



# Westfield

## Business School

### CATALOG

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# Mission Statement

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The Business School will provide individuals with education in management, founded on the cornerstone of having the person as the origin and focus of all business actions. These individuals will be capable of creating wealth while at the same time impacting positively society and the environment.

The mission is based on the **Institution's values**, which are:

**Enthusiasm:** We are convinced of the importance of our actions and behavior and believe in the necessity to overcome the challenges with joy, excitement and sensitivity.

**Trust:** We believe in Service as part of our professionalism. We maintain our compromise with truth and transparency as learning opportunities.

**Respect** means listening, asking, valuing and giving an adequate response. Each and every task, contribution, concerns and needs from others are equally important.

**Challenging Situations** means questioning ourselves and going beyond the established bounds, managing change and uncertainty. Our commitment with Continuous Improvement and Innovation requires that we are rigorous with the normalization of methods and procedures as basis for the permanent strive for new opportunities.

**Sharing:** We are a team oriented in searching, incorporating and homogenizing knowledge. We will share it proactively with no self restriction within the framework of our confidentiality policies.

**Results Oriented:** We are a committed team of people aware of our strengths that, overcoming our individual weaknesses, are complementary to each other, each of us contributing every day to reach our individual and collective objectives.

The Business School is a predominantly on-line school recognized for its global business education practices in Europe and Latin America.

The Business School offers executive and management education programs to businesses around the world. Our focus is to meet the needs of students in the South Florida Business Community while intensifying our educational service delivery to international students and enterprises, especially those in Latin America and the U.S.

We intend to instill in our students a profound understanding of the changing nature of international business within a global economy. We will ensure that our graduates are well versed on how enterprises are organized and managed, and on how products and services are created and marketed. We will also provide students with a sense of responsibility in their community and social environment and encourage them to develop their sense of initiative and entrepreneurship in order to generate sustainable enterprises and wealth. We provide them with a solid grasp of business processes, the ability to think critically, solve problems ethically, and the sense to conduct them with integrity. We monitor their progress and commitment to learning in a dynamic, complex and competitive world.

Our faculty is focused on instructional development to contribute not only to the general knowledge base in the field of business and entrepreneurship, but also to the ways in which this knowledge is created and shared. The Business School holds an information technology infrastructure and technological platform that enables us to provide online interactive course delivery tools. At the same time, our IT investment supports our ongoing innovation.

The Business School strives to provide a quality graduate educational experience from our Miami location, within a Global Campus, focused on the unique requirements for doing business in a global market.

# Academic Information

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## History

Instituto Superior de Educación, Administración y Desarrollo (ISEAD) was founded in 2000 in Madrid, Spain by Javier Rivera-Latas and Victor Ros-García, two entrepreneurs with different backgrounds. Rivera-Latas earned a Chemical Engineer Ph.D. Degree from Stanford University (Palo Alto, California) and an Executive MBA from IESE (Madrid, Spain). Mr. Rivera-Latas had ample experience in telecommunications having served several years in Telefónica España. He was also Head Department and Professor of Operations Management and Technology at Instituto de Empresa (IE) [Business Institute] in Spain. The Institute is considered to be one of the leading European Business Schools that formed the base to move on and establish ISEAD with Mr. Ros-Garcia. Victor Ros-Garcia, a Marine Engineer from Polytechnic University (Madrid, Spain) and MBA from IESE (Institute of Higher Business Studies) (Barcelona, Spain), brought in knowledge of organization and systems in cement and reinforced concrete.

ISEAD was founded with the vision of being **the reference school in the managing education across the on-line environment**. At the moment of the birth of the institution, management education around the world was tied to the need of face to face contact within a business school, in the country where the person was residing or in others. The vision that the founders had, was that of creating a successful Institution on a global scale, bringing the managing experience over to any interested person, regardless where he or she resides, by means of new technologies.

The Institution, aware of the existence of an increasingly delocalized international environment in the world of management education, has evolved contributing to new models, adapting itself thus to the new managerial reality, but having a clear humanist value, and understanding that it is in the persons where the most outstanding value resides, impelling these with its effort and its work, the necessary changes to build fairer societies and managerial environments which generate added value.

In 2009, a decision is taken to create a Business School in the United States, reference country on a global scale for its higher education and university quality, in a transparent, flexible and demanding regulatory framework. The creation of the Florida school is an important and outstanding fact, which

implies. The new Business School initiates its activity in the year 2012, with license of the Commission for Independent Education (CIE), Florida Department of Education.

In 2014, the Commission for Independent Education, Florida Department of Education of the State of Florida, ratifies the license N° 4569.

In this institutional framework, the Business School operates and is administered independently as a North American educational postgraduate education institution, preserving a common identity of origin and values with the European institution.

2016 represents a consolidation stage, when the denomination of the European school changes to reinforce its identity character. On the one hand, the European school EURO-EAD, focused in social and economic entrepreneurship, and on the other hand the American school, WESTFIELD Business School (WBS), centered on International business. Both schools maintain their commitment to be a reference in management education.

As of 2016, 3481 students of all the continents have graduated in the different programs of Instituto Superior de Educación, Administración y Desarrollo. As of 2018, 591 students have graduated from Westfield Business School programs.

### **The Faculty**

The Business School Faculty is integrated by professors who combine abilities for teaching with large business experience. Faculty develops an intense activity in the making of the contents of the Master's degree programs.

### **The Students**

During academic year 2017/2018, students from 6 different countries enrolled in the Business School Programs. Regarding our students, there are no limitations concerning sex, race, age or any criteria other than meeting the admission requirements, and the capability to meet the high standards of commitment required to fully complete an on-going business program.



## **Degree Programs**

The Business School offers academic programs leading to the degrees of Master of Business Administration (MBA), Executive Master in Business Administration (EMBA); and Executive Master in Finance (MDF).

The student will obtain a Master degree from the Business School, once the program has been completed and provided that the student has duly fulfilled the requirements (provided the required documentation, completed the works appropriately, met any other specified graduation requirements and satisfied all financial obligations due to the school prior to graduation). The institution retains the right to deny the Master's degree to any student who fails to reach the required Program's knowledge level. (See **Standards of Satisfactory Academic Progress**).

## **Definition of Units of Credit**

The School awards credit on a semester system. A semester credit hour is equivalent to:

- At least 15 hours of classroom contact and/or forum classroom discussion with the Professor; or
- At least 30 hours of documented independent study activities; or
- No less than 30 hours of supervised laboratory/shop or project instruction.

## **Transferability of Credits**

WESTFIELD is still not an accredited institution, therefore the acceptance of the transfer of credit is up to the institution receiving credits from WESTFIELD. Students who plan to transfer credits earned at WESTFIELD to another school should contact the institution to which the student seeks transfer before enrolling in order to determine if credits will be accepted. The granting of transfer credit is within the sole discretion of the receiving institution.

It is the policy of this institution to accept transfer credits for up to 6 semester credit hours from any program. Students must submit official transcripts for work completed at another institution in order for the credit to be considered for transfer. Credit transfer from other institutions is reserved to those students who have successfully completed courses that are comparable in content, quality and scope to those offered at the Business School. The Business School accepts transfer of credit only from

courses whose course descriptions are equivalent to the Business School’s course descriptions. The minimum grade for a course to be accepted for Transfer Credits should be B.

## Grading System and Progress Reports

The Business School’s calendar follows a standard term semester system in which each semester is 14 weeks long, divided in two terms of 7 weeks. Additionally, students may enroll in each mini-term of seven weeks if they have completed the previous semester required courses or have a Customized Academic Plan (CAP) (see below).

### Grading system

Final grades are reported at the completion of each mini-term of seven weeks. Grade point are calculated on the following point equivalents:

Criteria	Grade Label	Points	Grade points
Exemplary: Exemplary achievement of course objectives clearly and significantly above the requirements.	A	95-100	4.0
	A-	90-94	3.8
Satisfactory: Satisfactory achievement of the course objectives. Adequate performance on stated requirements	B+	85-89	3.5
	B	80-84	3.0
Marginal: Minimal achievement of course objectives.	C+	75-79	2.8
	C	70-74	2.5
Unsatisfactory	D	60-69	2.0
Failure	F	0	0.0
Incomplete	I	-	-

A Grade Label **I** will be used for incomplete work from extenuating circumstances that prevent completion of the work assigned.

## Standards of Satisfactory Academic Progress

Students must make satisfactory progress both in terms of grade point average and the total amount of time taken to complete the required course. To maintain satisfactory progress, the student must complete his/her total program in no more than 1.5 times the number of semesters described in this

catalog for the program and establish and maintain at least a 3.0 GPA. Graduate students must maintain a 3.0 GPA by the end of their second term of enrollment and all subsequent terms.

### **Definition of Satisfactory Academic Progress**

Each student enrolled at the Business School must demonstrate that he or she is making satisfactory academic progress toward the completion of his or her chosen program of study. The criteria that each student must meet to qualify as making "Satisfactory Academic Progress" are defined below. A student who is failing to meet this criterion at any point outlined below will not meet the standard of "Satisfactory Academic Progress". Any of three remedies may be applied if a student is not making Satisfactory Academic Progress. These are as follows: academic probation, restricted class load status and/or termination from the program of study. The definition of Satisfactory Academic Progress has both qualitative and quantitative criteria that must be met. The student must meet both sets of criteria to make Satisfactory Academic Progress.

Factors that may influence satisfactory progress and that may result in extended time are:

- deviation from the catalog requirements in the number of hours taken per semester
- deviation in the course sequence recommended
- withdrawal from classes
- repeated courses
- grades of "Incomplete"
- changing the major or the program
- probation or suspension
- grade appeal process
- earning more than one degree at a time

In calculating Satisfactory Academic Progress, Grades "A" through "B" are considered passing grades. Grades "W" and "I" indicate that no grades were earned for the course. A "W" grade indicates that the student withdrew from the course. An "I" grade indicates that the student was passing the course but failed to complete all the required course work.

For students receiving transfer credit from other institutions, a grade of "T" will appear on their transcript. Courses for which a "T" is given will not be used in computing the student's grade point average.

A student's grade point average ("GPA") is the weighted average for all the earned course grades and it is calculated by summing up the products of the grade points times the number of credits for each course, and dividing the result by the total number of credits in all the courses for which grades "A" through "F" were received. Courses in which a "W" or "I" or "T" grade was received will not be used in computing a student's GPA.

Graduate students are required to maintain a cumulative grade point average (GPA) of 3.0 or higher in all courses listed during the program of study (residence weeks and the final postgraduate project or the business modeling & planning project included), with a minimum grade point of 3 (B) in each of those courses. Any course with a grade of C+ or lower must be repeated in order to obtain a minimum of B. To this purpose, one or more parts of the course can be repeated. Though all attempts of a course remain part of the student's permanent record, the cumulative grade point average will reflect only the grade earned on the last attempt of the course.

### **Criteria for Satisfactory Academic Progress**

Under the criteria for satisfactory academic progress, the students must comply with the following two criteria:

1. **Qualitative academic progress:** Demonstrate a minimum overall grade point average of 3.0 at the end of the graduate student's second term of enrollment, and at the end of each subsequent term thereafter.
2. **Quantitative academic progress:** Demonstrate successful completion of the required percentage of the total cumulative credit hours according to intervals in which progress is being measured.

To maintain Satisfactory Academic Progress, a student must establish and maintain at least a 3.0 overall cumulative grade point average by the end of the student's second term of enrollment and all

subsequent terms of enrollment. Also, to maintain Satisfactory Academic Progress, the student must complete the required percentage of coursework attempted.

Any student who fails to establish or maintain Satisfactory Academic Process must meet with the Academic Dean or Provost.

A student who fails to establish or maintain Satisfactory Academic Progress will be placed on academic probation and maintain this status of academic probation during the following semester. At the end of the semester in which the student is on probation, the student’s overall GPA and Semester Credit Hours Completion Percentage will be recalculated. A student will be removed from academic probation only if the student completes the appropriate percentage of coursework and earns a "B" or better in all courses attempted during the semester in which he or she is on academic probation and earns a cumulative GPA of 3.0 or higher.

	<b>Minimum Overall Cumulative GPA Graduate:</b>	<b>Required percentage of completion of coursework attempted:</b>
<b>Interval I:</b> End of the second term:	3.0	80%
<b>Interval II:</b> End of the student’s third and any subsequent term:	3.0	80%
<b>Interval III:</b> The total maximum for completion as timeframe described under "Quantitative Criteria" below.	3.0	80%

**Calculation of the semester credit hour completion percentage**

The Semester Credit Hours completion ratio or percentage is calculated by dividing the total number Semester Credit Hours successfully completed by the student in his or her program by the total number of Semester Credit Hours attempted by the student. For the purposes of calculation, Semester Credit Hours attempted by the student include:

- A. all courses taken while the student is enrolled in his or her program of study or
- B. a different program of study, if:

- 1) The subject matter of a course or courses in that different program of study is substantially the same as a course in his or her current program of study, or
- 2) If a course or courses count toward the satisfaction of any of the coursework requirement in the current program

### **Conditions that may result in probation, restricted course load status or termination**

The following describes the conditions under which a student may be placed on probation, restricted course load or terminated completely from a program of study.

1. Termination automatically applies to any student not making Satisfactory Academic Progress at the end of the semester, unless the student appeals the determination of the lack of Satisfactory Academic Progress in writing to the Provost
2. The Provost may grant the student's appeal if all the requirements specified below under Academic Probation and Restricted Course Load sections are met. If the appeal is granted, the student will be placed on probation or restricted course load status during the student's next semester of attendance. Such action is not automatic, but at the discretion of the Institution.
3. Termination automatically applies to any student not making Satisfactory Academic Progress at the end of the following semester, unless the student appeals the determination of the lack of Satisfactory Academic Progress in writing to the Provost. The Provost may grant the student's appeal if all the requirements specified below under Restricted Course Load sections are met. If the appeal is granted, the student will be placed on Restricted Course Load status during the student's next semester of attendance.
4. At the end of following semester, if the student is not making Satisfactory Academic Progress, he or she will be terminated from his or her program of study.

