/02/2026	03/02/2026

SAP Checkpoint - Term B	03/03/2026	04/04/2026
SAP Checkpoint - Term C	04/05/2026	05/22/2026
<u>Observed Holidays</u>		
Martin Luther King Day January 19, 2026 Presidents' Day February 16, 2026 Spring Break: April 25 – May 3, 2026		
Summer 2026		
Registration Period	03/01/2026	05/05/2026
Last day to add/drop classes	06/10/2026	
Semester Schedule	06/03/2026	09/23/2026
SAP Checkpoint - Term A	06/03/2026	07/03/2026
SAP Checkpoint - Term B	07/04/2026	08/04/2026
SAP Checkpoint - Term C	08/05/2026	09/23/2026
<u>Observed Holidays</u>		
Memorial Day May 25, 2026 Independence Day July 4, 2026 Summer Break: August 24 – August 28, 2026		
Fall 2026		
Registration Period	07/03/2026	09/05/2026
Last day to add/drop classes	10/14/2026	
Semester Schedule	10/07/2026	01/27/2027
SAP Checkpoint - Term A	10/07/2026	11/08/2026
SAP Checkpoint - Term B	11/18/2026	12/20/2026
SAP Checkpoint - Term C	12/27/2026	01/27/2027
<u>Observed Holidays</u>		
Labor Day September 7, 2026 Veterans Day November 11, 2026 Thanksgiving November 26 - 27, 2026 Winter Break December 24 – January 4, 2027		

INSTRUCTIONAL SEMESTER

- **Full-Time Student:** Can take between 9 to 12 Credits per semester.
- **Part-Time Student:** Can take between 3 to 6 Credits per semester.
- **Academic Year:** Beginning September 1st through August 31st.
- **Semester:** There are three semesters which contain 16 weeks of instruction.
- **Semester Descriptions:** Fall, Spring, and Summer.
- **Add-Drop Period:** Occurs during the first week (7 days) of each semester.

LANGUAGE OF DELIVERY

CEO US University programs are offered in Spanish and English languages.

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

OFFICE HOURS

The University Administrative Office is available Monday through Friday from 8:30 AM to 4:30 PM EST. Additionally, the email server is on duty 24/7 and questions from students may be addressed by e-mail. Please refer to the ONLINE COMMUNICATION Section in this catalog for more information on communicating with your professors.

FINANCIAL INFORMATION

TUITION

Programs	Tuition/ Credit	Application Fee (Nonrefundable)	Books & Supplies	Program Cost
Master of Business Administration	\$400.00	\$150.00	\$1,700.00	\$19,850.00
MS in Artificial Intelligence , concentration in Ethical Artificial Intelligence	\$400.00	\$150.00	\$1,700.00	\$16,250.00
MS in Marketing and Digital Communication	\$400.00	\$150.00	\$1,700.00	\$16,250.00

FEES

Fees	Cost
Graduation Fee (<i>Charged to all students before graduation</i>)	\$350.00
Technology Fee (<i>each academy term</i>)	\$27.00
Course Re-Entry (<i>additional tuition fee may apply</i>)	\$35.00
Returned Checks	\$35.00
Per Transfer Credit Accepted	\$150.00
Official Transcript (<i>first one is free</i>)	\$25.00
Library Fee	\$5.00
Late Payment Fee	\$35.00
Withdrawal Processing Fee	\$35.00

- Students must allow two weeks for processing receipts which are requested to be sent by mail or fax.
- Types of Payment: Visa, MasterCard, Bank Wire, Check or PayPal.
- Tuition is subject to change.

CANCELLATION & REFUND POLICY

If a student wishes to cancel his or her enrollment either prior to or after classes have begun, they must notify the institution in person, by electronic mail, or certified mail. The cancellation shall be effective on the date the notice is postmarked.

- 1) Cancellation can be made in person, by electronic mail, by certified mail, or last date of attendance by the student or date of written notice received.
- 2) All monies will be refunded if the school does not accept the applicant or if the student cancels within five (5) business days after signing the enrollment agreement and making initial payment.
- 3) Cancellation after the fifth (5th) Business Day, but before the first class, results in a refund of all monies paid, except for the Application fee (not to exceed \$150.00).
- 4) The drop/add period is the first week of classes. There will be a refund of all tuition and fees except Application fee if the student withdraws on or during the drop/add week. There will be no refund after the drop/add week.
- 5) **Termination Date:** In calculating the refund due to a student, the last date of actual attendance by the student is used in the calculation.
- 6) Refunds will be made within 30 days of termination of student enrollment or receipt of Cancellation Notice from students.

COURSE & PROGRAM CANCELLATION

Students who have registered for a course or a program that is cancelled by the University will be given the opportunity to register for another course or receive a full refund of tuition and fees associated with that course.

ACADEMIC INFORMATION

MASTER OF SCIENCE IN ARTIFICIAL INTELLIGENCE, CONCENTRATION IN ETHICAL ARTIFICIAL INTELLIGENCE

Program Description: This program prepares professionals from diverse disciplines to become leaders in navigating the ethical complexities of AI. It emphasizes AI governance, ethics, and societal impacts while providing advanced technical knowledge in areas such as machine learning, neural networks, natural language processing, and computer vision.

Through interdisciplinary learning and research tailored to professional interests, students develop critical thinking and practical methodologies to integrate ethical principles into the design, development, and implementation of AI systems across industries. The program addresses challenges like algorithmic bias, transparency, regulatory policies, and the future impacts of autonomous and advanced AI on global security and bioethics.

Program Objective: Upon completion of the Master of Science in Artificial Intelligence, Concentration in Ethical Artificial Intelligence, the graduates will be able to:

- Design, develop and implement intelligent systems, applying techniques of machine learning, natural language processing, intelligent agents and generative artificial intelligence.
- Integrate ethical principles and regulatory frameworks into each phase of the AI systems life cycle, considering their impact on human rights and social justice.
- Formulate proposals for governance, regulation and control of AI technologies, both in institutional contexts and in public policies.
- To lead responsible technological innovation processes in various sectors, articulating technical capabilities with ethical, legal and social sensitivity.

Program Breakdown:

Course Code	Course Title	Credits
ETH 500	Foundations of Artificial Intelligence	3
ETH 510	Natural Language Processing	3
ETH 520	Computer Architecture and Software Engineering	3
ETH 530	Artificial Intelligence Agents	3
ETH 540	Data Mining and Machine Learning Techniques	3
ETH 550	Principles of Deep Learning	3
ETH 560	Generative Artificial Intelligence	3
ETH 600	Capstone	3
	Concentration in Ethical Artificial Intelligence	
ETH 650	Digital Ethics	3
ETH 660	Technology Ethics and the Legal Landscape	3
ETH 670	AI Governance and Policy	3
ETH 680	AI in Decision-Making Processes	3
TOTAL:		36

MASTER OF SCIENCE IN MARKETING AND DIGITAL COMMUNICATION

Program Description: The Master of Science in Marketing and Digital Communication Program prepares students to excel as leaders in a digital model. The program focuses on developing advanced strategies in Marketing and Digital Communication strategies, data-driven decision-making, consumer behavior analysis, and ethical marketing practices. With concentrations in Neuromarketing and Neurosales, students can specialize in applying neuroscience to marketing strategies or enhancing sales through cognitive insights. This program promotes advanced methodologies and tools for professionals and entrepreneurs as well as equips students to innovate, lead diverse teams, and create impactful, socially responsible campaigns.

