

UAM-CUSE School of Business

Global Management

Strategic Marketing

Global Finance

Natural Resource Management

ENG-0111: Academic Writing

Total Hours: 64 Credits: 4

Students will develop the ability to skillfully apply formal critical writing, and basic research to essay and paper development in this introductory class. The abilities of essay and paper development, use of advance research information sources, and application of different formats and styles will be the central focus in this introductory class. Moreover, detailed examination is placed on topics such as grammar, formal English, Plagiarism, and APA format. Academic honesty and use of information technology is emphasized in this theoretic practical course. Academic writing is a key class and is related to all other classes in the study plan. This class has no prerequisites. However, it cannot be taken simultaneously with Professional Communications.

MATH-0111: Pre-calculus

Total Hours: 64 Credits: 4

Students will develop the ability to work with algebraic functions, their graphs, and exponential and logarithmic functions in this introductory class. The course is designed around mathematical application to business and economic problem-solving through the use of hypothetical examples. The course begins with a review of the more complex concepts of Algebra. A special stress is placed on linear and quadratic equations. Students receive special reinforcement in inequalities with absolute values. The final unit emphasizes linear programming. Pre-calculus serves as prerequisite for Calculus, Statistics, and Quantitative Analysis. This class has no prerequisites.

PHIL-0111: Philosophy

Total Hours: 48 Credits: 3

Students will develop the ability to critically-creatively think and apply their thinking to problem-solving in this introductory class. The course is design to open up the mind, introduce new concepts, and use the Socratic Method in meeting unanswerable questions. This theoretic practical course studies the essential themes of philosophical inquiry with an emphasis on the key thinkers from the ancient and modern periods. Topics include: rationalist and empiricist views of reality and knowledge; theories of truth, absolutism vs. Relativism; God, faith and reason, the problem of evil; selfhood, person and identity; consciousness and mind/body issue;

freedom and determinism; ethics and morality; politics, justice and individual vs. Group rights; art and aesthetics. Philosophy is a key class and is related to all other classes in the study plan. This class has no prerequisites.

GEO-0111: World Geography

Total Hours: 48 Credits: 3

Students will develop the ability to distinguish among different cultures, locate all nations and major cities in the world, locate major human-made and natural landmarks in the world, and have through knowledge of natural and human resource distribution in the globe in this introductory class. This theoretic practical class studies the world map emphasizing political, natural divisions, and landmarks. Each country is studied using a holistic anthropological approach that integrates knowledge on regional and national resources, history and culture, politics and international relations, and contemporary issues each nation faces. World Geography is related to all other classes in the study plan, especially history classes. This class has no prerequisites.

NSCI-0111: Ecology - Total Hours: 48 Credit: 3

Students will develop a deep understanding of biomes, land and aquatic ecosystems, the efficiency of living things, and how these are impacted by the environmental crisis. This class explores environmentalism and ecology as both a theoretical and practical system. Students examine the relationship of populations, communities, and resources through time and space. Ecological topics affecting environmental economics, legislation, and policy are addressed. Ecology is closely related to Environment and Natural Resources. This introductory class has no prerequisites.

ENG-0121: Professional Communication

Total Hours: 64 Credits: 4

Students will refine the grammatical, spelling, vocabulary, and stylistic skills necessary for effective writing in the business environment. Moreover, students will be able to complete the professional formal report at many different levels of formality, Power Point construction, and presentation in this introductory course. This theoretic practical class is a comprehensive study of the role of written communication in business and management contexts designed to focus on standard format of writing and presenting information. There is an introduction to proper form including issues such as tone, brevity, manner, style and impact of correspondence. Professional Communication is a key class and is related to all classes in the study plan. This class has no prerequisites. However, it cannot be taken simultaneously with Academic Writing.

MATH-0121: Calculus -Total Hours: 64 Credits: 4

Students will develop the ability to work with derivatives, relate them to a rate of change, and understand differentiation leading to differentiation of exponential logarithmic functions. They explore limits and continuity, interest applied continuously and continuity applied to inequalities. This course finishes with integration and methods of application of integration. As in Pre-calculus, there is a balance between the theory and practical application as applied in business and economics. Calculus is a key class related to all accounting classes. **Prerequisite: Pre-calculus**

SOC-0121: Sociology - Total Hours: 48 Credits: 3

Students will develop the ability to understand the sociological perspective; the cultural context of social life; socialization and gender; and, social groups and social structures with a particular emphasis on power relationships in this introductory course. They will also apply research skills to the social context. This theoretical class examines topics such as deviance and social control, social inequality, social institutions and social change. Students are introduced to major contemporary social problems and discuss possible solutions. Sociology is related to all classes in the study plan. This class has no prerequisite.

**HIST-0121: World Civilization History
Total Hours: 48 Credits: 3**

Students will develop the ability to apply historical knowledge as learned lessons when confronting contemporary issues. Similarly, students will learn to ground better understanding of the contemporary world today. This theoretical course aims to provide a universal perspective on the development of civilization up to 1650 and to study the people and values shaping the world. This introductory class is an integral approach to world history. World Civilization History is related to all classes in the study plan. This class has no prerequisites.

**IT-0121: Information Literacy
Total Hours: 64 Credits: 4**

Students will be able to familiarize themselves with different sources of information in the contemporary world and widen and deepen their knowledge of contemporary issues. They will practice key basic skills in the areas of research, and public speaking in this introductory class. This practical course concentrates on developing symbiotic skills needed to be information literate. It first familiarizes students with the contemporary sources of information and research techniques. Moreover, the class introduces students to basic usage of national and international newspapers, magazines, professional journals, and other information sources. Contemporary topics of interests will be addressed and discussed in class. Basic skills such as reading and writing, critical thinking, information application, and debate will be reinforced. This class has no prerequisites.

