Table of Contents

1. Institutional Overview 5
   1.1 About US 5
   1.2 Mission 5
   1.3 Vision 5
   1.4 Objectives 5
   1.5 Ownership 6
   1.6 Licensure information 7
   1.7 Address 7
   1.8 Academic Programs 8
      1.8.1 Master’s Degree Programs 8
   1.9 Organizational Information 8
      1.9.1 Administrative Staff 8
      1.9.2 Faculty 10
      1.9.3 Advisory Board Members 12

2. Academic Overview 13
   2.1 ADEN University Learning Model 13
   2.2 Assessment and Quality Assurance (QA) 15
   2.3 Academic Policies 15
      2.3.1 Academic Term 15
      2.3.2 Definition of Unit of Credit 15
      2.3.3 Credit for Prior Learning 15
      2.3.4 Teach-Out Programs 16
      2.3.5 Grades 16
      2.3.6 Class Attendance and Repeated Courses Attempts 21
      2.3.7 Withdrawal Policy and Procedure 22
      2.3.8 Leave of Absence 24
      2.3.9 Readmission 25
      2.3.10 Satisfactory Academic Progress 25
      2.3.11 Graduation Requirements 28
      2.3.12 Graduation Honors 29

3. Student Services 29
3.1 Academic Advising
3.2 Student Orientation Course
3.3 Office of the Registrar
3.4 Student Records - ADEN Virtual Academic Community
3.5 Technical Services and support
3.6 Online Library Resources
3.7 Career Services
3.8 Employment Placement Services

4. **Student Rights and Responsibilities**

4.1 General Information
4.2 Non-Discrimination Policy
4.3 Non-Harassment Policy
4.4 Conduct Code
4.4.1 Prohibitions
4.4.2 Prohibition against “Hazing”
4.4.3 Compliance with Local, State and Federal Law
4.4.4 Computer Access and Utilization of ADEN University Resources
4.4.5 Misrepresentation and Falsification
4.4.6 Drug-Free Schools and Communities Act
4.5 Intellectual property and copyright violations
4.6 Disciplinary Sanctions
4.6.1 Behavioral Warning
4.6.2 Behavioral Probation
4.6.3 Temporary Suspension
4.6.4 Disciplinary Sanction
4.6.5 Disciplinary Warning
4.7 Appellate Process
4.8 Privacy of the Student (FERPA)
4.9 Student Identity Verification

5. **Admission to ADEN University**

5.1 Admissions Requirements for Degree Seeking Students
5.2 Admissions Requirements for Non-Degree Seeking Students
5.3 Language of instruction 48
5.3.1. Spanish Program Admission Requirements 48
5.3.2 English Program Admission Requirements 49
5.4 Technical Requirements 50
5.5 Technological Competencies 50
5.6 Transfer of Credits 51
5.6.1 Maximum Transfer Credits Accepted from other institutions by Program 54
5.6.2 Challenge examinations and prior learning 54

6. Cost of Attendance and Financial Policies 54
6.1 Tuition and Fees 54
6.2 Refund Policy 55
6.3 Payment Methods 57
6.4 Title IV Federal Student Financial Assistance 58
6.5 Financial Assistance Policy 58

7. Academic Program and Course Descriptions 62
7.1 Master’s Degree Programs 63
7.2 Course Numbering System 70
7.3 Course Descriptions 71

8. Academic Calendar 92

9. Disclosure 95
1. Institutional Overview

1.1 About US

ADEN University (ADENU) is an institution of higher education founded in Miami, Florida, USA in July 2016. ADENU was created in an international environment to fully capitalize on its network of global marketplace experience. The University offers students access to professionals who operate in the world of business and administration. These individuals share their knowledge and acumen collaboratively with students in all programs offered at ADEN.

The University focuses on creating a culture for its students conducive to academic and professional development. The goal is to enhance students’ abilities to reach professional goals and career objectives. All academic programs are offered 100% online and delivered in either English or Spanish.

1.2 Mission

ADEN University provides degree programs and executive education in English and Spanish, through distance education, to empower professionals with relevant knowledge and tools to face the challenges of global business. The internet and other technological communication tools are integral parts of our educational model opening access to a global community of students, teachers, and alumni.

1.3 Vision

ADEN University’s vision is to be recognized as the benchmark for developing relevant human talent in a global network capable of bridging business from the U.S. to Latin America and beyond.

1.4 Objectives
1. To provide access to quality and relevant executive education and degree programs.

2. To develop and promote an international college environment by means of the curriculum and diversity of nationalities of its students, faculty, and staff.

3. Support academic activities and administrative processes with suitable and effective technologies.

4. Ensure the financial viability of the institution.

5. Continuous improvement of the system of self-assessment and quality assurance.

1.5 Ownership

ADEN INTERNATIONAL, INC. (DBA) ADEN UNIVERSITY a Florida for Profit Corporation is funded by its parent company ADEN EDUCATIONAL GROUP, INC a Delaware Corporation. In turn, ADEN EDUCATIONAL GROUP, INC is funded by its parent company ALTA DIRECCION, S.A. a Panamanian corporation.
1.6 Licensure information

ADEN University is licensed by the Commission for Independent Education, Florida Department of Education, License #5480. Additional Information regarding this institution may be obtained by contacting the Commission for Independent Education (CIE) at 325 West Gaines Street, Suite 1414, Tallahassee, FL 32399-0400. Toll-free telephone number: (888) 224-6684.

1.7 Address

The administrative office of ADEN University is located at 2850 S. Douglas Road, Suite 304, Coral Gables, Florida 33134, with business hours Monday through Friday from 9:00 am to 5:00 pm (EST). Telephone number: (786) 332-2122.

Requests for meetings should be addressed to the Director of Student Services at sservices@adenuniversity.us or by mail directed to the University address. The University will respond within 72 hours proposing a date and time for the appointment. No classes are held at this location. All ADEN University course instruction and student support services are provided online.

The facility has 2,195 square feet. The offices include a visitor reception, three private offices with space for six employees, an open break area with seating, and open workspace that can be used as a training room or meetings, telephone, Wi-Fi internet broadband, visitor and off-street parking and other support services.

Since ADEN University is an online university, no classes are taught out of its administrative offices. However, the facility can accommodate training sessions in its conference room. There is a private office so prospective students can have face-to-face meetings with admissions personnel.

The student, faculty, and staff files are stored at this location. All student services are offered
online, by phone, or at the administrative offices. Students have 24/7 access to the ADEN Virtual Academic Community, a portal where they may contact the University with any questions or comments, access coursework, check their transcripts, take examinations, and interact with their professors and classmates. The University Online servers are maintained by ServerLoft based in Saint Louis, Missouri.

1.8 Academic Programs

ADEN University offers the following academic programs for the 2022 – 2023 Academic Year:

1.8.1 Master’s Degree Programs

- Executive Master of Business Administration (EMBA)
  37 Graduate level semester credits hours – Estimated Completion Time: 15 months
- Global Master of Business Administration (GMBA)
  36 Graduate level semester credits hours – Estimated Completion Time: 14 months
- Master of Science in Human Capital Management
  36 Graduate level semester credits hours – Estimated Completion Time: 12 months
- Master of Science in Marketing and Sales Management
  36 Graduate level semester credits hours – Estimated Completion Time: 12 months
- Master of Science in Operations Management
  36 Graduate level semester credits hours – Estimated Completion Time: 12 months

1.9 Organizational Information

1.9.1 Administrative Staff

President
Ricardo Greco Guiñazú
DBA, Swiss Business School
Executive Director  
Roberto García  
MBA, Florida International University

Dean School of Business  
Roger LaMarca  
DM, University of Phoenix

University Registrar / Chief Compliance Officer  
Alex E. Collins  
M.S. in Human Resource Development and Administration, Barry University

Academic Coordinator  
María Teresa Bistué  
DBA, Swiss Business School

Director of Finance / Chief Financial Officer  
Cruz González  
MAcc, Accounting, University of Florida

Assistant Director of Academic Affairs  
Jennifer Castellanos  
M.S. in Adult Education and Human Resource Development, Florida International University

Director of Curriculum  
Jennifer Hunter  
Ph.D. in Education, Northcentral University  
MBA, Southern Utah University

Placement Coordinator  
Larry Parker  
Doctorate in Organizations, Capella University

Student Advisor  
Belen Diconeto  
Matias Ochoa
1.9.2 Faculty

Abanto, Andres
DBA, Management, Université du Québec à Montréal
EMBA, Université du Québec à Montréal
Master of Business Administration, Universidad del Pacífico, Lima, Perú

Baides, Néstor Raúl
DBA, International Marketing, Jaén University, Spain
MBA, EIN, Chile-Argentina

Bistué, María Teresa
DBA, Swiss Business School, Switzerland
MBA, Catholic University, Córdoba-Argentina

Carrillo Rivera, Jorge Miguel
PhD in Administration with Emphasis in Strategy, Concordia University
MBA, Monterrey Institute of Technology and Higher Education

Castillejo, Gerardo
Doctor of Business Management, ADEN University Panama
Master in Business Administration, Universidad de Santiago de Chile

Courts, Bari
PhD in Organizational Management, Capella University
MBA, University of Cincinnati

Cucchi, Daniel
DBA, Alta Dirección University, Panamá
MBA, Francisco de Vitoria University, Spain

Esquembre, Juan Francisco
DBA, Senior Management University, Panama
MBA, Francisco de Vitoria University, Spain
MBA, Universidad Católica de Córdoba, Argentina

Falco, Alejandra Elena
PhD in Business Management, Universidad del CEMA, Buenos Aires, Argentina
Master of Education, Universidad del Salvador, Buenos Aires, Argentina

Flouret, Gustavo
DBA, Aden University Panama
MBA, Universidad Francisco de Vitoria, Spain
Gnazzo, Liliana Elizabeth  
DBA, University of Panama /Jaen University, Spain  
Master in International Business, University of Lleida, Spain

Jacobs, Brent Anthony  
DBA, Finance, Baker College Masters of Science in Strategic Leadership, Walsh College

LaMarca, Roger  
Doctor of Management and Organizational Leadership, University of Phoenix  
MBA, University of Phoenix

Lanati, Matilde Ines  
DBA, Swiss Business School, Switzerland  
International EMBA, Business Administration, Francisco de Vitoria University, Spain  
Master’s Degree in Strategic Management & Marketing, University of Business and Social Sciences, Argentina

López, Pablo Marcelo  
DBA, Alta Dirección University, Panamá  
MBA, Instituto de Desarrollo Empresarial, Ecuador

Macías, Javier  
DBA, Swiss Management Center University, Switzerland  
Master of Science in Industrial Administration, Instituto Tecnologico de Tijuana, Mexico

Martínez Moll, Liliana  
DBA, Swiss Business School, Switzerland  
MBA, Francisco de Vitoria University, Spain  
M.S. in Human Resources, Swiss Business School, Switzerland

Parker, Larry  
Doctorate in Organizations, Capella University  
Master of Business, Liberty University

Pezzutti, Juan Jose  
GMBA, Digital Business, Aden University Panama

Rabouin, Roberto Ruben  
DBA, University of Jaén, Spain  
M.S. in Human Resource Management, Université de Management, Switzerland  
EMBA in Human Resources, Francisco de Vitoria University, Spain  
Master in Management and Strategic Marketing, U.C.E.S., Argentina
Riveros Sachica, Gustavo  
DBA, Atlantic International University

Rodriguez Figueroa, Hernando  
DBA, Atlantic International University

Rojas, Miriam  
Doctor in Economics, Universidad Nacional de Córdoba, Argentina

Schefer, Raymond  
DBA, Swiss Management School, Switzerland  
MBA, City University of Seattle, Campus Zurich, Switzerland- Switzerland

Scheinsohn, Daniel  
DBA, Alta Dirección University, Panama  
PhD in Marketing and Communication Sciences, Inter American University of Humanistic Studies  
M.S. in Strategic Management, Swiss Business School, Switzerland

Siqueira, José Ribamar  
Doctor of Marketing, Nova Southeastern University  
MBA, California State University

Tavizon, Arturo  
Doctor of Management and Innovation Technology, Universidad Autónoma de Nuevo León, México  
Master of Business Management, Instituto Tecnológico y de Estudios Superiores de Monterrey, México  
Master of Information Technology, Instituto Tecnológico y de Estudios Superiores de Monterrey, México

Tomas Diaz, Victor Hugo  
DBA, Swiss Business School, Switzerland  
MBA, International Management, UIC, Spain  
M.S. in International Business, Swiss Business School, Switzerland  
MBA, Francisco de Victoria University, Spain

Wright, Brian  
PhD in E-Commerce, NorthCentral University  
MBA, E-Commerce, NorthCentral University

1.9.3 Advisory Board Members
Angelina Autran- Global Customer Experience Manager, Caterpillar
Alejandro Ceron- President, SP&E Consulting Group
Alex Collins- University Registrar & Chief Compliance Officer, ADEN University
Bari Courts- PhD, Faculty Member, ADEN University
Robert Garcia- Executive Director, ADEN University
Josie Gonzalez- SVP - Human Resources, Inradeco Apparel, Inc.
Brent Jacobs- PhD, Faculty Member, ADEN University
Roger LaMarca- Dean School of Business, ADEN University
Javier Lopez- HR Director, Quirch Foods
Larry Parker- PhD, Faculty Member, ADEN University
Jorge Roza- Director - Marketing, Quirch Foods
Jose Tomas- Managing Partner, BrandSparc

2. Academic Overview

ADEN University incorporates innovation, applied to education, knowledge and business. The Institution integrates and applies relevant education, adapted to the needs and aspirations of international business professionals. ADEN focuses on practice-based learning and the development of competencies and skills facilitating our students’ transition to the workplace.

2.1 ADEN University Learning Model

ADEN University delivers its educational programs by means of an online learning platform called ADEN’s Virtual Community; it is available 24/7/365. The Virtual community was developed following the best practices to achieve accessibility, usability, collaboration, security, and measurable learning outcomes.

