



# 2023-2024 CATALOG

**VOLUME 9**

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2850 S. Douglas Road, Suite 304  
Coral Gables, Florida 33134  
786-332-2122  
[www.adenuniversity.us](http://www.adenuniversity.us)

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# 1. Institutional Overview

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## 1.1 About Us

ADEN University is a higher education institution founded in Miami, Florida, USA, in July 2016. It was established with an international focus, aiming to leverage its extensive network of global marketplace experience. The University provides students with valuable access to professionals actively engaged in the fields of business and administration. These individuals actively collaborate with students across all programs offered at ADEN, sharing their knowledge and expertise.

The University's primary focus lies in fostering a culture that nurtures both academic and professional development among its students. The ultimate objective is to empower students, enabling them to achieve their professional goals and career aspirations. To ensure accessibility, all academic programs are offered in a fully online format and can be 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 is a for Profit Corporation founded in the State of Florida and is funded by its parent company, ADEN EDUCATIONAL GROUP, INC, registered in the State of Delaware. In turn, ADEN EDUCATIONAL GROUP, INC, is funded by its parent company ALTA DIRECCION S.A. of Panama.



## **1.6 Licensure information**

ADEN University is licensed by the Commission for Independent Education (CIE), Florida Department of Education, with license number 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 or toll-free at (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. Business hours are Monday through Friday from 9:00 am to 5:00 pm (EST). The telephone number: (786) 332-2122.

To request an appointment, please contact Student Services at [sservices@adenuniversity.us](mailto:sservices@adenuniversity.us). Alternatively, you can send a letter to the University's address. The University will respond within 72 hours and propose a date and time for the appointment. It is important to note that no classes are held at this address, as all ADEN University courses and student support services are provided online.

The facility spans 2,195 square feet and offers various amenities, including a reception area for visitors, three private offices accommodating six employees, an open break area with seating, and a flexible workspace that can be used as a training room or meeting space. Additionally, the facility provides telephone, Wi-Fi connection, visitor and off-street parking, and other support services.

Even though ADEN University operates as an online institution, the administrative offices can still host training sessions in their conference room. Moreover, there is a private office available for prospective students who prefer 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 online platform, a portal through which they can 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, a company based in Saint Louis, Missouri.

## **1.8 Academic Programs**

ADEN University offers the following academic programs for the 2023 – 2024

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 – Estimate completion time: 12 months

## **1.9 Organizational Information**

### **1.9.1 Administrative Staff**

#### **President**

Ricardo Greco Guiñazú

DBA, Swiss Business School

#### **Execotive 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

M.Acc, 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 Dicono

Matias Ochoa

**Recruitment Officer**

Gisella Cangialosi

Juan Fleitas

Juan Ianchina

## **1.9.2 Faculty**

### **Abanto, Andres**

Ph.D. in Administration, Université du Québec à Montréal, Canada  
MBA, Universidad del Pacífico, Peru  
MBA, Université du Québec à Montréal, Canada

### **Baides, Néstor Raúl**

DBA, Universidad de Jaén, Spain  
MBA, EIN, Chile-Argentina

### **Bistué, María Teresa**

Ph.D. in Business Management, Universidad Alta Dirección, Panama  
DBA, Swiss Business School, Switzerland  
MBA, Universidad Católica de Córdoba, Argentina

### **Castillejo, Gerardo**

DBA, ADEN University, Panama  
MBA, Universidad de Santiago de Chile, Chile

### **Courts, Bari**

Ph.D. in Organization and Management, Capella University, USA  
MBA, University of Cincinnati, USA

### **Cucchi, Daniel**

DBA, Universidad Alta Dirección, Panama  
MBA, Universidad Francisco de Vitoria, Spain

### **Esquembre, Juan Francisco**

DBA, Universidad Alta Dirección, Panama  
MBA, Universidad Francisco de Vitoria, Spain  
MBA, Universidad Católica de Córdoba, Argentina

### **Falco, Alejandra Elena**

PhD in Business Management, Universidad del CEMA, Argentina  
MSc in Education, Universidad del Salvador, Argentina

### **Flouret, Gustavo**

DBA, ADEN University, Panama  
MBA, Universidad Francisco de Vitoria, Spain

### **Garcia Santana, Tricia**

Ph. D in Marketing, Universidad Internacional, México  
Master's Degree in Marketing, Universidad Autónoma de Chihuahua, México

**Gnazzo, Liliana Elizabeth**

DBA, Universidad Alta Dirección, Panama

MBA in International Business, Universidad de Lleida, Spain

**Jacobs, Brent Anthony**

DBA in Finance, Baker College, USA

MSc in Strategic Leadership, Walsh College, USA

**LaMarca, Roger**

Doctor of Management and Organizational Leadership, University of Phoenix, USA

MBA, University of Phoenix, USA

**Lanati, Matilde Ines**

DBA, Swiss Business School, Switzerland

MBA, Universidad Francisco de Vitoria, Spain

MBA in Management and Strategic Marketing, UCES, Argentina

**Linardi, Andrea**

DBA, ADEN University, Panama

Master's Degree in Strategic Marketing, UCES, Argentina

**López, Pablo Marcelo**

DBA, Universidad Alta Dirección, Panamá

MBA, Instituto de Desarrollo Empresarial, Ecuador

**Macias, Javier**

DBA, Swiss Management Center University, Switzerland

Master of Science in Industrial Administration, Instituto Tecnológico de Tijuana, Mexico

**Martínez Moll, Liliana**

DBA, Swiss Business School, Switzerland

MBA, Universidad Francisco de Vitoria, Spain

MSc in Human Resources, Swiss Business School, Switzerland

**Parker, Larry**

Ph.D. in Organization and Management, Capella University, USA

MBA, Liberty University, USA

**Pezzutti, Juan Jose**

MBA in Digital Business, ADEN University, Panama

**Rabouin, Roberto Ruben**

DBA, Universidad de Jaén, Spain

MSc in Human Resource Management, Université de Management, Switzerland

MBA with Emphasis in Human Resources, Universidad Francisco de Vitoria, Spain

MBA in Management and Strategic Marketing, Universidad de Ciencias Empresariales y Sociales, Argentina

**Rojas, Miriam**

Ph.D. in Economics, Universidad Nacional de Córdoba, Argentina  
Specialist in Higher Education, Universidad Nacional de Córdoba, Argentina

**Schefer, Raymond**

DBA, Swiss Management School, Switzerland  
MBA, City University of Seattle in Zurich, Switzerland

**Scheinsohn, Daniel**

DBA, Universidad Alta Dirección, Panama  
Ph.D. Marketing and Communication Sciences, Interamerican University of Humanistic Studies, USA  
MSc in Strategic Management, Swiss Business School, Switzerland

**Siqueira, José Ribamar**

DBA, Nova Southeastern University, USA  
MBA in International Business, University of La Verne, USA

**Tavizon, Arturo**

Ph.D. in Administration, Universidad Autónoma Nuevo León, Mexico  
MBA, Instituto Tecnológico y Estudios Superiores de Monterrey, Mexico

**Tomas Diaz, Victor Hugo**

DBA, Swiss Business School, Switzerland  
MBA, Universidad Francisco de Vitoria, Spain  
MSc in International Business, Swiss Business School, Switzerland

**Villar, Vanesa**

Master's Degree in Business Management, UADE, Argentina

**Wright, Brian**

PhD in E-Commerce, NorthCentral University, USA  
MBA, NorthCentral University, USA