**BUS-0211: Introduction to Business
Total Hours: 64 Credits: 4**

Students will be able to get a taste of the different areas of expertise in the business field. They will earn a basic understanding of Management, Finance, and Strategic Marketing within a cross-cultural global context. This theoretical course concentrates on developing basic knowledge of business in all of its functions. It also helps in developing transversal competencies in the curriculum. This class has no prerequisites.

IT-0211: Business Applications and Software

Total Hours: 48 Credits: 3

Students will be able to practice key basic skills in the areas of software and applications in this introductory class. This practical course concentrates on developing symbiotic skills in the professional field. It first familiarizes students with the Microsoft Office software and introduces these functions as applied to the professional environment. Special emphasis is made in Excel and the newest apps in the market. This class has no prerequisites.

IT-0111: Creative Thinking Lab

Total Hours: 48 Credits: 3

Students will be able to develop and unleash creativity as applied to their professional fields and lives. This practical course concentrates on knowledge application for problem-solving and innovation. The development of collateral thinking will be the focus of class activities. The course introduces APPS application, professional tools, case studies, and mental exercises where critical thinking is enhanced. This class has no prerequisites.

POLS-0211: Comparative Political Systems

Total Hours: 48 Credits: 3

Students will be able to understand the different types and styles of government around the world today. They will also be able to objectively critique the different characteristics of each and understand contemporary developments around the world. This theoretic course aims to provide a basic introduction to concepts and substance of political systems. Students compare between ideology, political structure, and political behavior. The class peruses the articulation of political interests groups, group decision-making, and regime types. Comparative Political Systems serves as prerequisite for: Political Economy, History of Political Thought, History of Modern Political Thought, Law among Nations, Social and Political Philosophy, International Political Economy, International Organizations & Treaties, and Government in the Economy. This class has no prerequisites.

ACC-0211: Financial Accounting

Total Hours: 64 Credits: 4

Students will develop the ability to understand and do analysis of operations and standing financial statements. This theoretic practical survey studies the accounting cycle starting with the compilation and recording of financial data through the presentation of financial statements. Cash management, financial decisions, internal controls, fraud prevention, and capital accumulation are also studied. The course is designed for the non-accountant as an introductory course for future managers. Financial Accounting is especially related to financial courses. This class serves as prerequisite for Managerial Accounting. This class has no prerequisites.

ECON-0211: Microeconomics - Total Hours: 64 Credits: 4

Students will develop the ability to understand the forces of Supply and Demand; the impact of government taxing and spending policies on the firm; and the interplay of government and the private sector relative to spillover costs and benefits. Students will skillfully manage concepts of international trade as it relates to small and large entities and the impact of globalization. This theoretic practical course introduces the microeconomics of product and markets exploring price elasticity, consumer behavior and utility maximization. This leads into long and short run production costs; and compare and contrasts the price and output determinations of pure competition; monopolistic competition; and, monopoly and oligopoly in both product and resource markets. The course extensively utilizes the Internet and conducts research using local resources. Microeconomics is a key class and is a prerequisite for: International Economics, Comparative Economic Systems, Political Economy, and Contemporary Economic Challenges. This class has no prerequisites.

MATH-0211 Statistics - Total Hours: 64 Credits: 4

Students will develop the ability to apply statistics in business and economics. This is an introductory course in the fundamental of modern statistical methods. Topics include descriptive statistics, probability, random sampling, and test of hypothesis, estimation, simple linear regression, and correlation. Statistics is theoretic practical class serves as prerequisite for Research Methods. **Prerequisite: Pre-calculus**

HIST-0222: 20-21st Century US/Latin American Relations

Total Hours: 48 Credits: 3

Students will develop the ability to apply historical knowledge as learned lessons when confronting contemporary issues in US/ Latin American Relations. Similarly, students will learn to ground a better understanding of the contemporary relationship between these two regions of the world. This is a theoretical survey of historical events in the Americas starting with Columbus and following event into the present. Historical events such as slavery, rebellion, international agreements, de-colonization and government formation are addressed. Leadership styles of dictators and elected heads of state are discussed. Also studied are the impact of wars and political conflicts on the Americas and the technological impact speeding up globalization impelled by such events. 20-21st Century US/Latin

American Relations is closely related to Contemporary Foreign Policy. This class has no prerequisites.

SSCI-0221: Research Methods

Total Hours: 48 Credits: 3

Students will be able to perform both qualitative and quantitative research, use the Statistical Package of Social Studies (SPSS) as a statistical analytical tool and other research methods. This course studies research techniques of the social sciences. Students integrate research techniques and statistical skills into a quality research. Research Methods is closely related to Market Research. **Prerequisite: Statistics**

ACC-0221: Managerial Accounting - Total Hours: 64 Credits: 4

Using case studies, textbook and Internet resources students will be able to ground managerial decision-making based on financial accounting principles and the use of accounting principles. Students will be able to prepare a “Master Budget” toward the end of this theoretic practical course. Basic flows of goods through manufacturing and how they are described by accounting systems are presented. Students study job order cost accounting using perpetual inventory measurement and the cost of products produced in small and large amounts. Managerial Accounting serves as prerequisite for Principles of Finance. **Prerequisite: Financial Accounting**

ECON-0221 Macroeconomics - Total Hours: 64 Credits: 4

Students will develop the ability to understand graphing, scarcity, supply and demand, circular flow, and production possibilities frontiers preceding the macro analysis. Through a simulated model and the Internet, students will compare different economies and study trade, comparative advantage and the balance of payments. The United States is a primary, and Nicaragua is a secondary focus as this theoretic practical course proceeds into national accounting, aggregate expenditures and aggregate demand and supply. The ramifications of fiscal and monetary policies and consumption and investment with comparisons to Classical, Keynesian, and supply side ideas are explored. Within monetary policy, the role of the Federal Reserve, central banks, and the banking system in the expansion/contraction of the money supply is analyzed. Macroeconomics serves as a prerequisite for International Economics; Comparative Economic Systems; Contemporary Economic Challenges; Trade, Environment & Development; and Political Economy. This class has no prerequisites.