ADEN’s Virtual Community is an online portal created to achieve the following: provide access to course content, deliver materials and evaluations, promote networking, record academic data, facilitate student services, and enable asynchronous and synchronous
communication among students, faculty and staff.
Another component of our learning model is the process to select relevant courses and program content. We have identified two main goals for our programs: one is to encourage students to develop intellectual curiosity. The second goal is to be able to cultivate creative capacity for independent thought and action. In addition to these two goals, the programs are designed to focus on the global marketplace. Moreover, ADEN University seeks to provide graduates with the essential tools to interact with other members of society, adapt to change, and serve as business advocates.

ADEN employs a process to develop curriculum. In the initial step, several data gathering methods are used to identify unmet needs. These data drive the effective design of curricular content.

In the second step, data is gathered from direct sources (surveys, interviews, and focus groups) and indirect sources (educational statistical reports, legislative documents, educational journals and magazines). The result is the selection of academic resources that are relevant, current and available through ADEN’s online library. The needs analysis and scans of the academic environment plus effective selection of academic resources result in relevant, current, and appropriate resources for students, faculty, and staff.

The final and most important component of this learning model is our human capital: faculty and students. ADEN University strives to employ faculty members that can convey the appropriate learning outcomes and instill the following values in our students:

- Dignity: A sense of pride in oneself; self-respect. ADEN recognizes the students’ intrinsic value, freedoms, rights and responsibilities.
- Solidarity: Commitment to cooperate in the common good of society.
- Community: Develop a sense of membership among students, faculty members and staff.
- Pragmatism: Understand and uphold the virtues of knowledge, theory and truth with a practical approach.
In conclusion, our Institution’s premise is that the learning model provides a one-stop system aligned with our mission to fully integrate learning, student services, and faculty/staff support.

2.2 Assessment and Quality Assurance (QA)

The University processes are regularly monitored to ensure that they are in sync with the mission, vision, and objectives of the Institution. Our faculty, staff, and administrators work together to ensure that the structure and integrity of the organization are maintained with a commitment to quality at all levels of the Institution.

2.3 Academic Policies

2.3.1 Academic Term

ADEN University defines an academic term as a period of eight consecutive weeks as listed in the academic calendar. Students may not enroll in more than two courses per term. This helps them successfully navigate the rigorous academic demands.

2.3.2 Definition of Unit of Credit

Students at ADEN University are awarded semester credits based on the Carnegie Unit. In distance learning, courses are measured by the learning outcomes achieved through 45 hours of student work for one semester credit hour. Students are required to spend at least 15 hours of “Academic Engagement” and 30 hours of preparation for each credit hour awarded.

Example: A 3-credit hour course at ADEN University encompasses 135 semester hours. This includes 45 hours of academic engagement and 90 hours of preparation time in an eight-week term. Preparation for class typically involves homework, such as reading and study time, as well as completing assignments and projects.

2.3.3 Credit for Prior Learning
At present, ADEN University does not provide credit by examination, credit for prior learning, or life experience.

2.3.4 Teach-Out Programs

If the University closes a program, a Teach-Out Plan ensures that an active student in the program receives the education, materials and student services needed to complete the program. A student must remain in an active status to be considered in the Teach-Out Plan. A student seeking to be readmitted must choose a different program upon re-admittance.

2.3.5 Grades

Grading for the courses is based on the results of the course assignments, exams and other criteria established at the discretion of the professor. Grading criteria for each course is clearly defined in the course syllabus. The following chart identifies the general University grading scale, and its equivalent grade point average (GPA):

**Grading Scale**

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Grade Points</th>
<th>Numerical Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4.00</td>
<td>94-100</td>
</tr>
<tr>
<td>A-</td>
<td>3.70</td>
<td>90-93</td>
</tr>
<tr>
<td>B+</td>
<td>3.30</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>3.00</td>
<td>84-86</td>
</tr>
<tr>
<td>Grade</td>
<td>GPA</td>
<td>Percentage</td>
</tr>
<tr>
<td>-------</td>
<td>------</td>
<td>------------</td>
</tr>
<tr>
<td>B-</td>
<td>2.70</td>
<td>80-83</td>
</tr>
<tr>
<td>C+</td>
<td>2.30</td>
<td>77-79</td>
</tr>
<tr>
<td>C</td>
<td>2.00</td>
<td>74-76</td>
</tr>
<tr>
<td>C-</td>
<td>1.70</td>
<td>70-73</td>
</tr>
<tr>
<td>D+</td>
<td>1.30</td>
<td>67-69</td>
</tr>
<tr>
<td>D</td>
<td>1.00</td>
<td>64-66</td>
</tr>
<tr>
<td>D-</td>
<td>0.75</td>
<td>60-63</td>
</tr>
<tr>
<td>F</td>
<td>0.00</td>
<td>Below a 60</td>
</tr>
<tr>
<td>W</td>
<td></td>
<td>Withdraw</td>
</tr>
<tr>
<td>X</td>
<td></td>
<td>Incomplete</td>
</tr>
</tbody>
</table>

Passing grades for graduate students: A through D-.
If a student receives a semester GPA below 3.00 or their cumulative GPA falls below 3.00, the student is placed on academic probation. It is a graduation requirement that the student maintains a cumulative GPA above 3.00.

ADEN University has incorporated in its e-learning environment different tools to prevent academic dishonesty. Anti-plagiarism software is used to analyze the assignments that students upload, compare them with databases on the Internet, and determine their degree of originality. Additionally, ADEN uses software to verify the identity of students while they take online exams.

Student identification is done using a photo ID before taking a test and a webcam for the duration of the examination to detect any possible suspicious behavior. Verification of student identification is always mandatory prior to taking, during, and upon completion of any scheduled exam. In compliance with this regulation, ADEN University provides students with an application to be installed and activated for the duration of each exam. This application verifies the I.D. of the user and monitors their surroundings.
during the exam to ensure that testing regulations are being followed.

A student commits academic dishonesty by not independently completing the personal forums, the evaluations or the exams. Plagiarism occurs when the student presents work or an idea that belongs to someone else. Plagiarism can be avoided by correctly citing sources and making sure that work consists of at least 70% original concepts and materials from the participant.

For ADEN University’s complete plagiarism policy, see section 4.5 of the catalog.

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**Grading Rubrics**

Every course contains a course rubric that creates a standardization from one faculty member to the next faculty member for each individual course.

Every written assignment contains rubrics that help faculty members maintain constancy from one student to the next and from one faculty member to the next, creating consistency across sections.

---

**Special Grading**

**W (Withdraw):** A student who voluntarily withdraws from a course after the first week of the term and before the last week of the term is considered “Withdrawn” and receives a grade of “W” for that course. Any refund due to the student is subject to the terms of the refund policy. A student who voluntarily withdraws from a course during the last week of the term receives a grade of “F” for the course. A student may not withdraw from a course after an “X” (incomplete) has been granted. If a university withdrawal is requested while a course is in incomplete status, the “X” grade converts into an “F”.

**X (Incomplete):** If a student does not complete a course within the eight-week academic term due to extenuating circumstances, he/she may request an incomplete from his/her instructor. Students must present documentation corroborating extenuating circumstances that include any of the following:

- Death of an immediate family member
- Illness or injury to student
• Illness or injury to an immediate family member
• Involuntary work schedule change or transfer
• Jury duty or direct involvement with a current legal action
• Students called to active military duty Incompletes must be requested by the students via email to their instructor.

Requests should be made prior to the last week of the term (except in the case of a medical emergency). Incompletes are awarded only due to extenuating circumstances which prevent a student from completing a course in the normal timeframe. Approved incompletes allow a student a maximum of an additional 30 days to complete the course and earn a grade. The grade of “X” is assigned, and it remains in the student academic records until the student completes the pending assignments and a grade is posted or until the end of the 30 days. The remaining incomplete is awarded a grade of zero and averaged into the final grade if the student has not submitted them within the additional 30-day window. Faculty must receive approval from the Dean or from the Academic Coordinator prior to granting an incomplete and recording a grade of “W” in the academic system.

Course Extension Policy

By request of the student and upon approval from the faculty in charge of the course, students may extend up to seven days to complete additional assignments to complete the course successfully.

In the event that the entire course is delayed and needs to be extended, it’s up to the faculty member in charge to establish the days of extension which should not surpass seven days.

*Due to COVID restrictions, some faculty and students may not be able to attend class as required. Thus, we want to provide flexibility to the faculty members and students to complete the courses within a timely manner but also provide guidelines for them to succeed.

Grade Points

The quality of work completed by a student is recognized by the assignment of points to various grades. Under the 4.0 system, all grades on courses will be permanently retained in computing a student's quality point average. On the basis of this point system, a student's quality point average may be computed by
dividing the number of quality points that he/she has earned by the total number of credits assigned to the courses in which the student has been enrolled.

**Repeating Courses**

A course in which a letter grade of C or below is earned must be repeated. Only the higher grade is used in computation of a cumulative grade point average at ADEN University. However, all attempts are noted on the transcripts. The repeated course appears with brackets on the transcript. No more than two (2) courses may be repeated in a graduate program. All attempts are noted on the transcript. No courses may be repeated for grade average purposes after graduation. All credits attempted are considered when calculating quantitative Satisfactory Academic Progress status.

**Involuntary/Administrative Withdrawal from the University**

If the University determines that a student stopped attending the Institution, violated the student’s responsibilities/Code of Conduct, or failed to meet published academic policies, he/she may be administratively withdrawn. Any refunds are disbursed in accordance with the University Refund Policy and based on the official date of withdrawal from ADEN.

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**2.3.6 Class Attendance and Repeated Courses Attempts**

**Class Attendance**

ADEN University delivers its academic programs utilizing an online methodology. Therefore, it is important that students stay connected to the platform to review the materials, participate in class activities, and actively participate in the forums and all other activities related to the University environment. Students may not be offline from the ADEN University academic platform for more than seven (7) consecutive days.

**Repeated Courses Attempts**

A course in which a letter grade of C or below is earned must be repeated. Only the higher
grade is used in computation of a cumulative grade point average at ADEN University. However, all attempts are noted on the transcripts. The repeated course appears with brackets on the transcript. No more than two (2) courses may be repeated in a graduate program. All attempts are noted on the transcript. No courses may be repeated for grade average purposes after graduation. All credits attempted are considered when calculating quantitative Satisfactory Academic Progress status.

2.3.7 Withdrawal Policy and Procedure

If a student wishes to drop a course or withdraw from the University, he/she must complete the Withdrawal Form and submit it to the Office of the Registrar. Withdrawals are effective the date the student officially notifies the Registrar of the intent to withdraw. This date is used to compute any applicable refund due to the student. All refunds are made in accordance with the University refund policy.

- All voluntary and involuntary withdrawals must abide by the Refund Policy.
- A student who voluntarily withdraws from all courses or the University during the first week of the term (Drop/Add period) is considered “canceled” and receives a full refund.
- A student who voluntarily withdraws from a course after the first week of the term and before the last week of the term is considered “Withdrawn” and receives a grade of “W” for that course. Any refund due to the student is subject to the terms of the refund policy.
- A student who voluntarily withdraws from a course during the last week of the term receives a grade of “F” for the course. A student may not withdraw from a course after an “I” (incomplete) has been granted. If a university withdrawal is requested while a course is in incomplete status, the “I” grade converts into an “F”. (You may refer to the Incomplete Course Section of this catalog).
- The academic calendar provides important dates, including the drop/add period. Students should refer to this calendar before dropping a course.
The Office of theRegistrar can be contacted by phone at (786)-332-2122 or by email at registrar@adenuniversity.us.

A formal withdrawal from courses or from the University requires completing and submitting a Withdrawal Form to the Office of the Registrar. Withdrawals are effective the date the student officially notifies the Registrar of the intent to withdraw. This withdrawal date is used to compute any applicable refund due to the student; all refunds are made in accordance with the University refund policy. The Office of the Registrar can be contacted by phone at (786)-332-2122 or by email at registrar@adenuniversity.us.

**Drop / Add Period**

Students can drop or add courses during the first week without penalties. However, penalties are levied for adding or dropping a course after the beginning of the second week of the term. Generally, ADEN University discourages students from adding a course after the first week of the term has ended, due to the academic burden this may impose on the student.

**Incomplete Course**

If a student does not complete a course within the eight-week academic term due to extenuating circumstances, he/she may request an incomplete from his/her instructor. Students must present documentation corroborating extenuating circumstances that include any of the following:

- Death of an immediate family member
- Illness or injury to student
- Illness or injury to an immediate family member
- Involuntary work schedule change or transfer
- Jury duty or direct involvement with a current legal action
- Student called to active military duty

Incompletes must be requested by the students via email to their instructor. Requests should
be made prior to the last week of the term (except in the case of a medical emergency). Incompletes are awarded only due to extenuating circumstances which prevent a student from completing a course in the normal timeframe.

Approved incompletes allow a student a maximum of an additional 30 days to complete the course and earn a grade. The grade of “I” is assigned, and it remains in the student academic records until the student completes the pending assignments and a grade is posted or until the end of the 30 days. The remaining incomplete is awarded a grade of zero and averaged into the final grade if the student has not submitted them within the additional 30-day window. Faculty must receive approval from the Dean or from the Academic Coordinator prior to granting an incomplete and recording a grade of I in the academic system.

Involuntary/Administrative Withdrawal from the University

If the University determines that a student stopped attending the Institution, violated the student’s responsibilities/Code of Conduct, or failed to meet published academic policies, he/she may be administratively withdrawn. Any refunds are disbursed in accordance with the University Refund Policy and based on the official date of withdrawal from ADEN.

2.3.8 Leave of Absence

Students may request a leave of absence due to health concerns, a serious family emergency, required military service (call to active duty), extenuating job circumstances, or critical life circumstances that prevent them from being able to take courses for an extended period of time. A formal request, along with documentation of the situation, must be submitted to the Office of the Registrar for consideration at registrar@adenuniversity.us. A student may be on a leave of absence status for a maximum of 180 days.