### **Calculation of overall cumulative grade point average**

The calculation of a student's overall GPA in his or her program of study will include the following:

- The grade or grades earned by the student during each course in which he or she was enrolled in the program of study at the Institution.
- The grade or grades earned by the student during which he or she was enrolled in a different program of study at the Institution.

- If the course or the content matter of any course taken in another program of study is substantially the same as a course in the student's current program of study, that course satisfies the coursework requirement of his or her current program of study.

**Quantitative criteria for satisfactory academic progress**

All student must maintain a satisfactory overall GPA and successfully complete a minimum percentage of coursework (80% of hours attempted) each academic year. Additionally, a student must complete the program within a maximum timeframe of attempted Semester Credit Hours.

The Maximum Time Frame for the Completion of any program of study is 150% of the Semester Credit Hours designated for the program. A student is not be making Satisfactory Academic Progress if the Institution determines that the student is unable to obtain a diploma from his or her program without exceeding the Maximum Time Frame for Completion. In such case, the student will be terminated from his or her program of study.

The calculation of the Maximum Time Frame for Completion includes all courses taken while the student is enrolled in his or her program of study or a different program of study, if the subject matter of a course or courses in that different program of study is substantially the same as a course in his or her current program of study, or if a course or courses count toward the satisfaction of any of the coursework requirement in the current program. Authorized leave of absence periods will not be counted toward maximum time frame calculation.

**Maximum time frame for satisfactory academic progress**

<b>Program Title</b>	<b>Credential</b>	<b>Credit Hours</b>	<b>Max Attempted Credits</b>
Executive Master in Business Administration	Masters	38	57
Business Administration	Masters	38	57

Students must obtain a successful completion of all online modules previous to the start of their final project or business plan to obtain assistantships.

### **Attendance and record keeping**

For courses offered fully online, the daily class participation logging and task completion are the way of attendance. All student interventions in the debates, as well as their access and exit times in the different elements of the courses, are registered. They can be assessed for course evaluation.

It is mandatory to comply with all activities planned on the daily basis. Students are expected to participate in all scheduled Institution activities for the courses they are registered for and to achieve the goals set forth by each class instructor. Live attendance to sync/virtual sessions is not mandatory, but students must view the session recording within a week of the date of the session to keep attendance.

Participation is monitored daily. Unattendance to any weekly activity will be counted as grade 0 in final course grade. Unattendance to more than two weekly classes will result in failure of the course regardless of grade average. It is the student's responsibility to arrange to make up work missed because of lack of participation.

### **Leave of Absence (LOA)**

Any student requesting a leave of absence (LOA) from the institution must submit a written request to the Registrar Office. The LOA request form is located at the Registrar Office. Distance Learning students must submit the completed form to the Registrar Office via either e-mail (registrar@westfield.education), Attention to: Registrar Office.

The Business School grants a leave of absence (LOA) for personal, family, health, financial and work conflict reasons and the allowable leave of absence period is 180 days. The consequences of a student's failure to return from an approved leave of absence are: (1) an LOA extends the graduation date. Students on LOA will normally not be able to maintain their course sequencing, (2) if the student does not report back to WBS by the add/drop period of the following semester, the student will be



considered to have withdrawn from school as of the first day of the new semester. The Leave of Absence must be requested before or during the ADD/DROP period (first week of the course). The request needs to be signed and dated by the student and must include the date student expects to return to school. The request must be approved by the Institution authorized individual (Dean, Registrar).

Federal regulations allow an approved leave of absence of no more than 180 days. There are no exceptions. Multiple leave of absences can be granted not exceeding 240 days. A student on leave of absence will not incur additional charges by the school during this period, though tuition payments must continue during the LOA according to the student's payment schedule.

### **Course Incomplete**

Westfield Business School recognizes there may be circumstances and events beyond a student's control that interrupt or impede measured progress toward course completion. Students may request an additional two semesters to finalize a course for which they are registered and have the grade posted to the recently concluded semester. Use of this grade is very restricted and only based on extenuating circumstances in the judgment of the instructor. When a student is not able to complete the course requirements within the length of the course for reasons acceptable to the instructor, the instructor may assign an "Incomplete" on terms specified by the instructor and authorized by the academic committee. An "I" is valid for only one semester; after this it becomes the cumulative passing grade corresponding with the current academic progress of the course. During the waiting period, an "I" is listed as credit hours attempted, but not completed. The request must be in the written form to the course instructor and must be specific in nature and address the event(s) or circumstance that interrupted or impeded academic progress on a course.

In cases of justified absence to one or two weeks within an online course using the business case methodology, the instructor may authorize the use of extra credit to cover with additional activities part of the work that was not carried out by the student during his/her absence. This is not possible with absence of three or more weeks within the course. In this context, course will not be retaken in full, but the student will carry out some tasks and activities as extra credit. Extra credit in this context will be carried out with the following rules:

- Student may be authorized to perform the self-assessment test and the trend survey of the class in which he / she did not participate. Grading and points will be assigned as if they were completed in due time during the lesson.
- Student may be authorized to recover points from the synchronous session that he/she did not attend: The student will view the synchronous session, and write a summary of the discussion with his personal contributions (maximum two pages). Student can be awarded a maximum of 25 points for this activity.
- Student may be authorized to partially recover the work of the business case analysis debate, Student will write an analysis of the company's Triple Bottom Line performance (maximum one page), and a summary about the discussion in the debate, with his / her personal contributions (maximum 2 pages). Student will be awarded a maximum of 10 points for the TBL analysis, and 20 for the summary of the case.
- Student will be granted sufficient time to perform these tasks, which will not be over a full semester. If student does not perform the tasks before their deadline, the grade points of the course will be assigned according the performance taking in consideration the student actual attendance to the course.

The decision to grant the incomplete is predicated upon the following reasons, but not restricted to: (1) the nature of the unforeseen/unavoidable event(s)/circumstance, (2) documented and verifiable academic progress on the course - at least one substantive attempt at an objective assessment, or regular and consistent submissions on a performance assessment are all reviewed, (3) short-term illness and/or minor injuries – cold, flu, cuts, abrasions, etc., (4) inclement weather and/or temporary power outages – snow, rain, wind, etc., (5) lack of engagement in the course – attempts, submissions, etc., (6) failure to schedule an exam or find an available testing option before the end of the term.

### **Institution Withdrawal**

Students who wish to voluntarily withdraw from WBS must do so in writing to the WBS Registrar. Since all degree requirements must be completed within the degree completion time limit, students who exceed the degree completion time limit will be administratively withdrawn unless an extension

is granted. Students who have not registered for three consecutive semesters will be administratively withdrawn. Students who have been administratively withdrawn from a course because of an unauthorized withdrawal and not enrolled in at least 3-credit course during the same semester will be administratively withdrawn from WBS. Students who have been administratively withdrawn must reapply and be accepted before resuming their studies.

### **Course Withdrawal:**

Students may request withdraw without penalty (W) from any course before or during the add/drop period (first week of the course).

If the student requests being withdrawn from any course between weeks 2 and 4, he/she will incur in a financial liability (WP), but will not affect the GPA. The student must present proof of having extenuating circumstances preventing him/her from participating in the course. The academic committee may waive the financial liability based on the nature of the circumstances.

At the end of week 4, WBS will drop the student from the course if the student fails in participating in the course. In this case, the student will incur in financial liability and affect the GPA, resulting in a grade F for the course.

### **Academic Probation**

- Students on academic probation, who fail to raise their cumulative grade point average to 3.0, at the end of the probationary semester or in the progress of their CAP, if it applies, will be subject to termination/withdrawal from the School, previous decision of an Evaluation Committee as described in "Appeal of Grades, Academic Decisions and Academic Dismissal" section.
- Students receiving more than one grade of C+ or lower will be reviewed and will be subject to academic disqualification from the School.

The student must repeat any course when he/she earns a grade "C" or lower.

The students also have the option of repeating any courses any time for academic improvement purposes.

### **Course repetitions**

When a student has obtained a grade of C or lower, the corresponding course will have to be repeated until a grade higher than C is obtained accumulating the different attempts.

If once repeated, the cumulative course grade is still C or lower, the student may attempt a second repetition. If after this second repetition the cumulative grade of the course has not gone above C, the Evaluation Committee will either authorize a third repetition based on the student previous performance, or determine academic disqualification from the school.

Second and further enrollments in any course will have an additional cost of \$300.00 per semester credit hour repeated. This fee will have to be fully paid before the start of the new course attempt.

### **Attendance to face-to-face courses**

Residential weeks included in programs are face-to-face courses of compulsory attendance. They must be completed with a grade above C to fulfill graduation requirements of the program. Under normal circumstances, residential weeks will be completed on the dates featured in the program calendar.

In the event that a student cannot attend on the expected dates, he can request completing the course on any of the two following terms without any additional charges or fees, stating the reasons for not attending on the expected dates.

In the event that a student cannot attend the residential week neither on the expected dates nor on the two following terms, he may forward a request to the Academic Committee to complete the corresponding credits through a substitute online course. The Academic Committee may authorize or deny this request in view of the student's personal and academic circumstances.

The online substitute courses need a minimum number of students (usually 15 to 20) to allow for an academic progress equivalent to the residential week. These courses are usually organized at least once in a year, but the Business School cannot guarantee fixed dates.

Given their condition as an extraordinary measure, online substitute course is not included in program tuition. This course has an additional cost of \$600.00 per semester credit hour completed, and it must be completely paid for before the start of the course.

### **Maximum Program Length and Time Frame for Completion. Readmission to a program**

The Business School maintains a maximum time for completion of the degree of 1.5 times the completion rate of the program. Since average program length is sixteen to seventeen months (corresponding to four - semester programs), and terms are separated by four months, students who are pursuing a master's degree in the Business School but who have interrupted the master program at the School for two consecutive semesters must apply for readmission. If readmitted, such students

must comply with the Business School's degree program requirements in effect at the time of readmission.

Students who fail to complete the program with a CGPA of 3.0 or higher may request readmission completing a new admission process, and paying corresponding admission fee. Credits from previous attempts of the program may be transferred only for courses with descriptions equivalent to the ones in effect upon readmission. Tuition will be reduced accordingly to the credits transferred from previous attempts.

Typically, a Re-Enrollment is a student who withdrew and requests enrollment in another program and Readmission is for students who withdrew and desire to return to the same program within five years.

In both cases students must satisfy the readmission procedures as follows:

1. The student who withdrew with a GPA of 2.5 or better and a clear balance will resume his/her studies following regular admission procedures.
2. The student who was terminated because of academic probation or lack of attendance and has two consecutive semesters with a GPA under 2.5 can't be considered for Re-Enrollment or Readmission unless the student requests a waiver of the Satisfactory Academic Progress Policy.

The following process will apply:

- a) A student who has been dropped or suspended because of inability to maintain a GPA of 3.0 may reapply to Westfield Business School. At that time, the student's academic records will be evaluated to determine if it is possible for a 3.0 GPA to be achieved and if the program can be completed within the maximum time frame of 1.5 time of the normal time frame for completion.
  - b) Additionally, Westfield Business School may use its discretion in waiving its Satisfactory Academic Progress Policy in cases where students have mitigating circumstances. Students requesting an appeal must submit a written request, with appropriate documentation, to the Registrar. If the appeal is approved, the student will be allowed one additional semester to meet the required standards.
3. The student who was terminated because of inability to fulfill costs will have to pay the complete balance before classes start.

4. The student who was terminated because of serious violations of WBS rules may not reapply at WBS for admission.

Additionally, Westfield Business School reserves the right to reject the application request of any student who comes from any other institution where the student has lost — “Good Standing” status.

Students that decide to continue onto a different program once a program has been completed, are not considered re-entry nor re-enrollments.

## **Appeal of Grades, Academic Decisions and Academic Dismissal**

Students who have been **dismissed from a graduate program** for the aforementioned academic regulations can appeal in a written petition to the Business School Academic Committee; the case will be submitted again to the Evaluation Committee for a final hearing and decision.

In case of any **disagreement** of the student **with regards to his/her grades**, he/she will go first to the academic student services representative assigned.

The student services representative is responsible for responding to the students’ concerns, because he/she participates in the review process and qualification of students with the Academic Director since the beginning of the student’s enrollment process.

If the student is not satisfied with the reasons and explanations sent, and is pursuant to a new revision, the case will be submitted to an Evaluation Committee consisting of the Director of the Program, the Academic Director and a faculty member of the study area that is appropriate to the course, other than that assessed. This is the final step of appeal.

For other decisions relating to academic work and student progress throughout the Master, the processing of appeals shall be in an equivalent manner.

If a student’s complaint or grievance is not resolved, the student may choose to seek resolution by contacting the Executive Director, Commission for Independent Education, 325 West Gaines Street, Suite 1414, Tallahassee, Florida 32399-0400 Toll Free Phone: 888-224-6684 [www.fldoe.org/cie/](http://www.fldoe.org/cie/).

## Academic Year

As a standard term credit hour school, the Business School’s Academic Year is defined as a minimum of 42 weeks of instructional time. For purposes of this definition, a “**week**” is considered a consecutive seven-day period, from Thursday to Thursday, and a “**week of instructional time**” is any week in which the student must develop some activities at the studio platform such a study, participation at forum classes, complete self evaluation and management practitioner questions, reading the conclusions of the class or work in the Final Postgraduate Project.

	Fall Term	Spring term	Summer term
Registration 2018/19 Begin	Thursday November 2, 2017	Thursday March 8, 2018	Thursday June 28, 2018
Activation of Registration for Returning Students and New Student Registration Deadline	Wednesday October 17, 2018	Wednesday February 20, 2019	Wednesday June 26, 2019
Orientation/Class Begin	Thursday October 18, 2018	Thursday February 21, 2019	Thursday June 27, 2019
Drop / Add Deadline	Wednesday October 31, 2018	Wednesday March 6, 2019	Wednesday September 4, 2019
Registration 2019/20 Begin	Thursday November 1, 2018	Thursday March 7, 2019	Thursday September 5, 2019
Start of second term	Thursday January 10, 2019	Thursday May 2, 2019	Thursday October 30, 2019

All deadlines finish by 5pm EST of the established date.

## Program Changes

The Business School reserves the right to make the necessary changes required at both the Program Structure and at content levels in order to provide the best education and the most updated materials available to students. The program changes will not affect currently enrolled students.