### **1.9.3 Advisory Board Members**

**Angelina Autran-** *Global Customer Experience Manager, Caterpillar*

**Olga Calderón-** *Executive Housekeeping Manager, Hampton Inn Garden District*

**Alejandro Ceron-** *President, SP&E Consulting Group*

**Gerardo Cruz-** *Transformation Office Leader & Human-Centered Designer, Walmart*

**Josie Gonzalez-** *SVP - Human Resources, Intradeco Apparel, Inc.*

**Javiel Lopez-** *HR Director, Quirch Foods*

**Jorge Roza-** *Director - Marketing, Quirch Foods*

**Jose Tomas-** *Managing Partner, BrandSparc*

**Will Dukes-** *Sales strategist, Sales Partners Florida*

**Marcelo Fumasoni-** *Head of Human Resources, Microsoft, Latin America Division*

**Santiago Ferrari-** *CEO, Greencode Software*

**Marie Barnes-** *Lead Talent Development Consultant, UKG.*

**Anthony Schneider** – *Vice President of Procurement, Quirch Foods*

## 2. Academic Overview

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ADEN University is dedicated to fostering innovation in education, knowledge, and business. The institution seamlessly integrates and applies pertinent educational practices tailored to meet the needs and aspirations of international business professionals. Emphasizing practical learning, ADEN focuses on developing essential competencies and skills that enable our students to smoothly transition into the workplace.

### 2.1 ADEN University Learning Model

ADEN University offers its educational programs through a 24/7/365 online learning platform, which was developed following best practices to ensure accessibility, usability, collaboration, security, and measurable learning outcomes.

The platform serves various purposes, including providing access to course content, delivering materials and evaluations, promoting networking, recording academic data, facilitating student services, and enabling both asynchronous and synchronous communication among students, faculty, and staff.

Our learning model consists of two primary goals for our programs. The first is to encourage students to develop intellectual curiosity, while the second is to cultivate creative capacity for independent thought and action. Additionally, these programs are designed to focus on the global marketplace. ADEN University aims to equip its graduates with essential tools to interact effectively with other members of society, adapt to change, and serve as business advocates.

The curriculum development process at ADEN involves several data-gathering methods to identify unmet needs. This data drives the effective design of curricular content. The second step involves gathering data from both direct sources (surveys, interviews, and focus groups) and indirect sources (educational statistical reports, legislative documents, educational journals, and magazines). This leads to the selection of relevant, current, and available academic resources from ADEN's online library, ensuring they meet the needs of students, faculty, and staff.

The most crucial aspect of this learning model is our human capital: faculty and students. ADEN University emphasizes employing faculty members who can effectively convey learning outcomes and instill values such as dignity, solidarity, community, and pragmatism in our students.

In conclusion, our institution's premise is to provide a comprehensive one-stop system that aligns with our mission of fully integrating learning, student services, and faculty/staff support.

## **2.2 Assessment and Quality Assurance (QA)**

The University's processes are regularly monitored to ensure they align with the Institution's mission, vision, and objectives. Our faculty, staff, and administrators collaborate to maintain the organization's structure and integrity, demonstrating a steadfast 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. During each term, students may enroll in a maximum of two courses. This limitation is put in place to help them effectively navigate the rigorous academic demands and ensure their success.

### **2.3.2 Definition of Unit of Credit**

At ADEN University, students receive semester credits based on the Carnegie Unit, which measures distance learning courses by the achieved learning outcomes from 45 hours of student work per one semester credit hour. For each credit hour earned, students must dedicate a minimum of 15 hours to "Academic Engagement" and 30 hours to preparation.

For instance, a 3-credit hour course at ADEN University entails a total of 135 semester hours. This breakdown comprises 45 hours of academic engagement and 90 hours of preparation time, spread over an eight-week term. The preparation process typically involves completing homework, reading and study time, as well as assignments and projects.

### **2.3.3 Credit for Prior Learning**

Currently, ADEN University does not offer credit by examination, credit for prior learning, or credit based on life experience.

### **2.3.4 Teach-Out Programs**

If the University closes a program, a Teach-Out Plan will guarantee that active students in that program receive the necessary education, materials, and student services to successfully complete their studies. However, it is essential for the student to maintain an active status to be eligible for inclusion in the Teach-Out Plan. If a student seeks readmission after a program

closure, they will need to select a different program upon re-admittance.

### 2.3.5 Grades

Grading for the courses is determined by the professor and is primarily based on the results of course assignments, exams, and other specified criteria. The grading criteria for each course are clearly outlined in the course syllabus. Furthermore, the general University grading scale and its corresponding grade point average (GPA) can be found in the following chart:

#### Grading Scale

Letter Grade	Grade Points	Numerical Grade
A	4.00	94-100
A-	3.70	90-93
B+	3.30	87-89
B	3.00	84-86
B-	2.70	80-83
C+	2.30	77-79
C	2.00	74-76
C-	1.70	70-73
D+	1.30	67-69
D	1.00	64-66



D-	0.75	60-63
F	0.00	Below a 60
W	Withdraw	
X	Incomplete	

Passing grades for graduate students: A through D-.

- A: Outstanding (4 grade points)
- A-: Excellent (3.70 grade points)
- B+: Very Good (3.30 grade points)
- B: Good (3.00 grade points)
- B-: Average (2.70 grade points)
- C+: Satisfactory (2.30 grade points)
- C: Passing (2.00 grade points)
- C-: Passing (1.70 grade points)
- D+: (1.30 grade points)
- D: (1.00 grade points)
- D-: (0.75 grade points)
- F: Failure (0 grade points)
- W: Withdraw (0 grade points)
- X: Incomplete (0 grade points)

If a student's semester GPA falls below 3.00 or their cumulative GPA drops below 3.00, they will be placed on academic probation. It is essential for students to maintain a cumulative GPA above 3.00 as a graduation requirement.

ADEN University has integrated various tools into its e-learning environment to prevent academic dishonesty. These tools include anti-plagiarism software, which analyzes students' uploaded assignments, compares them with online databases, and assesses their originality. Additionally, ADEN utilizes software to verify students' identities during online exams.

To verify student identification, a photo ID must be provided before taking a test, and a webcam will be used throughout the examination to detect any suspicious behavior. This verification process is mandatory both before, during, and after each scheduled exam. In compliance with this regulation, ADEN University provides students with an application that must be installed and activated for the duration of each exam. This application ensures the user's identity and monitors their surroundings to uphold testing regulations.

Academic dishonesty is committed by students who fail to independently complete personal forums, evaluations, or exams. Plagiarism occurs when a student presents work or ideas that belong to someone else. To avoid plagiarism, students must correctly cite their sources and ensure that their work consists of at least 70% original concepts and materials.

For ADEN University's comprehensive plagiarism policy, please refer to section 4.5 of this catalog.

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## **Grading Rubrics**

Every course includes a course rubric, ensuring standardization from one faculty member to another for each individual course. Likewise, every written assignment is accompanied by rubrics that assist faculty members in maintaining consistency both from one student to another and from one faculty member to the next, thereby creating uniformity across all sections.

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## **Special Grading**

**W (Withdraw):** A student who voluntarily withdraws from a course between the second week of the term and the week before the last week of the term will be marked as "Withdrawn" and receive a grade of "W" for that course. Any applicable refund will be governed by the refund policy. If a student withdraws from a course during the last week of the term, they will receive a

grade of "F" for the course. It is important to note that once an "X" (incomplete) grade has been granted, a student is not allowed to withdraw from the course. In the event that a university withdrawal is requested while a course is in incomplete status, the "X" grade will be converted to 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.