MATH-0221: Quantitative Analysis

Total Hours: 48 Credits: 3

Students will widely use graphical and computer methods to do risk analysis and simulations in this practical course. Students will resolve realistic business and economic problems by participating in simulation modeling and developing solutions. The class explores fundamentals of decision theory including game theory, forecasting and inventory control models. Students study various models of linear and non-linear programming and transportation models, integer programming and branch and bound models. They also examine project management, queuing theory, and Markov Analysis. Quantitative analysis is closely related to most courses in the Business study plan. **Prerequisite: Pre-calculus**

NSCI-0311: Environment and Natural Resources

Total Hours: 48 Credits: 3

Students will be able to make sound environmental decisions through building a complete pool of knowledge on a diversity of environmental issues. They will be able to wisely manage scarce resources. This theoretical course explores how natural resources are managed and how to better managed them. These resources include water, air, land (forest and rangelands), and soils. Basic methods of conservation and management alternatives are studied and compare to policy consequences. Major ecological problems facing the planet today and their relationship to globalization trends and patterns of social inequality are critically examined. The global environmental crisis including population growth, energy use, climate change, deforestation, biodiversity decline are addressed to produce feasible solutions. Environment and Natural Resources is a key class related to Ecology. This class has no prerequisites.

IT-0311: Management Information Systems- Total Hours: 48 Credits: 3

Students will learn theory and applications of computer based information systems in organizations. This theoretic practical class integrates the technical and human aspects of information systems. Organizations as systems, managerial decision making processes, and distributing processing systems are defined as they relate to end users. Special emphasis is made on current information technology in use in the contemporary world. Management Information Systems is related to most business courses. This class has no prerequisite.

BUS-0313: Organizational Behavior

Total Hours: 48 Credits: 3

Using case studies and other types of real life examples, students will learn the dynamic of people and organizations and apply this knowledge through simulation modeling. This practical course explores motivation and reward systems; leadership and empowerment; and how all these impact individuals and organizations. Students are led to an understanding of group behavior, team building, and how to manage change. Special attention is given to emerging aspects of organizational behavior in Central America and the developed world with attention to cross cultural

dynamics. Organizational Behavior serves as prerequisite for International Management, International Organizations & Treaties, International Business Law, and Field Work in Global Business. **Prerequisite: Introduction to Business.**

BUS-0330 Entrepreneurial Projects-Total Hours: 48

Credits: 3

This practical class will make students explore factors such as government regulations, potential competition, and cost of implementation in order to develop an innovative initiative for a new business and complete a full business plan to materialize it. The best plans in the class will compete in the university's yearly "Emprendedores Fair". If a particular project wins at the university level, it will compete internationally. This class is closely related to all business courses, especially Principles of Management. **Prerequisite: Introduction to Business**

BUS-0329 Strategic Planning

Total Hours: 48

Credits: 3

Through research, case studies, and computer simulating models, students will learn to apply strategic planning. This theoretic practical class examines tasks and processes of strategic planning as well as implementation and formulation of strategic policies. Cases including international businesses located in Central America are explored. Strategic Planning is closely related to management courses. **Prerequisite: Introduction to Business**

MNG-0321: Production & Operations Management

Total Hours: 48

Credits: 3

Students will be able to apply the management process in order to produce goods and services. This theoretical class makes a comparative analysis of newer manufacturing trends such as just-in-time, flexible manufacturing, total quality, and those related to Internet and computer technology. The course explains various quantitative methods in the analysis of production systems. Comparisons between production management in the US and Central America are examined. Production and Operations Management is closely related to management and marketing course. **Prerequisite: Introduction to Business**

BUS-0414: Business Law - Total Hours: 48 Credits: 3

Students will develop the ability understand the principles of business by applying theory through role playing and case law studies. Students will analyze comparative and international legal institutions. This is an introductory class to the legal system and judicial process as they impact on the business community. The course explores contracts, torts, and the agency problem. Detail examination is placed on how laws reflect on marketing decisions and include trademark law, franchise law and antitrust law. Business Law is related to most business courses. **Prerequisite: Introduction to Business**

BUS-0412: International Business

Total Hours: 48 Credits: 3

Students will be able to develop a complete understanding of contemporary international Business and will be ready to apply this knowledge. This theoretical class focuses on understanding global competition and the multinational firm. It examines the specific challenges of managing in multiple countries and markets. The course introduces the economics of trade, differing government policies and international strategies. International Business is related to Macroeconomics and International Economics. **Prerequisite: Introduction to Business**

LEAD-0411: Leadership-Total Hours: 48 Credits: 3

Students will develop the ability to understand the theoretical grounds for leadership. This course studies the theory and practice of leadership in business organizations. Practical skills necessary for leadership are examined. Comparison of leaders and leadership strategies inspired in historical and present contexts are discussed. The art of growing leaders within the organization and identifying leadership potential are central to the class. Students attempt to answer questions relative to different leadership styles between North and Central America. The psychology behind effective leaders is also addressed. Leadership is a general class related to all courses in the study plan. **Prerequisite: Introduction to Business**