2.3.9 Readmission

Students absent for a period of 12 months or more must reapply for admission to the University by submitting a new application. Readmission is subject to review by the Director of
Admissions.

2.3.10 Satisfactory Academic Progress

Prior to admission to ADEN University all students are required to read, understand, and agree to the responsibilities associated with the student academic progress policy. The policy is located on the ADEN University website and in the ADEN University catalog. Students are required to sign on the enrollment agreement indicating that they have read, understand and agree to this policy.

A student must meet the following minimum standards of academic achievement and successful course completion while enrolled at ADEN University.

**Maximum Program Length:** The student must complete the Global Master of Business Administration Degree in no more than 21 months – 150%; Master of Science in Human Capital Management Degree in no more than 18 months – 150%; Master of Science in Marketing and Sales Management Degree in no more than 18 months – 150%; Master of Science in Operations Management Degree in no more than 18 months – 150%; and the Executive Master of Business Administration Degree in no more than 21 months – 150%. Failure to complete a program within the time frame specified will result in the student being dismissed by the College.

**Evaluation Points:** The student will be evaluated at predetermined points in the program shown in the table on the following page.

**Minimum Academic Achievement:** A student must achieve the minimum grade point averages at the specified evaluation points in order to remain enrolled as a regular student, as shown in the table on the following page.

**Successful Course Completion:** A student must successfully complete the minimum number of the credits attempted, based upon the maximum time frame in order to remain enrolled as a regular student, as shown in the table below. A student who completes only the minimum requirements as shown will clearly require the maximum time frame to complete a program. **Maximum Time**
Frame for Completion = 150% of program length.

### SATISFACTORY ACADEMIC PROGRESS EVALUATION POINTS FOR THE MASTER'S DEGREE PROGRAM

<table>
<thead>
<tr>
<th>DEGREE</th>
<th>Evaluation Points</th>
<th>Minimum Academic Achievement</th>
<th>Successful Course Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>25% of Maximum Length</td>
<td>5 months</td>
<td>3.0</td>
<td>13 credits</td>
</tr>
<tr>
<td>End of First Year</td>
<td>7 months</td>
<td>3.0</td>
<td>18 credits</td>
</tr>
<tr>
<td>50% of Maximum Length</td>
<td>11 months</td>
<td>3.0</td>
<td>27 credits</td>
</tr>
<tr>
<td>Usual End of Program</td>
<td>15 months</td>
<td>3.0</td>
<td>36 credits</td>
</tr>
<tr>
<td>75% of Maximum Length</td>
<td>16 months</td>
<td>3.0</td>
<td>40 credits</td>
</tr>
<tr>
<td>End of Second Year</td>
<td>22 months</td>
<td>3.0</td>
<td>54 credits</td>
</tr>
</tbody>
</table>

### SATISFACTORY ACADEMIC PROGRESS EVALUATION POINTS FOR THE EXECUTIVE MASTERS DEGREE PROGRAM

<table>
<thead>
<tr>
<th>DEGREE</th>
<th>Evaluation Points</th>
<th>Minimum Academic Achievement</th>
<th>Successful Course Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>25% of Maximum Length</td>
<td>6 months</td>
<td>3.0</td>
<td>13 credits</td>
</tr>
<tr>
<td>End of First Year</td>
<td>12 months</td>
<td>3.0</td>
<td>19 credits</td>
</tr>
<tr>
<td>50% of Maximum Length</td>
<td>13 months</td>
<td>3.0</td>
<td>27 credits</td>
</tr>
<tr>
<td>Usual End of Program</td>
<td>18 months</td>
<td>3.0</td>
<td>37 credits</td>
</tr>
<tr>
<td>75% of Maximum Length</td>
<td>20 months</td>
<td>3.0</td>
<td>47 credits</td>
</tr>
<tr>
<td>End of Second Year</td>
<td>27 months</td>
<td>3.0</td>
<td>55 credits</td>
</tr>
</tbody>
</table>

If a student receives a semester GPA below 3.0 or their cumulative GPA falls below 3.0 the student is placed on academic probation.
a) Good Standing

Good standing is defined as having a semester and cumulative GPA above 3.0. To remain in good Academic Standing as a degree seeking student, one must take and successfully pass at least 12 semester credit hours per year. Exceptions to this minimum credit per year requirement may apply due to limited course availability (toward completion of a program) or in cases where a student needs less than 12 credits to complete his/her degree program.

b) Probation

If a student receives a semester GPA below 3.0 or their cumulative GPA falls under 3.0 the student is placed on probation. A student on probation for more than one term is only allowed to enroll in a maximum of one (1) class in the subsequent session.

c) Academic Suspension

A student, who remains on academic probation for a maximum of two consecutive academic semesters, is required to have his or her academic record reviewed by the Academic Coordinator. Based on this review, the Academic Coordinator may suspend the student for a period of 1 academic term.

d) Academic Expulsion

ADEN University reviews the academic history of any student who is suspended for a second time during his/her enrollment. At that time, the University may decide to expel the student based on his/her academic history.

2.3.11 Graduation Requirements
Executive Master of Business Administration Degree Requirements

To obtain the Executive Master of Business Administration Degree a student must fulfill the following graduation requirements:

• Successful completion of the program requirements for the issuance of the degree.
• All information required for admission and the transfer of credits has been accepted by ADEN University.
• Successful completion of the required number of credits per program.
• A minimum cumulative grade point average (CGPA) of 3.00 for the degree program.
• Students must have satisfied all financial obligations with ADEN University.

Global Master of Business Administration Degree Requirements

To obtain the Global Master of Business Administration Degree a student must fulfill the following graduation requirements:

• Successful completion of the program requirements for the issuance of the degree.
• All information required for admission and the transfer of credits has been accepted by ADEN University.
• Successful completion of the required number of credits per program.
• A minimum cumulative grade point average (CGPA) of 3.00 for the degree program.
• Students must have satisfied all financial obligations with ADEN University.

Master of Science Degree Programs

To obtain an M.S Degree a student must fulfill the following graduation requirements:

• Successful completion of the program requirements for the issuance of the degree.
• All information required for admission and the transfer of credits has been accepted by ADEN University.
• Successful completion of the required number of credits per program.
• A minimum cumulative grade point average (CGPA) of 3.00 for the degree program.
• Students must have satisfied all financial obligations with ADEN University.

2.3.12 Graduation Honors

Students from ADEN University that complete all the requirements for graduation and Degree conferral may qualify for the following academics recognitions:

• With a GPA between 3.5 and 3.699, ADEN University confers the degree with Honors or Cum Laude.
• With a GPA between 3.700 and 3.899, ADEN University confers the degree with Great Honors or Magna Cum Laude.
• With a GPA of 3.90 or above, ADEN University confers the degree with Highest Honors or Summa Cum Laude.

3. Student Services

3.1 Academic Advising

Students are assigned an academic advisor when they enroll. Academic advisors support and coach students as they progress throughout their chosen degree studies at the University. Academic advising is a valuable service that ADEN University provides to its students; however, students must be familiar with the University procedures and requirements. Therefore, students are encouraged to consult with their academic advisor any time they need guidance in accomplishing their obligations and goals.

What to expect from Academic Advising:

Orientation

The academic advisor sets up an orientation meeting with new students via telephone, Skype, or other remote real-time communication system. All new students must complete this
orientation before starting their first course. The Orientation meeting is designed to facilitate the students’ transition to the University and familiarize him/her with the organization and operation. The orientation meeting includes the following:

- Review the University mission and objectives, academic rules, standards, and regulations
- Discuss students’ personal goals
- Examine the course registration procedure and graduation requirements
- Provide the student with a list of university contacts
- Discuss study and time management technique

**Ongoing Advising**

The Academic Advisor meets regularly with students via Skype or through other remote conferencing media. The goal is to assist with goal setting and to stay on track to successfully complete degree requirements. Students receive the individual attention needed to succeed academically and focus on students’ achievements and educational growth. Advisors are available during office hours by phone, email, or Skype, and respond to students’ messages by the next business day.

**3.2 Student Orientation Course**

Each student is required to successfully complete the non-credit Student Success course before starting with his/her first academic course. The course includes the following:

- Introduction to ADEN University, its policies, and procedures
- Introduction to the online learning environment
- Introduction to the testing and grading process
- Introduction to student success strategies: study skills, note taking strategies, memory devices, and more

**3.3 Office of the Registrar**
The Office of the Registrar processes and maintains all academic student records. The Registrar’s office hours are Monday through Friday from 9:00AM to 3:00PM (Eastern Time). Inquiries may be made via email at registrar@adenuniversity.us.

3.4 Student Records- ADEN Virtual Academic Community

ADEN University shall maintain academic transcript records in perpetuity for each student. This includes each course in which the student was enrolled, term information, grades, and a tally of credits earned. Official transcripts are available to students upon request (fee required).

In addition, ADEN University keeps the following information for each student: Records of academic advisement decisions and milestones interactions between the Academic Advisor and the student. Employment referrals and current employment data are also retained. All records are confidential unless released by the student (in writing).

Students can also access their student profile and records using the ADEN Virtual Academic Community. This service provides students with 24/7 accessibility to the following information:

- Personal Data: All active students have access to their personal data card and can modify their information, if necessary, to keep it updated.
- Academic Card: Students can access their academic record to check their current academic status and are able to print unofficial transcripts (with no fee involved). The Academic Card features a list of the courses and programs a student has completed and/or is currently enrolled in, with their corresponding recorded grades.
- Graduate Programs: This section features a description of ADEN’s programs, outlining the admissions process and graduation requirements.
- Online exams: Through ADEN’s virtual community students can access and take exams.
- Supplemental course materials: Are available for the course(s) in which the student is currently enrolled.
- Contact with Faculty and Academic Advisor: Students can contact their instructors and
academic advisor via email using this feature.

- Library Online Resources: Students can access the ADEN’s Online Library Resources 24/7.
- Interest Groups: This resource enables students to interact with one another, their instructors, and University administrators in discussions organized by different subject areas of interest.

3.5 Technical Services and support

The technology tools used by the Institution are user-friendly, reliable, and secure. To offer the best in service excellence, the University has established technical support to serve students, faculty, and staff. This service is available by email at techsupport@adenuniversity.us. Response time for technical request issues is 24 hours or less. Students are also encouraged to check the technical issues FAQ section of the Institution’s solutions website. Additionally, technical support issues may be addressed directly with ADEN University staff by phone at 786-332-2122, Monday through Friday, from 9:00 AM to and 5:00 PM (Eastern Standard Time).

3.6 Online Library Resources

Subscription services are provided by EBSCO "Business Source Complete" (English) & e-Libro (Spanish). In addition, students have an index of general and program specific websites compiled by the University librarian and faculty members. It is found in the ADEN Virtual Academic Community. These sites provide open-access academic journals and reference materials for student use. ADEN University employs a full-time librarian to ensure sufficient resources are available to students and to monitor usage of library resources.

The librarian is available via email to assist students, faculty, and staff with projects or assignments through the ADEN University library resources (found online through the University learning platform). More information about EBSCO "Business Source Complete" (English) and eLibro (Spanish) can be found at https://www.ebsco.com/ and http://elibro.com/ respectively.
3.7 Career Services

ADEN University is committed to the success of each student and graduate. The Academic Department has staff to provide career services through the ADEN University’s Career Center. The Career Center provides a variety of services, information, and presentations to ADEN. University students and graduates. This includes career coaching/career related information matching the degree programs currently offered, assistance in the development of necessary career tools relating to desired careers, career planning resources, and employment placement services.

3.8 Employment Placement Services

ADEN University provides placement services at no additional cost to students. The Career Center is available during regular business hours offering employment placement assistance to current students and graduates. However, ADEN University does not promise or guarantee job placement. Among the services offered by the online career center are the following:

- Resume development
- Interviewing guidelines and simulated interview
- Career search guidelines, tips, and coaching
- ADEN University maintains a database of local employers to assist students and alumni develop relationships that may lead to job openings and opportunities.

The Career Center schedules an interview with students prior to the completion of their program to design a career advancement plan and expose them to available resources. In addition, the Center can provide letters of recommendation upon the student’s request.

4. Student Rights and Responsibilities
4.1 General Information

ADEN University is committed to keeping each student informed of changes that may impact educational pursuits, supporting each student in his/her intellectual development and responding to individual needs. To this end, academic advising, counseling, and support services are provided to assist each student in meeting academic goals. Each student deserves dependable, accurate, respectful, honest, friendly, and professional service. This can only be achieved through collegial efforts and responsibilities shared by the student. From the beginning of their programs, students are encouraged by their academic advisors to familiarize themselves with the policies and procedures outlined in this Catalog.

Student success depends on his/her own response to the opportunities and responsibilities within the University environment. Final responsibility for fulfilling the requirements of a course syllabus in each class, for meeting all program/degree requirements, and for complying with university regulations and procedures rests with the student as described in all University official publications and websites.

An ADEN University student is responsible for, but not limited to, the following:

- Ensuring official transcripts are received and on file as required by the University.
- Checking assigned ADEN University e-mail accounts regularly for important communications.
- Reading and adhering to all published policies and procedures governing the student account.
- Maintaining communication with his/her academic advisor and faculty members.
- Ensuring that all account information is up to date. Any changes should be made in the ADEN Virtual Academic Community.
• Meeting or completing all academic prerequisites and grading standards.
• Completing coursework within the 8-week academic term. Requests for any exceptions must be arranged in advance with faculty members.
• Submitting and following-up on disputes of grades in writing with the instructor.
• Following up on all appeals/service requests submitted.
• Knowing when registering for a course, charges are incurred.
• Paying charges incurred when registering.
• Submitting a withdrawal form during the refund period to have charges reduced/removed.
• Paying all charges incurred by the published payment due dates, regardless of whether a billing statement was received or if payment is to be made by a third party.
• Paying all penalties, costs and legal fees associated with collection of the student account.
• Conducting all financial affairs in a legal and ethical manner.