Incompletes must be requested by the students via email to their instructor, and the requests should be made before the last week of the term (unless it is a medical emergency). The granting of incompletes is limited to cases where extenuating circumstances genuinely prevent a student from completing a course within the regular timeframe.

Once approved, students with incompletes are granted a maximum of an additional 30 days to complete the course and earn a grade. During this period, the grade of "X" is assigned, and it remains on the student's academic records until the pending assignments are completed and a grade is posted, or until the 30 days elapse.

If the student fails to submit the pending assignments within the additional 30-day window, the remaining incomplete is awarded a grade of zero, which is then averaged into the final grade. Prior to granting an incomplete and recording a grade of "W" in the academic system, faculty members must receive approval from the Dean or the Academic Coordinator.

## **Course Extension Policy**

Upon the student's request and with approval from the respective faculty member overseeing the course, students may receive an extension of up to seven days to successfully complete additional assignments required for the course.

If the entire course experiences a delay and requires an extension, the responsibility lies with the faculty member in charge to determine the duration of the extension, which must not exceed seven days.

Given the possible constraints caused by COVID restrictions, it is acknowledged that some faculty members and students may face challenges in attending classes as required. Hence, we aim to grant flexibility to both faculty members and students in completing their courses promptly. However, specific guidelines will be provided to ensure their successful progression.

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## **Grade Points**

The quality of a student's work is evaluated through the assignment of points for various grades. In the 4.0 system, all grades in courses are permanently retained to calculate a student's quality point average. Based on this point system, the student's quality point average can be computed by dividing the total number of quality points earned by the student by the total number of credits assigned to the courses they have enrolled in.

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## **Repeating Courses**

At ADEN University, any course in which a letter grade of C or below is earned must be repeated. When a course is repeated, only the higher grade obtained will be used in the computation of the cumulative grade point average. However, all attempts will be noted on the transcripts, and the repeated course will appear with brackets on the transcript.

In a graduate program at ADEN University, students are allowed to repeat a maximum of two (2) courses. Nevertheless, it is important to note that after graduation, no courses may be repeated for the purpose of improving the grade average.

It is worth mentioning that all credits attempted will be considered when calculating the

quantitative Satisfactory Academic Progress status. This ensures a comprehensive evaluation of a student's academic performance throughout their time at the university.

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### **Involuntary/Administrative Withdrawal from the University**

If a student stops attending the Institution, violates their responsibilities or Code of Conduct, or fails to meet published academic policies, the University may take the action of administratively withdrawing them. Refunds, if applicable, will be disbursed following 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 through an online methodology. Therefore, it is crucial for students to remain connected to the platform to access course materials, engage in class activities, and actively participate in forums and all other university-related activities. Students must not stay offline from the ADEN University academic platform for more than seven (7) consecutive days.

#### **Repeated Courses Attempts**

At ADEN University, if a student earns a letter grade of C or below in a course, they are required to repeat that course. However, only the higher grade obtained in the repeated course will be used to calculate their cumulative grade point average. It is important to note that all attempts, including the original and repeated courses, will be recorded on the transcripts, with the repeated course indicated within brackets.

For graduate programs, students are allowed to repeat a maximum of two (2) courses. However, after graduation, no courses may be repeated for the purpose of improving the grade average. It is important to consider that all credits attempted will be taken into account when calculating the 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 the Registrar can be contacted by phone at (786)-332-2122 or by email at [registrar@adenuniversity.us](mailto: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](mailto: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](mailto: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 Dean.

### **2.3.10 Satisfactory Academic Progress**

Before being admitted to ADEN University, all students must read, understand, and agree to the responsibilities outlined in the Student Academic Progress Policy. This policy can be found on the ADEN University website and in the ADEN University catalog. Additionally, students are required to sign the enrollment agreement, confirming that they have read, understood, and accepted the terms of this policy.



At ADEN University, while enrolled as a student, one must fulfill the minimum standards of academic achievement and successfully complete all required courses.

**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			
MASTERS DEGREE PROGRAMS ARE BASED ON 36 CREDIT HOURS			
DEGREE	Evaluation Points	Minimum Academic Achievement	Successful Course Completion

25% of Maximum Length	5 months	3.0	13 credits
End of First Year	7 months	3.0	18 credits
50% of Maximum Length	11 months	3.0	27 credits
Usual End of Program	15 months	3.0	36 credits
75% of Maximum Length	16 months	3.0	40 credits
End of Second Year	22 months	3.0	54 credits

<b>SATISFACTORY ACADEMIC PROGRESS EVALUATION POINTS FOR THE EXECUTIVE MASTERS DEGREE PROGRAM</b>			
<b>EXECUTIVE MASTERS DEGREE PROGRAM IS BASED ON 37 CREDIT HOURS</b>			
<b>DEGREE</b>	<b>Evaluation Points</b>	<b>Minimum Academic Achievement</b>	<b>Successful Course Completion</b>
25% of Maximum Length	6 months	3.0	13 credits
End of First Year	12 months	3.0	19 credits
50% of Maximum Length	13 months	3.0	27 credits
Usual End of Program	18 months	3.0	37 credits
75% of Maximum Length	20 months	3.0	47 credits
End of Second Year	27 months	3.0	55 credits

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

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### 3.1 Academic Advising

When students enroll at ADEN University, they are assigned an academic advisor. These advisors play a crucial role in supporting and coaching students as they advance through their chosen degree programs. Academic advising is a highly valuable service provided by ADEN University to ensure students' success. However, it is essential for students to familiarize themselves with the University's procedures and requirements. As a result, students are encouraged to consult their academic advisor whenever they require guidance in meeting their academic obligations and achieving their 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 techniques

## **Ongoing Advising**

The Academic Advisor maintains regular communication with students through Skype or other remote conferencing platforms. The primary objective is to offer support in goal setting and ensure students stay on track to successfully fulfill their degree requirements. Each student receives personalized attention to thrive academically, emphasizing their achievements and educational growth. Advisors are easily accessible during office hours through phone, email, or video conference, and they strive to respond to students' inquiries 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](mailto:registrar@adenuniversity.us).

### **3.4 Student Records - ADEN Online Platform**

ADEN University will maintain academic transcript records for each student indefinitely. These records will encompass all courses in which the student was enrolled, along with term information, grades, and a tally of credits earned. Official transcripts can be obtained by

students upon request, subject to a fee.

Furthermore, ADEN University retains the following information for each student: records of academic advisement decisions and milestones, as well as interactions between the Academic Advisor and the student. The university also keeps a record of employment referrals and current employment data. It is essential to note that all these records are kept confidential unless the student explicitly authorizes their release in writing.

The student portal offers various features, available online 24/7, to enhance the academic experience for all active students:

- Students have access to their Personal Data Card, allowing them to review and update their information whenever necessary. This ensures that their details are kept current and accurate.
- For academic purposes, the portal provides an Academic Card where students can check their current academic status and obtain unofficial transcripts without any additional fees. The Academic Card presents a comprehensive list of completed courses and programs, along with recorded grades for each.
- The portal contains a section dedicated to Graduate Programs. Here, students can find detailed descriptions of ADEN's various programs, as well as information about the admissions process and graduation requirements.
- To facilitate the examination process, online exams are available through the portal's online platform. This convenient feature allows students to access and take exams from anywhere with internet access.
- For supplemental learning, students can access course materials related to the courses they are currently enrolled in. These additional resources aim to enhance their understanding and knowledge in specific subjects.
- Students also have the opportunity to communicate with their instructors and academic advisors via email using the portal's integrated messaging feature, ensuring seamless communication between students and faculty.