PHIL-0421: Professional Ethics

Total Hours: 48 Credits: 3

Students will learn to apply different ethical theories as they apply to professional life and professional decision-making as they explore their own ethical stand on delicate contemporary issues. This theoretic practical course addresses how to make moral decisions and the ethical treatment of employees, clients, and competitors through case studies. Codes of ethics and their use and misuse are discussed. The course studies such issues as safety, whistle blowing, and moral dilemmas. Professional ethics is a key course closely related to all study plan classes. **Prerequisite: Leadership.**

FWK-0411 Field Work-Total Hours: 64 Credits: 4

Students will work as interns in their major field of expertise in an assigned or chosen company or agency under the direction of the students' immediate supervisors at their workplace for at least 350 hours in this practical course. Students will also attend weekly one hour seminars and provide a written analysis of the experience before a final grade is assigned. A CUSE professor will act as a tutor and coordinator for the experience, conduct the seminar, and evaluate the student's experience. Field Work courses serve as evaluation of students' theoretical and practical knowledge acquisition during their academic career. Therefore this class is related to all business classes. This class has no prerequisite.

Preparatory Courses*

Preparatory classes are specially prepared for students whose skills may be challenged with introductory mathematics and English courses. Placements exams are given to all freshmen to determine which students need to ground their skills. These classes prepare and reinforce basic skills in students in order for them to succeed in their freshmen year! These courses are pass/fail. Students must achieve an 80% over 100% in order to pass the class.

PRE-093: Preparatory Math

Total Hours: 64 Credits: 4

Students will develop the ability to perform basic mathematical operations used in the Pre-Calculus class. This practical math laboratory is focused on in-class exercises needed to master college math. Basic algebra, geometry, and trigonometry are examined in detail. This class is a prerequisite to Pre-Calculus depending on the placement exam. **Prerequisites: None.**

PRE-094: Preparatory Communications Skills

Total Hours: 64 Credits: 4

Students will develop the ability to write following proper grammatical forms. This practical writing laboratory is focused on in-class writing. Sentence structures, paragraph construction, essay construction and styles, transitional words, and punctuation are examined in detail. This class is a prerequisite to Academic Writing and Professional Communications depending on the placement exam. **Prerequisites: None**

****Beginning in August 2013, preparatory courses are pass/fail***

Global Finance Major

FIN-0311: Principles of Finance

Total Hours: 64 Credits: 4

Students will know and apply techniques and theories of using, managing, and financing assets, including both current and fixed assets. Moreover, they will build an understanding of the financial structures of firms and learn the necessary analytical techniques regarding financing the firm. This theoretic practical class explains the use of capital markets in funding firms. The course orientates students to current technological trends in business finance and makes a comparative analysis between the United States and Central America. Principles of Finance serves as prerequisite for Corporate Financial Management, International Finance, Portfolio Management, and Field Work in Finance. **Prerequisite: Managerial Accounting**

FIN-0321: Corporate Financial Management

Total Hours: 48 Credits: 3

Students will develop the ability to compare between the United States, Central America and other areas in the field of analysis of the need for funds for the acquisition of assets and alternative sources of internal and external funding. This theoretic class explores the nature of the corporation from the financial point of view, including the legal and tax environment in which modern corporations function. Corporate Financial Management serves as prerequisite for Investment Analysis, Money & Capital Markets, Insurance & Risk Management, Real Estate, and Advance Financial Analysis. **Prerequisite: Principles of Finance**

FIN-0323: International Finance

Total Hours: 48 Credits: 3

Students come face to face with problems of financially managing international companies. This includes risks related to currency exchange. Managing working capital and capital budgeting in multinational firms and how one arranges financing are course concerns. Relating to different systems of accounting and control are covered. International Finance is related to finance and global business courses. **Prerequisite: Principles of Finance**

FIN-0322: Insurance and Risk Management

Total Hours: 48 Credits: 3

Students will develop the ability to understand risk theory for individuals and business. They will be able to compare and contrast the situation in the US and Central America when dealing with risk. This theoretic practical class examines the creation, reduction, and evaluation of risks. Students learn the extent to which insurance can play a role in risk reduction with a survey of insurance theory and practices as it

relates to individuals and firms. Insurance and Risk Management is closely related to all finance courses, especially Investment Analysis and Portfolio Management
Prerequisite: Principles of Finance

FIN-0411: Investment Analysis

Total Hours: 48 Credits: 3

Students will learn security valuation methods for selection of individual issues and will be introduced to portfolio theory. This theoretic practical class presents the principles and techniques used by investors in selecting securities with an emphasis on the stock and bond markets but with attention to alternative investments. Investment Analysis is related to finance courses, especially Portfolio Management. **Prerequisite: Corporate Financial Management**

FIN-0412: Money and Capital Markets

Total Hours: 48 Credits: 3

Students develop the ability to understand money, interest rate theory, capital market securities, interest rate futures, options and swaps. This is a study of the financial institutions and markets including the Federal Reserve and central banks. This theoretic course explores money and capital markets in an international context. Money and Capital Markets is closely related to all finance courses. **Prerequisite: Corporate Financial Management**

FIN-0413: Portfolio Management

Total Hours: 48 Credits: 3

Students will develop the ability to construct, evaluate and manage portfolios. This theoretic practical class emphasizes advanced valuation theory and security analysis. The course explores special problems related to investment in Central America and the promises and pitfalls of international portfolio construction. Portfolio Management is closely related to finance courses, especially Investment Analysis
Prerequisite: Corporate Financial Management