Program Objective:

Upon completion of the Master of Science in Marketing and Digital Communication Program, the graduates will be able to:

- Design and implement data-driven, customer-centric, and results-oriented digital marketing strategies.
- Apply principles of neuromarketing, behavioral economics, and consumer analysis to create memorable experiences.
- Omnichannel advertising campaigns, lead brand positioning, and direct digital loyalty processes with a strategic vision.
- Evaluate the ethical, technological, and communicative impact of decisions in digital environments.
- Integrate research and applied experimentation processes to solve real challenges in contemporary marketing.

Program Breakdown:

Course Code	Course Title	Credits
MAN 500	Strategic Brand Management	3
MAR 510	Marketing Management	3
MAR 520	Advanced Digital Marketing Strategies	3
MAR 530	Market Trends and Sales Forecasting	3
MAN 540	Lead Generation and Management	3
MAR 550	Consumer Dynamics in the Digital Age	3
MAR 560	Social Media Advertising	3
CAP 600	Capstone	3
Students must choose at least one of the following concentrations		
	Neuromarketing	
NEU 650	Fundamentals of Neuromarketing	3
NEU 660	Behavioral Economics and Marketing	3
NEU 670	Branding and Neuromarketing	3
NEU 680	Neuromarketing Research	3
	Neuro Sales	
SAL 650	Fundamentals of Neurosales	3
SAL 660	Psychology of Sales and Persuasion	3
SAL 670	Customer Engagement and Relationship Management	3
SAL 680	Behavioral Economics in Sales	3
TOTAL:		36

MASTER OF BUSINESS ADMINISTRATION

Program Description: The MBA Program is designed to integrate advanced business concepts with practical management skills, preparing students for leadership roles in a technology-driven global economy. Throughout the program, students will explore a wide range of business disciplines, including finance, marketing, operations, and strategy, learning to apply these concepts to real-world challenges through a decision-making framework that emphasizes analytical thinking and problem-solving.

Our program aims to develop well-rounded business leaders who can navigate complex issues and make informed, ethical decisions. Graduates will gain the skills needed to recognize and address ethical dilemmas while effectively managing projects and operations. The curriculum focuses on leadership development, teaching students how to inspire and motivate teams, optimize resources, and harness human potential for organizational success supported with business intelligence models and advanced technological tools.

Program Objective: Upon completion of the MBA Program, the graduates will be able to:

- Lead complex organizations with strategic vision, ethical commitment, and systemic thinking.
- Formulate and implement innovative business projects based on financial analysis, marketing, information systems and sustainability.
- Analyze the global environment and act with intercultural sensitivity in multicultural and digital contexts.
- Making informed decisions using quantitative tools, modeling, and simulations focused on achieving results.
- Integrate interdisciplinary solutions that respond to social, technological, and economic challenges.

Program Breakdown:

Course Code	Course Title	Credits
COM 500	Business Communication	3
MAR 510	Marketing Management	3
LED 520	Leadership and Organizational Behavior	3
FIN 530	Financial Accounting	3
MIS 540	Management Information Systems	3
LAW 550	Business Law and Ethics	3
BUS 560	International Business	3
MAN 570	Human Resources Management	3
MAN 580	Advanced Project Management	3
QUA 590	Quantitative Methods for Decision Making	3
CAP 600	Capstone	3
Students must choose at least one of the following concentrations		
Logistics		
LOG 650	Supply Chain Management Strategies	3
LOG 660	Logistics and Distribution Management	3
LOG 670	Logistics Management and Stochastic Processes	3
LOG 680	Operations Analysis	3
Hospitality Management		
HOS 650	Strategic Management for Hospitality and Tourism	3
HOS 660	Managing Service Quality in Hospitality and Tourism	3
HOS 670	Organizational Behavior in the Hospitality Industry	3
HOS 680	Revenue Management for Hospitality and Tourism	3
TOTAL:		45

ADMISSION REQUIREMENTS

All applicants must meet the following admission requirements:

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

All foreign degrees and official transcripts must be evaluated by an Approved Credential Evaluation Agency.

APPLICATION FOR ADMISSION

All persons interested in applying for admission to the University should complete an application which must be accompanied by a **non-refundable** required registration fee of a **\$150.00** (check, money order, or credit card) to process the application. The check/money order should be made payable to **CEO US University**. Applicants must submit all required application documents to be considered for admission. Once a decision is made, an email will be sent to the candidate with further instructions. Candidates will be contacted by their admissions agent regularly to ensure the completed documents are received by the office.

REACTIVATION OF ADMISSION APPLICATION

An individual who has been accepted for admission to CEO US University, but who has not attended any courses, has their original application and fee active for one (1) year from the term in which the individual was first accepted. In situations longer than one (1) year the application process must be started again with a new application and fee paid.

REGISTRATION

Students are required to register for classes either through email or in person, registration period is listed above on the institution's calendar.

ORIENTATION

Prior to attending classes, new student, as well as those returning to the University after one term or more of non-attendance, are required to participate in an orientation program. **Attendance is mandatory.** This program is designed to acquaint students with the policies of the University. Students are also required to attend a library orientation during their first term.

GRADUATION REQUIREMENTS

To graduate from CEO US University, and to receive a degree, the student must:

- Complete all credits as stated in the catalog.
- Earn a minimum 3.0 cumulative grade point average.
- Meet satisfactory academic progress.
- Fulfill all monetary obligations.

CREDENTIALS AWARDED

Program	Credits Required	Credential Awarded
Business Administration	45	Master of Business Administration
Artificial Intelligence, Concentration in Ethical Artificial Intelligence	36	Master of Science
Marketing and Digital Communication	36	Master of Science

DEFINITION OF A UNIT OF CREDIT

The University follows the Carnegie unit of credit hours recognition. practice, providing courses and programs credit hours for successfully completed units. Furthermore, credit is awarded for assessment of a course, program, and outcomes. The University measures its programs through Semester Credit Hours in which 15 theory hours are equivalent to 1 credit hour.

A typical 3 credit course will require 45 hours of total instruction. Additionally, the student must be prepared to complete assignments, research, and other course related activities.