- The portal grants students access to ADEN's Online Library Resources at any time, providing a wealth of information and references to support their academic pursuits.
- The portal fosters a sense of community through Interest Groups. These groups facilitate interactions among students, instructors, and University administrators, enabling discussions on various subject areas of interest.

### **3.5 Technical Services and Support**

The Institution employs technology tools that are both user-friendly and dependable, ensuring utmost security. In order to deliver service excellence, the University has established a dedicated technical support team available to assist students, faculty, and staff. You can reach out to this support team via email at [techsupport@adenuniversity.us](mailto:techsupport@adenuniversity.us). Rest assured, any technical requests will be addressed within 24 hours or less. Moreover, we encourage students to explore the technical issues FAQ section on the Institution's solutions website for further assistance. Should you require direct assistance, feel free to contact ADEN University staff by phone at 786-332-2122, Monday through Friday, between 9:00 AM and 5:00 PM (Eastern Standard Time).

### **3.6 Online Library Resources**

ADEN University offers subscription services through EBSCO's "Business Source Complete" (English) and e-Libro (Spanish). Additionally, students have access to a curated index of general and program-specific websites, which is compiled by the University librarian and faculty members. This online platform provides open-access academic journals and reference materials for student use. To guarantee ample resources for students and monitor library resource usage, ADEN University employs a full-time librarian.

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 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 dedicated to the success of every student and graduate. The Academic Department has a team of staff members who are responsible for providing career services through ADEN University's Career Center. This center offers a wide range of services, information, and presentations to both current university students and alumni. These services include career coaching and guidance tailored to the degree programs currently offered, assistance in developing essential career tools relevant to desired professions, access to career planning resources, and employment placement services.

### **3.8 Employment Placement Services**

ADEN University offers placement services to its students at no additional cost. The Career Center is available during regular business hours to provide employment placement assistance to both current students and graduates. It is important to note that while the university strives to assist in job placement, it does not promise or guarantee employment. The online career center provides various services, including 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 before they complete their program to develop a personalized career advancement plan and introduce them to available resources. Furthermore, upon request, the Center can provide students with letters of recommendation.

## **4. Student Rights and Responsibilities**

## 4.1 General Information

ADEN University is dedicated to keeping every student well-informed about any changes that may affect their educational pursuits. We are committed to supporting each student in their intellectual development and responding to their individual needs. To achieve these goals, we provide academic advising, counseling, and support services, all aimed at helping students meet their academic objectives. We believe that every student deserves dependable, accurate, respectful, honest, friendly, and professional assistance. This can only be accomplished through collaborative efforts and shared responsibilities between the student and the University.

Right from the beginning of their programs, students are encouraged by their academic advisors to acquaint themselves with the policies and procedures outlined in this Catalog. This ensures that students are well-prepared and aware of the guidelines that will govern their academic journey.

Student success depends on their response to the opportunities and responsibilities within the University environment. The final responsibility for fulfilling the requirements of a course syllabus in each class, meeting all program/degree requirements, and complying with university regulations and procedures rests with the student, as stated in all University official publications and website.

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 on the online platform.
- 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 dedicated to providing a harassment-free academic environment. The University explicitly forbids 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. This prohibition encompasses all types of harassment, including verbal, physical, and visual conduct, as well as threats, demands, and retaliation. Violation of this policy may result in disciplinary action, ranging from suspension to expulsion, depending on the severity of the offense.

The University extends this prohibition of harassment to employees, students, and anyone associated with ADEN University. Furthermore, the University firmly disapproves of such behavior from business partners, vendors, guests, or any third parties involved in business or educational dealings with the University.

Harassment is defined as conduct that either intentionally or significantly interferes with a student's work or educational opportunities, creates an intimidating, hostile, or offensive work or educational environment, or otherwise negatively impacts a student's ability to pursue their academic goals.

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 collaborate with an employee.

Sexual harassment is a type of harassment that involves unwelcome sexual advances, requests for sexual favors, or engaging in other verbal or physical acts of a sexual or sex-based nature. This behavior creates an intimidating, hostile, or offensive environment, which can interfere with a student's performance. It is important to note that sexual harassment can occur between individuals of any gender, and it encompasses actions by 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.

Engaging in any form of retaliation against an individual for filing either an informal or formal harassment complaint, or for cooperating with an investigation regarding such alleged harassment, is strictly prohibited by University policy and is unlawful. We uphold the right of all our students and employees to report incidents of harassment they may have experienced. Complaints can be submitted either orally or in writing by reaching out to Student Services at [studentservices@adenuniversity.us](mailto:studentservices@adenuniversity.us).

#### **4.4 Code of Conduct**

The ADEN University Code of Conduct is designed to elevate the skills and education of its students through the provision of qualified faculty, online resources, and academic support, all aimed at achieving excellence in their studies. This code also serves to elucidate and outline the rights and responsibilities of students during their enrollment at ADEN University.

The conduct of students at ADEN University is evaluated based on specific qualities and values, such as ethics, honesty, integrity, as well as civic and social responsibility. It is

important to note that these qualities are not exhaustive, but rather representative of the standards upheld by the institution.

During their time at ADEN University, students willingly assume full responsibility for their actions and acknowledge that they have thoroughly reviewed and comprehended the contents of the ADEN University Catalog.

ADEN University is firmly dedicated to upholding the fundamental rights of its students. As an integral part of our community, and in alignment with our mission statement, the university is committed to providing a high-quality education while making meaningful contributions to society. The fundamental rights, which ADEN University believes all students are entitled to, include:

- 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 enrolled at ADEN University must refrain from engaging in any form of misconduct. It is mandatory for students to maintain a professional and respectful attitude while utilizing the academic resources of the university, as well as during their participation 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 is prohibited.

#### **4.4.3 Compliance with Local, State and Federal Law**

ADEN University adheres strictly to all safety standards set by the State, County, and local authorities. In addition to this, students must comply with all relevant local, state, and federal laws and regulations.

#### **4.4.4 Computer Access and Utilization of ADEN University Resources**

Students must obtain access to the systems and educational tools that are relevant to their program. Authorization is required for accessing any documents, data, programs, or any other type of information or information system. Unauthorized use is strictly prohibited. Additionally, the following actions are also prohibited: tampering, destruction, alterations, or any harm caused by a student to any documents, data, programs, or any other type of information or information system. Engaging in tampering, destruction, alterations, or causing harm to any documents, data, programs, or any other type of information or information system, may result in disciplinary action, up to and including dismissal from the program or the University.

#### **4.4.5 Misrepresentation and Falsification**

ADEN University places utmost importance on maintaining integrity and, as such, is

committed to never intentionally providing false, erroneous, or misleading statements to any student or prospective student. This also extends to the dissemination of testimonials and endorsements obtained under duress. The University sets high expectations for all members of its community, including students, faculty, staff, and administrators, to uphold standards of integrity, honesty, and personal responsibility.

To ensure a high-quality academic experience, ADEN University is dedicated to continuously assessing and re-evaluating all aspects of its academic model. The institution seeks to foster an institutional culture based on candor, transparency, and adherence to the best professional practices.

Additionally, students are strictly prohibited from misrepresenting information or falsifying any documentation submitted to ADEN University. This prohibition encompasses various purposes, such as grading, admission, accommodation, graduation, and financial assistance, among others.

#### **4.4.6 Drug-Free Schools and Communities Act**

ADEN University is dedicated to fostering a drug-free learning environment. The University places great importance on upholding a safe and healthy setting for the well-being of its employees and students. The use of performance-impairing drugs can compromise judgment, leading to an increased risk of accidents and injuries.