FIN-0421: Real Estate

Total Hours: 48 Credits: 3

Students will develop the ability to analyze the methods of determining land use and city and urban development. Students will understand the realtor's role in development controversies as well as the day to day practices of realtors. This theoretic practical class will compare and contrast the structure, regulation growth, financing and future of the real estate industry in the US and Nicaragua. Real Estate is related to financial investment classes. **Prerequisite: Corporate Financial Management**

FIN-0422: Advanced Financial Analysis

Total Hours: 48

Credits: 3

Students will learn the techniques and planning strategies in every aspect of financial decision making. They will be able to make comparisons in financial management problems between the developed world and areas less developed. This theoretical practical course is an advanced study of financial planning, acquisition of funding, asset management strategy. Advance Financial Analysis is closely related to financial investment classes. **Prerequisite: Corporate Financial Management**

Strategic Marketing Major

MKT-0311: Principles of Marketing

Total Hours: 64 Credits: 4

Students will be able to identify and select markets and understand buying behavior, market segments, targeting, and practical work with research in this theoretical class. Students review pricing theory and strategies. Afterward, they are taught to relate this to distribution and promotion of products and services. Students also, integrating ideas from the US with global and Central American problems, compare and contrast several local international businesses as they discuss strategic marketing planning with attention to the information economy. Principles of Marketing serves as prerequisite for all other marketing classes. **Prerequisite: Introduction to Business**

BUS-0318: Budgeting & Marketing your Project

Total Hours: 64 Credits: 4

Students will be able to develop a budget for marketing initiatives, strategies, and campaigns. They will also be able to make competitive presentations to sell their marketing ideas and budgets. In this practical course, students will work on four projects during the semester. Each project will seek to solve a marketing need from a client. Students will apply their knowledge to make marketing proposals and finance these proposals using budgeting strategies and financial principles. **Prerequisite: Introduction to Business**

MKT-0322: Marketing Communications

Total Hours: 48 Credits: 3

Students will develop strategies for promotion through different media making special emphasis on the Internet as a tool of inbound marketing through discussion and simulations. They will learn practical applications of strategies in both the US and Central American markets. This theoretic practical class examines the nature and scope of advertising; social and economic aspects; the role of research; creative strategy; media planning and selection; and, coordination with other marketing efforts. **Prerequisite: Principles of Marketing**

MKT-0323: Market Research

Total Hours: 48 Credits: 3

Students will learn to write and interpret research reports and apply lessons learned to local, regional, and US markets. This theoretic practical class is an examination of market information systems, research technology, and value of information, research designs and implementation. It includes questionnaire design, measurement and scaling techniques, multivariate analysis, data interpretation, and computer applications. Market Research serves as base-knowledge for areas such as

marketing management, retail marketing, services marketing, and marketing for non-profit organizations. **Prerequisite: Principles of Marketing**

MKT-0321: International Marketing

Total Hours: 48 Credits: 3

Students will learn how to design and develop strategies for global markets. Students will be able to analyze multi-national players as well as explore possibilities for internationalization of national and regional firms. This theoretical class examines the global marketing environment and develops skills in global market analysis. International Marketing is closely related to all marketing and global business courses. **Prerequisite: Principles of Marketing**

***All Strategic Marketing Students must choose a concentration**

Integrated Marketing Concentration

MKTIM-0412: Evolving Marketing Channels

Total Hours: 48 Credits: 3

Students will learn how to understand new marketing channels as these channels have changed drastically in the last few decades. Students will learn to decide which channels and which strategies are best suited for the organization of the future in a new digital world. This theoretical practical class allows students to examine the connectivity with distributors across the globe and even skip distributors all together. Marketing channels are evolving at a fast speed and students must gain the ability to make sound decisions concerning marketing channels. **Prerequisite: Marketing Communications**

MKTIM-0411: Principles and Practices of Marketing Metrics

Total Hours: 48 Credits: 3

Students will learn to measure their marketing strategies avoiding vanity metrics like counting how many people view advertisements. Students will learn to use the strategic marketing metrics to analyze how effective marketing strategies are contributing to an organization's ROI. This theoretical practical course examines how metrics help achieve business goals. The tactics to do so are different for analog and digital media, but both are important to follow marketing strategies that work for consumers and for any business. **Prerequisite: Marketing Communications**

MKTIM-0321: CSR & Marketing to Inspire Branded Change

Total Hours: 48 Credits: 3

Students will examine how organizations focus on philanthropy and donations to drive their Corporate Social Responsibility programs. Students will learn alternatives to touting a business's praises through marketing messages. In

recent years, companies have begun to create innovative social programs that dramatically help the communities in which they do business — and also contribute to their bottom line. This theoretical course emphasizes the value in creating strategic partnerships with social organizations and how this practice is becoming increasingly important to consumers in their purchase decision process. **Prerequisite: Principles of Marketing**

MKTIM-0413: Creation & Perception of Value

Total Hours: 48 Credits: 3

Students will learn how to create communication strategies and take the consumer through the following steps: exposure to the message, grabbing their attention, and motivating them to take action. Students will learn to deal with more savvy consumers, analyzing the most effective ways of taking them through these three steps, or communicating the value that the product or service will create in their lives. While companies are accustomed to focusing on sales and capturing value, students must learn in the digital world that differentiation happens when an organization focuses on creating more value than it captures. This is a theoretical class. **Prerequisite: Principles of Marketing**

MKTIM-0421: Understanding and Crafting the Customer Journey

Total Hours: 48 Credits: 3

Students will learn the psychology behind buyer decisions driving our businesses. Designing marketing campaigns that tap into this customer psychology will not only help organizations reach their goals, but it will also help customers feel engaged in meaning and value. This theoretical course allows students to examine how to tap into the human desire to grow through marketing strategies, all in attempts to create organizational success and enthusiastic brand loyalists. Students will learn how to turn brands into gateways to achieve different consumer goals.