COURSE CANCELLATION POLICY

CEO US University requires that there be a minimum number of students in an online course. In rare circumstances, the University may cancel an online course on the first day of class due to low enrollment. Every effort will be made to move students to either another online course which meets their educational requirements or a similar class. Even if a student has logged into the online environment prior to course start, the student will incur no financial liability if the course is cancelled.

COURSE WITHDRAWAL POLICY

- To apply for a withdrawal, students will provide notification of intent to withdraw, in writing or orally, to the Registrar's Office. The Registrar will document the reasons and date of the student request.
- **Withdrawals with Refund:** Courses in which the student applies for withdrawal during the drop/add period will be refunded according to the Cancellation and Refund Policy.
- **Withdrawals without Refund:** When students request a withdrawal from a course, after the due date established by the institution for withdrawals with refund, it may affect the student's academic progress.

WITHDRAWAL POLICY

A student may withdraw from a class and obtain the notation of "W" until the day before the final exam.

- Unsatisfactory academic performance following the above deadline will not be accepted as a reason for withdrawal.
- Students who are seeking a withdrawal for medical reasons must provide appropriate medical information using the "Withdrawal Form" available at the CEO US University website.
- If a withdrawal for medical reasons is approved, an "I" will be recorded for each course.
- Students who receive a withdrawal for medical reasons may be placed "on hold" until the University determines that the student is ready to return. If a withdrawal for medical reasons is not approved, but the situation justifies a withdrawal, the request may be approved as a late withdrawal, and grade of "W" will be recorded.
- If a student withdraws from a course while an alleged academically dishonest act is under review, and the case is not resolved in favor of the student, the academic department, in conjunction with faculty and appropriate University committee, reserves the right to assign the appropriate grade for the course.

MAKE-UP WORK POLICY & REPEATING COURSES

Students who are unable to complete work by the end of the course may be granted an incomplete grade (I) with the instructor's approval. Make-up work policy is granted on a case-by-case basis. Arrangements must be completed within three (3) days from the end of the course. Failure to make such arrangements without administrative approval will result in a failing grade.

TRANSFER OF CREDITS

Transfer applicants must meet all the admission requirements of **CEO US University**. The Universities' transfer policy is designed to recognize previously earned credits. Individuals who have earned credit at other institutions are encouraged to find out which courses may apply. Students may qualify to use up to 75% of credit earned elsewhere towards CEO US University. Speak to your admissions agent for details.

CEO US University will evaluate transfer credit from other institutions on a course-by-course basis. Transferability of credits is based on similar content and course objectives. Qualified credits will only be accepted if the grade earned was at least a **"B"**. Transfer of credits is at the discretion of **CEO US University**.

Transfer of Credits from **CEO US University** to another University is at the discretion of the receiving institution, it is the students' responsibility to confirm whether credits will be accepted by another institution of their choice.

ADVANCED PLACEMENT

CEO US University does not grant credits for work experience or by examination.

FAMILY EDUCATIONAL RIGHTS AND PRIVACY ACT (FERPA)

Federal and State laws restrict the release of confidential student records and information. Students have a right to inspect their educational records and are protected from release of information without their written consent, except for subpoenaed requests from courts with appropriate jurisdiction. Students must make written requests for transcripts and other academic information. Requests by unauthorized third parties and telephone requests will not be honored.

ONLINE DELIVERY

CEO US University online term is sixteen (16) weeks long and encompasses multiple hours of blended instruction (*asynchronous and synchronous*) per week including discussions, assignments, assigned readings and projects.

TECHNOLOGY REQUIREMENTS

Once a student is registered, their only necessary equipment is a personal computer with internet access, a student can access the eLearning platform from anywhere in the world. To maintain privacy and security, each student is provided with a **username** and **password** which allows them to reach their own **personal page** within the **Moodle Learning Management System**.

It is important to maintain student interaction with the instructor and the learning community. The online platform will allow these interactions to be more flexible regarding time and space, yet the outcome should be similar or better. It is important to outline the following criteria:

1. The professor has knowledge in online instructional technology so that they can not only easily use it to teach students but also help students who have any issues.
2. The student earns flexibility in distance and time. Based on the course syllabus, the student can plan and organize his/her learning plan for the subject.
3. The online process opens many avenues for study; self-study takes an enhanced role. Also, they can have interactions with the professor and the rest of the students through forums, chats, web-conferencing and such.
4. The student follows the course agenda and works guided by the professor's advice. Students are accountable for semester work

OUR LEARNING MANAGEMENT SYSTEM

Our learning platform is **Moodle**; this platform replaces the classroom and provides the student with the tools to engage the learning process in an enjoyable, easy to use and efficient environment. The platform has been standardized to familiarize the student with the learning process and avoid confusion. Some of the elements contained in the platform are:

- **Course Syllabus:** Outlines the path to the class.
- **Chats:** Allows for the student to interact with other students and the professor.
- **Forums:** This tool allows the class participants to create threads of information that will be available throughout the class. Great tools for studying down the road.

- **Calendar:** Reminds the students how the class has advanced and reminds them of tasks, quizzes, or exams ahead.
- **Document Load Zone:** Throughout the course the student will have places to load assignments in a clear and convenient way.

COURSE CONTENT

Once students log in to their personal page and open their course, they can access various web tools for studying. The primary tool they will use is the "Documents & Links" tab, which contains the downloadable syllabus, lectures, audio or video streams, and other relevant learning materials. Students follow the syllabus to organize their weekly studies and use the "Assignments" tab to track deadlines, download exams, submit homework, case studies, or projects, and upload their work.

Scheduled instructional sessions with instructors via **Zoom** will take place at specific times. Faculty will use the "**Announcements**" tab to provide instructions and details for these sessions. If students have course-related questions, they can post them on the chat or schedule a consultation with the instructor during consultation hours, as published on the academic calendar above.

EVALUATIONS

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

Formal evaluations are implemented using assignments or quizzes. For assignments, the student submits a text file; 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. Students are expected to adhere to the timeline provided by the course professor in the course syllabus. Any retakes are at the discretion of the professor.

Faculty members will have access online to post assignments and exams. Faculty will have 48 hours to post grades for assignments during the term and 5 days to post grades for finals electronically.

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 during weekdays and weekends. Response time for evaluations that require the instructor's review, grading, and feedback will be 48 hours during weekdays and weekends.

ONLINE COMMUNICATION

It is essential that online students communicate with their instructors frequently. Students with questions must write emails to their instructors asking the many questions they may have. They may request additional chat sessions to clarify information. The instructor will schedule a time to meet with you in a chat room, by phone, or in person at the campus location. Students should expect that each communication will be followed up with a written summary of the discussion generated by the instructor. Such communications will be provided to the student by email.

ATTENDANCE AND CLASS SCHEDULE

The University is in session throughout the year, except for the holidays listed above in the Calendar section. Delivery of classes will be a blended method of **synchronous** and **asynchronous** instruction through the **CEO US University's Learning Management System (LMS)**.