In accordance with the Amendments of 1989 (Public Law 101-226), it is important for all students and employees to be informed that violating Federal, State, or Local laws and campus policies may result in university disciplinary action and criminal prosecution. Possession, use, or distribution of controlled substances, dangerous drugs, or any illicit substances, except as expressly permitted by law, constitutes a violation of both legal regulations and campus policies. Penalties may include mandatory participation in appropriate rehabilitation programs, in addition to federal, state, and local sanctions.



Students should be conscious of the significant psychological and physiological health hazards associated with the use of illicit drugs and alcohol. Drug and alcohol abuse can lead to physical addiction, loss of control, withdrawal syndrome, and severe damage to vital organs of the body.

#### **4.5 Intellectual Property and Copyright Violations**

The follow acts constitute grave violations of integrity and honesty:

- a. Any violations of the Copyright Law of the United State of America and Related Laws Contained in Title 17 of the United State Code.  
(<http://www.copyright.gov/title17/92chap1.html>)
- b. Plagiarism: The practice of taking someone else's work or ideas and passing them off as one's own. ([www.oxforddictionaries.com](http://www.oxforddictionaries.com))
- c. Assisting others in acts of academic dishonesty.

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 Appeal Process (Section 4.7 of this Catalog) for information on the appeal process for charges of academic dishonesty.

#### **4.6 Disciplinary Sanctions**

Any violation of the academic or conduct standards outlined in this catalog may lead to sanctions being applied. The University's designated officials have the authority to suspend a student administratively during the disciplinary process until the resolution of the violation. Disciplinary action for any violation can range from minor penalties to expulsion from the institution. Violations of the conduct code and/or institutional policies and procedures may result in one or more of the following sanctions. Additionally, ADEN University retains the right to impose further sanctions, not explicitly listed below, if deemed necessary.

##### **4.6.1 Behavioral Misconduct Warning**

If a student fails to abide by the Code of Conduct, they will be placed on behavioral misconduct warning for the duration of their time at ADEN University.

##### **4.6.2 Behavioral Misconduct Probation**

Students who exhibit unsatisfactory behavior are placed on behavioral misconduct probation. If further unsatisfactory behavior occurs during the rest of the program, the student will be dismissed from the University and will not be eligible 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 while investigating the alleged violation of the conduct code. This temporary suspension will last for a maximum of one full academic term, which spans 8 weeks.

##### **4.6.4 Disciplinary Sanction**

A disciplinary sanction serves as a notice to the student that their behavior is in violation of university policies.

#### **4.6.5 Disciplinary Warning**

A disciplinary warning is issued to notify the student that their behavior does not meet the University's standards and expectations. This warning will be lifted as soon as the student resumes acceptable behavior.

#### **4.7 Appeal Process**

Problem Resolution and Grievance Procedures:

If you have any questions or concerns, most of them can be resolved through simple discussion. Please follow the stated steps to seek a resolution.

It is essential to emphasize that retaliation against any student using this complaint process is strictly prohibited. Any complaint of retaliation will be promptly investigated, treated as separate charges, and handled in the same manner as discrimination and other grievance complaints.

Here are the steps to follow for resolving your concerns:

Step 1: Discuss your issue with the appropriate faculty member or administrator.

Step 2: If the outcome of the discussion does not satisfy you, you can request that your complaint be filed with the Director of Student Services.

Step 3: If you remain unsatisfied, or if 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.

Please note that all appeals must be submitted within 72 hours from the receipt of the written resolution. You can expect to receive a written response to your appeal in a reasonable amount of time. It is important to know that the appeal decision is considered final. Additionally, the University will retain records of all complaints and their resolutions for a period of no less than

3 years.

If you decide to file a complaint through an outside agency or with a university executive, the complaint will be directed to the Dean. However, external agencies generally expect you to have exhausted ADEN University's complaint resolution process before approaching them. In the event that your complaint becomes 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 will act as an impartial representative of ADEN University, not directly involved in the issues of the complaint. Every effort will be made to complete investigations and provide a response regarding the complaint within 5 business days from the date the complaint is received. If necessary, the Dean will keep the complainant informed about the status of the investigation.

Appeals related to disciplinary actions should be addressed to the President.

If you believe that your grievance has not been satisfactorily resolved, you have the option to notify the Commission for Independent Education, Florida Department of Education. They can be reached at 325 W. Gaines Street, Suite 1414, Tallahassee, Florida, 32399-0400. Alternatively, you can use the following contact information: Toll-free Telephone: 888-224-6684, Email: [cieinfo@fldoe.org](mailto: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.

ADEN University adheres to a strict policy regarding the confidentiality of personal and academic information for each student. Under this policy, student information is considered confidential and will not be disclosed to any third party without obtaining the student's written permission.

ADEN University may release student information if it is supported by appropriate permission. Students must submit requests to inspect, review, or amend their information in writing and ensure that the following details are identified:

- 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**

Ensuring the identity of students in our courses and programs is of utmost importance at ADEN University. To achieve this, we have established robust processes that guarantee the student who registers for a program is the same individual participating in and completing the course, ultimately receiving the academic credit they deserve. As part of our verification measures, ADEN University requires students to submit a copy of their Driver's License, Personal Photo ID, or Passport, which will be securely kept on file at the school. The registrar meticulously compares these supporting documents to confirm the student's identity.

The identity verification process commences when a student applies for admission and remains in effect throughout their entire journey at ADEN University. For added security, each student is provided with a unique and secure username and password, which they must use to log into the course management system and access our email directory.

As a student, it is your responsibility to maintain up-to-date contact information, including email address(es) and phone number(s), in your student account. These details, along with your student ID, serve as the primary means of identification and facilitate communication with you. By doing so, we can ensure a smooth and secure learning experience for all our students.

## 5. Admission to ADEN University

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### 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 1: The official documents of point 1 and 2 must be submitted translated into English by an official translator in their country of origin with the corresponding stamps.*

*\*Note 2: 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.

1. 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](http://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.
2. Applicants must also demonstrate their command of the Spanish language by successfully passing a comprehensive exam consisting of four segments (reading, writing, listening, speaking).  
ADEN University uses The Diploma de Español DELE and The Servicio Internacional de Evaluación del Idioma Español (SIELE) as two of the exams. ADEN accepts any evaluation form. The internationally recognized DELE diplomas certify the level of competence reached by a candidate, regardless of where and when they study Spanish.

### **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:

1. TOEFL paper-based scores of 500 or higher or Internet-based equivalent scores of 63 or higher (15 in reading, writing, listening, and speaking)
2. IELTS of 6.0
3. ACT composite scores of 17 or higher with English sub scores of 17 or higher
4. SAT writing scores of 420 or higher
5. Cambridge Test B2
6. EIKEN test 2A
7. IB (English A and B) grade 7-4
8. Official transcript showing successful graduation from accredited US high school
9. TOEIC 785 or higher
10. Pearson PTE, 46 or higher
11. Duolingo test, 91 or higher. (<https://englishtest.duolingo.com/>)
12. ELASH (College Board) score of 121 or higher
13. CEFR B2 (Common European Framework Reference for Language)

#### **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 40 GB Hard drive (or equivalent storage medium) 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 x480

### 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 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**

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### **6.1 Tuition and Fees**

Tuition and fees for each term must be paid in full. Students will not be allowed to register for any future academic terms until all financial obligations for previous terms have been met.