## Enrollment Contract

Students enrolling in any degree program will receive and sign an Enrollment Contract stating the total tuition and fees. Students who have left and are re-entering the School will need to complete a new Enrollment Contract including any changes to the tuition and fees at the time of re-entry.

## **Cancellation of Courses and Programs**

The Business School reserves the right to cancel the program start up provided justified reasons exist if the number of enrolled students fails to reach the minimum level required to warrant the minimum quality level provided, or other circumstances concur and make impossible an appropriate development and execution of the program. This decision will be duly communicated to the student, and all fee payments will be appropriately returned to the student if he/she does request so, or, a vacancy in the Master Program will be reserved in a subsequent edition if it does take place.

## **Class Schedules**

### **Student orientation**

Classes will be taught to students through Internet with a continuous interaction between students and professors in a practical case analysis environment. Students receive a personalized treatment by a specially assigned group student services representative, which provides advice and counsel throughout the Master Degree program. Please refer to section "**Student Services**" for more information about student orientation.

### **The Business School learning platform features**

All learning resources and materials for the Business School students and professors are available through the Business School learning platform, centralized and under the school's control, also, learning resources of third parties are available through the Business School learning platform (accessing WESTFIELD Digital Library). The Business School learning platform works on a 100% online basis. Interaction is mostly asynchronous, with the exception of certain Seminars, Lectures and Business Plan Presentations, which can be followed in real time through WESTFIELD TV, Cisco Webex or Zoom, and then accessed in an asynchronous fashion. Please refer to section "**Facilities, Library and Equipment**" for more details about the school's learning management system.

### **Acceptance of transfer of credits**

Students have to complete thoroughly the courses in order to obtain the credits necessary to complete the program. The Business School's programs do not contemplate credit by examination, although transfer credits from other institutions may be accepted. Please refer to section "**Transferability of Credits**" for more details.



## **Disclosures**

No criminal background check, medical exam or physical requirements are required to enter a program. Please refer to the section "**Student Affairs**" for more information about the school's policy regarding hazing, smoking, weapons, non-discrimination, sexual harassment and drug and alcohol abuse prevention.

## **Distribution of materials and class methodology**

Participants access through their personal webpage which includes all of the documentation and study materials applicable to the course. (Theme, readings, cases and other materials).

Each class is run through an entire week with a methodology that enables students to understand and analyze the different discussed subjects with enough time and flexibility to reflect and discuss in depth the different cases provided in the forums. Once the class is over, the professor inserts the main conclusions derived from the class discussions and surveys.

This system allows students, in a quick and easy way, to take advantage of the active and participative case method from successful Business Schools and applying it on the web with the option of interacting with participants in other countries and cultures in real time. For online courses, all materials are delivered through the Business School learning platform. Each student has his /her own personal page where course materials are delivered and can be accessed throughout the course.

**Class Theme and Topic:** At the start of the session, the professor describes real situations that illustrate or invite the student to think about new concepts relating to the theme and topic of the course.

Each class starts on Thursdays at 9:00 (CET), as materials on the new theme are published and provided on the web site.

**In-depth Readings:** Provide in-depth information of the key concepts of the weekly subject in a practical and enjoyable way. These are necessary for a more fruitful use of the course and available on the course web pages.

Each class, on average, has at least 2 in-depth readings that require students to spend on average 1 hour to go through and prepare. These help students to gather the fundamentals of the program theory.

**The Case:** describes a real business situation, which promotes student discussion and in-depth thinking on the key concepts discussed in class. Case usually requires a decision over a problem, a challenge or an opportunity. The goal is that each student can apply the concepts discussed to the reality of their daily work.

**Analysis Forums:** are the means by which professors conduct the class following a Case Methodology, analyzing along with the group and sharing the business problem on each class. They allow the students to discuss, expand and contrast the personal position of the other program participants. At the end of the program, the faculty in charge of the group will have invested a standard of 1000 hours in monitoring and ordering the debate. It allows students to debate on the case every week, obtain a broader view on it and compare their personal opinions with those of other participants.

Achieving a consensus is not the point. Discussion is a key communication and meeting element among students.

**Conclusion:** Review summary of the teacher that allows the closing of the session, identifying and analyzing the most relevant aspects of the debate and the Survey / Management Practices Guide.

### **Examination and evaluation of student work**

Courses are usually divided into two parts, each of them comprising five or six classes. At the end of each course part, an evaluation week takes place during which professors assess student knowledge and progress throughout the course. Please refer to section "**Academic Records**" for more information about evaluation and grading.

### **Student's questions and comments**

The student services team ensures that students are given timely response to their questions and comments. Students receive a personalized treatment by a specially assigned group student services

representative, who monitors all interaction between students and professors, and provides advice and counsel throughout the program.

**Internships / externships / Labs**

The Business School’s current programs do not yet contemplate the possibility of internships, externships or laboratory work.

**Maximum number of students per course** Class size may vary between courses, according these rules:

<b>Course type/Methodology</b>	<b>Course group</b>	<b>Minimum students per group</b>	<b>Maximum students per group</b>
Case Study Methodology	Class	5	40
Learning by doing / Project – Based Learning	Team	1	6
Capstone Project	Team	1	8
Workshop	Class	5	50

**Transcripts**

All course grades are delivered online. Students can access their transcript through their personal webpage, which is updated in real time. All student transcripts are stored indefinitely in the Business School learning platform.

**Technical support**

Students are provided technical support by their own personalized student services representative, who is ready to assist them with any difficulty regarding the use of the Business School learning platform. When necessary, student services representatives obtain the appropriate assistance from the Business School learning platform technical team to solve the issue.

**Equipment and supplies**

The Business School learning platform is designed to work with any web browser and an Internet connection. There are no special requirements regarding operating systems or connection speed to

access the school's courses, though compatibility with Adobe Flash may be necessary to access some of the course materials. Also the materials and activities which are delivered through Cisco Webex or zoom may require the installation of the appropriate plug-ins to access the content.

### **Group study**

In certain programs, group work is necessary to complete specific courses (such as the Business Plan in MBA programs). In those cases, all interaction and group work can be carried out through the Business School learning platform. Each group will be provided their own Analysis forum. Also messaging and file sharing features are provided in order to ensure appropriate interaction among group members.

### **Online student services**

Student services representatives are ready to assist student and answer their questions or requests by email and whatsapp. Student services representatives may also call students by telephone when necessary. Please refer to section "**Student Services**" for more details about student counseling.

## **Assessment of Courses**

At the end of each course, students respond to a survey of assessment and satisfaction through the website. The survey assesses the following issues:

- Overall assessment of the course
- Enrichment obtained with the course
- Content of the course (subject, depth readings, self-assessment test, business case, management practitioner questions, reflection and discussion forum).
- Assessment of faculty
- Duration of the course
- Pace of work per week
- More positive aspects of the course.
- Negative aspects of the Course, if any.

## **Academic Records**

WBS currently is using Brightspace as the Learning Management System (LMS) for online courses. All the activities happening on the courses are registered in the LMS, and can be monitored by faculty, and followed by student services representatives.

Grading for the different course activities are stored in the LMS. After completion of each seven-week period, faculty register the final grades of the period on the Student and Academic online platform, where official records are stored.

Faculty have tools that allow to track the student's progress and class throughout the period of work.

Likewise, students have available on their personal website a section on his/her profile at all times where official grades can be accessed.

# Admission Information

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## Admissions – Graduate Programs

Students must have a bachelor's degree and/or hold an engineering degree.

They must complete an Application Form and send all the other documents required. The application form can be accessed on line at ([westfield.education](http://westfield.education)).

The programs are taught entirely in Spanish.

The applicant must also prove work experience according to the specific program requirements. Each program has specific admission requirements with regards to the students' professional experience.

**SPANISH DISCLAIMER: PLEASE NOTE THAT COMPLETING A COURSE OR PROGRAM IN A LANGUAGE OTHER THAN ENGLISH MAY REDUCE EMPLOYABILITY WHERE ENGLISH IS REQUIRED. GRADUATES FROM ANY OF THE WESTFIELD BUSINESS SPANISH-SPEAKING PROGRAMS MAY ENCOUNTER LIMITATIONS IN THE UNITED STATES DUE TO THE FACT THAT MOST BUSINESSES REQUIRE FLUENCY IN THE ENGLISH LANGUAGE.**

## Application Procedure

### 1. Reception of requests

Candidates fill in the required forms with contact information as well as provide some background on academic studies and work experience.

### 2. Confirmation of minimum eligibility requirements

As filled in form is received candidate data is screened to verify that minimum requirements are met (University degree and appropriate work experience) as well as an overall evaluation of the candidate. After reviewing candidate profile an Admissions Representative gets in contact with the candidate in order to clarify doubts and set an interview to understand if the candidate qualifies.

### 3. Curriculum vitae reception and recruiting interview

Candidate sends in a CV and at the agreed upon date an Admissions Representative interviews the candidate via telephone which reviews profile specifics and determines whether or not the candidate profile meets the eligibility requirements (experience, skills, abilities) set forth in the specific program.

Throughout the interview all academic and work experience data as well as motivations are analyzed in order to confirm and broaden the information received from the candidate and allow the officer to provide advice on the program that the candidate has originally selected.

Upon completion of the interview, the Admissions Representative completes a report with recommendations on the candidate to the Admission Committee which is the responsible body to authorize and admit candidates to the school.

#### **4. Evaluation from the Admission Committee**

Upon reception of the report supplied by the Admissions Representative, the Admission Committee analyzes and decides on the admission or rejection of the candidate for the pre-selected program.

#### **5. Committee resolution communication**

Decision made by the Committee is communicated via e-mail to the candidate in the days following the interview. At a later date, the Admissions Representative contacts the candidate to solve any issues he may have prior to registering as a student.

“Acceptance of Admission Conditions Fee” must be paid on ten business days after the communication of acceptance to the Program. Payment of “Acceptance of Admission Conditions Fee” entitles the student to be accepted to the program in the enrollment period he or she has been admitted to, and the following two enrollment periods of the same program.

#### **Documentation requirements:**

Each student must send upon registration the following set of documents:

- 1) An official copy of the first page of his Passport or Identity Card. Official means notarized, i.e. certified by a notary or public official indicating that the copy corresponds to the original document.
- 2) Copy of enrollment contract, signed by the student. Enrollment contract may be signed and sent via Docusign.
- 3) Curriculum Vitae in Spanish and English. (Official translation is not required).
- 4) One photography for identification (Passport size).
- 5) Evaluation of College Degree (Bachelor or Engineer) from an international credential evaluation entity member of AICE (Association of International Credential Evaluators) or NACES (National Association of Credential Evaluation Services). The evaluation should state that student holds a

degree equivalent to an US Bachelor Degree. The Business School may offer this service at an additional cost. For more information, please refer to the Business School Website, [westfield.education](http://westfield.education)

Students who send directly their evaluation, will have to include as well the following documents:

- 6) Official copy of College Degree, notarized and translated into English by a certified translator member of the American Translators Association (ATA).
- 7) Official copy of Academic Transcript (referring to aforementioned College Degree), translated into English by a certified translator member of the American Translators Association (ATA).

Only evaluations issued by members of AICE or NACES will be accepted.

All documentation will be send by postal mail to the following address:

WESTFIELD Business School Miami  
4005 NW 114th Ave Suite 11  
Miami, Fl. 33178  
Ph/Fax 305-456-0289

More information about required documents and how to obtain them may be found at the Business School Website, [westfield.education](http://westfield.education)

All these documents must be received in WBS offices before the start of the program. **In case of failure to comply with these requirements, the student will not be able to obtain his / her degree.**



# Programs of Study – Program Outlines

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## Course Prefixes

ACG Accounting – General  
FIN Finance  
MAN Management  
MNA Management – Applied  
MKA Marketing - Applied

## Course Numbering System

All courses are assigned a course code. The prefix identifies the area of study (see above) and the course number identifies the difficulty level of the course. The second number identifies knowledge required or expected inside the area being taught, with regards to the third digit, it implies the different courses in the same academic specialty area.

## Master of Business Administration (MBA)

### Program Objective

Specific Learning Objectives

1. Strategic Leadership: Elaborate decisions and action plans based on data analysis and complex business situation diagnosis, composing a holistic understanding of human, political and cultural contexts
2. Human Leadership: Articulate a life project with a personal learning plan, management competences development plan, and leadership development plan
3. Triple bottom line thinking: Generate a corporate strategy with positive impact in terms of profitability, the environment and the community
4. Holistic vision: Build a general perspective of business and the different fields necessary to become a senior manager, being aware of the implications of any business decision, and the position of their counterparts in other business areas

### Program Description

The MBA program features as general learning objective to generate business administration and vision providing a holistic and integrated approach, taking into consideration the strategic business units, as well as positive impact in terms of profitability, the environment and the community

## Entrance - Admission Requirements

Students must have a bachelor's degree and/or hold an engineering degree.

They must complete an Application Form and send all the other documents required. The application form can be accessed on line at ([westfield.education](http://westfield.education)).

The programs are taught entirely in Spanish and English. Students may choose between the Spanish and English version of each course.

This program is addressed to professionals with a minimum experience of one year (recommended executive experience of 3 years).

Executives and junior managers, entrepreneurs, consultants, and all those individuals who are looking for a deep understanding of key drivers of a business entity and the operational points of view of the different departments of the business.