Students will be required to participate in chats and discussions on a weekly basis previously prepared by their instructors and shared via the Chat and Discussion Boxes. Attendance is mandatory and students are expected to log in to their classes at least **three times a week** to be considered in attendance.

Special instructional activities may be scheduled at specific times convenient to both students and faculty members. Students who do not regularly attend any of their registered classes during the term may be administratively withdrawn from the University and placed on probation or dismissed.

STUDENT SERVICES

Students will receive advisement and or counseling with the following topics: **Academic Planning** which includes **academic advising**, inquiry about additional online course offerings, registration for courses, completion of administrative forms, the purchase of textbooks and library access.

Student services also include Financial Advisement and Personal Academic issues. In addition, the student will also receive career services assistance, which will consist of identifying opportunities and advising the student on appropriate means of attempting to realize those opportunities.

ACADEMIC ADVISING

Upon enrollment, CEO US University provides academic advising by assigning an academic advisor who assists the student in attaining his/her educational goals and fulfilling our University requirements. Students will be given the advisors' phone number and e-mail address. The advisor will be able to offer a more valuable insight into the student educational planning, by contacting the student and having a greater understanding of the student's expectations and experience. The academic advisor is responsible for providing professional and personal academic supervision to a student enrolled in a program at the University. The academic advisor will work directly on a personal basis with each student to provide academic advisement, guidance, and prompt feedback to each student who enrolls at the University or asks for assistance.

PERSONAL ACADEMIC SUPPORT

Personal Academic Support addresses individual academic concerns that may affect student performance or progress. This includes assistance with time management, study skills development, academic goal setting, balancing educational responsibilities with personal or professional obligations, strategies for overcoming academic challenges, and referrals to appropriate support resources when additional assistance is needed.

In addition, students will receive career services assistance, which consists of identifying opportunities and advising students on appropriate means of attempting to realize those opportunities.

ACADEMIC COUNSELING

Academic counseling is available to all students during the admission process, and throughout the program. Any problems the University is not able to address will be referred to community organizations and agencies to better meet the student's needs.

FINANCIAL ADVISEMENT

Financial Advisement consists of assisting students with understanding tuition obligations, payment options, financial planning related to educational expenses, budgeting for academic costs, and guidance regarding institutional financial policies and available financial resources. Students may also receive support in understanding satisfactory academic progress requirements as they relate to financial eligibility and continuation in their program.

CAREER SERVICES

The University does not make any guarantees of graduate employment or salary upon graduation. The University will offer career services, which will consist of identifying employment opportunities and advising on appropriate means of attempting to realize these opportunities. The Career Services advisor will help the student in creating a resume, sharpen students' interviewing skills, and advise on strategies for searching current job opportunities.

E-LIBRARY

Students and faculty have access to **CEO US University's** Online Library, which is a very important online resource for academic assignments, projects, and research. **CEO US University** has an agreement for the use of e-Library at [Aquinas E-Library \(OLIB\)](#). The library provides students and faculty with 24 hours-a-day and 7 days a week access to the instructional, academic, and research resources.

ONLINE TECHNICAL ASSISTANCE

There is 24-hour, 7 days a week technical assistance feature for our Online Course Platform. For technical assistance, please email us at ceousuniversity@ceodent.com.

LEAVE OF ABSENCE

A student may be granted a leave of absence for a maximum of 5 days. All requests for leaves of absence must be in writing with the reason for the LOA and the date of expected return specified. If the student does not return on the expected date, the student's enrollment will be terminated. A refund calculation will be completed according to the school Cancellation & Refund Policy. The withdrawal date will be the student's last recorded date of attendance.

SATISFACTORY ACADEMIC PROGRESS

GRADING SYSTEM

Grades are based on the quality of work as shown by written tests, term papers, and projects as indicated on the course syllabus. Faculty members will provide an individual's evaluation of performance for each course. Grades are posted onto the student's academic record, which is kept permanently.

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

STANDARDS OF SATISFACTORY ACADEMIC PROGRESS

All students must maintain satisfactory academic progress to remain enrolled at the **University**. Satisfactory academic progress is determined by measuring the student's **cumulative grade point average** (CGPA) and the student's **rate of progress toward completion of the academic program**. These are outlined below.

SATISFACTORY ACADEMIC PROGRESS

SAP - Quantitative Criteria

Students must complete at least 67% of credit hours attempted each semester to remain compliant with SAP Policy. Credit hour progression will be based on a cumulative total of attempted hours to earned hours. For example, if a student enrolls for twelve term credit hours the student is required to successfully complete a minimum of eight term credit hours ($12 \times 67\% = 8$) for the term. Failure to meet these standards may result in the student being placed on probation.

SAP - Qualitative Criteria

A student must achieve a Cumulative Grade Point Average of **3.0** at the midpoint of the program and must have earned 75% of the credits attempted. A student who does not achieve these criteria will be placed on probation for the rest of the academic term. A student on academic probation who earns less than **3.0** in his/her cumulative average will be continued on academic probation. Academic probation may be removed only by earning a 3.0 CGPA or higher on the next term.

Students placed on probation will be notified in writing and will receive academic advising to assist them in grade improvement.

SAP - Evaluation

1. Students are evaluated at the end of an academic term.
2. If a student fails a course before the academic term ends, they are immediately placed on academic probation.
3. The student will remain on academic probation until they retake the failed course when it is next offered and passes on the next attempt.
4. If the student takes the course a second time and passes it, the student is removed from academic probation.
5. If the student fails the course for a second time, the student could be academically dismissed from the University.

SAP Evaluation - Timeframe to Complete (MTF) Policy

The maximum allowable timeframe for students to remain active in the program is as follows:

The credit hours attempted cannot **exceed 1.5 times the credit hours required** to complete the program. The student will be withdrawn once it is determined that he/she has exceeded the allowable maximum time frame.

Program	Program Length	Maximum Allowed Timeframe
Master's Degree	18 Months	27 Months

CGPA REQUIREMENTS

Students in the graduate level must meet a **minimum CGPA** requirement of **3.0** throughout their enrollment to be considered making satisfactory academic progress. CGPA will be reviewed at the end of each term after grades have been posted to determine if the student's CGPA is in compliance.

GRADE CHANGE

A change in grade must be resolved by the end of the term following the term in which the grade was originally issued. Grade changes must be submitted from the faculty to the University registrar on the official "Grade Change Form", with the instructor signature. All grade changes are subject to administrative approval. Students questioning a term grade posted to their academic record should e-mail the University registrar. The University registrar will forward the e-mail to the instructor of the course and the appropriate academic administrator for resolution. The timeframe for changing the grade is one (1) week from the end of the term.