4.2 Non-Discrimination Policy

ADEN University admits students 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 students at the school, and does not discriminate in administration of its educational policies, admissions policies, or other school-administered programs.

4.3 Non-Harassment Policy

ADEN University is committed to providing an academic environment free of harassment. The University expressly prohibits any form of intimidation or harassment based on race, color, gender, national origin, religion, age, sexual orientation, disability, or any other status protected by applicable federal, state, or local law. All such harassment is prohibited in any
form, including verbal, physical, and visual conduct, threats, demands and retaliation. Violation of this policy may result in disciplinary action, which may include suspension or expulsion, depending on the seriousness of the violation.

The University prohibits harassment by employees, students, and other individuals associated with ADEN University, and the University does not condone such conduct by business partners, vendors, guests, or other third parties with whom the University has business or educational dealings.

Harassment is conduct that has the purpose or effect of substantially interfering with a student's work or educational opportunity, creates an intimidating, hostile, or offensive work or educational environment, or otherwise negatively affects a student's work or educational opportunities.

Examples of such conduct include, but are not limited to:

- Offensive or degrading remarks, verbal abuse, or other hostile behavior such as insulting, teasing, mocking, degrading, or ridiculing another person or group.
- Racial slurs, derogatory remarks about a person’s accent, or display of racially offensive symbols.
- Unwelcome or inappropriate physical contact, comments, questions, advances, jokes, epithets or demands.
- Visual conduct such as derogatory posters, photography, cartoons, drawing or gestures.
- Physical assault or stalking.
- Retaliation for having reported or threatened to report harassment.
- Displays or electronic transmission of derogatory, demeaning, or hostile materials and unwillingness to train, evaluate, assist, or work with an employee.

Sexual harassment is a form of harassment that consists of making unwelcome sexual advances or requests for sexual favors or engaging in other verbal or physical acts of a sexual or sex-
based nature where such conduct interferes with the student’s performance or creates an intimidating, hostile or offensive environment. Sexual harassment may involve behavior of a person of either sex against a person of the opposite or same sex and occurs when:

- Submission of such conduct is made either explicitly or implicitly a term or condition of a student’s academic standing
- Submission to or rejection of such conduct by an individual is used as the basis for decisions affecting a student’s academic standing
- Such conduct has the purpose or effect of unreasonably interfering with a student’s work or academic performance or creating an intimidating, hostile or offensive environment.

It is unlawful and expressly against the University policy to retaliate against a person for filing either an informal or formal complaint of harassment or for cooperating with an investigation of a complaint of such alleged harassment.

If any of our students or employees believes that he or she has been subjected to harassment, he or she has the right to file a complaint, either orally or in writing by contacting the Director of Student Services at studentservices@adenuniversity.us.

4.4 Conduct Code

The Conduct Code of ADEN University seeks to enhance the skills and education of its students by providing qualified faculty, online resources, and support to deliver academic excellence. The ADEN University Conduct Code explains and defines the student’s rights and responsibilities while enrolled.

There are certain qualities and values, which measure the conduct of the students, including but not limited to ethics, honesty and integrity supported by civic and social responsibility. While enrolled at ADEN University, students accept full responsibility and affirm they have read and understand the ADEN University Catalog.

ADEN University is committed to the fundamental rights of its students. As part of the
community, and as outlined in our mission statement, ADEN University is committed to providing a quality education and contributing to society. ADEN University believes students have the following fundamental rights:

- Personal and intellectual liberty
- Mutual respect
- The right to receive a quality education
- The right to learn in an environment free from discrimination, harassment, or any form of hazing.

4.4.1 Prohibitions

Students must avoid any kind of misconduct while they are enrolled at ADEN University. Students are required to maintain a professional, respectful attitude and conduct while utilizing the academic resources of ADEN University and participating in institutional activities, functions, or programs of study.

4.4.2 Prohibition against “Hazing”

Hazing includes, but is not limited to, any action or situation that recklessly or intentionally endangers the mental or physical health or safety of a student for purposes including, but not limited to, initiation or admission into or affiliation with any organization operating as a postsecondary institution. Hazing includes, but is not limited to, pressuring or coercing the student into violating state or federal law, any brutality of a physical nature, such as whipping, beating, branding, or exposure to the elements; forced consumptions of any food, liquor, drug, or other substance or other forced physical activity that could adversely affect the physical health or safety of the student and any activity that would subject the student to extreme mental stress, such as sleep deprivation, forced exclusion from social contact, forced conduct that could result in extreme embarrassment, or other forced activity that could adversely affect the mental health or dignity of the student. Hazing does not include customary athletic events or other similar contests or competitions or any activity or conduct that furthers legal and legitimate objective. (Florida Hazing Law, 1006.63) Engaging in, supporting, promoting, or sponsoring hazing or violating University rules governing hazing.
4.4.3 Compliance with Local, State and Federal Law

ADEN University follows all State, County and local safety standards and students are required to comply with any local, state, and federal laws or regulations.

4.4.4 Computer Access and Utilization of ADEN University Resources

Students must obtain access to the systems and educational tools pertinent to their program. Authorization is required for access to any documents, data, programs and any other type of information or information system. Any use without authorization is prohibited. Also prohibited are the following: tampering, destruction, alterations, or harm precipitated by a student to any documents, data programs or any other type of information or information system. Any tampering, destruction, alterations, or harm precipitated by a student to any documents, data programs or any other type of information or information system may lead to disciplinary action up to and including dismissal from the program or the University.

4.4.5 Misrepresentation and Falsification

ADEN University holds itself to the highest levels of integrity and would not intentionally provide any false, erroneous, or misleading statements to a student or prospective student. This includes disseminating testimonials and endorsements given under duress. ADEN University expects all students, faculty, staff, and administrators to uphold the highest standards of integrity, honesty, and personal responsibility. To provide a quality academic experience, the University is committed to continually assessing and re-evaluating every aspect of its academic model. The University endeavors to build an institutional culture grounded in candor, transparency, and best professional practices.

Students are prohibited from misrepresenting information or falsification of any documentation or information submitted to ADEN University for the following purposes
including but not limited to grading, admission, accommodation, graduation, and/or financial assistance.

4.4.6 Drug-Free Schools and Communities Act

ADEN University is committed to promoting a drug-free learning environment. The University has a vital interest in maintaining a safe and healthy environment for the benefit of its employees and students. The use of performance-impairing drugs can impair judgment and increase the risk of accidents and injuries.

Amendments of 1989 (Public Law 101-226), all students and employees are advised that individuals who violate Federal, State or Local laws and campus policies are subject to university disciplinary action and criminal prosecution. The possession, use, or distribution of a controlled substance or dangerous drugs, or any drug unlawful to possess, except as expressly permitted by law, is a violation of law and of campus policy. Penalties may include required participation in and completion of appropriate rehabilitation programs in addition to federal, state and local sanctions.

Students should be aware there are significant psychological and physiological health risks associated with the use of illicit drugs and alcohol. Physical addiction, loss of control and withdrawal syndrome as well as serious damage to vital organs of the body can result from drug and alcohol abuse.

4.5 Intellectual property and copyright violations

The follow acts constitute grave violations of integrity and honesty:

(http://www.copyright.gov/title17/92chap1.html)

b. Plagiarism: The practice of taking someone else’s work or ideas and passing them off as
Plagiarism is a form of academic dishonesty. ADEN University has adopted the following anti-plagiarism procedure which establishes a process for dealing with charges of academic dishonesty:

1. The instructor notifies the student in question of any charge of academic dishonesty.
2. The charge is submitted in writing by the faculty member to the Academic Coordinator.
3. The Academic Coordinator, after a full review, sends the student and the instructor notification of the findings with regard to the subject charge.
4. The Academic Coordinator maintains a database of academic dishonesty charges.

The following are the sanctions to be imposed in response to occurrences of academic dishonesty:

1. The first offense will result in a failure (a grade of zero will be recorded) of the assignment in which the academic dishonesty occurred.
2. The second offense will result in failure of the class in which the academic dishonesty occurred.
3. The third offense will result in expulsion or permanent dismissal from ADEN University.

Please see the University's Appellate Process (Section 4.7 of this Catalog) for information on the appeal process for charges of academic dishonesty.

**4.6 Disciplinary Sanctions**

Any violation(s) of the academic or the conduct standards can result in the application of the sanctions as outlined in this catalog. The appropriate University official administratively would suspend the student during the pendency of the disciplinary action until resolution of any violation of the standards. Any violation is subject to disciplinary action up to and including expulsion from the institution. A violation of the conduct code and/or the policies
and procedures of the institution may lead to one or more of the following sanctions. ADEN University reserves the right to impose additional sanctions, not specifically listed below, if needed.

4.6.1 Behavioral Warning

If a student fails to abide by the Code of Conduct, he/she will be placed on behavioral warning for the remainder of his time at ADEN University.

4.6.2 Behavioral Probation

Students who continue to display unsatisfactory behavior are placed on behavioral probation. If additional unsatisfactory behavior should occur during the remainder of the program, the student will be dismissed from the University, and will be ineligible for re-entry to ADEN.

4.6.3 Temporary Suspension

A temporary suspension from the University may be initiated by the Director of Student Services during the investigation of the alleged conduct code violation. This temporary suspension shall last no more than one full academic term of 8 weeks

4.6.4 Disciplinary Sanction

Disciplinary sanction provides notice to the student that his/her behavior is in violation of university policies.

4.6.5 Disciplinary Warning

Disciplinary warning provides notice to the student that his or her behavior does not meet the expectations of the standards of the University. A disciplinary warning is removed once the student resumes acceptable behavior.
4.7 Appellate Process

Problem Resolution and Grievance Procedures:
Many questions or concerns that you may have can be resolved simply through discussion. You should observe the stated steps in seeking a resolution.

Retaliation against any student using this complaint process is strictly prohibited. A complaint of retaliation is promptly investigated, constitutes separate charges, and is handled in the same manner as discrimination and other grievance complaints.

Step 1: Discuss your issue with the appropriate faculty member or appropriate administrator.
Step 2: If you are not satisfied with the outcome of the discussion, you can request your complaint be filed with the Director of Student Services.
Step 3: If you remain unsatisfied or the complaint remains unresolved, you can file a grievance with the Academic Coordinator. In cases of dismissal from ADEN, appeals should be sent to the University President.

All appeals must be sent within 72 hours from the receipt of the written resolution. A written response to the appeal is provided in a reasonable time. The appeal decision is final. The University will maintain records of all complaints and their resolutions for a period of no less than 3 years.

Note: If the student files a complaint through an outside agency or with a university executive, the complaint is directed to the Dean. External agencies generally expect you to have exhausted ADEN University's complaint resolution process first. If your complaint is the subject of a formal external inquiry or legal action, the application of steps 1 through 3 of ADEN University's grievance/appeal process will be suspended until the external inquiry or action is completed.
The Dean serves as an impartial representative of ADEN University that is not directly involved in the issues of the complaint and makes every effort to complete investigations and provide a response regarding the complaint within 5 business days from the date the complaint is received, or contacts the complainant to report the status of the investigation. Appeals of a disciplinary action are addressed to the President.

Students who feel that their grievance had not been resolved to their satisfaction may notify to the Commission for Independent Education at 325 W. Gaines Street, Suite 1414, Tallahassee, Florida, 32399-0400, Or Toll-free Telephone: 888-224-6684, Or Email: cieinfo@fldoe.org.

4.8 Privacy of the Student (FERPA)

Students are provided specific rights pertaining to university educational records and personal information on file with ADEN University under the conditions of the Family Educational Rights and Privacy Act of 1974 (FERPA).

The provisions of this law provide students the following privileges:

- Inspection and review of the student’s educational records.
- Request the amendment to the student’s records to ensure that they are not inaccurate, misleading, or otherwise in violation of the student’s privacy or other rights.
- Consent to disclosures of personally identifiable information contained in the student’s educational records, except to the extent that FERPA authorizes disclosure without consent.
- File a complaint with the U.S. Department of Education, under section 99.4 concerning alleged failures by the University to comply with the regulations of the ACT in the instance that a complaint cannot be resolved within the University.
It is the policy of ADEN University to regard personal and academic information of each student as confidential. Student information is not released to a third party without the student’s written permission.

ADEN University may release student information if supported by appropriate permission. Requests by students to inspect, review, or amend must be submitted in writing and identify the following:

- The record the student wishes to inspect.
- The purpose of the disclosure.
- The records that may be disclosed.
- The party or class of parties to whom the disclosure may be made signature and date.

For requests to amend:

Students must clearly identify the portion of the educational record the student is requesting be changed. Specify why the record should be changed.

If the requested change is not approved, the student is notified electronically and in print. The following has been identified as “Directory Information” and may be released without the student consent:

Name, address, field of study, current employer, current employer location, job title, dates of attendance, degree and awards received, most recent previous school attended. All other personally identifiable information is considered non-directory information and is not released without written consent.

To revoke the release of Directory Information, students must advise ADEN University in writing by contacting the Registrar’s Office. The student’s record is flagged “Privacy Hold”.
FERPA allows schools to disclose student records without consent to:

- School officials with legitimate educational interests.
- Officials of another school, upon request, in which you seek or intend to enroll.
- Certain officials of the U.S. Department of Education, the Comptroller General, and state education authorities.
- Organizations conducting certain studies for or on behalf of the University.
- Accrediting organizations to carry out their functions.
- Appropriate parties in a health or safety emergency.
- Comply with a judicial order or a lawfully issued subpoena.

ADEN University makes a reasonable effort to notify students of the order of a subpoena in advance of compliance. FERPA applies to the education records of students who are currently enrolled or who have been enrolled. The Act applies to all education records maintained by the ADEN University and all persons acting for the ADEN University, directly related to students.