## Program Breakdown by Course

Course Number	Course Title	Credit Hours
MAN-551	Operations Management and Strategy	5.0
MAN-550	Management	3.0
FIN-555	Management and Financial Accounting	3.0
MKA-501	Marketing Management	3.0
MAN-502	Budget Management & Strategic Analysis	3.0
FIN-660	Financial Analysis & Corporate Finance	3.0
MAN-650	Strategic Management	4.0
MAN-561	Integral Management Projects	3.0
MKA-610	Strategic Market Orientation	1.0
MAN-612	International Business	3.0
ACG-613	Advance Management Accounting	2.0
MAN-690	Business Modeling & Planning	3.0
MAN-691	Residence: Strategy Implementation	2.0
	<b>TOTAL:</b>	<b>38.0</b>

## Program Breakdown by Semester

Course Number	Course Title	semester one		semester two		semester three		semester four	
		1 <sup>st</sup> term	2 <sup>nd</sup> term	1 <sup>st</sup> term	2 <sup>nd</sup> term	1 <sup>st</sup> term	2 <sup>nd</sup> term	1 <sup>st</sup> term	2 <sup>nd</sup> term
MAN-551	Operations Management and Strategy Part 1. Operations Management Part 2. Operations Strategy Part 3. Digital Business								
MAN-550	Management Part 1. Talent Development Management Part 2. General Management Principles								
FIN-555	Management and Financial Accounting Part 1. Management Accounting Part 2. Financial Accounting								
MKA-501	Marketing Management Part 1. Marketing Strategy Part 2. Strategic Marketing								
MAN-502	Budget Management & Strategic Analysis Part 1. Cost Accounting Systems Part 2. Budget Management								
FIN-660	Financial Analysis & Corporate Finance Part 1. Financial Analysis Part 2. Valuation and Investment Analysis								
MAN-650	Strategic Management Part 1. Business Strategy Part 2. Strategic Decision-Making								
MAN-561	Integral Management Projects Part 1. Business Policy Part 2. Project Management								
MKA-610	Strategic Market Orientation Consumer Centered Sales Management & Trade Marketing								
MAN-612	International Business Part 1. Economic Environment Part 2. Brand Building and Communications								
ACG-613	Advance Management Accounting Triple Bottom Line Thinking								
MAN-690	Business Modeling & Planning								
MAN-691	Residence: Strategy Implementation								

### MAN-551 Operations Management and Strategy (Credit hours 5)

**Part 1. Operations Management:** This part promotes student development of managerial skills and abilities to understand the key variables that play a role in process design. In addition, it helps him/her analyze the coherence of the different decisions that at the end develop such process and the impact on the key indicators of business performance.

**Part 2. Operations Strategy:** This part provides in depth understanding of the practical application of integrated Management of the business service and logistic chain (supply, manufacturing, distribution) and its impact on the sustainability of the business competitive stand. It provides students, with a view of the systemic coherence of the advanced processes of management practices such as lean and on time manufacturing, speed of delivery, massive and personalized manufacturing, repeat service and immediate delivery.

**Part 3. Digital Business:** This part provides an integral vision of business in the digital environment. The digital revolution goes well beyond the possibilities of eCommerce as a channel for sales on a globalized world. Students will learn the different business models that can be developed in the digital realm. They will also understand how firms must ensure seamless transition between online and offline environments to adapt to new consumer behavior in the era of social media and mobile devices.

### **MAN-550 Management (Credit hours 3)**

**Part 1. Talent Development Management:** The management processes of traditional people are no longer sufficient to reach the goals and nor do they cover the expectations of partners, so it is necessary to structure the process systematic and comprehensive approach to lead, manage and develop individuals of an organization so that they are in the right place, at the right time, with the necessary skills, doing the right thing, with the cost, integrating and diversifying the staff, all in order to achieve the objectives aligned with the strategy of the organization. Students will understand the role of Talent Management and HR within the organization and understand how to align the development of talent to the strategic objectives of the organization with the motivation and commitment of the staff. Students will also Understand and manage individual differences in the human talent in the organization.

**Part 2. General Management Principles:** Managing a Business is a specific task that requires a specific approach, specific knowledge and a specific attitude. This part starts from an analysis of the role of firms and organizations in the 21<sup>st</sup> Century. Students will reflect on the taxonomy of organizations and implications for business, manager functions in organizations, organizational design and new design options, growth and development methods for organizations, and cooperation between firms.

### **FIN-555 Management and Financial Accounting (Credit hours 3)**

**Part 1. Management Accounting:** Cost calculations and cost management are becoming increasingly relevant for any business in an ever complex and competitive environment where quality

and cost are the two sides of the same coin. Course focuses on student understanding that cost accounting and management should become useful tools for business management and decision-making support, thus, needing to be readily available at all times.

**Part 2. Financial Accounting:** Enhances capabilities in the use of accounting in order to obtain, classify and summarize business events in terms of monetary units. Subject is approached from the perspective of an individual who needs to work with accounting information and not from the one who prepares basic accounting statements.

### **MKA-501 Marketing Management (Credit hours 3)**

**Part 1. Marketing Strategy:** This part introduces students to basics in customer management and orientation. Three axis concepts in Management focus are explained and discussed: Consumer Understanding, Competitive Advantage and Product / Service Positioning.

All these concepts are the ones bond together and provide meaning to the remaining elements of Operative Marketing. A manager leads with these ideas and provides guidance to the remaining professionals in the business unit.

**Part 2. Strategic Marketing:** This part focuses on the modern vision of Marketing, based on satisfying Consumers needs and not on the Product and its features. Students should know the modern marketing strategic approach, as well as the needed steps to develop a marketing strategy on an international environment. Students will acquire a global vision of strategic marketing that allows the Company to achieve its objectives in the globalized economy. Subjects cover focusing the product to consumer needs, STP model (Segmentation, Targeting & Positioning), and developing smart marketing objectives.

### **MAN-502 Budget Management & Strategic Analysis (Credit hours 3)**

**Part 1. Cost Accounting Systems:** Once Cost Fundamentals have been explained to students, this part objective is to evaluate the most common methods of allocating costs to products and choose the best option for a given organization in terms of efficacy and efficiency.

**Part 2. Budget Management:** This issue is focused in to command the management accounting process as a tactical tool which is the bridge between the strategy and the day to day practice. General and middle managers need a technique where the strategy goals are quantified and controlled. The management accounting process permits an interaction between the planning world and reality.

### **FIN-660 Financial Analysis & Corporate Finance (Credit hours 3)**

**Part 1. Financial Analysis:** This part provides students with an overall perspective in the business financial and economic area. It also provides participants with sufficient criteria in financial management decision making process, both at operative and strategic levels.

**Part 2. Valuation and Investment Analysis:** This part analyzes long term financing problems. Concepts such as optimal financial structure, financial leverage, or capital cost are described and used. In addition, most common available business valuation methods, when to use them and the impact of business evaluations in strategic decision-making process are also analyzed.

### **MAN-650 Strategic Management (Credit hours 4)**

**Part 1. Business Strategy:** A business strategy is defined by a set of business decisions made with the objective of generating sustainable optimal financial results. This course, therefore, provides students with a practical guide to be used in the development of a Business or Company strategy.

**Part 2. Strategic Decision-Making:** The goal of this part is to understand how strategic decisions impact the performance of the firm. This course offers an approach to strategy by taking a holistic view, which incorporates competitive strategy, financial evaluation, and the customer experience. Course focuses on decisions and challenges that many firms face: assessing the attractiveness of a firm's operating system from an investor/external perspective and from a management/internal perspective. The course then deals with evaluating whether to build competencies in-house or acquire them externally.

### **MAN-561 Integral Management Projects (Credit hours 3)**

**Part 1. Business Policy:** "Politics" is the art of achieving a common goal through working with free individuals. Business Policy is, in essence, a political wisdom, neither administrative nor technical although, depending on the nature of the specific organization contemplated, policy will need to be based on certain and specific functional knowledge. Policy is not planning or strategy although these will be included in terms of tools for policy implementation.

Course objectives are: Identifying business processes, identifying strategies and policies being used in companies. Identifying the nature and importance of any business feature and understand and communicate to everyone in the organization how important and convenient business government is and how good are the directions to implement it.

**Part 2. Project Management:** It provides an in-depth view to students in the role of Project manager and responsibilities and practices from ideation and opportunity spotting to project closing. The course

is designed to help students achieve project objectives in line with Company priorities in terms of quality, execution timings, project closing and costs. Each participant progresses in discovering the importance of projects as tools to implement change in business functioning while integrating technical and political skills and abilities in successful management.

### **MKA-610 Strategic Market Orientation (Credit hours 1)**

**Consumer Centered Sales Management & Trade Marketing:** The course emphasizes the importance that the Sales Department has in increasing customer value. Further to capturing new clients, customer loyalty and continuity warrant business sustainability. It also provides a view on the different commercialization models from which a Business may choose to offer its products in the market place. Upon model understanding, students are exposed to the various tools that, when placed in an indirect sales environment, provide revenue and product sales increase at point of sale, and deliver value to customers.

### **MAN-612 International Business (Credit hours 3)**

**Part 1. Economic Environment:** The economic environment is of key importance for every business activity. Economic expansion or recession either directly or through government economic measures, bring about implications on trade environment and productive activities.

The course objective is to expose students to macroeconomic theory with special focus on business activity impacts.

**Part 2. Brand Building and Communications:** This part will let students convey the strategic messages into operational tactics in order to fulfill the goals of company. Students will recognize and understand the building blocks of operational marketing: products, retail price points, discounted price points, promotions, advertising, customer service, point-of-sale locations such as physical stores and online stores. Students will understand how to use these tactics tools to achieve their company's strategic marketing goals such as expanding the customer base, attracting your competition's customers, introducing new product lines and improving sales volume. Also, students will apply the process of keeping in direct communication with customers based on add a social media strategy: content-rich website, Facebook business page, Twitter account and newsletter to keep your customers informed about ways to use your product they might not be considering among others

## **ACG-613 Advance Management Accounting (Credit hours 2)**

**Triple Bottom Line Thinking:** This course introduces students to evaluate how business organizations and objectives are aligned with their company strategy, and with social and environmental goals. Sustainability is becoming a goal of increasing importance in business. The triple bottom line (TBL) is an accounting framework which transcends the traditional measures of profits, ROI, and shareholder value, to include environmental and social dimensions. TBL reporting is a tool focused on sustainability goals, showing investment results on profits, people and the planet. Control panel (Balance scorecard) turns business strategies into business objectives and indicators for the entire organization.

**MAN-690 Business Modeling & Planning (Credit hours 3):** Business sustainability analysis and Business Planning are 2 key elements that make a difference between a simple thought and a reasonable business idea. This course endeavors to develop participant skills in using a set of analysis tools that will allow them to develop a systematic process in reviewing the feasibility of a business idea with a solid financial base.

**MAN-691 Residence: Strategy Implementation (Credit hours 2):** The Master Program gets completed with a 4-5 day course intensive "in place" sessions that combine different methodologies. Some of these include the preparation and discussion of a real case, others are specific workshops, in addition, there will be role playing sessions, all of them with a specific session topic focus. The course is focused in managing strategy implementation in current context with the development of new business models leveraged upon new technologies and information services.

As an option, and provided the student has submitted a reason duly justified, the course may be substituted by an assignment conducted by the student on personal research and work on the subjects that are being studied.

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

### **Program Objective**

#### Specific Learning Objectives

1. Strategic Leadership: Elaborate decisions and action plans based on data analysis and complex business situation diagnosis, composing a holistic understanding of human, political and cultural contexts



2. Human Leadership: Articulate a life project with a personal learning plan, management competences development plan, and leadership development plan
3. Triple bottom line thinking: Generate a corporate strategy with positive impact in terms of profitability, the environment and the community
4. Integrated vision: Build an integrated and holistic vision of business structures: Scenario (environmental), Risk and Opportunities, Strategic, Leadership and Finance

### **Program Description**

General Learning Objective: Generate a path for self - development and the development of others where continuous improvement, product and process innovation, and eventually business model transformation, is required.

### **Entrance - Admission Requirements**

Students must have a bachelor's degree and/or hold an engineering degree.

They must complete an Application Form and send all the other documents required. The application form can be accessed on line at ([westfield.education](http://westfield.education)).

The programs are taught entirely in Spanish and English. Students may choose between the Spanish and English version of each course.

Students must have management experience (recommended extensive Executive experience).

Senior and top managers who search for stronger leadership skills and strategic thinking in management global issues related with culture development, innovation and business model transformation.

### **Program Breakdown by Course**

<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>
MAN-553	Operations Management and Strategy	3.0
MAN-554	Management	3.0
FIN-556	Management and Financial Accounting	3.0
MKA-502	Marketing Management	3.0
MAN-503	Triple Bottom Line Thinking	2.0
FIN-661	Financial Analysis & Corporate Finance	3.0

Course Number	Course Title	Credit Hours
MAN-651	Strategic Management	3.0
MAN-563	Leadership	4.0
MKA-611	Strategic Market Orientation	3.0
MAN-613	Global Business	1.0
MAN-620	Economics and Risk management	2.0
MAN-692	Business Modeling & Planning	3.0
MAN-693	Residence One: Effecting Knowledge Management for Improvement and Breakthrough Innovation	2.0
MAN-694	Residence Two: Transforming the Business Model: Global Business	2.0
	<b>TOTAL:</b>	<b>38.0</b>

### Program Breakdown by Semester

Course Number	Course Title	Semester one		semester two		semester three		semester four	
		1 <sup>st</sup> term	2 <sup>nd</sup> term	1 <sup>st</sup> term	2 <sup>nd</sup> term	1 <sup>st</sup> term	2 <sup>nd</sup> term	1 <sup>st</sup> term	2 <sup>nd</sup> term
MAN-553	Operations Management and Strategy Part 1. Operations Management Part 2. Operations Strategy					■		■	
MAN-554	Management Part 1. General Management Principles Part 2. Talent Development Management			■	■				
FIN-556	Management and Financial Accounting Part 1. Management & Financial Accounting Part 2. Financial Analysis		■	■					
MKA-502	Marketing Management Part 1. Marketing Strategy Part 2. Strategic Marketing	■	■						
MAN-503	Triple Bottom Line Thinking Triple Bottom Line Thinking					■			
FIN-661	Financial Analysis & Corporate Finance Part 2. Valuation and Investment Analysis Part 1. Business Policy						■	■	
MAN-651	Strategic Management Part 1. Scenario Analysis & Strategic Decision Making Part 2. Managing Innovation and Corporate Entrepreneurship				■		■		
MAN-563	Leadership Part 1. Business Strategy Part 2. Inner Leadership & Personal Assessment	■	■						

Course Number	Course Title	Semester one		semester two		semester three		semester four	
		1 <sup>st</sup> term	2 <sup>nd</sup> term	1 <sup>st</sup> term	2 <sup>nd</sup> term	1 <sup>st</sup> term	2 <sup>nd</sup> term	1 <sup>st</sup> term	2 <sup>nd</sup> term
MKA-611	Strategic Market Orientation Part 1. Brand Building & Communications Part 2. Digital Business								
MAN-613	Global Business Leading Change								
MAN-620	Economics and Risk management Economic Environment								
MAN-692	Business Modeling & Planning								
MAN-693	Residence One: Effecting Knowledge Management for Improvement and Breakthrough Innovation								
MAN-694	Residence Two: Transforming the Business Model: Global Business								

### MAN-553 Operations Management and Strategy (Credit hours 3)

**Part 1. Operations Management:** It promotes student development of managerial skills and abilities to understand the key variables that play a role in process design. In addition, it helps him/her analyze the coherence of the different decisions that at the end, develop such process and the impact on the key indicators of business performance.