COMPUTATION OF CUMULATIVE GRADE POINT AVERAGE

The cumulative Grade Point Average (CGPA) is computed by assigning every component a percentage based on its portion of the total hours comprising the student's program. Quality points are assigned to each grade given. The CGPA will be calculated by totaling the assigned quality points.

GRADES AND TRANSCRIPTS

Original copies of student exams are maintained in each student's education file while they are in attendance and for a period of three years after their last day of attendance. Transcripts are maintained by the student records office indefinitely. Each transcript documents student grades and can be reviewed upon written request.

Permanent copies of all student records are maintained at the University. There is a three (3) business day waiting period for delivery of an official transcripts and/or Diploma.

Any student requiring additional copies of said documents must pay a processing fee for each document requested. Upon presentation of a receipt of payment from the Business Office, the Registrar will prepare the requested document(s). There is a three-day waiting period for processing. Processing will only begin after payment. If there is an outstanding balance to the University, it must be paid before processing can begin.

POLICIES AND PROCEDURES

ACADEMIC WARNING OR PROBATION

If the student falls below the criteria on the SAP listed above in the catalog, he/she will be placed on a probationary period (*the period is specified above on the SAP*). Any student having to repeat courses will have to pay **\$35.00** per course. At the end of the probationary period, if the student has not satisfied the specified requirements, he/she may be terminated from the University. Students meeting this requirement at the end of the probationary period will be removed from this status.

Probation is an administrative status. Students on probation are at risk of termination from the program. Students on probation are monitored more closely, requiring academic advising on a regular basis to determine student progress. Students on probation may be required to attend extra course sessions. Students placed on probation will be notified in writing and will receive academic advising to assist them in grade improvement.

SUSPENSION & DISMISSAL

Students are eligible to apply for readmission after a minimum of one term, and, if permitted to return, will be on academic probation. If at any time after having once been suspended a student on probation has a cumulative average below the minimum required, the student will be dismissed from the University and will not be eligible to return.

Any appeals for failure to maintain satisfactory progress must be made in writing to the Vice-Provost within **15 days of notice of dismissal**. The student will be notified in writing of the decision. The maximum time limited given to a student to complete their program is **1.5** times the normal length of that program. A student not meeting these criteria will be terminated for not making satisfactory progress.

APPEALS PROCESS

Any appeals of the actions described above must be made in writing to the Vice-Provost who will consider the appeal. The Vice-Provost will have the final authority over the matter to make the decision whether to accept the student's appeal within 5 days. For the student's appeal to be granted, the student will need to give evidence of satisfactory academic progress.

STUDENT CONDUCT POLICY

At CEO US University appropriate student conduct in each class and when communicating with others in the University is very important. Any inappropriate conduct could result in dismissal from the University.

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.

Plagiarism: All work submitted by a student must represent the student's original endeavor. When outside sources are used as references, the student should identify the source to make clear the extent to which the source has been used. The University considers plagiarism and falsification of documents a serious matter that will result in appropriate sanctions including loss of full or partial credit for the work, suspension for a specific period, or expulsion from the program.

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, as defined here: sexual harassment is unwelcomed 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 identify 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 it was the student or someone else who prepared the notes or recordings. Copying -for any commercial purpose- handouts, readers or other course materials provided by an instructor as part of the University course unless authorized by the University in advance and explicitly permitted by the course instructor or the copyright holder in writing.

PENALTIES FOR MISCONDUCT

The Vice-Provost may impose penalties for violations of university policies or campus regulations whether such violations are also violations of law, and whether proceedings are or have been pending in the courts involving the same acts.

If because of an official appeal it is determined that the student was improperly disciplined, the Vice-Provost 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 the disciplinary process. Evidence of the prior alleged behavior as detailed in the written notice may be introduced 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 the 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 during which a student must demonstrate conduct that conforms to the University standards of conduct. 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. 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 with reinstatement thereafter certain, provided that the student has complied with all conditions imposed as part of the suspension and provided that the 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. Such 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 University Governing Board.

GRIEVANCE POLICY

A grievance procedure is available to any student who believes a university 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 Vice-Provost in writing. If the Vice-Provost is unable to resolve the student's complaint, he will refer it to the Chief Executive Officer. The Chief Executive Officer will take steps to resolve the complaint or will refer it in turn to the President of the University. The University President's decision is final.

Informal Resolution

Students are encouraged to speak directly with their mentor or staff member, most concerned with or responsible for the situation that is the cause of the complaint. If this communication does not lead to a resolution, or such a discussion is not deemed appropriate, the student may register an informal complaint or file a formal written complaint.

Informal Complaint

A student may register an informal complaint within thirty (30) days of the event that triggered the complaint. The earlier the communication is made, the more likely it is to resolve the matter satisfactorily. Complaints

should be made to the Vice-Provost. Informal complaints may be made in person, by telephone, or email. Appropriate University staff will review the matter presented by the student and determine whether any action is required. The student will be notified of the University's response within 20 days of the informal complaint. If the student is not satisfied with the decision and/or attempts at resolution, he/she may go on to make a formal complaint.

Formal Complaint

A formal complaint must be submitted in writing to the Department Chairperson. Formal complaints must be filed within sixty (60) days of the event that triggered the complaint and state the nature of the grievance and the remedy being sought. Any previous attempts to resolve the issue should also be described.

Receipt of the complaint will be acknowledged within fifteen (15) days. The appropriate University administrator will then review the matter. A final written determination, including any proposed resolution, will be sent to the student within thirty (30) days of the receipt of the complaint. The relevant University office will keep a complete record of formal complaints. Records of the outcome of all formal complaints will also be stored in a centralized database and the student's electronic file.

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

Commission for Independent Education

Florida Department of Education

325 West Gaines Street

Tallahassee, FL 32399-0400

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

MODIFICATIONS

CEO US University reserves the right to modify academic policies, regulations, courses, fees and other matters of policy and rule when deemed necessary and with due notice. Students will be given advance notification of such changes.

NON-DISCRIMINATION

CEO US University admits student of any race, color, sex, age, marital status, non-disqualifying disability to the extent of the law, religion, or creed, national or ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to student at the University and does not discriminate in administration of its educational policies, admissions policies, or other University-administered programs.

ANTI-HAZING

At CEO US University the practice of hazing is prohibited. Hazing is defined as any action taken or situations created to intentionally produce mental or physical discomfort, embarrassment, harassment, or ridicule.

EMERGENCY CLOSURE

In the event of an emergency, CEO US University's administrative office will close as determined by Orange County due to inclement weather or natural disaster (hurricane, etc.).