Any complaints regarding ADEN University’s compliance with FERPA may be directed to the Office of the Registrar or may file a complaint in writing to the Family Policy Compliance Office, at the following address:

Family Policy Compliance Office
U.S. Department of Education
400 Maryland Avenue, SW
Washington, D.C. 20202-5920

4.9 Student Identity Verification

Verifying the identity of students in our courses and programs is significant, therefore, ADEN University has processes in place through which to ensure that the student who registers in a program is the same student who participates in and completes the course or program and receives the academic credit. ADEN University requires a copy of Driver License, Personal Photo ID or Passport to be kept on file at the school. Supporting documents are compared by the registrar to verify the identity of the student.
Identity verification begins when a student applies for admission and continues through the student lifecycle at ADEN University. Each student will also receive a unique and secure username and password that is required to log into the course management system and access ADEN’s email directory.

The student is responsible for maintaining current contact information such as email address(es) and phone number(s) in the student account because the email address or phone number along with the student ID are used as the primary means of identification and for communication purposes.

5. Admission to ADEN University

5.1 Admissions Requirements for Degree Seeking Students

All students wishing to be considered for admission to an ADEN University program must complete the ADEN University Application and send the required documentation. An applicant may request consideration for transfer credits as per the Transfer Policy (refer to Section 5.5 Transfer of Credits of this Catalog for details) for equivalent graduate level coursework successfully completed previously at another institution.

**Admission Requirements:**

1. A Baccalaureate Degree (4-year undergraduate degree) or its equivalent
2. Transcripts from all previously attended educational institutions. (All transcripts from foreign institutions must be certified by a third party NACES certified agency.)
3. Submit a resume or curriculum vitae (CV).
4. Submit two letters of recommendation from persons with whom the applicant has maintained a business / employment relationship.
5. Required for the Executive MBA program only: demonstrate at least 3 years of professional work experience.

ADEN University reserves the right to deny admissions to any applicant based on their overall application. An interview with the Dean or designee to assess a student’s suitability for the program and online environment may be conducted. The interview will be completed under the guidance of the Dean and a student may receive further guidance if deemed unsuited for the program at the time of the application.

*Note: ADEN currently does not enroll students residing in any other state, outside of the state of Florida.

5.2 Admissions Requirements for Non-Degree Seeking Students

Students who wish to enroll in individual courses must complete an application. During the application process, they will be given the opportunity to select non-degree seeking status. There are no prerequisites for non-degree seeking students; however, students will be responsible for having the prerequisite knowledge for any course in which they enroll. Every student must either download or request the ADEN University Catalog during the application process.

5.3 Language of instruction

ADEN University offers its programs in English and Spanish. Students must select in which language they wish to complete their academic program. Programs in the desired language may not be available in each term. Students are encouraged to check program language availability before registering for a program.

STUDENTS SHOULD BE AWARE THAT COMPLETING A COURSE OR PROGRAM IN A LANGUAGE OTHER THAN ENGLISH MAY REDUCE EMPLOYABILITY WHERE ENGLISH IS REQUIRED.

5.3.1. Spanish Program Admission Requirements
Applicants who wish to complete their program in Spanish are required to possess the required academic documentation from a country where Spanish is the principal language of instruction. All transcripts must be evaluated according to the policies described on the Foreign Transcript Evaluation section of this Catalog. Undergraduate programs completed in a foreign country must be comparable to a program in the United States education system. Applicants must therefore have his/her courses evaluated and official copies of the evaluations sent directly to ADEN University. Foreign transcript evaluations are accepted from any agency that is a member of the National Association of Credential Evaluation Services (www.naces.org). The agencies recommended by ADEN University are: Educational Perspectives (http://www.edperspective.org/index.php) and Josef Silny and Associates (http://www.jsilny.com/). Students are encouraged to check directly with the agencies for current prices and requirements.

5.3.2 English Program Admission Requirements

Non-U.S. native speakers may wish to complete their program in English. Non–native English speakers may have earned a degree from an accredited institution where English is the principal language of instruction. These applicants, must demonstrate University-level proficiency in English through one of the following:

a) Internet-based TOEFL (iBT)

Prospective students who take the TOEFL iBT must score 71 or higher to gain admission to the University. For information about this test, applicants can check the TOEFL website: http://www.ets.org/toefl

b) International English Language Test (IELTS)

Prospective students who take the International English Language Test must score 6.5 or higher to gain admission to the University. For information about this test, applicants can the website: http://www.ielts.org/
c) PTE Academic Score Report

Prospective students who take the PTE Academic Score Report must score 50 or higher to gain admission to the University. For information about this test, applicants can the website: http://pearsonpte.com/TestMe/Pages/TestMe.aspx

5.4 Technical Requirements

The online learning environment at ADEN University requires that the student’s computer meet the following minimum technical requirements to provide an optimal learning experience.

Minimum Hardware Requirements.

- Processor: 1.6GHz or faster
- Operating System: Windows Vista, or Windows 7 or 8
- Memory: 1GB of RAM or greater
- Hard drive (or equivalent storage medium) 40 GB
- CD/DVD-ROM.
- Broadband Internet connection 256kbps or faster
- Display setting capable of at least 1024x768
- Internet Explorer 6 or higher
- Adobe Flash Player 9 or higher
- Adobe Acrobat Reader 9 or higher
- Webcam with minimum resolution of 640 x 480

Apple Macs

Macs are capable of navigating ADEN’s web-based applications. However; ADEN cannot guarantee full functionality. The student is ultimately responsible to remedy any incompatibilities between the Mac platform and the ADEN University online learning environment.

5.5 Technological Competencies

All students are required to have certain computer competencies before entering the program. The program is delivered utilizing online delivery requiring student familiarity and
competencies in the following areas:

- Ability to use a web browser to access course and program material on the Web.
- Ability to use word processing and spreadsheet programs such as the ones provided by the Microsoft Office Suite.
- Ability to correspond with university staff, students, and faculty using email and the Web.
- Ability to use appropriate antivirus utilities so that files transmitted and received are virus free.

5.6 Transfer of Credits

Students transferring to ADEN University must meet the regular admission requirements of the Institution. Students should notify Admissions of their desire to have their previous courses considered for transfer credit by ADEN University. Applicants with previous graduate studies must submit prior university transcripts, as well as, a course syllabus for each course the applicant wishes to transfer. If the applicant studied at a foreign institution, he/she must also submit a course-by-course certification from a professional foreign credential’s evaluation agency. All official documents in a language other than English must be officially translated for full consideration. The applicant may choose to use any agency that is a member of the National Agency of Credential Evaluation Services (NACES.) A list of member agencies may be found at: http://www.naces.org/memberstranslate.

The applicant is responsible for all fees associated with the course-by-course certification, evaluation, and translations conducted by third parties.

ADEN University has specific policies regarding the transfer of credits and accepts those credits deemed equivalent for purposes of issuance of a degree. The acceptance of any credits is solely at the discretion of ADEN University administration. ADEN University examines each of the courses taken and completed by the applicant in conjunction with the student’s selected program of study.
There is a limit to the number of credits a student can transfer to keep the essential structure of the programs.

Procedure to be followed by applicants when requesting credit transfer at ADEN University

Additionally, students must comply with the following:

- Submit all official transcript(s) from the previous institution(s) from which you wish to have transfer credits considered in the original language with an official English translation.

These documents must be evaluated by a NACES member evaluation agency.

- The minimum acceptable grade for transfer of prior coursework is a letter grade of “B” or its equivalent.

- ADEN considers equivalent coursework completed successfully from post baccalaureate university level institutions and other institutions at the appropriate educational level.

- Course and program of study description certified by the originating Institution (for example, Catalog, program guide, or an official letter from the institution verifying its validity.)

- Provide copies of original course syllabi and/or course content documents for full evaluation to assist ADEN University in determining the level of content match to the equivalent course at ADEN. The content match between the two courses must be at least 75% to be considered for the awarding of transfer credit.

- Additional documents may be required at the discretion of ADEN to fully evaluate your transfer request.
• All previous coursework must have been completed within the past ten (10) years. For coursework older than 10 years, challenge exams may be requested. The approval of and administration of such exams is at the discretion of the Academic Dean of the School of Business and the subject area faculty. ADEN University reserves the right to review each individual transfer situation based on its merits that may include, but are not necessarily limited to, relevant professional application of previous university level studies. In any event, ADEN University has the final decision in approving transfer credit.

• Students may appeal the decision of transfer credit approval as per the following:

  a. Students may appeal a decision with respect to a denial of a request for transfer credit via the appeal process:
  b. The student must petition the Registrar in writing within ten (10) days of the ruling on a credit transfer request.
  c. The Registrar reviews the petition and may request additional documentation and/or an interview with the student to assist in the appeal process.
  d. The Registrar shall upon receipt of the appeal and all supporting documentation render a response to the appeal request within fifteen (15) days.
  e. The final authority on transfer credit belongs to the Academic Coordinator.
  f. A final response to an appeal shall be rendered within thirty (30) days of receipt of the appeal request.

NOTE: Transfer credits to and from ADEN University are accepted solely at the discretion of the receiving institution. It is the student’s responsibility to confirm whether credits from ADEN University are accepted by another institution. No guarantee of transfer of credits is made or implied by ADEN. Credits from courses with a C grade or below are not accepted by ADEN.
For possible transfer credits from another institution, we only consider courses with a grade B or higher.

5.6.1 Maximum Transfer Credits Accepted from other institutions by Program

- EMBA: A maximum of 9 semester credit hours from a Master’s degree program.
- GMBA: A maximum of 9 semester credit hours from a Master’s degree program.
- All other Master’s Programs: A maximum of 9 semester credit hours from a Master’s degree program.

ADEN University reserves the right to make the final determination of the number of transfer credits that are accepted. In all cases, at least 75% of the degree program course credits must be completed at ADEN University.

5.6.2 Challenge examinations and prior learning

ADEN University does not have challenge examinations and does not recognize prior learning/experience for transferability of credits.

6. Cost of Attendance and Financial Policies

6.1 Tuition and Fees

Tuition and fees must be paid in full on a per term basis. Students are not allowed to register until all financial obligations are met for previous academic terms.
**Program Tuition / Cost Per Credit Hour** (Credit hour costs do not include fees.) Please refer to the table below for a breakdown of fees. The tables in Section 6.5 of this Catalog list the breakdown of total costs including fees.

$16,800.00 / $454.05 per credit
EMBA - Executive MBA (37 credits)

$13,000.00 / $361.11 per credit
GMBA- Global Master of Business Administration (36 credits)

$9,700.00 / $269.44 per credit
All other Master’s Degree programs (36 credits)

<table>
<thead>
<tr>
<th>Registration Fees:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Fee (Non-refundable One-time charge)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Special Fees &amp; Other Fees:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduation Fee</td>
</tr>
<tr>
<td>Return Check Fee</td>
</tr>
<tr>
<td>Official Transcript</td>
</tr>
<tr>
<td>Learning materials</td>
</tr>
</tbody>
</table>

**6.2 Refund Policy**

Students may withdraw from ADEN University for any reason. The student is responsible for contacting the Office of the Registrar to complete a Withdrawal Form as outlined in the Withdrawal Policy of the Catalog.
The date of withdrawal is defined as the date the initial notification is received by the Office of the Registrar (date of determination of withdrawal). Refund policy also applies for cases in which the University determines the student ceased attendance or failed to meet published academic policies and is involuntary /administratively withdrawn.

If a student withdraws from a course(s), the amount already paid will be compared to the tuition of the completed portion for that term. Any amount the student has paid in excess of the required amount will be refunded; if the student has paid less than the required amount, the student will be responsible for paying the difference. The basis for this comparison is the following table:

<table>
<thead>
<tr>
<th>Date of Withdrawal</th>
<th>% Refund</th>
</tr>
</thead>
<tbody>
<tr>
<td>During the first week (drop/add period)</td>
<td>100%</td>
</tr>
<tr>
<td>Any time during 2\textsuperscript{nd} week</td>
<td>80%</td>
</tr>
<tr>
<td>Any time during 3\textsuperscript{rd} week</td>
<td>60%</td>
</tr>
<tr>
<td>Any time after the beginning of the 4\textsuperscript{th} week</td>
<td>0%</td>
</tr>
</tbody>
</table>

Refund Checklist:

1. Withdrawal must be made contacting the Registrar’s Office by email or phone. The date the first contact occurs regarding a student withdrawing will be considered as the date of determination for the refund.
2. All monies will be refunded if the applicant is not accepted by the University or if the student cancels within three (5) business days after signing the enrollment agreement.
3. All fees, including the registration fee, will be returned within the first week of the drop/add period.
4. Cancellation after the beginning of the 4th week will result in no refund.
5. A student can be dismissed at the discretion of the Institution for insufficient progress, non-
payment of tuition and/or fees, or failure to comply with the rules and regulations as outlined in this Catalog (Involuntary/Administrative Withdrawal).

6. ADEN University will keep application records on file for denied applicants for a period of two (2) years.

7. All Refunds are made within 30 days of the date that the institution determines that the student has withdrawn.

8. At the moment the applicant is accepted to ADEN University, there is a non-refundable $100.00 Registration Fee to ADEN University to begin the matriculation process.

9. No Fees are refundable except as identified in this section.

<table>
<thead>
<tr>
<th>Sample Refund Calculation (12 payments)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Executive Master of Business Administration</strong></td>
</tr>
<tr>
<td>During the first week (drop/add period)</td>
</tr>
<tr>
<td>Any time during 2(^{nd}) week</td>
</tr>
<tr>
<td>Any time during 3(^{rd}) week</td>
</tr>
<tr>
<td>Any time after the beginning of the 4(^{th}) week</td>
</tr>
</tbody>
</table>

The Office of the Registrar can be contacted by email at registrar@adenuniversity.us or by Phone at 786-332-2122.