**Part 2. Operations Strategy:** This part provides in - depth understanding of the practical application of integrated Management of the business service and logistic chain (supply, manufacturing, distribution) and its impact on the sustainability of the business competitive stand. The course provides students, in a harmonic and integrated lecture, with a view of the systemic coherence of the advanced processes of management practices such as scanty manufacturing and on time manufacturing, speed of delivery, massive and personalized manufacturing, repeat service and immediate delivery.

### MAN-554 Management (Credit hours 3)

**Part 1. General Management Principles:** The goal of this part is to approach both the internal organization of firms and its relationship with the firms' overall strategies. This part starts from an analysis of the role of firms and organizations in the 21<sup>st</sup> Century. Students will reflect on the taxonomy of organizations and implications for business, manager functions in organizations, organizational design and new design options, growth and development methods for organizations, and cooperation between firms.

**Part 2. Talent Development Management (in a diverse workplace):** This part trains participants in identifying, analyzing and providing action to specific individual and group behaviors in order to

align personal objectives and business objectives without harming individual human dignity or business efficiency, and taking into account growing diversity in the workplace.

### **FIN-556 Management and Financial Accounting (Credit hours 3)**

**Part 1. Management and Financial Accounting:** Subject is approached from the perspective of a manager who needs to make decisions based on accounting information and not from the one who prepares basic accounting statements. This part focuses on student understanding that cost accounting and management should become useful tools for business management and decision making support, thus, needing to be readily available at all times. Financial accounting enhances capabilities in the use of accounting reports in order to obtain, classify and summarize the impact of business events in terms of monetary units.

**Part 2. Financial Analysis:** This part provides students with an overall perspective in the business financial and economic area. It also provides participants with sufficient criteria in financial management decision making process, both at operative and strategic levels.

### **MKA-502 Marketing Management (Credit hours 3)**

**Part 1. Marketing Strategy:** This part introduces students to basics in customer management and orientation. Three axis concepts in Management focus are explained and discussed: Consumer Understanding, Competitive Advantage and Product / Service Positioning.

All these concepts are the ones bond together and provide meaning to the remaining elements of Operative Marketing. A manager leads with these ideas and provides guidance to the remaining professionals in the business unit.

**Part 2. Strategic Marketing:** This part focuses on the modern vision of Marketing, based on satisfying Consumers needs and not on the Product and its features. Students should know the modern marketing strategic approach, as well as the needed steps to develop a marketing strategy. Students will acquire a global vision of strategic marketing that allows the Company to achieve its objectives in the globalized economy. Subjects cover focusing the product to consumer needs, STP model (Segmentation, Targeting & Positioning), and developing smart marketing objectives.

### **MAN-503 Triple Bottom Line Thinking (Credit hours 2)**

#### **Triple Bottom Line Thinking.**

This course introduces students to evaluate how business organizations and objectives are aligned with their company strategy, and with social and environmental goals. Sustainability is becoming a goal of increasing importance in business. The triple bottom line (TBL) is an accounting framework

which transcends the traditional measures of profits, ROI, and shareholder value, to include environmental and social dimensions. TBL reporting is a tool focused on sustainability goals, showing investment results on profits, people and the planet. Control panel (Balance scorecard) turns business strategies into business objectives and indicators for the entire organization.

### **FIN-661 Financial Analysis & Corporate Finance (Credit hours 3)**

**Part 1. Valuation and Investment Analysis:** This part analyzes long term financing problems. Concepts such as optimal financial structure, financial leverage, or capital cost are described and used. In addition, most common available business valuation methods, when to use them and the impact of business evaluations in strategic decision - making process are also analyzed.

**Part 2. Business Policy:** This part delves into the issue of governance, and the conditions of good governance and responsible governance. Policy has an influence in the future of corporations. Business Policy is not a theory, is a way of doing business. Compliance and social responsibility constitute the foundations of ethical and reputation issues. Corporate reputation is based in the action of Governing boards and in the consideration of all relevant stakeholders. Students will learn how Business Policy may help companies manage their impact in society and the environment.

### **MAN-651 Strategic Management (Credit hours 4)**

**Part 1. Scenario Analysis & Strategic Decision Making:** The goal of this part is to understand how strategic decisions impact the performance of the firm. This course offers an approach to strategy by taking a holistic view, which incorporates competitive strategy, financial evaluation, and the customer experience. Course focuses on decisions and challenges that many firms face: assessing the attractiveness of a firm's operating system from an investor/external perspective and from a management/internal perspective. The course then deals with evaluating whether to build competencies in-house or acquire them externally.

### **Part 2. Managing Innovation and Corporate Entrepreneurship**

Students are exposed to corporate and entrepreneurial innovation processes, and delve into interactions between innovation, current market opportunities and growth challenges. Innovations are a prerequisite for survival and sustained growth in most industries. This part focuses on the dynamics of managing product, process and business model innovation in different industrial and competitive environments. This course then addresses the emerging practice of "corporate entrepreneurship," also called "intrapreneurship," broadly defined as the application of entrepreneurial capabilities to the development of new ventures within an existing firm.

### **MAN-563 Leadership (Credit hours 4)**

**Part 1. Business Strategy:** A business strategy is defined by a set of business decisions made with the objective of generating sustainable optimal financial results. This part, therefore, provides students with a practical guide to be used in the development of a Business or Company strategy.

**Part 2. Inner Leadership & Personal Assessment:** A manager should know the main elements that influence the ability to lead people and how they interact. This is necessary to achieve an overall view of the evolutionary process leading to the inside in order to acquire the ability to manage our own strengths and weaknesses in leadership and coaching skills learned on a personal experience, thus establishing their influence in the development of others in their competitive environment.

### **MKA-611 Strategic Market Orientation (Credit hours 3)**

**Part 1. Brand Building and Communications:** This part will let students convey the strategic messages into operational tactics in order to fulfill the goals of company. Students will recognize and understand the building blocks of operational marketing: products, retail price points, discounted price points, promotions, advertising, customer service, point-of-sale locations such as physical stores and online stores. Students will understand how to use these tactics tools to achieve their company's strategic marketing goals such as expanding the customer base, attracting your competition's customers, introducing new product lines and improving sales volume. Also, students will apply the process of keeping in direct communication with customers based on add a social media strategy: content-rich website, Facebook business page, Twitter account and newsletter to keep your customers informed about ways to use your product they might not be considering among others

**Part 2. Digital Business:** This part provides an integral vision of business in the digital environment. The digital revolution goes well beyond the possibilities of eCommerce as a channel for sales on a globalized world. Students will learn the different business models that can be developed in the digital realm. They will also understand how firms must ensure seamless transition between online and offline environments to adapt to new consumer behavior in the era of social media and mobile devices.

### **MAN-613 Global Business (Credit hours 1)**

#### **Leading change**

This course focuses on key tasks in leading the strategic change process in organizations. These leadership tasks include creating a shared urgent need for change, creating a shared understanding of the reality of change issues, creating a change vision, promoting the belief that change is possible

and leading the change transition process. Topics include creating and changing corporate culture, managing growth and decline, and corporate restructuring.

**MAN-620 Economics and Risk management (Credit hours: 2)**

**Economic Environment:** The economic environment is of key importance for every Business activity. Economic expansion or recession either directly or through government economic measures, bring about implications on trade environment and productive activities.

This course objective is to expose students on macroeconomic theory with special focus on Business activity impacts.

**MAN-692 Business Modeling & Planning (Credit hours 3):** Business sustainability analysis and Business Planning are two key elements that make a difference between simple thoughts and marketable business ideas. This course endeavors to develop participant skills in using a set of analysis tools that will allow them to develop a systematic process in reviewing the feasibility of a business idea with a solid financial base, and, at the same time, deliver results on a triple bottom line framework.

**MAN-693 Residence One: Effective Knowledge Management for Improvement and Breakthrough Innovation (Credit hours 2)**

Students are exposed to the managing role that creates an innovative culture (learning organization). This role facilitates flexibility through three elements: top-down structures linked to business objectives (corporate entrepreneurship), new ideas and technologies emerging through bottom-up intrapreneurial activity, and acquisition of knowledge and technology existing outside the company (open innovation). Students will understand how this approach requires effective integration of organizational and technological knowledge, which creates the opportunity of breakthrough towards the market. Established firms need incremental innovation to stay competitive in the short-term, but require radical innovation to sustain long-term competitive advantage.

**MAN-694 Residence Two: Transforming the Business Model: Global Business (Credit hours 2)**

This course focuses on the managerial skills necessary to leverage growth in delocalization of business processes and integration of technology. Global presence requires maintaining an integrated management structure, while taking advantage of technology to unleash added value potential

through delocalization of business processes. This course addresses how dynamics should be managed to achieve these transformations.

## **Executive Master in Financial Management (MDF)**

### **Program Objective**

Our Master provides the student with a strong foundation in the principles and practice of analysis, based on accounting and finance techniques, featuring a triple bottom line thinking framework. Ancillary tools as strategy, marketing and production processes are also part of the program. Those disciplines give to the student a broader perspective to understand the complete financial cycle in a company, and the necessary combination of financial profitability, and positive impact on society and the environment.

The final product is the whole comprehension of economic issues relevant to decide the financial aspects that any company has to do either to overcome a crisis or manage success, while at the same time seeking a positive impact in society and the environment.

### **Program Description**

The Executive Master in Financial Management is **36** semester credit hours in duration.

The program has three theoretical parts and a final practical case-work. The three parts are:

- Accounting and financial techniques: The techniques used by professional accounting bodies as ACCA, ACA based on the technical authority of IFRS are studied and applied to real companies and situations.
- Functional and operative areas working together in a company. Management issues as strategy and marketing beside operational areas are analyzed putting together the whole picture a company is facing. Models and different perspectives to understand other areas of any company are analyzed to evaluate the quantitative and qualitative impact from a financial point of view.
- Analyzing real cases. Real private companies are studied, analyzed and evaluated supported by the accounting, financial and management techniques. Prospective outcomes are built to implement different scenarios. Students work in small groups using a Project-based learning methodology, producing each week a different deliverable which will later be used on the final postgraduate project.



Final - practical case/work. The student has to do a final practical case/work based on the knowledge acquired. The final work is personal and focused in a real case from the business world where a company, business, or similar is analyzed.

### Entrance - Admission requirements

Students must have a bachelor's degree and/or hold an engineering degree.

They must complete an Application Form and send all the other documents required. The application form can be accessed on line at (westfield.education)

The programs are taught entirely in Spanish and English. Students may choose between the Spanish and English version of each course.

This program is addressed to professionals with at least one year experience, recommended two years of executive experience.

Quantitative skills, previous accounting and financial studies and/or specific job experience in the field, as well as abilities to apply technical issues on real business situations plenty of uncertainties and different perspectives base, are issues strongly recommended.

### Program Breakdown by Course

Course Number	Course Title	Credit Hours
FIN-555	Management and Financial Accounting	3.0
FIN-671	Quantitative Finance	4.0
FIN-662	Financial Statement Analysis	6.0
MAN-550	Management	3.0
MAN-564	Strategic Management	4.0
MAN-504	Budget Management & Strategic Analysis	4.0
FIN-672	Corporative Finance	4.0
MAN-565	Entrepreneurial Business	3.0
MAN-691	Residence: Strategy Implementation	2.0
FIN-691	Final Postgraduate Project	3.0
<b>TOTAL:</b>		36.0

## Program Breakdown by Semester

Course Number	Course Title	semester one		semester two		semester three		semester four	
		1 <sup>st</sup> term	2 <sup>nd</sup> term	1 <sup>st</sup> term	2 <sup>nd</sup> term	1 <sup>st</sup> term	2 <sup>nd</sup> term	1 <sup>st</sup> term	2 <sup>nd</sup> term
FIN-555	Management and Financial Accounting Part 1. Management Accounting Part 2. Financial Accounting								
FIN-671	Quantitative Finance Part 1. Quantitative Methods: Mathematics and Statistics Part 2. Risks Management								
FIN-662	Financial Statement Analysis Part 1. Financial Analysis Part 2. Valuation and Performance Business Part 3. Advanced Financial Analysis, Mergers and Acquisitions								
MAN-550	Management Part 1. Talent Development Management Part 2. General Management Principles								
MAN-564	Strategic Management Part 1. Business Strategy Part 2. Strategic Decision – Making								
MAN-504	Budget Management & Strategic Analysis Part 1. Triple Bottom Line thinking Part 2. Budget Management								
FIN-672	Corporative Finance Part 1. Corporative Finance Part 2. Advanced Corporate Finance								
MAN-565	Entrepreneurial Business Part 1. Economic Environment Part 2. Operations Management								
MAN-691	Residence: Strategy Implementation								
FIN-691	Final Postgraduate Project								

### FIN-555 Management and Financial Accounting (Credit hours 3)

#### Part 1. Management Accounting

The objective is to understand and command the accounting as a business language.

Financial accounting and management accounting are studied and financial statements are deeply analyzed. Those issues are intermediate steps to the full understanding of economic facts and their translation to a common tool, the accounting as a big box of classified information useful for the management decision process.

## **Part 2. Financial Accounting**

Enhances capabilities in the use of accounting in order to obtain, classify and summarize business events in terms of monetary units. Subject is approached from the perspective of an individual who needs to work with accounting information and not from the one who prepares basic accounting statements.

### **FIN-671 Quantitative Finance (Credit hours 4)**

Basic statistic and financial mathematics are studied with a central focus in discount rates, formation of interest rates, discounting cash flows and the roots of financial derivatives. The study of financial products to support risks and hedging them is an essential product of this issue.