### Executive MBA Program

ANNUAL PERCENTAGE RATE	FINANCE CHARGE	AMOUNT FINANCED	TOTAL OF PAYMENTS
The cost of your credit at a yearly rate.  <u>0%</u>	The dollar amount the credit will cost you.  <u>\$0</u>	The amount of credit provided to you or on your behalf.  <u>\$17,000</u>  Sum Total: <u>\$16,800 Tuition</u> <u>\$100 Registration Fee</u> <u>\$100 Graduation Fee</u> (Includes First Set of Transcripts and Diploma)	The amount you will have paid after you have made all scheduled payments.  <u>\$17,000</u>

You have the right to receive at this time an itemization of the Amount Financed upon request.

I want an itemization.

I do not want an itemization.

Your payment schedule will be:

Number of Payments	Amount of each Payment	When Payments are Due
12	11 Payments at \$1,416.67  1 Payment at \$1,416.63	<b>Monthly Payments</b>  Beginning on: <span style="background-color: yellow;">_/_/_</span>

**Late Charge:** If a payment is late, you will not have to pay a late charge.

**Prepayment:** If I pay off early, you will not have to pay a penalty.

**Further Information:** You should refer to the Enrollment Agreement for additional information about my contract obligations.

### Global MBA Program

ANNUAL PERCENTAGE RATE	FINANCE CHARGE	AMOUNT FINANCED	TOTAL OF PAYMENTS
<p>The cost of your credit at a yearly rate.</p> <p style="text-align: center;"><u>0%</u></p>	<p>The dollar amount the credit will cost you.</p> <p style="text-align: center;"><u>\$0</u></p>	<p>The amount of credit provided to you or on your behalf.</p> <p style="text-align: center;"><u>\$13,200</u></p> <p style="text-align: center;">Sum Total:  <u>\$13,000 Tuition</u>  <u>\$100 Registration Fee</u>  <u>\$100 Graduation Fee</u>                      (Includes First Set of Transcripts and Diploma)</p>	<p>The amount you will have paid after you have made all scheduled payments.</p> <p style="text-align: center;"><u>\$13,200</u></p>

You have the right to receive at this time an itemization of the Amount Financed upon request.

I want an itemization.

I do not want an itemization.

Your payment schedule will be:

Number of Payments	Amount of each Payment	When Payments are Due
12	12 Payments at \$1,100	<p><b>Monthly Payments</b></p> <p>Beginning on: <span style="background-color: yellow; border: 1px solid black; padding: 2px;">_/_/_</span></p>

**Late Charge:** If a payment is late, you will not have to pay a late charge.

**Prepayment:** If I pay off early, you will not have to pay a penalty.

**Further Information:** You should refer to the Enrollment Agreement for additional information about my contract obligations.



### Masters of Science Programs

ANNUAL PERCENTAGE RATE	FINANCE CHARGE	AMOUNT FINANCED	TOTAL OF PAYMENTS
The cost of your credit at a yearly rate.  <u>0%</u>	The dollar amount the credit will cost you.  <u>\$0</u>	The amount of credit provided to you or on your behalf.  <u>\$9,900</u>  Sum Total: <u>\$9,700 Tuition</u> <u>\$100 Registration Fee</u> <u>\$100 Graduation Fee</u> (Includes First Set of Transcripts and Diploma)	The amount you will have paid after you have made all scheduled payments.  <u>\$9,900</u>

You have the right to receive at this time an itemization of the Amount Financed upon request.

I want an itemization.

I do not want an itemization.

Your payment schedule will be:

Number of Payments	Amount of each Payment	When Payments are Due
12	12 Payments at \$825.00	<b>Monthly Payments</b>  Beginning on: <span style="background-color: yellow; border: 1px solid black; padding: 2px;">_/_/_</span>

**Late Charge:** If a payment is late, you will not have to pay a late charge.

**Prepayment:** If I pay off early, you will not have to pay a penalty.

**Further Information:** You should refer to the Enrollment Agreement for additional information about my contract obligations.

## 6.2 Refund Policy

Students may withdraw from ADEN University for any reason. To initiate the withdrawal process, the student must contact the Office of the Registrar and complete a Withdrawal Form in accordance with the guidelines outlined in the Withdrawal Policy of the Catalog.

The date of withdrawal will be determined as the date when the Office of the Registrar receives the initial notification (date of determination of withdrawal). The refund policy will also be applicable in cases where the University determines that a student has either stopped attending or failed to comply with published academic policies, resulting in an involuntary or administrative withdrawal.

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 paid amount other than the \$100 non-refundable Registration fee, 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:

<b>Refund Chart for enrolled courses (tuition and refundable fees)</b>	
<b>Date of Withdrawal</b>	<b>% Refund</b>
During the first week (drop/add period)	100%
Any time during 2 <sup>nd</sup> week	80%
Any time during 3 <sup>rd</sup> week	60%
Any time after the beginning of the 4 <sup>th</sup> week	0%

Refund Checklist:

1. Withdrawal must be made by 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. 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.
3. All monies will be refunded if the applicant is not accepted by the University or if the student cancels within three (3) business days after signing the enrollment agreement.
4. All fees, other than the non-refundable Registration fee, will be returned within the first week of the drop/add period.
5. Cancellation after the beginning of the 4th week will result in no refund.
6. 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 the University Catalog (Involuntary/Administrative Withdrawal).
7. ADEN University will keep application records on file for denied applicants for a period of two (2) years.
8. All Refunds are made within 30 days of the date that the institution determines that the student has withdrawn.

<b>Sample Refund Calculation (tuition and graduation fee, 12 payments)</b>		
<b>Executive Master of Business Administration</b>	<b>% Refund</b>	<b>\$ Amount</b>
During the first week (drop/add period)	100%	\$1,416.67
Any time during 2 <sup>nd</sup> week	80%	\$1,133.33
Any time during 3 <sup>rd</sup> week	60%	\$850.01
Any time after the beginning of the 4 <sup>th</sup> week	0%	\$0.00

You can easily reach the Office of the Registrar through two convenient methods: via email at registrar@adenuniversity.us or by phone at 786-332-2122. Feel free to use either option for any inquiries or assistance you may need.

### **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

We accept personal checks and money orders, but please ensure they are in U.S. dollars and drawn on a U.S. bank to be eligible. Make the payment payable to ADEN University and include the student's account number on the front of the check. If a personal check is returned, a US \$35.00 Return Check fee will apply.

#### **Pay in-person:**

Payments can be made in person at the ADEN University location listed above. Alternatively, you may also mail your payment to the same address. We accept payments through credit cards, checks, or cashier's checks. Please note that our payment hours are Monday to Friday from 9:00 AM to 3:00 PM Eastern Standard Time.

#### **Pay Online:**

Payment can be conveniently made online through the ADEN University website. Once a student logs into their account, they should click on the "Payments" button to initiate the payment process. Online payments can be made using various methods:

1. Credit Card - We accept American Express, Visa, MasterCard, and Discover Card.
2. Checking Account - You can use your bank's 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 students at ADEN University.

## **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 Aid
2. Merit Based Aid
3. Need Based Aid
4. Payment Plans

**Florida Student Aid** is available to qualified students in Florida and covers partial to full tuition costs. Scholarships are awarded for the entire duration of the academic program, and students are not required to reapply as long as they continue making active progress towards completing their degree. To be considered for this aid, students should complete the following application process:

1. Submit your application to ADEN University for admission consideration.
2. Complete the scholarship application form available at <http://adenuniversity.us/request-a-scholarship-financial-aid/>.
3. Provide documentation that confirms your status as a student from Florida.