6.3 Payment Methods

For the convenience of our students, ADEN University offers the following payment options:

**Mail payment to:**
ADEN University
Administrative Office
2850 S. Douglas Road, Suite 304
Coral Gables, Fl 33134

Personal checks are accepted. All checks and money orders must be in U.S. dollars drawn on a U.S. bank to be accepted. They should be made payable to ADEN University, and should include the student's account number on the front of the check. There is a US $35.00 Return Check fee if a personal check is returned.

Pay in-person:
Payments are accepted in person at the ADEN University location listed above (Mail payment to). Payments can be made by credit card, check, or cashier's check Monday to Friday from 9:00 AM to 3:00 PM Eastern Standard Time.

Pay Online:
Payment can be made online directly on the ADEN University website. Once a student logs into his / her account, please click on the “Payments” button to initiate a payment.
Online payments can be made by:
Credit Card - Using American Express, Visa, MasterCard, or Discover Card.
Checking Account – Using your bank routing number and account number to have your checking account debited.

6.4 Title IV Federal Student Financial Assistance

Federal Student Financial Assistance is not available for ADEN University Students.

6.5 Financial Assistance Policy

ADEN University is committed to providing access to qualified students by offering the following forms of financial assistance:

1. Florida Student Scholarships
2. Merit Based Scholarships

3. Need Based Scholarships

4. Payment Plans

**Florida Student Scholarships** are available to qualified Florida students and range from partial to full tuition. Scholarships are awarded for the duration of the academic program of study and students do not need to reapply as long as they remain actively progressing toward the completion of their degree program. Students may apply for consideration by completing the following:

1. Apply to ADEN University and be admitted to a degree program.
3. Provide proof of being a Florida student

**Merit Based Scholarships** are available to qualified students and range from partial to full tuition. Scholarships are awarded for the duration of the academic program of study and students do not need to reapply as long as they remain actively progressing toward the completion of their degree program. Students may apply for consideration by completing the following:

1. Apply to ADEN University and be admitted to a degree program.
3. Indicate on the application country of origin, to ensure national, cultural and ethnic diversity.
4. Provide a written statement of intention demonstrating personal and professional goals. If necessary, provide supporting documentation demonstrating outstanding academic and professional qualities such as GPA, test scores, academic honors, work experience, special community projects, etc.

**Need Based Scholarships** are available to qualified students and range from partial to full tuition. Scholarships are awarded for the duration of the academic program of study and students do not need to reapply as long as they remain actively progressing toward the completion of their degree program. Students may apply for consideration by completing the following:

1. Apply to ADEN University and be admitted to a degree program.

59
3. If necessary, provide supporting financial documentation demonstrating the level of need.

Payment Plans. Students who wish to be on a payment plan are allowed to make monthly payments toward their tuition for the duration of their academic program. Interest free payment plans are available through ADEN University at no additional cost to students. Detailed payment plan information by academic program follows below.

Who qualifies? All candidates may apply to any of the financial assistance programs listed in this Financial Assistance Policy (Section 6.5). The Financial Support / Scholarship Committee will review and fully consider all applications. Students awarded a scholarship may also be considered for participation in a payment plan program. ADEN does not have a set number of awards in each of the scholarships named above, but currently has committed to a Scholarship and Financial Support budget of $200,000 for the 2022 fiscal year. Awards will be made based on the individual merits and/or needs of each individual candidate. Payment plan breakdown by program:

Payment plan breakdown by program:

**Master of Science Programs**

<table>
<thead>
<tr>
<th>Tuition</th>
<th>$9,700.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Fee</td>
<td>$100 .00</td>
</tr>
<tr>
<td>Graduation Fee</td>
<td>$100 .00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$9,900 .00</td>
</tr>
</tbody>
</table>

| 1 payment | Payment Amount | $9,900.00 |
| 3 payments| Payment Amount | $3,300.00 |
| 6 payments| Payment Amount | $1,650.00 |
### Global MBA Program

<table>
<thead>
<tr>
<th></th>
<th>Payment Amount</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition</td>
<td>$13,000.00</td>
<td></td>
</tr>
<tr>
<td>Registration Fee</td>
<td>$100.00</td>
<td></td>
</tr>
<tr>
<td>Graduation Fee</td>
<td>$100.00</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$13,200.00</strong></td>
<td></td>
</tr>
<tr>
<td>1 payment</td>
<td>Payment Amount</td>
<td>$13,200.00</td>
</tr>
<tr>
<td>3 payments</td>
<td>Payment Amount</td>
<td>$4,400.00</td>
</tr>
<tr>
<td>6 payments</td>
<td>Payment Amount</td>
<td>$2,200.00</td>
</tr>
<tr>
<td>12 payments</td>
<td>Payment Amount</td>
<td>$1,100.00</td>
</tr>
<tr>
<td>15 payments</td>
<td>Payment Amount</td>
<td>$880.00</td>
</tr>
</tbody>
</table>

### Executive MBA Program

<table>
<thead>
<tr>
<th></th>
<th>Payment Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition</td>
<td>$16,800.00</td>
</tr>
<tr>
<td>Registration Fee</td>
<td>$100.00</td>
</tr>
<tr>
<td>Graduation Fee</td>
<td>$100.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$17,000.00</strong></td>
</tr>
<tr>
<td>1 Payment</td>
<td>Payment Amount</td>
</tr>
</tbody>
</table>
| 3 payments        | Payment Amount | 2x $5,666.67  
                      |                | 1x $5,666.66  |
| 6 payments        | Payment Amount | 5x $2,833.33  
                      |                | 1x $2,833.35  |
### 7. Academic Program and Course Descriptions

All applications for financial assistance are considered on individual merit and need. Financial assistance funds are limited, and ADEN University reserves the right to provide financial assistance on a discretionary basis, based on availability at the time of enrollment.

Upon being awarded Institutional financial assistance, the recipient signs the Enrollment Agreement confirming his/her decision to accept the offer and abide by the scholarship/award amount and with the specific terms relating to the scholarship/payment plan. The first payment on any of the Payment Plans shall be due at the beginning of the initial academic term for which the plan has been approved and agreed to in writing by the student (tuition payment due dates are published in the University Academic Calendar). Subsequent monthly payments shall be due one month from the initial payment. In the case of semi-annual payment plans, the payments are due according to the dates stipulated in writing in the award letter. All financial obligations shall be due and met by the end of the individual student's academic program.

If a student withdraws from the institution prior to completing his/her program of study, any scholarship funds and/or payment plan funding are suspended/terminated from the date of official withdrawal from the Institution. Payments that have been made to ADEN not under the terms of a scholarship or payment plan shall be governed by the Refund Policy published in this Catalog. Students must comply with the agreed upon terms and conditions of any financial assistance program/funds provided by ADEN University. Students who do not comply with these terms and/or default on required payments to the University shall be subject to suspension and/or dismissal. Students who successfully complete their academic program and continue to owe money to the Institution shall be subject to the withholding of transcripts/diploma form ADEN until all outstanding financial obligations are met. For additional information, please contact the Office of Admissions.

<table>
<thead>
<tr>
<th>12 payments</th>
<th>Payment Amount</th>
<th>11x $1,416.67</th>
<th>1x 1,416.63</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 payments</td>
<td>Payment Amount</td>
<td>17x $944.45</td>
<td>1x $944.35</td>
</tr>
</tbody>
</table>
7.1 Master’s Degree Programs

Executive Master of Business Administration (EMBA)

Program Objectives:

1. Analyze the organizational dynamics and the scope of business administration.
2. Create executive skills and personal leadership qualities necessary to implement competitive and successful leadership strategies.
3. Analyze the global business world by examining the regional connectivity within Latin America.

Program Description

The ADEN University Executive MBA is designed to empower business leaders and enable them to lead companies in an international and connected world, preparing them to perform satisfactorily in the business world with ethical foundations and greater social awareness.

Curriculum:

<table>
<thead>
<tr>
<th>Number</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMBA 5001</td>
<td>Organizational Development and Operations</td>
<td>3</td>
</tr>
<tr>
<td>EMBA 5102</td>
<td>Accounting, Finance and Economics</td>
<td>3</td>
</tr>
<tr>
<td>EMBA 5203</td>
<td>Marketing and Sales</td>
<td>3</td>
</tr>
<tr>
<td>EMBA 5304</td>
<td>Corporate Strategy and Business Development</td>
<td>2</td>
</tr>
<tr>
<td>EMBA 5405</td>
<td>Business Plan</td>
<td>3</td>
</tr>
<tr>
<td>EMBA 5506</td>
<td>Managerial and Personal Leadership</td>
<td>3</td>
</tr>
<tr>
<td>EMBA 5601</td>
<td>Negotiations and Conflict Resolution</td>
<td>2</td>
</tr>
<tr>
<td>EMBA 5708</td>
<td>Leading High-Performance Teams</td>
<td>3</td>
</tr>
</tbody>
</table>
Global Master of Business Administration (G MBA)

Program Objectives:

1. Analyze the organizational dynamics and the scope of business administration.
2. Prepare graduates to be leaders of regional and international companies.
3. Assess the risks and sustainability of companies in the global market.

Program Description:

ADEN University's Global MBA is designed to prepare business leaders and enable them to run companies in an international and connected world.

Curriculum:

<table>
<thead>
<tr>
<th>Number</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>G MBA 5001</td>
<td>Organizational Development and Operations</td>
<td>3</td>
</tr>
<tr>
<td>G MBA 5102</td>
<td>Accounting, Finance and Economics</td>
<td>3</td>
</tr>
</tbody>
</table>
### Master of Science in Human Capital Management

#### Program Objectives:

1. Configure interpersonal, technical, and managerial skills in accordance with strategic leadership to manage human resources effectively.
2. Design action plans to manage human talent in organizations with the use of qualitative and quantitative data.
3. Select the most appropriate strategic human capital plans for the organization's short and long-term business strategy.
4. Synthesize search and selection strategies according to industry best practices.
5. Design, organize, and create professional development programs.
Program Description:

This program focuses on critical thinking, best practices for evaluating and designing policies and processes, and the technical skills necessary to build organizations with emphasis on the strategic management of human talent. The Master of Science in Human Capital Management takes a comprehensive approach to addressing the human resources that inspire organizational growth and development. It provides the foundation for specialists to analyze and build optimal human resource processes within an organization, in harmony with the overall business strategy. Program participants implement the necessary tools to develop the key skills of human capital management with an emphasis on the immediate and future needs of organizations.

Curriculum:

<table>
<thead>
<tr>
<th>Number</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRMA 5001</td>
<td>Organizational Development</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 5102</td>
<td>Performance and Talent Management</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 5203</td>
<td>Driving Engagement</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 5304</td>
<td>HR Metrics and Knowledge Management</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 5405</td>
<td>Managing Change and Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 5506</td>
<td>Labor Issues and Conflict Management</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 5607</td>
<td>Organizational Wellness: Human Capital, Stress and</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Competition</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Organizational Strategy and Compensation</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 5708</td>
<td>The Strategic HR Specialist*</td>
<td></td>
</tr>
<tr>
<td>HRMA 5801</td>
<td>Diversity as a Competitive Advantage*</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 5802</td>
<td>Anticipating Needs in HR*</td>
<td></td>
</tr>
<tr>
<td>HRMA 5803</td>
<td>Anticipating Needs in HR*</td>
<td></td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td>Credits</td>
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</tr>
<tr>
<td>HRMA 5909</td>
<td>Digital Transformation</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 6000</td>
<td>Final Project</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 6001</td>
<td>Business Simulation</td>
<td>3</td>
</tr>
</tbody>
</table>

*Electives: One Course (of these 3) Required to Complete the Program.*

**TOTAL** 36

**Master of Science in Marketing and Sales Management**

**Program Objectives:**

1. Develop and model digital engagement strategies, aimed at different segments
2. Implement marketing and sales strategies to achieve predetermined business objectives
3. Evaluate marketing techniques to apply to business cases.
4. Propose and develop an integrated marketing and sales strategy for dynamic and competitive environments

**Program Description:**

The Master of Science in Marketing and Sales Management introduces students to the current practices used in the field of marketing, with an important focus on the creation of marketing assets with digital contexts. This program prepares individuals to perform successfully in the business world with an ethical foundation and social perspective with mastery of marketing and sales. Participants develop a wide toolkit that ranges from the traditional professional sales and the creation and use of new technology-based channels. During the final project, students apply practice in the creation of a marketing and sales plan.

**Curriculum:**

67
<table>
<thead>
<tr>
<th>Number</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTA 5001</td>
<td>Strategic Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTA 5102</td>
<td>Marketing Research and Forecasting</td>
<td>3</td>
</tr>
<tr>
<td>MKTA 5203</td>
<td>Offline Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTA 5304</td>
<td>Digital Marketing: Presence</td>
<td>3</td>
</tr>
<tr>
<td>MKTA 5405</td>
<td>Digital Marketing: Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>MKTA 5506</td>
<td>Marketing and Sales Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MKTA 5607</td>
<td>Innovation and Consumers</td>
<td>3</td>
</tr>
<tr>
<td>MKTA 5708</td>
<td>Product and Business Development Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MKTA 5809</td>
<td>Comprehensive Marketing Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MKTA 5909</td>
<td>Digital Transformation</td>
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<td>MKTA 6000</td>
<td>Final Project</td>
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<tr>
<td>MKTA 6001</td>
<td>Business Simulation</td>
<td>3</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>36</strong></td>
</tr>
</tbody>
</table>

**Master of Science in Operations Management**

**Program Objectives:**
1. Implement new knowledge, tools, and work philosophies to improve managing operations in companies and organizations in different sectors of the economy (manufacturing, services, and commerce).
2. Identify and implement the effective and efficient practices and processes within the Operations area, to obtain the desired productivity ratios.
3. Organize the critical activities of the key Operations processes, to align demand and supply.
4. Compare the different models of operations management, of world class companies, to perform benchmark practices and increase the speed of change in the organization itself.

**Program Description:**

The Master in Operations Management allows students to incorporate and develop new skills as managers, directors and leaders who work in areas of operations, in companies and organizations from different sectors of the economy. The balance of content, between theory and practice, allows the new incorporated knowledge to be applied immediately, to allow for professional and organizational growth.