#### **Part 1. Quantitative Methods: Mathematics and Statistics**

#### **Part 2. Risks Management**

### **FIN-662 Financial Statement Analysis (Credit hours 6)**

The issue is focused in broadening the understanding of the financial information to analyze complex risks that companies are facing. Techniques of valuation of companies and wealth of shareholders are examined. Tools for controlling the performance of managers and to manage the agency problem are analyzed.

#### **Part 1. Financial Analysis**

**Part 2. Valuation and Performance Business:** The reality is too complex to use only one or two techniques to value a company. It is necessary to have different perspectives, distinctive tools and a kaleidoscopic vision to intend to comprehend the performance of a company and the source from which profits and cash flow are coming. With this issue the student has a panoply of techniques centre in command how to value a company from a very financial point of view.

#### **Part 3. Advanced Financial Analysis, Mergers and Acquisitions**

### **MAN-550 Management (Credit hours 3)**

**Part 1. Talent Development Management:** The management processes of traditional people are no longer sufficient to reach the goals and nor do they cover the expectations of partners, so it is necessary to structure the process systematic and comprehensive approach to lead, manage and develop individuals of an organization so that they are in the right place, at the right time, with the necessary skills, doing the right thing, with the cost, integrating and diversifying the staff, all in order to achieve the objectives aligned with the strategy of the organization. Students will understand the role of Talent Management and HR within the organization and understand how to align the

development of talent to the strategic objectives of the organization with the motivation and commitment of the staff. Students will also Understand and manage individual differences in the human talent in the organization.

**Part 2. General Management Principles:** Managing a Business is a specific task that requires a specific approach, specific knowledge and a specific attitude. This part starts from an analysis of the role of firms and organizations in the 21<sup>st</sup> Century. Students will reflect on the taxonomy of organizations and implications for business, manager functions in organizations, organizational design and new design options, growth and development methods for organizations, and cooperation between firms.

#### **MAN-564 Strategic Management (Credit hours 4)**

**Part 1. Business Strategy:** A business strategy is defined by a set of business decisions made with the objective of generating sustainable optimal financial results. This part, therefore, provides students with a practical guide to be used in the development of a Business or Company strategy.

**Part 2. Strategic Decision-Making:** The goal of this part is to understand how strategic decisions impact the performance of the firm. This course offers an approach to strategy by taking a holistic view, which incorporates competitive strategy, financial evaluation, and the customer experience. Course focuses on decisions and challenges that many firms face: assessing the attractiveness of a firm's operating system from an investor/external perspective and from a management/internal perspective. The course then deals with evaluating whether to build competencies in-house or acquire them externally.

#### **MAN-504 Budget Management & Strategic Analysis (Credit hours 4)**

**Part 1. Triple Bottom Line Thinking:** This part introduces students to evaluate how business organizations and objectives are aligned with their company strategy, and with social and environmental goals. Sustainability is becoming a goal of increasing importance in business. The triple bottom line (TBL) is an accounting framework which transcends the traditional measures of profits, ROI, and shareholder value, to include environmental and social dimensions. TBL reporting is a tool focused on sustainability goals, showing investment results on profits, people and the planet. Control panel (Balance scorecard) turns business strategies into business objectives and indicators for the entire organization.

**Part 2. Budget Management:** This issue is focused in to command the management accounting process as a tactical tool which is the bridge between the strategy and the day to day practice. General

and middle managers need a technique where the strategy goals are quantified and controlled. The management accounting process permits an interaction between the planning world and reality.

### **FIN-672 Corporate Finance (Credit hours 4)**

Assets and Liabilities plus equity are different faces of the same coin. Corporate Finance and Advanced Corporate Finance is the field where the performance and profits from the asset side are confronted with the cost of capital. Capital structure is a strategic tool to compete and survive in the market place. To know and understand the implications that a sound capital structure has to capture and maintain funds is a priority for any CFO or financial advisor.

#### **Part 1. Corporate Finance**

#### **Part 2. Advance Corporate Finance**

### **MAN-565 Entrepreneurial Business (Credit hours 3)**

**Part 1. Economic Environment:** The economic environment is of key importance for every business activity. Economic expansion or recession either directly or through government economic measures, bring about implications on trade environment and productive activities.

The course objective is to expose students to macroeconomic theory with special focus on business activity impacts.

**Part 2. Operations Management:** Operations in general are the core of a business. Services companies as production companies are fundamental areas for success. However generally the figures and information that breed the information financial system are “give dates” for the financial people. The way in which the production is managed has a strong impact in the financial structure, so it is necessary that the financial people have a special sensibility for production. The inventories, for example, are a result from production processes which is part of the working capital and this forms part of the financial structure. Externalize some production processes result on financial resources and margins. These are two examples about the importance that production processes has over the work of financial people. This issue analyses basic aspects of production processes and his likely impact on margins, profits and financial structure in a company.

**MAN-691 Residence: Strategy Implementation (Credit hours 2):** The Master Program gets completed with a 4-5 day course intensive “in place” sessions that combine different methodologies. Some of these include the preparation and discussion of a real case, others are specific workshops, in addition, there will be role playing sessions, all of them with a specific session topic focus. The course

is focused in managing strategy implementation in current context with the development of new business models leveraged upon new technologies and information services.

As an option, and provided the student has submitted a reason duly justified, the course may be substituted by an assignment conducted by the student on personal research and work on the subjects that are being studied.

**FIN-691 Final Postgraduate Project (Credit hours 3):** This is a study group work consisting of an application to a real case of the concepts studied throughout the program. This subject follows a Project – based learning approach, with deliverables pertaining different aspects of the program, that are combined in one single capstone project.

# Tuition and fees

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## Payment

Tuition is due at the beginning of each semester and is subject to the Refund policy. Please refer to section "REFUND POLICY".

All payments will be settled no later than their respective deadlines as stated in the enrollment contract. Payments in advance and lump payments are allowed, but no cash payment discounts will be awarded. Students wishing to make payments in advance or lump payments for the remainder of tuition fees should contact their Admissions Representative.

### METHODS OF PAYMENT

Acceptance of Admission Conditions Fee must to be paid within ten business days after the communication of acceptance to the Program. Tuition fees are due at the beginning of each semester.

Full Balance Net Payment at the time of signing enrollment agreement for Registration, prior to Orientation/Class Begin (Start of First Semester)

Student Registration fee at the time of signing enrollment agreement for Registration and the first Semester Tuition Fee with balance paid prior to starting date of the following semesters.

Registration fee at the time of signing enrollment agreement with balance paid prior to graduation by a payment plan.

Books, program materials, student activities, service charges, and any other applicable charges are included in the Semesters Tuition Fees.

### MODIFICATIONS OF THE PAYMENT SCHEDULE

If the specific circumstances of the students require a variation of their financial arrangement, they may request a modification of their payment schedule. Requests for modification should be sent by email to the student's Admissions Representative, including a proposal for the new payment schedule.

Modifications of the payment schedule may consist of changes in the number of payments, changes in the deadline of payments, or a new distribution of sums for the payments not affecting total program cost.

Modifications of the payment schedule can be allowed provided the following rules:

- Acceptance of Admission Conditions Fee will not be modified in term or sum. This Fee will be paid in full before the program start date.
- First installment of Tuition Fees will not be modified in term or sum. This Fee will also be paid in full before the program start date.
- Time between two consecutive payments will not exceed three months.
- No less than 50% of the total cost of the program will be paid before the start of the second term of the second semester. The exact date may differ between programs; students can confirm it with their student services representative. Illustrative months are as follows:
  - Usually in April of the following year for the programs starting in October.
  - Usually in September for programs starting in February.
  - Usually in January of the following year for programs starting in June.
- Total cost of the program will be paid in full no later than two and a half months before the end of the program:
  - December 31<sup>st</sup> of the following year for the programs starting in October.
  - April 30<sup>th</sup> of the following year for programs starting in February.
  - August 31<sup>st</sup> of the following year for programs starting in June.
- Payments of the new schedule will not differ in more than Us\$ 500.00.

Modifications of the payment schedule not in compliance of these rules may only be awarded under exceptional circumstances, and approved by the School's President or Official designee, and will be included in an addendum of the Enrollment Contract.

## **Past Due Accounts**

All student accounts are due and payable prior to the commencement of the semester in which the student is enrolled. School regulations prohibit registration, graduation, granting of credit, or release of grades or official transcripts to any student whose account is delinquent.

Students who have not cleared all financial obligations with the School will not be considered in good standing. They will not be cleared for registration or graduation and will not receive grade reports, diplomas, or transcripts at the end of the semester.



## Scholarships

Westfield Business School has established a limited number of scholarships to financially help Florida students who qualify to pursue their higher studies in the management area who were recognized in their community for their achievements and recognitions, or qualify to pertain to focus areas with specific recognition:

Scholarship	Maximum scholarships per Semester	% Tuition
<b>If applying for any Degree Programs</b>		
1. Cyrus West Field Merit Scholarship (*)	20	90%
2. Mary Bryan Stone Merit Scholarship (*)	20	80%
3. Frederick Newton Gisborne Merit Scholarship (*)	20	70%
4. Peter Cooper Merit Scholarship (*)	20	60%
5. Willam Ewart Gladstone Merit Scholarship	20	50%
<b>Area Focused Scholarships</b>		
6. Westfield Employee Scholarship	10	90%
7. Law Enforcement and Fire Safety Scholarship (For people who serve in any aspect of Law Enforcement and Fire Safety)	10	80%

(\*) Requires Residence in Florida

The scholarship grant is for tuition fees and students who accept the scholarship compromise themselves in finishing their degree program and maintaining good academic standing without interruptions in semesters.

Students with scholarships are responsible for maintaining a minimum CGPA of 3.2 and always represent the Institution in a positive manner.

Failure to comply with scholarship requirements, dropping out of the program or failing any of the courses will cause an automatic forfeit of scholarship and tuition responsibility of tuition funds for the remainder of the degree program.

To apply for a scholarship, student must file an application, together with the following required documentation:

1. Bachelor's Degree transcript
2. Copy of Bachelor's Degree
3. Updated Resume
4. Three recommendation letters from people not related to student, preferably a combination of postsecondary institution faculty members or advisors, and employers.
5. Letter of intent: individual statement describing the student career plans and how this scholarship would help the student achieve those plans. (Minimum of 300 words but no longer than 2 pages, double spaced and typed)
6. Copy of last two pay stubs or last year's tax return
7. Two current bills to show proof of residence in Florida, or copy of passport for international students
8. Evaluation of credentials showing equivalency of degree with U.S. Bachelor's Degree (only for international degrees)

Evaluation of credentials showing equivalency of degree with US Bachelor Degree (only for international degrees)

Applications for scholarships must be presented complete and with all required documentation attached. Applications must be presented to the admission representative during admission process or any time before the semester's application deadline.

**Application deadlines for scholarships:**

- Fall term: Wednesday November 1, 2017
- Spring term: Wednesday March 7, 2018
- Summer term: Wednesday June 27, 2018

Note: Students are encouraged to apply as early as possible. There is a limited number of scholarships that will be awarded to qualified applicants on a first come, first serve basis.

**There will be no exceptions. Applications must be postmarked by the above dates.**

## **Assistantships**

Postgraduate degree students may apply for assistantships in support of development of publishing and / or research contribution while developing their final project or business plan. Credit hours will be awarded for assistantships on a case – by- case basis.

Assistantships are not payment for services rendered.

Assistantships will be realizable upon acceptance of the project proposal by the school.

# Student Affairs

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## **Student Code of Conduct and Responsibility**

Given the nature of the online program, The Business School reserves its right to deny access to the program to those participants who demonstrate a behavior that impacts (negatively) the well functioning of classes, forums and carry out activities contrary to the following code of conduct.

It is of particular importance to strictly respect the methodology provided by the Business School, and, given the specific characteristics of online education; a bad practice in the follow up of such methodology distorts and alters the well functioning of the course.

The student must always and in any case observe the directions set by the Business School and conduct a personal work both in the study of lectures and in the resolution of exercises, analysis and case debates. The learning method and skill development requires that the student develops its creative capacities both in conducting the completion of exercises and case analysis as well as in the fulfillment of the Final Postgraduate Project without requesting outside aid or cooperation.

With regards to the use of the class forums in the various courses or Project groups where the student is assigned or direct questions to faculty members, the student should limit him or herself to the objectives set by the Business School, such as debating the subjects included in the education program and the exchange of ideas regarding the subject being taught with other peers.

It is specifically forbidden:

- To carry out exercises and participate in class forums with opinions and solutions collected from students which may have participated in previous program editions.
- Communicate outside Business School premises, without the appropriate authorization, materials provided to carry out the course or program.
- The use of the user name and password is for the exclusive use of the student and therefore not transferable to . The student letting any other person access with his / her username and password will be considered a serious violation of the school's code of conduct.
- Conduct activities that transgress Business School's intellectual property rights.
- Lack of respect to individuals or to other individual's ideas.
- Lack of respect to professor's authority.

- Use the class for a different objective than the objectives of the class.

The student's lack of fulfillment with good Business School's practices or student incurring in the above stated described behavior or the fact of student incurring in infractions established by the school in terms of seriousness and recurrence may cause the student being expelled from the Program.

If school detects from the student infractions that may have led to the student obtaining the Degree through conducting fraudulent practices such as the use of previous years' materials that may include solutions, opinions, summaries or conclusions, the school reserves the right to exercise the appropriate legal actions up to denying or making void the degree.

Once a course is finished, students will not be allowed to, by any means, either written, video or sound of any kind, communicate, comment or spread the contents of the course to third parties and, in particular to students participating in the courses delivered by the school. In these cases, the school may take legal action.

Likewise it will also be a reason for denial the access to the program and continuity of the course, the fact of the student failing to make the required payments on the payment due dates and within the monthly term established in the Enrolment Agreement.

Not fulfilling the parameters established about Student responsibility and Grading will also generate the denial of access to the program and termination from the program.

Fraud or forfeiting of documents provided by the student in whole or in part in the recruitment and admission process, will, likewise generate the denial of access to the program and termination from the program.

Denial of access to or termination from the program will implicitly mean denial from obtaining the diploma.