**Merit Based Aid** is available to qualified students and includes partial to full tuition scholarships. These scholarships are awarded for the entire duration of the academic program, and students are not required to reapply as long as they continue to make active progress towards completing their degree program. To be eligible for this aid, students must apply by completing the following application process.:

1. Start by applying to ADEN University for admission to a degree program.
2. Complete The Scholarship Application Form available at: <http://adenuniversity.us/request-a-scholarship-financial-aid/>.

3. On the application, make sure to indicate your country of origin. This is to ensure a diverse student body with representation from various national, cultural, and ethnic backgrounds.
4. Include a written statement of intention that demonstrates your personal and professional goals. If necessary, provide supporting documentation that highlights your outstanding academic and professional qualities, such as GPA, test scores, academic honors, work experience, special community projects, etc. These documents will further strengthen your application.

**Need Based Aid** is available to qualified students and ranges from partial to full tuition coverage. Scholarships are awarded for the duration of the academic program of study, and students do not need to reapply as long as they actively progress toward completing their degree program. To be considered for these opportunities, students may apply by completing the following:

1. Apply to ADEN University and be admitted to a degree program.
2. Complete the scholarship application form: <http://adenuniversity.us/request-a-scholarship-financial-aid/>
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 are welcome to apply for any of the financial assistance programs listed in the Financial Assistance Policy (Section 6.5). The Financial Support/Scholarship Committee will thoroughly review all applications and take them into full

consideration. Students who are granted a scholarship may also be eligible for participation in a payment plan program. It is important to note that ADEN does not have a predetermined number of awards for each scholarship mentioned earlier. However, there is a confirmed Scholarship and Financial Support budget of \$200,000 for the 2023 fiscal year. The allocation of awards will be based on the individual merits and/or needs of each candidate. For a detailed breakdown of the payment plan by program, please refer to the relevant information.

**Payment plan breakdown by program:**

**Master of Science Programs**

Tuition	\$9,700.00	
Registration Fee	\$100 .00	
Graduation Fee (Includes First Set of Transcripts and Diploma)	\$100 .00	
TOTAL	\$9,900 .00	
1 payment	Payment Amount	\$9,900.00
3 payments	Payment Amount	\$3,300.00
6 payments	Payment Amount	\$1,650.00
12 payments	Payment Amount	\$825.00

**Global MBA Program**

Tuition	\$13,000 .00
Registration Fee	\$100 .00
Graduation Fee (Includes First Set of Transcripts and Diploma)	\$100 .00

TOTAL	\$13,200 .00	
1 payment	Payment Amount	\$13,200.00
3 payments	Payment Amount	\$4,400.00
6 payments	Payment Amount	\$2,200.00
12 payments	Payment Amount	\$1,100.00
15 payments	Payment Amount	\$880.00

### **Executive MBA Program**

Tuition	\$16,800 .00	
Registration Fee	\$ 100 .00	
Graduation Fee (Includes First Set of Transcripts and Diploma)	\$100 .00	
TOTAL	\$17,000 .00	
1 Payment	Payment Amount	\$17,000.00
3 payments	Payment Amount	2x \$5,666.67 1x \$5,666.66
6 payments	Payment Amount	5x \$2,833.33 1x \$2,833.35
12 payments	Payment Amount	11x \$1,416.67 1x 1,416.63
18 payments	Payment Amount	17x \$944.45 1x \$944.35

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 from ADEN until all outstanding financial obligations are met. For additional information, please contact the Office of Admissions.

## 7. Academic Program and Course Descriptions

### 7.1 Master's Degree Programs

#### **Executive Master of Business Administration (EMBA)**

##### **Program Outcomes:**

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.

<b>Number</b>	<b>Course Title</b>	<b>Credit Hours</b>
EMBA 5001	Organizational Development and Operations	3
EMBA 5102	Accounting, Finance and Economics	3
EMBA 5203	Marketing and Sales	3
EMBA 5304	Corporate Strategy and Business Development	2
EMBA 5405	Business Plan	3
EMBA 5506	Managerial and Personal Leadership	3
EMBA 5601	Negotiations and Conflict Resolution	2
EMBA 5708	Leading High-Performance Teams	3
EMBA 5809	Executive Coaching	2
EMBA 5911	Strategic Marketing	3
EMBA 5945	Financial Analysis	3
EMBA 6101	Project Management	3

EMBA 6199	Business Simulation Workshop	1
EMBA 6200	Master's Project	3
<b>TOTAL</b>		<b>37</b>

### **Global Master of Business Administration (GMBA)**

#### **Program Outcomes:**

1. Analyze the organizational dynamics and the scope of business administration.
2. Design strategies to lead 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.

<b>Number</b>	<b>Course Title</b>	<b>Credit Hours</b>
GMBA 5001	Organizational Development and Operations	3
GMBA 5102	Accounting, Finance and Economics	3
GMBA 5203	Marketing and Sales	3
GMBA 5304	Corporate Strategy and Business Development	3
GMBA 5405	Business Plan	3
GMBA 5506	Managerial and Personal Leadership	3
GMBA 5607	International Business Strategies	3
GMBA 5755	Marketing for International Business	3

GMBA 5785	Leading Global Teams	3
GMBA 6001	Multinational Finance and Accounting	3
GMBA 6002	Global Account Management	3
GMBA 6199	Integrative Global Business Project and Simulation	3
<b>TOTAL</b>		<b>36</b>

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

#### **Program Outcomes:**

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.

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

HRMA 6001	Business Simulation	3
	<i>*Electives: One Course (of these 3) Required to Complete the Program.</i>	

**TOTAL**

**36**

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

#### **Program Outcomes:**

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.

<b>Number</b>	<b>Course Title</b>	<b>Credit Hours</b>
MKTA 5001	Strategic Marketing Management	3
MKTA 5102	Marketing Research and Forecasting	3
MKTA 5203	Offline Marketing	3

MKTA 5304	Digital Marketing: Presence	3
MKTA 5405	Digital Marketing: Campaigns	3
MKTA 5506	Marketing and Sales Strategy	3
MKTA 5607	Innovation and Consumers	3
MKTA 5708	Product and Business Development Strategy	3
MKTA 5809	Comprehensive Marketing Strategy	3
MKTA 5909	Digital Transformation	3
MKTA 6000	Final Project	3
MKTA 6001	Business Simulation	3
<b>TOTAL</b>		<b>36</b>

### **Master of Science in Operations Management**

#### **Program Outcomes:**

1. Develop new tools to improve operations management in organizations.
2. Design efficient strategies within the Operations area to improve productivity ratios.
3. Create processes and activities for Production to align the product offer with the market demand.
4. Evaluating different models of operations management to increase the speed of change in organizations.

#### **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:**

<b>Number</b>	<b>Course Title</b>	<b>Credits</b>
OPMA 5001	Operations Management	3
OPMA 5102	Quality Controls and Continuous Improvement	3
OPMA 5203	Logistics and Supply Chain Management	3
OPMA 5304	Lean Operations Management	3
OPMA 5405	Lean Strategy Implementation	3
OPMA 5506	Advanced Operations Strategies	3
OPMA 5607	Service Optimization and Human Capital	3
OPMA 5708	Operations Performance	3
OPMA 5809	Creating Value through Operations	3
OPMA 5909	Digital Transformation	3
OPMA 6000	Final Project	3
OPMA 6001	Business Simulation	3
<b>TOTAL</b>		<b>36</b>



## 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.

Course Prefix Identifier	Subject Area
EMBA	Executive MBA, Executive Leadership
GMBA	Global MBA, Business Management, Global Business
HRMA	Human Capital Management
MKTA	Marketing and Sales Management
OPMA	Operations Management

## 7.3 Course Descriptions

### EXECUTIVE MASTER OF BUSINESS ADMINISTRATION COURSES

#### EMBA 5001

#### Organizational Development and Operations

#### 3 Credits

This course focuses on advanced best practices for the strategic management of Human Capital and Organizational Development. Strategy, structure, jobs, and people. Culture and its influence on company results. Complexity. Human capacity. Jobs and required capability

levels.