****THIS SECTION IS INTENTIONALLY LEFT BLANK****

COURSE DESCRIPTIONS

COURSE NUMBERING SYSTEM

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

Sample Course Number **(COM 500)**
Letters = Discipline = Communication
Digits = 500 = Program Sequence

MASTER OF BUSINESS ADMINISTRATION

COM 500 Business Communication – 3 Credits

This course covers advanced techniques in both verbal and written communication, focusing on crafting persuasive messages, leading presentations, and managing cross-cultural communication. Students will engage in complex scenarios involving stakeholder communication, crisis management, and strategic messaging. Through case studies, students will enhance their ability to develop and deliver impactful communication strategies that drive organizational goals and foster professional relationships.

MAR 510 Marketing Management – 3 Credits

Students will learn to analyze market trends, consumer behavior, and competitive dynamics while developing strategic marketing plans. The course covers product development, pricing, distribution, and promotional tactics through practical projects and case studies. By the end, students will be able to create and manage marketing strategies that drive business growth and adapt to both digital and traditional media landscapes.

LED 520 Leadership and Organizational Behavior – 3 Credits

Students will gain a thorough understanding of individual, group, and organizational behavior. Students will utilize this knowledge to build practical skills in leading individuals and teams to high performance. Through a variety of teaching methods, students will learn to analyze their business environment, detect, and analyze problems, and develop sound, creative and socially responsible solutions to help their organizations flourish in a complex and uncertain world.

FIN 530 Financial Accounting – 3 Credits

This course provides a solid and up-to-date technical knowledge is provided, and the transversal skills that the current and future market demands of directors in the strategic financial analysis of the company and the sector environment of the company are granted. In addition, it places a strong focus on sustainability and digitalization, two essential areas in the current business and financial world. It also includes the functions of cost control management and reporting, budgeting, profit planning and forecasting used in decision-making

MIS 540 Management Information Systems – 3 Credits

This course covers the managerial aspects related to management information systems for management and shows how to analyze computer-based information systems for business applications. It also teaches managerial skills in the use of decision support applications to improve business competitiveness. The course also incorporates tools for managerial decision making, including artificial intelligence agents aimed at supporting management levels and boards of directors.

LAW 550 Business Law and Ethics – 3 Credits

This course will introduce you to the laws and ethical standards that managers must abide by while conducting business. Students will learn about the laws that business managers must follow to protect their consumers, employees, and overall operations. Explore conflict management strategies and legal issues, such as torts, contracts, property law, intellectual property, and employment law.

BUS 560 International Business – 3 Credits

This course examines the complexities of conducting business across borders. Students will explore global market dynamics, international trade theories, and cross-cultural management practices. The course covers topics such as global strategy, international marketing, and the impact of geopolitical and economic factors on business operations.

MAN 570 Human Resources Management – 3 Credits

This course analyzes the processes by which the human resource is managed considering its strategic importance. Examines the relationships between the traditional human resource functions and the various business functions so that efficiency and effectiveness are balanced and optimized. The course will contain several functions including the recruitment, selection, and maintenance of a qualified, motivated, and productive workforce. The effective performance of these functions requires understanding and skill in employment law, planning, job analysis, recruitment, selection, orientation, training, employee development, performance appraisal, compensation, benefits, safety, and labor relations.

MAN 580 Advanced Project Management – 3 Credits

This course provides an in-depth exploration of advanced project management principles and practices, focusing on complex project management environments and strategic project execution. Students will learn how to manage large-scale projects, handle intricate project challenges, and apply advanced methodologies and tools to ensure successful project outcomes. The course combines theoretical frameworks with practical case studies and real-world applications to equip students with the skills needed for high-level project management roles.

QUA 590 Quantitative Methods for Decision Making – 3 Credits

This course introduces the learner to utilizing and applying quantitative methods for individual, organizational, and societal decision-making. A variety of tools and techniques will be examined as the foundation for the development and interpretation of attributes and variables in addition to the use of data sources for improving processes and organizational environments. Topics covered include displaying and summarizing data, random variables and probability distributions, sampling, statistical inference, regression analysis, forecasting, statistical quality control, risk analysis, Monte Carlo simulation, decision trees, and linear and integer optimization modeling. Requires Microsoft Excel.

CAP 600 Capstone – 3 Credits

The MBA Capstone Research Course synthesizes foundational knowledge in research methodology and academic writing with the advanced managerial and analytical skills required for professional excellence. Designed to consolidate the student's ability to design, execute, and evaluate research projects that address real-world organizational challenges, this course is essential preparation for roles in teaching, consulting, and project management across public and private sectors. It brings together the student's reflective, collaborative, and strategic capacities while articulating all previously acquired learning into a contextual, applied project. Through this experience, students develop as entrepreneurs, intrapreneurs, or leaders of business transformation, integrating socio-emotional competencies with critical thinking to achieve a balance between academic performance and personal growth. The course promotes human development, emotional management, and identity formation within academic and professional settings. By its completion, students will have strengthened their self-awareness, resilience, and capacity for ethical, impactful leadership.

CONCENTRATION IN LOGISTICS**LOG 650 Supply Chain Management Strategies – 3 Credits**

This course provides a comprehensive overview of supply chain management and quality control principles, focusing on how to design, implement, and manage efficient and effective supply chains. Students will explore strategies for optimizing supply chain operations, ensuring product quality, and leveraging best practices to enhance overall performance.

LOG 660 Logistics and Distribution Management – 3 Credits

This course offers an in-depth analysis of the principles and methodologies underpinning logistics and distribution management. Students will engage with advanced topics such as the design and optimization of warehousing systems, the integration of transportation networks, and strategic order fulfillment approaches.

LOG 670 Logistics Management and Stochastic Processes – 3 Credits

This course examines into the application of stochastic process theory to analyze and optimize logistics systems, focusing on modeling randomness and uncertainty in factors like demand, lead times, and disruptions within supply chains, enabling informed decision-making through techniques like Markov chains, Poisson processes, and queuing theory to manage inventory levels, transportation planning, and warehouse operations effectively.

LOG 680 Operations Analysis – 3 Credits

This course examines the application of analytical tools and methodologies in operations management to improve organizational performance. Key areas of focus include process optimization, quality control systems, and performance metrics.

CONCENTRATION IN HOSPITALITY MANAGEMENT

HOS 650 Strategic Management for Hospitality and Tourism – 3 Credits

This course provides an exploration of strategic management theories, frameworks, and methodologies as they apply to the dynamic contexts of hospitality and tourism. Students will engage in critical analysis of industry trends, leveraging data-driven insights to formulate innovative strategies.

HOS 660 Managing Service Quality in Hospitality and Tourism – 3 Credits

This advanced course investigates the principles and practices of service quality management in the hospitality and tourism industries. Students will critically examine customer satisfaction models, service design innovations, and the strategic application of technology to enhance guest experiences. The course underscores the importance of service excellence as a cornerstone of organizational success in a global marketplace.

HOS 670 Organizational Behavior in the Hospitality Industry – 3 Credits

This course covers the complexities of organizational behavior within hospitality enterprises. Through the examination of leadership paradigms, team dynamics, and organizational culture, students will develop the skills to foster high-performance work environments.