## **Continuous Improvement**

The Business School will be open to any sort of suggestion that the student could make in order to upgrade the content and operations of the Master program in which he/she participates or has participated previously.

Within the requirements of Higher Education activities, School policies feature the process for handling “non conformities” with quality control standards.

“Non Conformities” is defined as a service that does not fulfill the specified requirements (on a case by case basis) according to either the Student or the Institution.

Academic Student services representatives will be responsible for evaluating “non conformities” and providing proposals to solve these “non conformities”.

Students may disagree with Student services representative’s proposals and may request either through mail or telephone a revision of the “non conformity” solution by the Provost. In extraordinary instances, issues will be brought up to the President for consultation.

Agreed upon solutions will be communicated to the Associate Dean and the quality control manager for filing, documenting and follow up.

## **Grievance Policy**

It is important to the operation of the Business School and to the success of the students

Attending, that students concerns or complaints (unrelated to appealing an academic decisions addressed elsewhere in the catalogue or disciplinary action as provided for directly above) be resolved quickly and fairly.

The student should contact their personal Student services representative, who will seek to provide the guidance necessary to resolve the issue. If necessary, the Student services representative will contact the faculty member with which the concern or complaint is related.

If a satisfactory solution is not reached in this manner, the student may put the complaint in a written form and request that his or her concern be reviewed by the Academic Committee. The Academic Committee will then confer with the appropriate personnel and render a decision on a resolution of the matter.

If a student’s complaint or grievance is not resolved by the persons designated above, a student may choose to seek resolution by bringing it to the attention of the Commission for Independent

Education, 325 West Gaines Street, Suite 1414, Tallahassee, Florida 32399-0400 Toll Free Phone: 888-224-6684 [www.fldoe.org/cie/](http://www.fldoe.org/cie/).

## **Transfer of Term**

A student may request to be transferred to a later term for personal or professional reasons. This transfer will take the form of a Leave of Absence according to the rules set in this catalog. Rules regarding readmission may also be applicable.

## **Campus Security Policy**

Providing a safe campus environment for students and employees is of utmost importance to the Business School. This is accomplished with the cooperation of local authorities, administration, faculty, and student body.

Administration, faculty and students are required to adhere to all local and state laws and ordinances, applicable federal laws and Business School policy. Students and staff members must carry Business School issued identification cards and all visitors to the campus must check in and sign in at the front desk. Security cameras are used and placed in strategic areas. The Business School cooperates with law enforcement agencies to enforce all laws and Business School personnel will contact the appropriate law enforcement agencies as necessary.

## **Anti-Hazing Policy**

Hazing means any action or situation that recklessly or intentionally endangers the mental or physical health or safety of a student for the purpose of initiation or admission into, or affiliation with, any organization operating under the sanction of this Business School. Hazing includes, but is not limited to, any brutality of a physical nature, such as whipping, beating, and branding, forced calisthenics, exposure to the elements, forced consumption of any food, liquor, drug, or other substance, or other forced physical activity which could adversely affect the physical or mental health or safety of students. The Business School's students and individuals representing the Business School who work with students are prohibited from engaging in hazing activities. Individuals found guilty of violating this hazing policy will be subject to suspension or dismissal from the Business School.

## **No Smoking Policy**

It is the policy of the Business School to provide a smoke and tobacco free environment consistent with the Business School's efforts to promote a campus setting conducive to learning and studying. As such, smoking is prohibited in and around the school facilities. It is the responsibility of all members of the Business School staff and student body to observe this smoke free policy and to politely remind others of their equal responsibility with regard to this health, courtesy and fire safety issue.

## **Weapons Policy**

The Business School has adopted the following weapons policy: A student who brings a weapon to the school premises is in violation of the Business School's policy. The student will be immediately withdrawn from the Business School.

## **Non-Discrimination Policy**

The Business School does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies:

Name: Maria Paula Murra

Address: WESTFIELD Business School 4005 NW 114st Avenue, Suite 11 Doral, Florida 33178

Phone No.: 305 456-0289

## **Sexual Harassment Policy**

Unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature constitutes sexual harassment when the conduct is sufficiently severe, persistent, or pervasive to limit a student's ability to participate in or benefit from the education program, or to create a hostile or abusive educational environment.

The Business School does not tolerate sexual harassment of its students from any member of the Business School's community including faculty, staff, and other students.

A student who feels he or she has been sexually harassed should immediately notify the Student Services. Student Services Representatives will work with the Campus Director and the President of the Business School to investigate the grievance and bring it to resolution using established reporting procedures.



## **Drug and Alcohol Abuse Prevention Policy Statement**

It is the policy of the Business School that the unlawful possession, use, or distribution of illicit drugs by students on the school premises, or in conjunction with any Business School, or Business School-related activities, is prohibited.

Students who violate this policy will be referred to the appropriate law enforcement agency for prosecution and be immediately suspended until the matter has been resolved. In the event a student is suspended or is arrested for a drug related offence, he or she will not be allowed back into school until presentation of written documentation indicating that the matter has been resolved to the satisfaction of the Business School. Only at this point will reinstatement of the student's enrolment status be reconsidered.

It is unlawful for any person to sell, manufacture, deliver or possess with intent to sell, manufacture, or deliver a controlled substance. The Business School prohibits the unlawful manufacture, possession, use, sale, or distribution of controlled substances on its campus and at any school activity. Any person violating the provisions of federal law, Florida Law and ordinances of Miami - Dade County in this regard may be guilty of a felony or, in some cases, a misdemeanor of the first degree, and may be subject to punishment as provided in Florida law or municipal codes. This punishment can include imprisonment, fines, and forfeiture of property. It should also be noted that under Florida's sentencing guidelines, punishment may become successively more severe for second and third violations. Students may also be referred to an abuse help center. If such a referral is made, continued enrolment will be subject to successful completion of any prescribed counseling or treatment program.

# Refund Policy

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Should a student's enrollment be terminated or cancelled for any reason, all refunds will be made according to the following refund schedule:

1. Cancellation can be made in person, by Certified Mail or by termination.
2. All monies will be refunded if the school does not accept the applicant or if the student cancels within three (3) business days after payment of Acceptance of Admission Conditions Fee. Business days are defined as Monday, 9am to Friday, 5pm, EST.
3. Cancellation after the third (3rd) Business Day, but before the first class, results in a refund of all monies paid, with the exception of the Acceptance of Admission Conditions Fee of \$150.00.
4. If a student withdraws prior to completion of the first week (Drop/Add Week) of the semester, the institution will refund 100% of the tuition for the semester.
5. Before the start of each semester, once the Drop/Add Week is over, there will be no tuition adjustment for the reduction in class hours.

## REFUND SCHEDULE

Before the completion of the Drop/Add week	100 % of the semester tuition paid
After the Drop/Add week	0% of the semester tuition paid

6. Termination Date: In calculating the refund due to a student, the last date of actual attendance by the student is used in the calculation unless earlier written notice is received.
7. Refunds will be made within 30 days of termination of student's enrollment or receipt of Cancellation Notice from student.

8. A student's enrollment can be terminated at the discretion of the governing board of the School for insufficient academic progress, non-payment of academic costs, or failure to comply with rules.

In the following exceptional circumstances, a refund up to the total tuition and registration fees paid will be made upon presentation of the proper documentation:

- Program is cancelled by the School;
- The student is involuntary called to military duty. Copy of orders required.
- The documented death of the student or member of his or her immediate family; parent, spouse, child or sibling
- Exceptional circumstances with approval of the President of the School or official designee.

# Intellectual Property Policy

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WESTFIELD Business School is owner of the industrial and intellectual property of the website westfield.education and of the elements contained in such site.

It is strictly forbidden to modify, transmit, distribute, reuse, forward or use the full amount or part of its content for public or commercial interest without the permission of the Business School.

Transgression of any of the before-stated rights may constitute a violation of the current policy as well as a crime punished by law.

# Copyright Infringement Policy

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Copyright infringement is the act of exercising, without permission or legal authority, one or more of the exclusive rights granted to the copyright owner under section 106 of the Copyright Act (Title 17 of the United States Code). These rights include the right to reproduce or distribute a copyrighted work. In the file-sharing context, downloading or uploading substantial parts of a copyrighted work without authority constitutes an infringement.

Penalties for copyright infringement include civil and criminal penalties. For details, see Title 17, United States Code, Sections 504, 505.

# Student Services

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## Academic Advising Support Services

Student services representatives are available to meet with students regarding their academic progress, available tutoring, arrangements for referral to faculty for additional assistance, and for attendance counseling and registration for classes.

The Campus Director's office is open by appointment for meetings for academic support.

Online students seeking guidance or other support services should contact the Campus Director for arrangements or for a referral for the appropriate assistance.

## Student services

The Academic Services Department is composed by a team of student services representatives. Students have a personal student services representative throughout the whole Master's Program.

The tasks held by the Student services representative are:

- a) Monitoring and tracking of students throughout the learning process. They call and email students. The student services representatives do a weekly review of the work done by students in different courses, analyzing their pace and level of work, and communicating as appropriate whether they should devote more time to their program, because they are below the minimum level required and needed to get aims to cover the conceptual, procedural and attitude needed to overcome the courses.
- b) Receiving documents to be archived by Registrar. This will enable the school to assure the quality and integrity of the student's documents.
- c) Overseeing the techniques of incidence management on the e-learning platform and overseeing students' personal incidents.
- d) Weekly review of teaching materials on the web prior to the class starting period. Also overseeing and managing the courses of the Masters program.
- e) Manage relationships with the students.
- f) Responsibility for assuring the quality of the entire teaching process of the Masters programs.

g) Organizing and developing international weeks of classes and graduation ceremonies and closing ceremonies of the Master Program.

## **Facilities, Library and Equipment**

### **The Business School offices**

The Business School has offices for administrative purposes, which are located in Doral, Florida. Offices are generally open and in operation Monday through Friday from 9:00 a.m. to 5:00 p.m., except federal holidays.

The facilities include internet connection to access the virtual library and the learning platform to provide information and access to materials that will help students and faculty fulfill their academic needs. Thus, it also provides the use of laptop computers and a printer for copying or faxing.

The Business School's building is conveniently located in the city of Doral. Doral is a suburb in northwest Miami, convenient for commuters within and around the Miami-Dade County area. The premises can be found two miles north of the Turnpike, three miles west of the Palmetto Expressway (826).

The campus is within walking distance of a variety of restaurants, shopping and other services, and within a few miles of the International Mall and Dolphin Mall. There is ample parking in a well lit parking lot in the immediate vicinity of the main entrance.

### **Library**

The school's Digital Library provides a single public search interface for the Business School students and professors for searching the Business School institutional library and third party libraries to review documents, in order to complement their studies, work on the Final Postgraduate Project (Business plan), and/or make research in their studies areas.

The school's Digital Library organizes current documentation contents (fully accessible today to the different existing business study programs students) according with Generally Accepted Principles of

Library Access and/or Information Sciences/Studies. The following benefits are created for stakeholders by the school's Digital Library:

- a) Providing a gateway to the Business School students and professors to consult information (metadata) of books, technical notes and documents of other institutions' virtual libraries which are available on open library directories incorporated in the school's Digital Library. In case the document is open access, it could be downloaded directly by end users (without librarian support).
- b) Supports the Business School e-Learning strategy by providing a single point of contact interface to the resources of other institutions' virtual libraries with which the Business School has academic ties and agreements.
- c) Gives each student confidence that the services and resources they are using are credible, available when they need them and adaptable to different learning styles.

A professional trained librarian, in collaboration with academic and IT teams, is responsible for continuous improvement and upgrade of the school's Digital Library resources:

- a) Provide access to different library resources of teaching and learning materials, work research, publication of books and electronic journals and specialized databases.
- b) Digital inventory of the current school's learning contents. Metadata upload.
- c) Maintenance of documents description using metadata (metadata are based on Dublin Core data elements; a standard metadata description for digital libraries).
- d) Configuration for accessing local resources (existing learning contents).
- e) Configuration for accessing both, free and subscription resources (It is described in "Learning resources" section of this document).
- f) Internal workflow management (re-upgrading) to include the "Dublic Core" structure.
- g) Optional possibility for students and scholars to subscribe to scientific magazines and to gain access to libraries of other Institutions where there is no specific agreement with the Business School, but are represented in the school Digital Library.
- h) It provides the opportunity to showcase the school collections, services and programs in a standard tool.
- i) It enables library user's access to quality electronic resources and services that support and enhance the collections, programs and services of the Business School.

The school's Digital Library is powered by DSpace which is an open source system developed by Hewlett-Packard Labs and the MIT Libraries and available at <http://sourceforge.net/projects/dspace/> which was designed for use by academic research institutions that wish to capture, archive, preserve, and make available the scholarly research material produced by their faculty and researchers.

The system itself is a simple, but fully featured, digital asset management system, including a submission system that supports complex, flexible workflows, as well as limited support for access control and delivering complex digital content. DSpace can serve a variety of types of organizations to manage their digital assets, but it was designed and optimized for academic research institutions to manage their digital research materials.

Among other services, research libraries are using DSpace to host digital research data, electronic records, digital library collections, and teaching material. But one of the dominant uses of the platform is to host digital documents, either unpublished grey literature or published research articles. Much of this material is being collected under the model of faculty "self-archiving" where faculty authors retain copyright to their published articles, or at least the right to make an electronic copy available from a website at their own institution free of charge.

The school's Digital Library integrates several projects in order to meet those objectives so that is an open door to all the scientific, cultural, institutional, old collection generated by the institution as a result of the current activity of the institution members.

The school's Digital Library also features access to LIRN: The Library and Information Resources Network, a 501(c)(3) nonprofit corporation formed in 1996, is a consortium of educational institutions that have joined together to share access to information resources. The LIRN® collection provides students with millions of peer-reviewed and full-text journal, magazine, and newspaper articles, e-books, podcasts, audio, and video resources to support their academic studies from ProQuest, Books24x7, and more, covering topics for General Education, and Business programs. The Business School Faculty and students can access these valuable resources from within the Digital Library.