**Prerequisite:** None

## **EMBA 5102**

### **Accounting, Finance and Economics**

#### **3 Credits**

This course provides an in-depth view of the use of quantitative metrics for company analysis and the value of accounting information for the users. Financial analysis for Investment decisions. Development of internal control systems. Preparation of management reports for decision making. Micro and Macro Economics and the business cycle. Economic policies and their impact on business.

**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

## **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

## **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:** EMBA 5102

## **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:** EMBA 5405

**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**

This course focuses on advanced best practices for the strategic management of Human Capital and Organizational Development. Strategy, structure, jobs, and people. Culture and its influence on company results. Complexity. Human capacity. Jobs and required capability levels.

**Prerequisite:** None

### **GMBA 5102**

#### **Accounting, Finance and Economics**

##### **3 Credits**

This course provides an in-depth view of the use of quantitative metrics for company analysis and the value of accounting information for the users. Financial analysis for Investment decisions. Development of internal control systems. Preparation of management reports for decision making. Micro and Macro Economics and the business cycle. Economic policies and their impact on business.

**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:** GMBA 5102

## **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:** HRMA 5708

\*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:** MKTA 5304

### **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**

The course provides a master's level analysis of innovative trends in Marketing and Consumer-driven Innovation. New trends in brand management and corporate communications. Innovative tactics in Neuro-marketing, Social Marketing. Experiential Marketing, Relational Marketing, Value proposition. Consumer Experience and Feedback.

**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:** MKTA 5506

## **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**

This course underscores the importance of human capital for the successful implementation of advanced service optimization. Empowerment, delegation, Negotiation, teamwork. Techniques to avoid and resolve conflicts. Recruitment and induction of persons. Features of training programs to optimize results. Explores conventional vs. best practices, risk. Salary alignment for compliance results.

Compliance and control of human capital. Customer education and service cycle.

Quality standards in the provision of service delivery in globalization.

**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 2023**

<b>Spring Semester 2023</b>			
<b>Term</b>	<b>First Day of Class</b>	<b>Last Day of Class</b>	<b>Add/Drop Period</b>
January	January 9	March 5	January 9-15
March	March 6	April 30	March 6-12

Spring Break: May 1, 2023 – May 7, 2023			
<b>Summer Semester 2023</b>			
<b>Term</b>	<b>First Day of Class</b>	<b>Last Day of Class</b>	<b>Add/Drop Period</b>
May	May 8	July 2	May 8-14
July	July 3	August 27	July 3-9
Summer Break: August 28, 2023 – September 3, 2023			
<b>Fall Semester 2023</b>			
<b>Term</b>	<b>First Day of Class</b>	<b>Last Day of Class</b>	<b>Add/Drop Period</b>
September	September 4	October 29	September 4-10
October	October 30	December 22	October 30- November 5
Christmas Break: December 23, 2023 - January 7, 2024			

The University will be closed in observance of the following holidays in 2023.

- o New Year’s Day – January 1, 2023
- o Martin Luther King, Jr. Day – January 16, 2023
- o President’s Day – February 20, 2023
- o Holy Thursday – April 6, 2023
- o Good Friday – April 7, 2023
- o Memorial Day – May 29, 2023
- o Independence Day – July 4, 2023



- o Labor Day – September 4, 2023
- o Columbus Day – October 9, 2023
- o Veteran’s Day – November 11, 2023
- o Thanksgiving Day – November 23, 2023
- o Day After Thanksgiving – November 24, 2023
- o Christmas Eve – December 24, 2023
- o Christmas Day – December 25, 2023
- o New Year’s Eve – December 31, 2023

**ADEN University Academic Calendar 2024**

<b>Spring Semester 2024</b>			
<b>Term</b>	<b>First Day of Class</b>	<b>Last Day of Class</b>	<b>Add/Drop Period</b>
January	January 8	March 3	January 8-14
March	March 4	April 28	March 4-10
Spring Break: April 29, 2024 – May 5, 2024			
<b>Summer Semester 2024</b>			
<b>Term</b>	<b>First Day of Class</b>	<b>Last Day of Class</b>	<b>Add/Drop Period</b>
May	May 6	June 30	May 6-12
July	July 1	August 25	July 1-7
Summer Break: August 26, 2024 – September 1, 2024			

<b>Fall Semester 2024</b>			
<b>Term</b>	<b>First Day of Class</b>	<b>Last Day of Class</b>	<b>Add/Drop Period</b>
September	September 2	October 27	September 2-8
October	October 28	December 22	October 28- November 3
Christmas Break: December 23, 2024 - January 5, 2025			

The University will be closed in observance of the following holidays in 2024.

- o New Year's Day – January 1, 2024
- o Martin Luther King, Jr. Day – January 15, 2024
- o President's Day – February 19, 2024
- o Holy Thursday – March 28, 2024
- o Good Friday – March 29, 2024
- o Memorial Day – May 27, 2024
- o Independence Day – July 4, 2024
- o Labor Day – September 2, 2024
- o Columbus Day – October 14, 2024
- o Veteran's Day – November 11, 2024
- o Thanksgiving Day – November 28, 2024
- o Day After Thanksgiving – November 29, 2024
- o Christmas Eve – December 24, 2024
- o Christmas Day – December 25, 2024

- o New Year's Eve – December 31, 2024

## 9. Disclosure

### **Required Disclosures:**

- The policy of ADEN University is to update the official school catalog annually, in June of each year.
- In case of any changes to educational programs, services, procedures, or policies mandated by statute or regulation that occur before the annual catalog update, such changes will be promptly reflected through supplements or inserts accompanying the catalog.
- ADEN University offers the current catalog and program brochures to the public free of charge. To obtain a copy, individuals can reach out to us directly.
- ADEN University is a private institution approved to operate by the Commission for Independent Education (CIE). "Approved" signifies that the school complies with state standards as specified 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. For further details about the institution, please contact the Commission at 325 West Gaines Street, Suite 1414, Tallahassee, FL 32399-0400, or call toll-free at (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 for bankruptcy within the past five years. Additionally, no bankruptcy petition has been filed against the university in the last five years resulting in reorganization under chapter 11 of the United States Bankruptcy Code.
- As a prospective student, you must receive and review this catalog before signing an enrollment agreement. Additionally, you are required to receive and review the School Performance Fact Sheet, which will be provided to you prior to signing an enrollment agreement.
- The Institution does not guarantee job placement for graduates upon program completion

or graduation.

- If you have any questions or require additional information that has not been satisfactorily addressed by the institution, feel free to contact the Commission for Independent Education at 325 W. Gaines Street, Suite 1414, Tallahassee, FL 32399-0400, or call (888) 224-6684.
- Any student or member of the public may file a complaint about this institution with the Commission for Independent Education at the address and toll-free number provided.
- Please note that this institution is not accredited by an accrediting agency recognized by the United States Department of Education. Consequently, the programs offered do not lead to professional licensure in Florida or other states. Furthermore, degrees obtained from unaccredited institutions may not be recognized for certain employment positions, including, but not limited to, positions with the State of Florida. Students enrolled in an unaccredited institution are not eligible for federal financial aid.
- “ADEN University” is a fictitious name and has been approved by the state of Florida.