Prerequisite: Creation & Perception of Value

MKTBC-0422:The Future Marketing Frontiers

Total Hours: 48 Credits: 3

Students will learn and stay up-to-date on current and upcoming best practices in the industry, which is key to being prepared for what is around the corner. This theoretical course examines the ever-changing marketing industry, including the tendencies and technologies that emerge as time goes on. **Prerequisite: Marketing Communications**

Branding and Communications Concentration

MKTBC-0321: Building Innovative Brands

Total Hours: 48 Credits: 3

Students will learn about branding and marketing innovations. This

practical/theoretical class allows students to examine new advertising media to real-time interactions with consumers (via social media). These examinations will provide them the tools to create brands that are on the cutting edge of change and their respective industries using contemporary tools and channels.

Prerequisite: Principles of Marketing

MKTBC-0411: Storytelling & Marketing Plots

Total Hours: 48 Credits: 3

Students will learn how to weave storylines and plots into their products and services in order to create brand loyalists and increase conversions. This theoretical/practical class allows students to examine how to get a consumer to act upon desired call-to-action, implying careful skill. The course emphasizes how to lead the consumer along a storyline based around how that specific action improves their life and how they benefit from that value via purchase. This course examines the complication of this concept in the digital age when consumers themselves become both part of the story and storytellers as well.

Prerequisite: Building Innovative Brands

MKTBC-0412: Marketing for Awareness & Engagement

Total Hours: 48 Credits: 3

Students will discover ways to stand out in the realm of marketing clutter. Examining increased access to technology, students will explore the art of fighting for the consumer's attention and how do they keep it. This theoretical course allows students to concentrate on to take customers through a process of first purchase, recurring purchase, and long-term relationship.

Prerequisite: Building Innovative Brands

MKTBC-0413: Social Brands & Marketing to the Digital Consumer

Total Hours: 48 Credits: 3

Students will examine the realm of social media in the face of multi-faceted branding and communications. Students will analyze different social media and learn to choose and execute the one that is most apt for their business goals. Digital consumers expect more from brands than ever before; in this theoretical course students will explore the needs of the digital consumer in terms of brand activity, response times, and value creation.

Prerequisite: Marketing Communications

MKTBC-0421: Designing Happiness: Emotional Equations to Connect with Customers

Total Hours: 48 Credits: 3

Students will examine both psychological and physical reasons behind consumer purchase decisions. Students will explore the needs and the science behind how customers make their decisions. This theoretical course will examine how to manage

consumer expectations and how to meet the needs that consumers are not yet aware of in their search for happiness.

Prerequisite: Social Brands & Marketing to the Digital Consumer

MKTBC-0422: The Future Marketing Frontiers –See above

Total Hours: 48 Credits: 3

Global Management Major

MNG-0311: Principles of Management

Total Hours: 64 Credits: 4

Students will develop the ability to plan, organize, staff, and lead a business. This theoretic practical course provides students with a fundamental knowledge base of Administrative Science. It surveys differing management theories and provides a functional framework. This introductory class includes contemporary topics such as globalization, ethics/social responsibility, organizational culture, quality/best practices, strategic planning, and decision-making styles. Principles of Management is a key class and serves as requirement for: Entrepreneurial Projects, Strategic Planning, and International Business. **Prerequisite: Introduction to Business.**

ECON-0324: Global Economic Geography

Total Hours: 48 Credits: 3

Students will develop a complete understanding of current economic issues and trends such as outsourcing, globalization, technology, foreign policy, and environmental issues. This theoretical course peruses topics such as the nation-state and economic development versus underdevelopment, globalization, global labor markets, geographic concentrations of economic activities, and global economic integration i.e. the geography of international investment. It emphasizes global resources (natural and human) and their contemporary and future use. An analysis of contemporary microeconomics and macroeconomics issues will be a focal point. Global Economic Geography is closely related to history, economics, and environmental science classes. **Prerequisite: Macroeconomics**

MNG-0411: International Management

Total Hours: 48 Credits: 3

Students will be able to compare and contrast legal and ethical standards related to multicultural management. They will gain an understanding of the external cultural environment and its impact on the firm. This theoretical course deals primarily with the managerial practices and functions that characterize successful international corporations. It covers issues of organizational structure, planning and budgeting systems, management development and human resources, ethics, cross-cultural issues, the applicability and adaptation of culture-bound policies, communications, and the management of multi-cultural teams. Emphasis is placed on

the processes by which multinational organizations are managed, including conflict management, multi-country integration mechanisms, and negotiation strategies. Although the main focus is on managing in multinational settings, the course explores issues of cultural and ethnic minorities, male and female management and employee styles, expatriate-national issues, and religious issues. This key class is related to International Business and all global business and management classes. **Prerequisite: Principles of Management**