**Curriculum:**

<table>
<thead>
<tr>
<th>Number</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPMA 5001</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>OPMA 5102</td>
<td>Quality Controls and Continuous Improvement</td>
<td>3</td>
</tr>
<tr>
<td>OPMA 5203</td>
<td>Logistics and Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>OPMA 5304</td>
<td>Lean Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>OPMA 5405</td>
<td>Lean Strategy Implementation</td>
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</tr>
<tr>
<td>OPMA 5506</td>
<td>Advanced Operations Strategies</td>
<td>3</td>
</tr>
<tr>
<td>OPMA 5607</td>
<td>Service Optimization and Human Capital</td>
<td>3</td>
</tr>
</tbody>
</table>
7.2 Course Numbering System

Each course is identified by a unique course number. The first 4 letters of the course code identify the subject area or academic department. Courses with numbers in the 5000 – 6999 range are at the Master’s degree (post-baccalaureate) level. The course numbers are based on course codes established by the school and do not relate to state common course numbering systems.

<table>
<thead>
<tr>
<th>Course Prefix Identifier</th>
<th>Subject Area</th>
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<tbody>
<tr>
<td>EMBA</td>
<td>Executive MBA, Executive Leadership</td>
</tr>
<tr>
<td>GMBA</td>
<td>Global MBA, Business Management, Global Business</td>
</tr>
<tr>
<td>HRMA</td>
<td>Human Capital Management</td>
</tr>
<tr>
<td>MKTA</td>
<td>Marketing and Sales Management</td>
</tr>
<tr>
<td>OPMA</td>
<td>Operations Management</td>
</tr>
</tbody>
</table>
EXECUTIVE MASTER OF BUSINESS ADMINISTRATION COURSES

EMBA 5001
Organizational Development and Operations
3 Credits
Prerequisite: None

EMBA 5102
Accounting, Finance and Economics
3 Credits
Prerequisite: None

EMBA 5203
Marketing and Sales
3 Credits
This course establishes the key role of marketing in the organization. Marketing concepts and their
relation to sales strategies and business objectives. Examines the interaction of marketing and sales.

**Prerequisite:** None

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**EMBA 5304**

**Corporate Strategy and Business Development**

**2 Credits**

Strategic management as a key management tool for competitive enterprises. The strategic process. The analysis of the industry and the competitive environment. Development of corporate strategy, key aspects to effective implementation including internal and external communications for business development.

**Prerequisite:** None

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**EMBA 5405**

**Business Plan**

**3 Credits**

Students gain a thorough understanding of the structure of a comprehensive business plan including all aspects of operations and human capital management. The importance of financial planning, cash flow, forecasting income and expenses for evaluation of economic viability. Tips for an effective presentation of the business plan to investors.

**Prerequisite:** None

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**EMBA 5506**

**Managerial and Personal Leadership**

**3 Credits**

Personal and managerial leadership as key to the success of individuals and organizations. The challenge of driving new generations. Integrated model of leadership. Introduces techniques for high personal performance. Managing discourse, body language and public speaking as tools for
successful leaders and managers.

**Prerequisite:** None

**EMBA 5601**  
**Negotiation and Conflict Resolution**  
**2 Credits**  
Students learn bargaining as a management tool. Reviews various negotiation strategies, tactics, and techniques. Students explore their own negotiation styles and gain tools to promote successful negotiations based on their strengths and abilities.  
Current science and strategies behind successful negotiation and conflict resolution.  
**Prerequisite:** None

**EMBA 5708**  
**Leading High-Performance Teams**  
**3 Credits**  
High-performance teams are more than a set of high performing individuals. This course explores and explains the best practices of leading teams. It underscores the evolution of the role of the manager to team leader: Coaching, integration of different roles. Technological tools for teams. Effective and reverse delegation.  
**Prerequisite:** None

**EMBA 5809**  
**Executive Coaching**  
**2 Credits**  
Students learn the value of coaching as a tool for personal and organizational change. Investigates the evolution from simple management to coaching. The importance of individual and organizational learning. Students learn best practices of business coaching including: the management of commitments, the importance of active listening and critical elements of time and time planes in executive coaching.
**Prerequisite:** None

**EMBA 5911**  
**Strategic Marketing**  
**3 Credits**  
Go beyond the basics of marketing to the development of marketing strategy that creates value in complex environments. Anticipation of challenges for marketing in highly competitive and saturated markets. New trends including neuro-marketing, lateral and unconventional thinking. Implementation of best digital and analog strategies based on analysis of successful business cases from around the world.  
**Prerequisite:** None

**EMBA 5945**  
**Financial Analysis**  
**3 Credits**  
This course provides students with advanced tools for financial analysis and valuation. Explores factors of company profitability. Critical Interpretation of financial statements for decision-making to improve profitability. Determination of the value of the company. Cost of capital as a factor in determining strategy.  
**Prerequisite:** None

**EMBA 6101**  
**Project Management**  
**3 Credits**  
The principles of Project Management for master’s level professionals. Includes review of globally accepted frameworks based on current PMBOK. Introduction to Agile Project Management including key practices and terminology.  
**Prerequisite:** None
EMBA 6199
Business Simulation Workshop
1 Credit
This experiential course requires students to think critically about comprehensive business strategy. Students analyze research, allocate resources, and implement all elements of general management in a competitive, simulated environment.
Prerequisite: None

EMBA 6200
Master’s Project
3 Credits
Students work with faculty to develop a business project that takes the theory acquired throughout the EMBA program to a real or potential company as final requisite for the EMBA degree.
Prerequisite: Successful completion of all other required EMBA coursework and Departmental approval.

GLOBAL MASTER OF BUSINESS ADMINISTRATION COURSES

GMBA 5001
Organizational Development and Operations
3 Credits
Prerequisite: None

GMBA 5102
Accounting, Finance and Economics
3 Credits
Prerequisite: None

GMBA 5203
Marketing and Sales
3 Credits
This course establishes the key role of marketing in the organization. Marketing concepts and their relation to sales strategies and business objectives. Examines the interaction of marketing and sales.
Prerequisite: None

GMBA 5304
Corporate Strategy and Business Development
3 Credits
Strategic management as a key management tool for competitive enterprises. The strategic process. The analysis of the industry and the competitive environment. Development of corporate strategy, key aspects to effective implementation including internal and external communications for business development.
Prerequisite: None

GMBA 5405
Business Plan
2 Credits
Students gain a thorough understanding of the structure of a comprehensive business plan
including all aspects of operations and human capital management. The importance of financial planning, cash flow, forecasting income and expenses for evaluation of economic viability. Tips for an effective presentation of the business plan to investors.

**Prerequisite:** None

**GMBA 5506**  
**Managerial and Personal Leadership**  
**3 Credits**  
Personal and managerial leadership as key to the success of individuals and organizations. The challenge of driving new generations. Integrated model of leadership. Introduces techniques for high personal performance. Managing discourse, body language and public speaking as tools for successful leaders and managers.

**Prerequisite:** None

**GMBA 5607**  
**International Business Strategies**  
**3 Credits**  
This course compares business strategies as they relate to economic development. Students analyze characteristics of developed markets, emerging markets and so-called frontier opportunity markets for risks, costs and benefits.

**Prerequisite:** None

**GMBA 5755**  
**Marketing for International Business**  
**3 Credits**  
Marketing for international business. Includes the research of international markets. Explores the challenges of adapting traditional marketing research for diverse markets. International sales modalities and payment methods. Complexity inherent to global marketing, cultural risks for multi-region campaigns and the creativity of a sustainable competitive position across borders.
**Prerequisite:** None

**GMBA 5785**  
**Leading Global Teams**  
**3 Credits**  
This course underscores the complexity of leading global teams. Fostering Cross Border Team Effectiveness. Creating and maintaining the engagement of virtual and remote teams. Culture and business.  
**Prerequisite:** None

**GMBA 6001**  
**Multinational Finance and Accounting**  
**3 Credits**  
This course considers the impact of internationalization on corporate finance. Strategies to manage foreign exchange in multinational enterprises. Comparison of global accounting standards, compliance and standardization of reporting across borders. Challenges of country and region risk management.  
**Prerequisite:** None

**GMBA 6002**  
**Global Account Management**  
**3 Credits**  
This course provides in-depth understanding of Global Account Management Strategies and practices aka Strategic or Key Account Management. Students explore the complexity of managing international B2B sales. Compensation schemes for Key and Global Accounts. Corporate Communication and culture as it relates to global, regional and strategic or key account management organizations. Enterprise Organizational Development strategy for companies with GAM.  
**Prerequisite:** GMBA 6001
GMBA 6199

Integrative Global Business Project and Simulation

3 Credits

This experiential course requires students to think critically and develop a comprehensive strategy, analyze research, allocate resources, and implement all elements of a coherent global business strategy with an integrative project and business simulation.

Prerequisite: Successful completion of all other required GMBA coursework and Departmental approval.

HUMAN CAPITAL MANAGEMENT COURSES

HRMA 5001
Organizational Development
3 Credits

Master’s level understanding of modern organizational development strategy. Students review the alignment of development of human capital with the overall business strategy. Introduces concepts of compensation, career development, organizational design, performance assessment and modern best practices in organizational development through human capital

Prerequisite: None

HRMA 5102
Performance and Talent Management
3 Credits

This course provides in-depth analysis of performance and talent management practices and strategies including the importance of job descriptions, recruiting, onboarding, career development and exit interviews. Students learn the main management tools for the evaluation of requirements, design and implementation of professionalized search and selection human resources tools. Implementation of strategic remuneration, incentive and retention policies. Career
Path strategies and High Potential Talent. Employees with addictive tendencies.

**Prerequisite:** None

**HRMA 5203**
**Driving Engagement**
**3 Credits**
Driving engagement is driving results. New engagement trends and practices in the world of work. Explores the impact of multiculturalism and virtuosity and the human side of the organization in change. How to achieve commitment in turbulent environments. Measuring engagement and best practices to achieve commitment and retain the best organizational talent.

**Prerequisite:** None

**HRMA 5304**
**HR Metrics and Knowledge Management**
**3 Credits**
This course defines control indicators supporting the general measurements of the organization. Reviews the relationship between planning and strategic control. Fosters the professionalization of the HR function in the organization through the implementation and communication of HR metrics and knowledge management.

**Prerequisite:** None

**HRMA 5405**
**Managing Change and Organizational Behavior**
**3 Credits**
The objective of this course is for students to investigate human nature, motivation, and dynamics within the organization to define key aspects in the expected behavior for organizations. It analyzes cases of effective management of individuals to meet changing organizational goals and considers the interpretation of individual and group dimensions of behavior with the organizational culture and change management. Developing leadership skills required in the face
of change and risk of uncertainty.

**Prerequisite:** None

**HRMA 5506**

**Labor Issues and Conflict Management**

**3 Credits**

This course examines various aspects governing the operation of personnel based on ethics and respect for the law. Human Capital management in relation with labor and trade unions and their possible impact on the company. The importance of proactively managing labor links regarding sensitive and regulated aspects of positive employer-employee relations.

**Prerequisite:** None

**HRMA 5607**

**Organizational Wellness: Human Capital, Stress and Competition**

**3 Credits**

Healthy and happy collaborators create extraordinary results. This course explores the relationship between achieving business results by aligning human capital and quality of life. The role of the organization as promoter of health. Stress: an organizational approach. Prevention and care actions. Organizational commitment to life quality: a challenge that impacts on profitability. Leadership strategies to prevent and address Workplace Bullying and Cyberbullying. Ties between Organizational Culture and corporate competitiveness.

**Prerequisite:** None

**HRMA 5708**

**Organizational Strategy and Compensation**

**3 Credits**

This course uses the tools and frameworks of microeconomics to analyze how firms incentivize their employees. The course analyzes the design of individual and team-based incentives (e.g., bonuses, stock options) and considers the challenges and opportunities in using various types of
incentives to motivate and reward employees and executives. This course also reviews non-monetary incentives, flexible work arrangements and the application of best practices in non-profit and volunteer environments.

Prerequisite: None

HRMA 5801
The Strategic HR Specialist*
3 Credits
An in-depth analysis of the role of the Strategic Human Capital Specialist. Explores types of informal transfer of knowledge within the organization and the costs in the erroneous knowledge transfer. Introduces agile meetings and intelligent processes to empower the HR/HC/OD specialist in their role as strategic partner. Students learn to shift from the old paradigms that categorize human resources processes as hygienic and preventive to participative and contributing to organizational success.

Prerequisite: None
*Elective Course in the Human Capital Management Program. One elective is required for degree completion.

HRMA 5802
Diversity as a Competitive Advantage*
3 Credits
This course analyzes the value of diversity to an organization. Explores diversity of culture, gender, race, age, LGBTQ issues among others. Reviews options and strategies for interaction at work as an ability to increase organizational effectiveness and innovation. The imperative of adding diverse talent and mindsets for corporate growth. Integrative leadership and individual cultural values: empathy, emotional, socializing, cooperation and open to improvisation.

Prerequisite: None
*Elective Course in the Human Capital Management Program. One elective is required for degree completion.
HRMA 5803  
**Anticipating Needs in HR * **  
3 Credits  
This course prepares human capital professionals to anticipate needs for long- and short-term organizational strategy. Emphasizes the emerging professions in marketing and trading in the digital era. Underscores changes in recruitment, selection and development and decisive factors in hiring. Generations X, Y, Z, and beyond: issues and impact of a multigenerational workforce on modern organizations.  
**Prerequisite:** None  
*Elective Course in the Human Capital Management Program. One elective is required for degree completion.*

HRMA 5909  
**Digital Transformation**  
3 Credits  
From analog to digital, the transformation from a traditional company to a digital company, and its impact on the business. New trends, models, and the development of a digital revolution within an organization that promotes change and focuses on the client.  
**Prerequisite:** None.