HOS 680 Revenue Management for Hospitality and Tourism – 3 Credits

This course provides an in-depth exploration of revenue management strategies critical to optimizing financial performance in hospitality and tourism. Topics include advanced pricing methodologies, demand forecasting techniques, and performance analysis tools. Students will develop the analytical acumen to design and implement revenue optimization frameworks tailored to the complexities of the global hospitality sector.

MASTER OF SCIENCE IN MARKETING AND DIGITAL COMMUNICATION

MAN 500 Strategic Brand Management – 3 Credits

This course examines the principles and practices of strategic brand management, emphasizing brand equity, positioning, and identity. Students will explore frameworks for developing, maintaining, and evaluating successful brand strategies in competitive markets while addressing the impact of digital media and consumer trends on branding.

MAR 510 Marketing Management – 3 Credits

This course provides a comprehensive overview of marketing management principles, focusing on strategic planning, market segmentation, product development, pricing, distribution, and promotional strategies. Students will learn to develop and implement effective marketing plans to achieve organizational objectives.

MAR 520 Advanced Digital Marketing Strategies – 3 Credits

This course provides a comprehensive exploration of advanced digital marketing techniques, including search engine optimization (SEO), content marketing, email campaigns, and data-driven advertising. Students will also gain expertise in web optimization, Google Analytics and programmatic advertising. The course prepares students for Google Ads Certification and emphasizes omnichannel strategies for customer engagement.

MAR 530 Market Trends and Sales Forecasting – 3 Credits

This course teaches students to analyze market trends and utilize forecasting tools to predict sales and consumer behavior as well as AI agents. Students will explore quantitative and qualitative methods for identifying opportunities and making strategic decisions to drive business growth.

MAN 540 Lead Generation and Management – 3 Credits

This course focuses on the strategies and tools essential for effective lead generation, qualification, and nurturing. Students will explore techniques to optimize the sales funnel, harness digital platforms for lead acquisition, and master the use of advanced Customer Relationship Management (CRM) tools for managing and enhancing customer interactions. The curriculum emphasizes the integration of advanced automated CRM systems, lead assurance strategies, and methods to achieve effective conversion rates.

MAR 550 Consumer Dynamics in the Digital Age – 3 Credits

This course focuses on managing digital customers using data-driven insights and analytics. Topics include market research, customer behavior analysis, legal considerations in digital marketing, cybersecurity, and strategies for creating personalized experiences. Students will learn to design effective customer management systems that align with ethical standards and industry's best practices.

MAR 560 Social Media Advertising – 3 Credits

This course covers the fundamentals of advertising on social media platforms, including strategy development, audience targeting, and performance analysis. Students will learn to create engaging and impactful ad campaigns tailored for platforms like Facebook, Instagram, LinkedIn, and TikTok. Emphasis is placed on content creation strategies, including visual storytelling, copywriting, and multimedia production, to enhance brand messaging and optimize campaigns for maximum ROI.

CAP 600 Capstone – 3 Credits

This capstone research course integrates the foundational knowledge of research methodology and academic writing with advanced professional competencies in marketing and digital communication. Designed to foster human development, emotional management, and the strengthening of personal and professional identity, the course challenges students to think interactively and cultivate a spirit of innovation. Through the application of theoretical and practical knowledge to a real-world case with strategic relevance, students position themselves as capable problem-solvers prepared to address complex challenges in contemporary marketing and digital communication environments. The capstone ultimately serves as both an academic culmination and a professional launchpad, enabling graduates to demonstrate analytical rigor, strategic insight, and creative solution-building.

CONCENTRATION IN NEUROMARKETING

NEU 650 Fundamentals of Neuromarketing – 3 Credits

Neuromarketing is, at its core, the application of neuroscience to advertising communication, microeconomics and sales. In this course, the basis of the neurological models that support this field of research and knowledge will be presented, as well as their application in the world of business and enterprise. In order to learn about it, it will be essential to comprehend the basic principles of neuroanatomy and neurophysiology of the human brain, as well as to identify their implications in motivation and behavior.

NEU 660 Behavioral Economics and Marketing – 3 Credits

This course examines the principles of behavioral economics and their application to marketing strategies. Topics include cognitive biases, decision-making, and the psychological factors that influence consumer behavior.

NEU 670 Branding and Neuromarketing – 3 Credits

Focusing on the intersection of branding and neuromarketing, this course teaches students how neurological and psychological factors impact brand perception and loyalty. The course explores how sensory, emotional, and cognitive triggers shape consumer experiences with brands. Students will apply neuromarketing techniques to enhance brand equity, design emotionally resonant content, and create compelling brand strategies that influence consumer decisions in the digital age. Special emphasis will be placed on how to craft content—such as storytelling, visuals, and video—that captures attention, enhances memory, builds strong brand connections, and drives engagement. Students will learn how to design content that elicits specific emotional and cognitive responses, ensuring that every touchpoint with the consumer strengthens the brand's identity and fosters long-term loyalty.

NEU 680 Neuromarketing Research – 3 Credits

Students will gain knowledge in neuromarketing research tools, such as eye-tracking, and facial coding. This course covers the methodologies for designing and conducting neuromarketing experiments, collecting and analyzing consumer data, and applying neuro-analytic tools to measure the effectiveness of marketing campaigns. The goal is to develop skills for translating research insights into actionable strategies for real-world marketing challenges. Additionally, students will learn how to use research to refine and optimize content creation, testing which types of content elicit the strongest emotional and cognitive responses from audiences.

CONCENTRATION IN NEUROSALES

SAL 650 Fundamentals of Neurosales – 3 Credits

This course examines the intricate relationship between sales and consumer demand, exploring how neuroscience and empathy shape purchasing decisions and satisfaction. Students will investigate the psychological and neurological drivers of shopping behavior, examining questions such as why certain stores are more appealing, what compels us to buy items we don't truly need, and how environmental design influences navigation and decision-making in retail spaces. Practical examples and experiential activities will allow students to analyze real-world scenarios, including their own consumer behaviors, to gain deeper insights into the subconscious factors that drive purchasing habits.

SAL 660 Psychology of Sales and Persuasion – 3 Credits

This course covers the psychological principles of persuasion and their use in sales strategies. Topics include influence, negotiation, and the role of emotional intelligence in building effective customer relationships.

SAL 670 Customer Engagement and Relationship Management – 3 Credits

Students will learn strategies for fostering customer engagement and loyalty. The course covers tools and techniques for relationship management, focusing on delivering personalized and meaningful experiences to retain customers.

SAL 680 Behavioral Economics in Sales – 3 Credits

This course applies the principles of behavioral economics to sales strategies, exploring how cognitive biases and decision-making impact buyer behavior. Students will learn to craft tailored sales approaches based on behavioral insights.