FIN-0321: International Finance

Total Hours: 48 Credits: 3

Course Description Above

MKT-0321: International Marketing

Total Hours: 48 Credits: 3

Course Description Above

ECON-0323: International Economics

Total Hours: 48 Credits: 3

Students will develop the ability to better use analytic tools through theory implementation; references will be made on experiences among industrial and developing economies. This theoretical course studies individualism vs. collectivism, political systems, mercantilism, absolute advantage, comparative advantage, Heckscher-Olin, Product Life Cycle, New Trade Theory, National Competitive Advantage, Porter's Diamond and political economy of International trade in depth. Macroeconomic policy and performance of open economies under alternative exchange rate regimes are peruse. Basic topics studied include arbitrage relationships; static and inter-temporal current account determination; the effectiveness of fiscal and monetary policies under fixed and flexible exchange rate regimes; models of exchange rate dynamics; and, issues of exchange regime choice. Additional topics may include analyses of stabilization and growth and balance-of-payments crises. International Economics is closely related to all economics, political economy, and international development classes. **Prerequisites: Microeconomics, Macroeconomics**

BUS-0441: International Trade and Commerce

Total Hours: 48 Credits: 3

Students will develop the ability to understand and apply the theory and practice of international trade. This theoretical course first develops the classical and modern theories of determination of patterns of commodity trade between nations. The second part of the course examines trade policy and the role of institutions in managing world trade. Foreign Direct Investment, market imperfections, different entry modes such as import-export, countertrade, licensing, franchise, Greenfield investments, strategic alliances, and joint ventures are emphasized. International Trade & Development is

related to global business, economics, and international development classes.
Prerequisite: Environment and Natural Resource

POLS-0421: International Organizations and Treaties

Total Hours: 48 Credits: 3

Students will develop the ability to understand the categorization of International organizations and global business treaties, and their emergence and rising impact of businesses in the everyday life of states. The class makes special emphasis on global business policy such as NAFTA, CAFTA, etc. The origin, structure, and function of organizations such as the United Nations, OEA, World Bank, International Monetary Fund, and BID are addressed. International Organizations and Treaties is related to global business, political economy, and international development classes. **Prerequisite: Comparative Political Systems**

BUS-0445: International Business Law

Total Hours: 48 Credits: 3

Students will learn and analyze the legal environment and problems facing international business and multinational corporations. Topics include international regulatory institutions and the framework of international trade and investment law. Also covered are antitrust law, the regulation of technical transfers, securities law, intellectual property and contracts, and jurisdiction issues. Analyses of corporate strategies in a rapidly developing and changing world environment are perused. Discussions of forecasting, planning, and contingency strategies are addressed. International Business Law is related to all business courses, especially the International Business class. **Prerequisite: Introduction to Business**

Natural Resource Management Major

NRMG-0322 Earth Science

Total Hours: 48 Credits: 3

Students will earn an understanding of the unifying framework of the earth sciences. This introductory class provides a broad overview of the interplay in the forces of nature shaping our planet today. The course focuses on planetary evolution and its connection with geology and climate, plate tectonics, oceans, and the atmosphere. The dynamic processes operating on Earth and how these processes have been recorded and have varied over the geologic history will be explored. Problems with particular relevance to humans, such as energy and mineral resources, water resources, climate and global change will be discussed. This class is closely related to all Resource Management courses. **Prerequisite: Environment and Natural Resources**

NRMG-0321 Environmental Science

Total Hours: 48 Credits: 3

Students will develop a deep understanding of the forces shaping the Earth's surface. Students will learn to critically analyze scientific hypotheses and the data on which they are founded. This elemental course introduces the natural, physical, chemical, biological and geological processes that shape conditions at the Earth's surface, ocean, and climate, their interrelationships, and the modification and impact of these processes by and in human activity. The class will focus on severe storms, regional climate, the ozone layer, air pollution, ocean currents and productivity, El Niño, the history of Earth's climate, global warming, and energy and water resources. This class is closely related to all Resource Management courses. **Prerequisite: Environment and Natural Resources**

NRMG-0311 Natural Resource Management

Total Hours: 64 Credits: 4

Students will learn basic biological, chemical, and physical aspects of natural resources in order to manage them better according to the principles of management but without disregarding sustainability and social responsibility. This theoretical class focuses on management skills as applied to natural resource management. The course examines the challenges of productivity within the limits of sustainability and care for the environment. **Prerequisite: Ecology**

NRMG-0412 Global Environmental Challenges

Total Hours: 48 Credits: 3

Students will develop the ability to deeply understand contemporary environmental challenges and how they affect our human society. They will be able to take a holistic approach to problem analysis using historical and scientific grounds. Finally, they will create possible solutions to these problems of environmental changes. This advance class examines in detailed the challenges arising from changes in the atmosphere and oceans, the Greenhouse gases and global warming, the effects of human activities and the political and economic consequences. This class is closely related to all Resource Management courses. **Prerequisite: Environmental Science**

NRMG-0411 Environmental Law

Total Hours: 48 Credits: 3

Students will learn and develop a deep understanding of the politics, policies, and laws associated with attempts to manage environmental quality and natural resources. This advance class will focus on the interplay of democracy, liberty, power, property, equality, causation, and risk. The course will explore air quality, water quality and quantity, pesticides and toxic substances, land use, agriculture and food, parks and protected areas, and energy and the contemporary legislation that refers to them. This

class is closely related to all Resource Management courses. **Prerequisite: Environment and Natural Resources**

ECON-0324: Global Economic Geography

Total Hours: 48 Credits: 3

See above

POLS-0421: International Organizations and Treaties

Total Hours: 48 Credits: 3

See above

NRMG-0413 Energy and Sustainability

Total Hours: 48 Credits: 3

Students will acquire a deeply understanding of the existing sources of energy today. They will learn to analyze the pros and cons of different energy sources. Finally, they will understand the dynamics among the stakeholders in the energy market. This advance class focuses on the decision-making processes leading to the use of specific energy sources in developed versus underdeveloped countries, with special attention given to USA, Germany, and Latin America. A detail review of energy sources in use today (hydrocarbons; nuclear) and potential alternatives (wind; solar) will support deep analysis. New policies on energy will be explored. This class is closely related to all Resource Management courses. **Prerequisite: Natural Resource Management**