Currently, two new objectives are in progress:

- a) Integration of software required to satisfy and deal with the subscription contents needs (scientific journals, books etc.). For this milestone the Business School has chosen SFX, in order to create context-sensitive linking between all components of the Digital Library collection, such as abstracts, full-text documents, other library catalogs, indexing databases, journal citations, and so on. Context-sensitive linking will provide the digital library users much easier access to information: metadata about one source linked to other related sources that the user can access simply by clicking the links.
- b) Integration, using OAI-PMH protocol, with library resources of other institutions that have agreements with the Business School.

### **Other learning resources and Information services**

All learning resources and materials for the Business School students and professors are available through the school's in-house learning platform, centralized and under the Business School control. Also, learning resources of third parties are available through the school's learning platform (accessing the Digital Library).

### **Learning management system**

Westfield Business School uses Brightspace as learning management system. Brightspace is a Software Learning Management System Software created by the company D2L (United States).

BrightSpace is not a one size fits all common learning management (LMS) systems. It is easier to use, more flexible and intelligent. With BrightSpace, you can customize each student's experience to get real results. BrightSpace is a world leader in learning analysis: its platform predicts student performance so you can take action in real time to keep it on track.

The average user reviews of Brightspace is 4/5.

Ease of use: The intuitive design makes it easy for all users to accomplish tasks quickly in the LMS, leaving more time to focus on what really matters: teaching and learning.

- Simple interface makes it easy for instructors to design courses, create content, and grade assignments.
- Responsive design paired with purpose-built native apps create a great mobile experience for faculty and students, regardless of which devices they use.
- Award winning accessibility ensures all tools are standards-compliant and easy for students to navigate using assistive technologies.

Student engagement: A variety of tools help faculty create engaging learning experiences to keep students interested and progressing through the course.

- Add inline audio, video and other media from internal sources, content repositories, or external sites directly into course content.
- Integrated video capabilities allow you to use video-based assessments, web conferencing, and embedded feedback.

Digital portfolio functionality allows students to document and share their learning journey as it happens, on both web and mobile platforms. Personalized learning: Powerful tools help faculty deliver the choice, freedom and flexibility that empower teaching and learning – motivating every individual to reach their full potential.

- Rules-based tools can tailor course delivery to individual needs based on what a student does – or doesn't do – in Brightspace.
- Awards and certificates motivate students by gamifying the course and recognizing their individual achievements.
- Different course delivery methods or pedagogical approaches can be explored to suit your learners' needs, including blended, online, and competency based-education.

Built-in analytics: Intuitive learning analytics reports help you understand performance for departments, courses, or individuals so you can make better decisions. Access to your learner data lets you conduct your own research and analysis too.

- Class Progress dashboard allows faculty to quickly compare each learner's performance in the course.
- Student-level reports and detailed grade statistics allow for granular analysis of learner performance to help them improve.
- Access to learner data allows you to analyze it with business intelligence tools, or integrate it with your SIS and other systems.

## **Equipment**

Hosting services for the technological platform of the Business School are supplied by the German firm United Internet

The Business School actual physical dedicated and integrated infrastructure features:

- One load balancing front server, to increase, without limits, the number of future students,
- Two front-end Web servers, using Microsoft IIS Web service (With the possibility of growth on demand under secure communication services),
- One database server, using Microsoft SQL Server,
- One mail server, using Microsoft Exchange,
- One front-end Web server dedicated to WESTFIELD digital library,
- One disk-array with up to 12TB of disk space,
- Backup automated system (daily backups, weekly backups, monthly backups),
- "Green DC",
- 24x7 security services

## **Familiarity with Business School's Regulations**

Before enrolling, each student will be given a current WESTFIELD Business School catalog or access to the current catalog via the internet and various brochures and other publications that set forth the policies and regulations under which this Business School operates. The student's Enrollment Agreement with the Business School acknowledges the student's responsibility to become familiar with the contents of the Business School catalog. The student is responsible for becoming familiar with these policies and regulations and compliance with the published policies, and for knowing and meeting all degree requirements and academic regulations listed in the catalog. Ignorance or lack of familiarity with the information provided within the Business School's publications does not serve as an excuse for non-compliance for infractions.

## **Employment assistance**

The Business School does not make any guarantees of employment or salary upon graduation. The Business School will provide students with placement assistance, which will consist of identifying employment opportunities and advice on appropriate means of attempting to realize these opportunities.

# Administrative Staff

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President: Carlos E Mazo

Executive Director: Maria Paula Murra

Provost & Academic VP: Ignacio Maroto Mateo

Academic Innovation & Research Director: Diego Mazo

Academic and Accreditation Coordinator: Elio R. Acosta

Registrar: Teresa Alvarez

Assurance of Learning, Online Learning & Platform: Noelia Salvador

Marketing: Camilo Arango

Admissions Representative: Veronica Diez

Student services representative: Edannis Matos

Student services representative: Lumey Contino

Librarian: Desiree Roland

# Faculty

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## **Abanto, Andrés**

PhD Management – UQÁM Canada. Executive MBA – UQÁM Canada.

Primary areas of instruction: Management, General Management Principles, Talent Development Management, Triple Bottom Line Thinking, Business Policy, Strategic Management, Business Strategy, Marketing Strategy, Sales Management, International Marketing, Operations management, Operations Strategy, Strategy and Balanced Scorecard.

## **Arria, Nelsy**

PhD in Education – Universidad Bicentennial de Aragua (UBA) – Venezuela. Master of Accountancy – South Carolina University.

Primary areas of instruction: Financial Accounting, Financial Analysis, Valuation and Investment Analysis, Valuation and performance business, Management and Financial Accounting, MDF Final Postgraduate Project, Corporate Finance, Quantitative Methods: Mathematics and Statistics, Budget Management, Management Accounting, Cost Accounting Systems.

## **Cupit, Patricia Maria**

Doctor of Management, Colorado Technical University, Colorado Springs CO. Master Architecture and Urban Planning, Universidad Nacional del Litoral, Santa Fe, Argentina.

Primary areas of instruction: Operations Management, Strategic Management, Leadership, Marketing Management, Integral Management Projects, Business Modelling and Planning, International Business, Strategic decision making, Business Strategy, eCommerce.

## **Fuenmayor, Jesús Alberto**

PhD Organizational Learning and Leadership with Human Resources Development – Barry University Miami Shores, FL. Master of Science Tesol and technology – Barry University, Miami Shores, FL

Primary areas of instruction: Management courses

## **González, Ernesto**

Graduate certificate in Marketing. Cornell University (New York). PhD. In Business Administration.

Universidad de Oviedo (Spain). MBA. Universidad de Oviedo (Spain).

Primary areas of instruction: General Management Principles, Business Policy, Marketing management, Marketing Strategy, Brand building and communications, International Marketing, Business Strategy, Operations Management, Operations Strategy, Strategic Decision – making, The triple bottom line: Executing on economics, environmental and social bottom lines.

**Guzman, Marcela**

Ed D Education Argosy University Sarasota (FL), MBA European University Lisbon (Portugal), BA Communication Universidad Iberoamericana Mexico City (Mexico). Primary Areas of Instruction: Managing Innovation and Corporate Entrepreneurship, Leading Change, Marketing courses.

**Mercader, José Luis**

Online teaching Certification. SUAGM Puerto Rico. Philosophy Diploma. UMA Caracas (Venezuela). MBA. University of South Carolina. Bachelor in Economics. UCV Caracas (Venezuela).

Primary areas of instruction: Budget Management, Management Accounting, Cost Accounting Systems, Business Modelling & Planning, Financial Analysis, Valuation and Investment Analysis, Managing Innovation & Corporate Entrepreneurship, Leading change, MDF Final Postgraduate Project, Business Modelling & Planning, Scenario Study & Control Analysis, Business Performance Appraisal, Marketing Strategy.

**Nonaka Ulloa, Miguel Ángel**

PhD in Business Administration, Université Du Quebec, Montreal, Canada. Master in Business Administration, International Marketing, Université Du Quebec, Montreal, Canada. Master in Business Administration, Management, Universidad San Ignacio de Loyola, Lima, Peru.

Primary areas of instruction: Operations Management, Marketing Management, Strategy Project Management, Leadership, international Business, Entrepreneurship.

**Pérez, Emperador**

Ph. D in Business Economics, Atlantic International University, Honolulu (Hawaii). MBA, Keiser University, Fort-Lauderdale, FL. BBA., Keiser University, Fort-Lauderdale, FL.

Primary areas of instruction: Financial Accounting, Scenario Study & Control Analysis, Business Performance Appraisal, Financial Analysis, Valuation and Investment Analysis, Valuation and performance business, Management and Financial Accounting, Scenario Analysis & Strategic Decision Making, MDF Final Postgraduate Project, Corporative Finance, Quantitative Methods: Mathematics and

Statistics, Budget Management, Management Accounting, Cost Accounting Systems, Business Modelling & Planning, Financial Analysis, Valuation and Investment Analysis.

**Romero Díaz, Pedro**

PhD Education Management Universidad Dr. Rafael Bellosó Chacín, Maracaibo, Venezuela. Master Telemáticas Universidad Rafael Bellosó Chacín Maracaibo, Venezuela

Primary areas of instruction: Management of operations and business strategy, Strategic Direction, Fundamentals of the Direction, Competitive Strategy, Economic Environment, Fundamentals of Development, , Identification of projects, Environmental and Development, Corporate Social Responsibility, Triple Bottom line thinking, Business Modelling and Planning.

**Sanoja, Milagros**

PhD Business Administration, Universidad Católica Andrés Bello, Caracas, Venezuela. Master in Finance, universidad Católica Andrés Bello, Caracas, Venezuela.

Primary areas of instruction: Inner leadership, Sales Management, Trade marketing, General Management Principles, Business Strategy, International Marketing, Business Modelling and Planning, Strategy implementation, Knowledge management for improvement and innovation, transforming the business model, Business policy, Marketing Strategy, Strategy and Balanced Scorecard, Triple Bottom Line Thinking.

# Recognition, Licensure and Accreditation

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WESTFIELD Business School is licensed by the Commission for Independent Education, Florida Department of Education, License No. 4569. Additional information regarding this institution may be obtained by contacting the Commission at:

Commission for Independent Education at 325 West Gaines Street, Suite 1414, Tallahassee, Florida 32399-0400. Toll free telephone number: (888) 224-6684.

WESTFIELD Business School is not yet accredited by an agency recognized by the United States Department of Education, and therefore its programs are not eligible for US Financial Aid.

## Board of Directors

Juan Fernando Mazo

Esteban Betancur

Luis Ernesto Araujo

Andrea Echavarria

## Statement of Legal Control

WESTFIELD USA LLC and WESTFIELD BUSINESS SCHOOL (DBA) is a Florida for - profit corporation. PRIMA USA Corp is the sole owner of the LLC. The mailing address of this limited liability in the United States of America Corporation is 4005 NW 114<sup>th</sup> St. Doral, FL 33178.

Phone: 305-456-0289.

As declared in Florida Corporations, the registered agent is SALVER & COOK LLP, 2721 EXECUTIVE PARK DRIVE SUITE 4, WESTON, FL 33331.



# Applicability of this Catalog

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The rules in this catalog and its addenda are compulsory during their validity. Any future modifications will not affect previous commitments with students regarding the program, requirements for obtaining a degree, and economic conditions.

# Holiday Calendar

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The development of courses through the Online Learning Platform allows the Business School students to enjoy uninterrupted access to the active courses and learning materials.

During Holidays, access to the Business School Facilities in Florida and contact with Main Campus staff is discontinued. Florida Main Campus will be closed during the following Holiday Calendar:

## 2018

Veterans Day, Monday, November 12, 2018

Thanksgiving Holiday, Thursday and Friday, November 22 and November 23, 2018

Christmas Day, Monday, December 24, and Tuesday, December 25, 2018

New Year's Day, Monday, December 31, 2018 and Tuesday, January 1, 2019

## 2019

Monday, January 1, 2019

Martin Luther King, Jr. Day, Monday, January 21, 2019

Washington's Birthday, Monday, February 18, 2019

Memorial Day, Monday, May 27, 2019

Independence Day, Wednesday, July 4, 2019

Labor Day, Monday, September 2, 2019

Columbus Day, Monday, October 14, 2019

Veterans Day, Monday, November 11, 2019

Thanksgiving Holiday, Thursday and Friday, November 28 and November 29, 2019

Christmas Day, Tuesday, December 24, and Wednesday, December 25, 2019

New Year's Day, Tuesday, December 31, 2019 and Wednesday, January 1, 2020

Note: If the actual holiday falls on Saturday, the preceding Friday is observed as a holiday.

When a holiday falls on Sunday, the following Monday is observed as a holiday.

# Program Costs

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The following program costs have been established for the academic Year 2014-2015:

## Master of Business Administration (MBA)

Acceptance of Conditions of Admission Fee:*	US\$	150.00
Tuition Fee:**	US\$	15,000.00
Books & Materials:***	US\$	0.00
Other Costs:	US\$	0.00

## Executive Master in Business Administration (EMBA)

Acceptance of Conditions of Admission Fee:*	US\$	150.00
Tuition Fee:**	US\$	18,000.00
Books & Materials:***	US\$	0.00
Other Costs:	US\$	0.00

## Executive Master in Financial Management (MDF)

Acceptance of Conditions of Admission Fee:*	US\$	150.00
Tuition Fee:	US\$	11,500.00
Books & Materials:***	US\$	0.00
Other Costs:	US\$	0.00

\* Non-refundable Fee after three business days of payment.

\*\* Tuition Fee includes tuition for the Residential Week. Travel and Lodging Expenses for the Residential week are not included. While in Residential Weeks, students will pay their own living, travel, health and accident insurance, and personal expenses. The Business School may offer accommodation or other services during Residential Weeks at an extra cost. Students must buy health and accident insurance valid in the U.S.A. for their stay, including travel insurance. It is strongly recommended that this insurance also be valid in any other countries the students may transit or visit. Students must pay any medical expenses that are not covered by insurance.

\*\*\* Cost for all books and materials is included in Tuition Fee.

# Continuing Education

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The Business School offers a series of Continuing Education training programs, aimed at deepening and enhancing skills relevant for professionals in their current job position.

Students who fulfill the requirements of the program receive a certificate of completion with the corresponding credits of continuing education.

# Office hours

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The School offices are generally open and in operation Monday through Friday from 9:00 a.m. to 5:00 p.m.