HRMA 6000  
**Final Project**  
3 Credits  
The students will work with the professor to develop a business project where they will apply the theory learned during the Master's program in a specific case of a business, it can either be a project within a specific area in an already working business or the development of a new business.
**Prerequisite:** Successful completion of all other required MS in Human Capital Management coursework and Departmental approval.

**HRMA 6001**

**Business Simulation**

3 Credits

The objective is to deepen the understanding and knowledge of the complexity of business operations in a dynamic and competitive environment. The game pushes the teams to compete and make decisions in an ever-changing environment. The participants develop and execute strategies for their simulated business.

**Prerequisite:** None

**MARKETING AND SALES MANAGEMENT COURSES**

**MKTA 5001**

**Strategic Marketing Management**

3 Credits

In-depth analysis of main theories on marketing management and motivation for the creation of high-performance marketing and sales strategy. Marketing targets, teams, planning, tools, compensation criteria, communications within marketing and sales teams. Effective tools to control and value sales teams. Commercial results: interpretation and valuation. Compensation criteria as key elements to motivate employees.

**Prerequisite:** None

**MKTA 5102**

**Marketing Research and Forecasting**

3 Credits
This course provides students an understanding of marketing information needs. Research objectives, design, interpretation of data, and analysis of research. Students learn to apply research concepts through experiential development projects. Best practices on applying marketing research concepts to solving real-world problems through applied research exercises and experiential research development projects.

**Prerequisite:** None

**MKTA 5203**  
**Offline Marketing**  
**3 Credits**

This course analyzes and evaluates strategic advertising and distribution decisions. Students investigate the linkages between national advertising and intermediary promotion, and evaluate effective creation and implementation strategies for advertising campaigns. Advanced strategy implementation for offline or traditional marketing campaigns.

**Prerequisite:** None

**MKTA 5304**  
**Digital Marketing: Presence**  
**3 Credits**

Marketing techniques to draw potential and existing customers to the company’s online presence through understanding of the components of virtual storefront, landing pages, and the corporate digital environment. Includes tools such as Search Engine Optimization, Paid Search, and Referral links.

**Prerequisite:** None

**MKTA 5405**  
**Digital Marketing: Campaigns**
3 Credits

Students learn a variety of outreach tools in digital marketing including email marketing, social media, video marketing, mobile and integrated digital marketing experience. Analysis of current practices and strategies for optimal campaign formulation and implementation.

**Prerequisite:** None

**MKTA 5506**

**Marketing and Sales Strategy**

3 Credits

This course underscores the importance of collaboration and alignment of marketing and sales strategy and plans. Analyzes commercial relationship of marketing and sales teams, targets, analysis of results, and optimization of high-value channels. Outsourcing strategies in marketing and sales.

**Prerequisite:** None

**MKTA 5607**

**Innovation and Consumers**

3 Credits


**Prerequisite:** None

**MKTA 5708**

**Product and Business Development Strategy**

3 Credits
This course connects the dots between product and business development relying on marketing and sales strategies. Explore case studies companies that have successfully integrated customer feedback to product development and marketing through new technologies. Responsiveness to customer experience feedback.

**Prerequisite:** None

**MKTA 5809**  
**Comprehensive Marketing Strategy**

**3 Credits**

Students put together the pieces of an advanced, comprehensive marketing strategy from development of a multi-platform, on- and offline marketing and sales strategy to feedback and public relations in the face of crisis. It reviews the importance of aligning online and offline marketing with overall organizational strategy and long and short-term enterprise goals.

**Prerequisite:** None

**MKTA 5909**

**Digital Transformation**

**3 Credits**

From analog to digital, the transformation from a traditional company to a digital company, and its impact on the business. New trends, models, and the development of a digital revolution within an organization that promotes change and focuses on the client.

**Prerequisite:** None

**MKTA 6000**

**Final Project**

**3 Credits**
The students will work with the professor to develop a business project where they will apply the theory learned during the Master's program in a specific case of a business, it can either be a project within a specific area in an already working business or the development of a new business. **Prerequisite:** Successful completion of all other MS in Marketing and Sales Management Degree courses and Departmental approval.

**MKTA 6001**

**Business Simulation**

3 Credits

The objective is to deepen the understanding and knowledge of the complexity of business operations in a dynamic and competitive environment. The game pushes the teams to compete and make decisions in an ever-changing environment. The participants develop and execute strategies for their simulated business. **Prerequisite:** None

**OPERATIONS MANAGEMENT COURSES**

**OPMA 5001**

**Operations Management**

3 Credits

This course provides a profound analysis of the objectives and functions of operations management. Importance of operations for increasing competitiveness, productivity, effectiveness, and efficiency to the corporate value chain. Explores the relationship between operations and other areas of the company keys to achieve operational excellence Evolution of the different models of companies with best practices in operations. **Prerequisite:** None.

**OPMA 5102**

**Quality Controls and Continuous Improvement**
3 Credits
This course demonstrates that quality is a business imperative. Consider different definitions and approaches to quality, quality gaps. Quality and non-quality costs Postulates of the quality management and total quality management. Introduces models of excellence in management including the concepts and benefits of the application of ISO norms, BPM, HACCP, BRC and others. Reviews tools and processes of continuous improvement.

Prerequisite: None.

OPMA 5203
Logistics and Supply Chain Management
3 Credits
Students research strategies for logistics and supply-chain management in depth.

Analyzes competing theories, managing customer expectation pre-and post-transactions. Defines modern logistics management models, reviews best practices from merchandise and stock management to the effective talent management for logistics and supply chain management.

Prerequisite: None.

OPMA 5304
Lean Operations Management
3 Credits
This course examines the functions and objectives of production management under lean management principles. Explores the paradigm shift: from Fordism to the Toyota manufacturing system and the benefits of lean practices and waste reduction. Explores the polyvalence of workers, teamwork, systems suggestion schemes, effective communications and effective management meetings and other tools to optimize operations with lean thinking.

Prerequisite: None.

OPMA 5405
Lean Strategy Implementation
3 Credits
Students investigate in further detail lean operations strategies and their implementation with case review. Application of lean management principles reviewed in Lean Operations Management. Explores the challenges of adapting to lean operations.

**Prerequisite:** OPMA 5304.

**OPMA 5506**  
**Advanced Operations Strategies**  
**3 Credits**  
Students analyze the support and commitments required for advanced operations strategies including Six Sigma principles and implementation. Students gain understanding of the relationships between maintenance mission strategies and functions: reliability, availability, and maintainability. Explores current approaches to maintenance. TPM. SMED. Kanban. Poka Yoke. Benchmarking implementation of LEAN management tools.

**Prerequisite:** OPMA 5405.

**OPMA 5607**  
**Service Optimization and Human Capital**  
**3 Credits**  

**Prerequisite:** None.

**OPMA 5708**  
**Operations Performance**
3 Credits
This course connects the dots between advanced operations strategy initiatives and financial performance. Students analyze the value of applied business accounting information. Importance of budgets, costs, financial leverage as factors in operations performance. Explores the use of management technology as a competitive advantage. Reviews implementation of an ERP, application of MRP and communications strategies.

**Prerequisite:** None.

**OPMA 5809**
**Creating Value through Operations**

3 Credits
The course considers Operations within the context of business strategy and the creation of value through Strategic Operations Management. Analyzes the interaction of operations with other departments (human resources, marketing, and finance. IT, sales, etc.). Internal Feedback. Critical and strategic thinking for operations professionals.

**Prerequisite:** None.

**OPMA 5909**
**Digital Transformation**

3 Credits
From analog to digital, the transformation from a traditional company to a digital company, and its impact on the business. New trends, models, and the development of a digital revolution within an organization that promotes change and focuses on the client.

**Prerequisite:** None.

**OPMA 6000**
**Final Project**

3 Credits
The students will work with the professor to develop a business project where they will apply the theory learned during the Master's program in a specific case of a business. It can either be a project within a specific area in an already working business or the development of a new business. **Prerequisite:** Successful completion of all other MS in Operations Management Degree courses and Departmental approval.

**OPMA 6001**

**Business Simulation**

**3 Credits**

The objective is to deepen the understanding and knowledge of the complexity of business operations in a dynamic and competitive environment. The game pushes the teams to compete and make decisions in an ever-changing environment. The participants develop and execute strategies for their simulated business.  

**Prerequisite:** None

### 8. Academic Calendar

ADEN University Academic Calendar 2022

<table>
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<tr>
<th>Term</th>
<th>First Day of Class</th>
<th>Last Day of Class</th>
<th>Add/Drop Period</th>
</tr>
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<tbody>
<tr>
<td>January</td>
<td>January 10</td>
<td>March 6</td>
<td>January 10-16</td>
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<tr>
<td>March</td>
<td>March 7</td>
<td>April 29</td>
<td>March 7-13</td>
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Spring Break: April 30, 2022 – May 8, 2022

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<th>Last Day of Class</th>
<th>Add/Drop Period</th>
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<td></td>
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**Summer Semester 2022**
<table>
<thead>
<tr>
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<th>June 26</th>
<th>May 9-15</th>
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<tbody>
<tr>
<td>July</td>
<td>July 5</td>
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Summer Break: August 27 – September 4, 2022

## Fall Semester 2022

<table>
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<th>Last Day of Class</th>
<th>Add/Drop Period</th>
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</thead>
<tbody>
<tr>
<td>September</td>
<td>September 6</td>
<td>October 30</td>
<td>September 6-11</td>
</tr>
<tr>
<td>October</td>
<td>October 31</td>
<td>December 23</td>
<td>October 31-November 6</td>
</tr>
</tbody>
</table>

Christmas Break: December 24, 2022 - January 8, 2023

The University will be closed in observance of the following holidays in 2022.
- New Year’s Day – January 1, 2022
- Martin Luther King, Jr. Day – January 17, 2022
- President’s Day – February 21, 2022
- Holy Thursday – April 14, 2022
- Good Friday – April 15, 2022
- Memorial Day – May 30, 2022
- Independence Day – July 4, 2022
- Labor Day – September 5, 2022
- Columbus Day – October 10, 2022
- Veteran’s Day – November 11, 2022
- Thanksgiving Day – November 24, 2022
- Day After Thanksgiving – November 25, 2022
- Christmas Eve – December 24, 2022
- Christmas Day – December 25, 2022
- New Year’s Eve – December 31, 2022

## Spring Semester 2023

<table>
<thead>
<tr>
<th>Term</th>
<th>First Day of Class</th>
<th>Last Day of Class</th>
<th>Add/Drop Period</th>
</tr>
</thead>
</table>

93
<table>
<thead>
<tr>
<th>Term</th>
<th>First Day of Class</th>
<th>Last Day of Class</th>
<th>Add/Drop Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>May 8</td>
<td>July 2</td>
<td>May 8-14</td>
</tr>
<tr>
<td>July</td>
<td>July 3</td>
<td>August 27</td>
<td>July 3-9</td>
</tr>
</tbody>
</table>

**Summer Break: August 28 – September 3, 2022**

**Fall Semester 2023**

<table>
<thead>
<tr>
<th>Term</th>
<th>First Day of Class</th>
<th>Last Day of Class</th>
<th>Add/Drop Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>September 4</td>
<td>October 29</td>
<td>September 4-10</td>
</tr>
<tr>
<td>October</td>
<td>October 30</td>
<td>December 22</td>
<td>October 30- November 5</td>
</tr>
</tbody>
</table>

Christmas Break: December 23, 2023 - January 7, 2024

The University will be closed in observance of the following holidays in 2023.
- New Year’s Day – January 1, 2023
- Martin Luther King, Jr. Day – January 16, 2023
- President’s Day – February 20, 2023
- Holy Thursday – April 6, 2023
- Good Friday – April 7, 2023
- Memorial Day – May 29, 2023
9. Disclosure

Required Disclosures:

- The policy of ADEN University is to update the official school catalog annually, in June of each year.
- Annual updates may be made by the use of supplements or inserts accompanying the catalog. If changes in educational programs, educational services, procedures, or policies required to be included in the catalog by statute or regulation are implemented before the issuance of the annually updated catalog, those changes shall be reflected at the time they are made in supplements or inserts accompanying the catalog.
- ADEN University makes its current catalog and current program brochures available to the public at no charge. Individuals who wish to obtain a copy can make arrangements by contacting us.
- ADEN University is a private institution that is approved to operate by the Commission for Independent Education. (CIE) “Approved” means the school operates in compliance with state standards as set forth in Rule 6E-2.002, 6E-1.0032 (Fair Consumer Practices) and 6E-2.004 (Standards and Procedures for Licensure), F.A.C.
- ADEN University is licensed by the Commission for Independent Education, Florida Department of Education. Additional Information regarding this institution may be obtained by contacting the Commission at 325 West Gaines Street, Suite 1414, Tallahassee, FL 32399-0400, toll-free telephone number (888)224-6684.
- ADEN University has not had a pending petition in bankruptcy, is not operating as a debtor in possession and has not filed a bankruptcy petition within the preceding five years nor has had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under chapter 11 of the United States Bankruptcy Code.
- As a prospective student, you are required to receive and review this catalog prior to signing an enrollment agreement. You are also required to receive and review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement.
- The Institution does not guarantee job placement to graduates upon program completion or upon graduation.
• Any questions or additional information a student may have that have not been satisfactorily answered by the institution may be directed to the Commission for Independent Education at 325 W. Gaines Street, Suite 1414, Tallahassee, FL 32399-0400, (888) 224-6684.

• A student or any member of the public may file a complaint about this institution with the Commission for Independent Education at 325 W. Gaines Street, Suite 1414, Tallahassee, FL 32399-0400, (888) 224-6684 toll-free.

• This institution is not accredited by an accrediting agency recognized by the United States Department of Education. These programs do not lead to licensure in Florida or other states. A degree program that is unaccredited or from an unaccredited institution is not recognized for some employment positions, including but not limited to, positions with the State of Florida. A student enrolled in an unaccredited institution is not eligible for federal financial aid.

• “ADEN University” is a fictitious name and has been approved by the state of Florida.