NRMG-0414 Water Management

Total Hours: 48 Credits: 3

Students will learn about the forces behind the formation of water, atmospheric processes and the hydrologic cycle, groundwater flow, and overall natural dimensions. Students will explore ways to better manage and preserve water on Earth. This advance course provides a foundation in both qualitative and quantitative analyses of water management and conservation. Water pollution and fresh water scarcity are main focuses in the class. This class is closely related to all Resource Management courses. **Prerequisite: Natural Resource Management**

NRMG-0421 Forestry Management

Total Hours: 48 Credits: 3

Students will learn about the forestry and challenges facing forests today. They will learn to analyze the effects associated with a drastic reduction of our forest on the planet. Students will explore ways to better manage and preserve forests today. This advance course provides a foundation in both qualitative and quantitative analyses of forests management and conservation. Forest reduction and misuse are

main focuses in the class. This class is closely related to all Resource Management courses. **Prerequisite: Natural Resource Management**

Outsourcing Management Concentration

OSM-0311: Principles of Outsourcing

Total Hours: 48 Credits: 3

Students will develop a complete understanding of the outsourcing business and its impact on the contemporary world of business. Students will learn the development of this trend in a global labor market and the transcendental changes it brings to world economies and international and national business practices. The theoretical class is designed to give students an integrated vision of outsourcing management. The course analyzes the emerging challenges of outsourcing and the future of outsourcing. This class serves as prerequisite to all outsourcing management courses. **Prerequisite: None**

OSM-0321: Outsourcing Strategies

Total Hours: 48 Credits: 3

Students will learn to lead and implement successful outsourcing-off-shoring strategies and solutions. This theoretical course focuses on companies' strategies for outsourcing offshore or developing a globalization strategy integrating outsourcing-off-shoring and managing human capital globally. This class is closely related to all outsourcing management courses. **Prerequisite: None**

OSM-0322: Outsourcing Legal Environment

Total Hours: 48 Credits: 3

Students will review the national, regional, and international legal framework for the outsourcing industry. This theoretical class analyzes the legal environment of Nicaragua labor laws applicable to outsourcing and contact centers, labor sue and union management through scenario based training. The class also peruses regional and international laws affecting outsourcing. This class is closely related to all Outsourcing Management courses. **Prerequisite: Principles of Outsourcing**

OSM-0411: Contact Center Management

Total Hours: 48 Credits: 3

Students will learn to identify the role of the contact center in a global company strategy. Students will develop the ability to identify business opportunities and focus on attracting new customers, improving customer loyalty, churning reduction, and increasing revenue per customer. This theoretical course includes discussions and analysis of: Inbound, outbound, internal, and external designations, and best contact center practices. The class is designed to give students an integrated

vision of contact center management. This class is closely related to all outsourcing management courses. **Prerequisite: Principles of Outsourcing**

OSM-0412: Contact Center Technology

Total Hours: 48 Credits: 3

Students will learn to practically use the support equipment needed in contact centers in order to implement a service strategy. Students will review available technologies and trends. This practical course is designed to give students an understanding of network environment, components of a call center (PBX, ACD, IVR) and information security. This class is closely related to all outsourcing management courses. **Prerequisite: Principles of Outsourcing**

OSM-0413: Quality Assurance Systems

Total Hours: 48 Credits: 3

Students will be able to identify the quality systems standards available in the contact center industry to drive high performance. They will also learn to use monitoring systems and effective coaching systems. This theoretical/practical course will concentrate on global best practices designed to slash costs, improve efficiency, boost client satisfaction and build the bottom line. This class is closely related to all Outsourcing Management courses. **Prerequisite: Principles of Outsourcing**

OSM-0414: Operations and Planning

Total Hours: 48 Credits: 3

Students will be able to understand overall contact center operations and the role workforce management plays in running a typical call center. This theoretical course will allow students to follow step by step processes of forecasting workload, call center staffing alternatives, calculating staff requirements, creating staff schedules, tracking daily performance and gathering and analyzing data. This class is closely related to all Outsourcing Management courses. **Prerequisite: Principles of Outsourcing**

OSM-0422: Contact Center Financing

Total Hours: 48 Credits: 3

Students will develop a complete understanding of relevant financial activities in a contact centers. They will be able to identify drivers that contribute to maximizing the call center profitability. This practical/theoretical course will allow students to analyze how terms like Gross Margin, Gross Margin Percentage and Revenue are calculated in a BPO. The course will emphasize how to increase profitability by applying strategies to maximize revenue and reduce cost. This class is closely related to all Outsourcing Management courses. **Prerequisite: Principles of Outsourcing**

OSM-0423: Contact Center Organization

Total Hours: 48

Credits: 3

Students will be able to understand operations management through managing performance drivers (internal and client metrics), establishing targets for performance and managing teams (supervisors and agents). This practical/theoretical course will allow students to gain a comprehensive knowledge of contact center structure, how management influences functions and how to use indicators. This class is closely related to all Outsourcing Management courses.

Prerequisite: Principles of Outsourcing

OSM-0421: Recruiting and Training

Total Hours: 48

Credits: 3

Students will review the marketing strategies a contact center needs in order to reach the perfect target and built a pipeline. This theoretical class will also cover the learning and development cycles in contact centers. This course is specifically designed to help students review the call center recruiting process, from the pre-screening to the hiring. This class is closely related to all Outsourcing Management courses.

Prerequisite: Principles of Outsourcing