MASTER OF SCIENCE ARTIFICIAL INTELLIGENCE CONCENTRATION IN ETHICAL ARTIFICIAL INTELLIGENCE

ETH 500 Foundations of Artificial Intelligence – 3 Credits

This course provides an overview of AI, covering its history, key concepts, and foundational techniques. Topics include problem-solving, knowledge representation, and basic machine learning principles, setting the stage for advanced AI studies.

ETH 510 Natural Language Processing – 3 Credits

This course focuses on natural language analysis and generation, covering everything from classical models to the latest trends in text processing and natural language understanding. It also focuses on topics related to semantics, semiology and epistemology of artificial intelligence

ETH 520 Computer Architecture and Software Engineering – 3 Credits

This course covers the principles of computer architecture and software development methodologies. This course covers hardware-software interactions, design patterns, and best practices for scalable AI systems.

ETH 530 Artificial Intelligence Agents – 3 Credits

This course provides an in-depth exploration of artificial intelligence (AI) agents, focusing on their design, implementation, and applications. Students will learn the foundational principles of AI agents, including intelligent decision-making, problem-solving, and adaptability in dynamic environments. The course covers topics such as agent architecture, autonomous behavior, multi-agent systems, communication protocols, and the ethical considerations surrounding AI deployment.

ETH 540 Data Mining and Machine Learning Techniques – 3 Credits

This course covers machine learning techniques, including neural networks, optimization, and model evaluation, providing a solid foundation for effective implementation of machine learning algorithms in various contexts.

ETH 550 Principles of Deep Learning – 3 Credits

This course provides an in-depth understanding of deep learning frameworks and algorithms. Topics include neural networks, backpropagation, advanced applications in vision and language tasks, Artificial Neural Networks, and Generic Algorithms.

ETH 560 Generative Artificial Intelligence – 3 Credits

This course examines the scope of generative AI and its most relevant applications through algorithms and techniques for image and video analysis, machine vision, audio, LLMs addressing issues such as object detection, facial recognition, and image segmentation. The course develops practical use of agent tools to integrate generative AI solutions.

CAP 600 Capstone - 3 Credits

The Capstone Research Course in the Master of Science in Artificial Intelligence with a Concentration in Ethical AI builds upon foundational knowledge in research methodology and academic writing, the course guides students in designing, executing, and evaluating an original research project that addresses a real-world challenge at the intersection of advanced AI technologies and ethical decision-making. Through a reflective and rigorously analytical process, students integrate technical expertise, critical thinking, and ethical reasoning to develop innovative, responsible, and context-aware AI solutions. The course also fosters human development, emotional management, and identity formation as emerging AI professionals, promoting socio-emotional intelligence alongside technical mastery. By completing the capstone, students strengthen their resilience, self-awareness, and leadership capacity, positioning themselves as ethical innovators equipped to influence AI strategy, governance, and transformation in academic, industry, and policy environments.

CONCENTRATION IN ETHICAL ARTIFICIAL INTELLIGENCE

ETH 650 Digital Ethics – 3 Credits

This course investigates the ethical principles in digital innovation, focusing on privacy, data protection, and responsible AI practices.

ETH 660 Technology Ethics and the Legal Landscape – 3 Credits

This course analyzes the intersection of technology and law. It addresses regulatory frameworks, intellectual property, and ethical guidelines for AI deployment.

ETH 670 AI Governance and Policy – 3 Credits

This course examines the strategies for governing AI systems. Topics include policy development, risk management, and international frameworks for AI regulation.

ETH 680 AI in Decision-Making Processes – 3 Credits

This course provides a study of the role of AI in automating decisions across industries. It covers algorithmic transparency, accountability, and the ethical implications of AI-driven decision-making.

STAFF & FACULTY

STAFF

▪ Dr. Orlando Rafael Martinez Osorio	President
▪ David Pallares	Chief Operations Officer
▪ Juan Pablo Ariza	Chief Academic Officer
▪ Jose Carlos Herrera Reyes	Campus Director
▪ Rodrigo Mario Campis	Director of Education
▪ Fairuz Violet Ospino Valdiris	Admissions Director
▪ Valentina Reyes Martinez	Student Experience Coordinator
▪ Victor R. Cabrera	Finance Coordinator
▪ Gonzalo Arana Gordillo	Virtual Campus Coordinator

FACULTY

- **Dr. Antonio Gamba Bari**
 - Doctorate in Information Systems from University of Toronto, Canada
 - Master of Science in Information Technology from University of Toronto, Canada
 - Bachelor of Philosophy from Pontificia Javeriana University, Bogota, Colombia
- **Dr. Cirit Mateus de Oro**
 - Doctorate in Communications from Universidad del Norte, Barranquilla, Colombia
 - Master of Science in Psych Neuropsychiatry and Rehabilitation from Universidad Metropolitana, Barranquilla, Colombia
 - Clinical Master of Science of the Subject and Social Bonding from Universidad de Leon España Instituto de Neurociencias de Barcelona, Barcelona, Spain
 - Bachelor of Science in types of research design and model research from Universidad Metropolitana, Barranquilla, Colombia
 - Bachelor of Science in Psychology from Universidad Metropolitana, Barranquilla, Colombia
- **Dr. Heidy Margarita Rico Fontalvo**
 - Doctor of Business Administration from Universidad Simon Bolivar, Barranquilla, Colombia
 - Master of Business Administration and Innovation from Universidad Simon Bolivar, Barranquilla, Colombia

- Bachelor of Business Administration from Universidad de Cartagena, Colombia

- **Dr. Rodrigo Campis**

- Ph. D. in Communication from Fundacion de Universidad del Norte, Barranquilla, Colombia
- Master of Science in Education from Universidad del Atlántico, Barranquilla, Colombia
- Bachelor's Degree in Pedagogical Studies from Universidad de la Costa, Barranquilla, Colombia
- Bachelor's Degree in Psychology from Universidad Metropolitana, Barranquilla, Colombia

- **Dr. Viviana Molina Osorio**

- Doctorate in Design and Creation from Universidad de Caldas, Manizales, Colombia
- Master's Degree in Finance Administration from Universidad EAFIT, Medellin, Colombia
- Bachelor's Degree with Specialization in Pedagogical Studies in Vocational Teaching Education from Haaga Helia University of Applied Sciences, Finland
- Bachelor's Degree with Specialization in Executive Finance from Universidad EAFIT, Medellin, Colombia
- Bachelor's Degree with Specialization in International Affairs Program from Universidad Jorge Tadeo Lozano, Bogota, Colombia
- Bachelor of Business in Economy from Universidad Autónoma de Manizales, Manizales, Colombia

THIS SECTION IS INTENTIONALLY LEFT BLANK

THANK YOU FOR CHOOSING



450 S Orange Ave, 3rd Floor, Suite 378 Orlando, FL 32801 | +1 (850) 979-8415