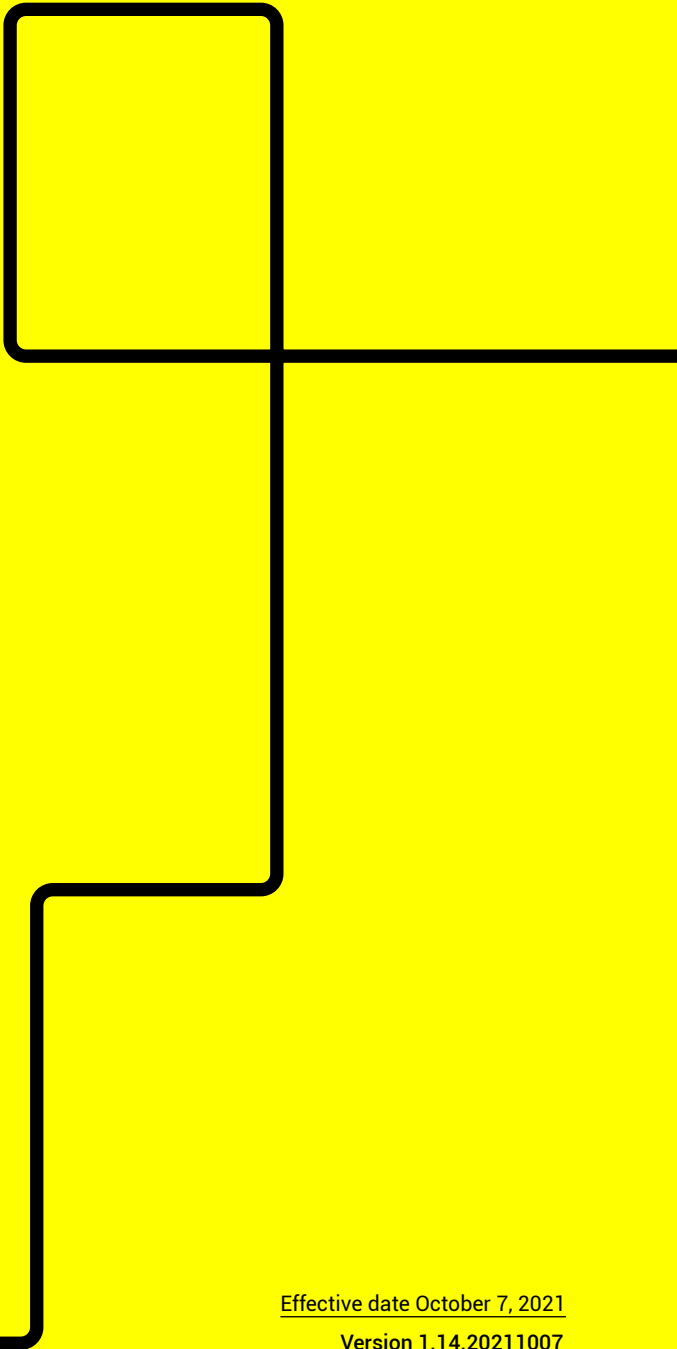




University Catalog
Addendum





Nexford University

Our headquarters:

1140 3rd St NE
Washington, DC 20002
US

Mailing address:

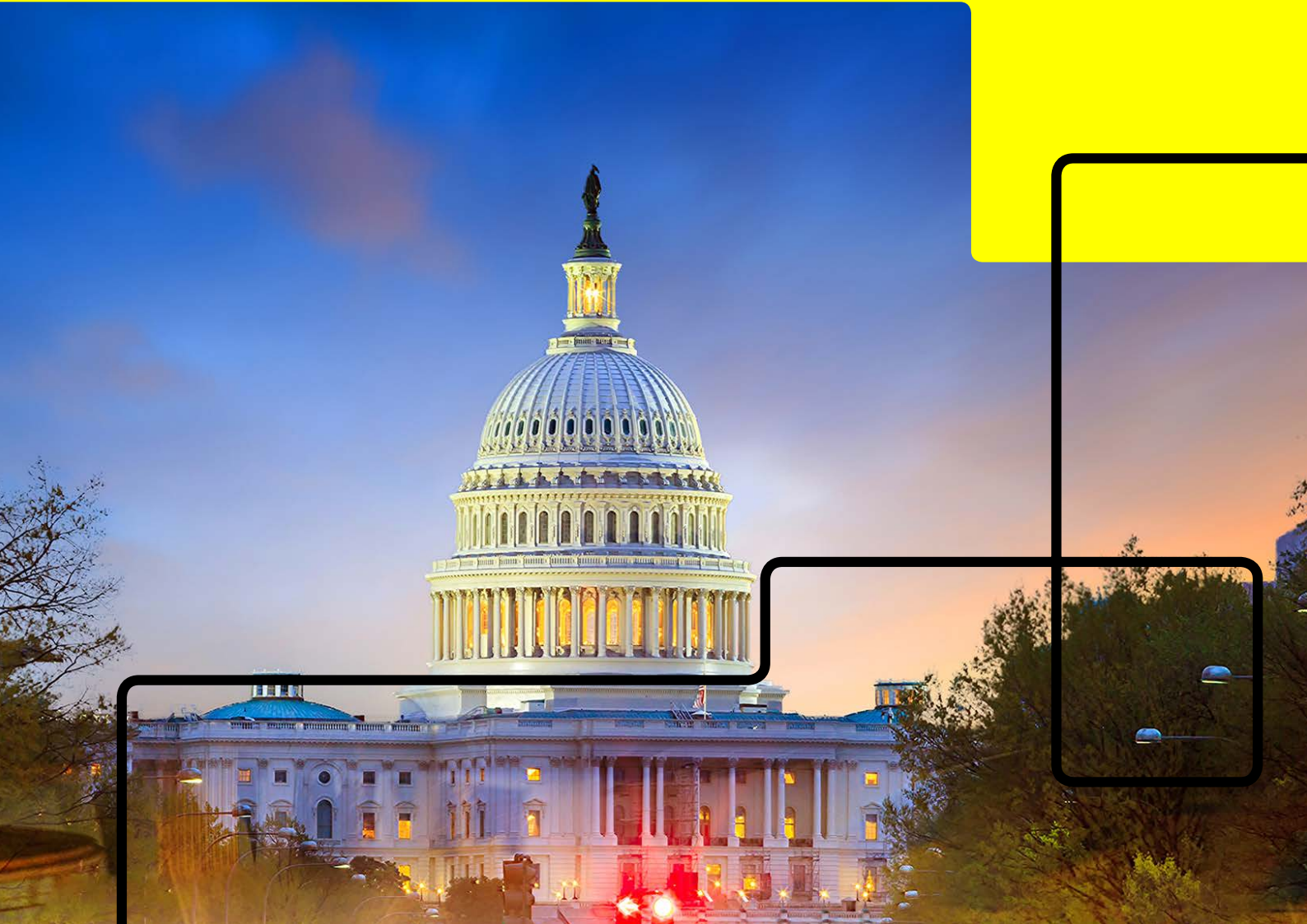
PO BOX 96503 #42426
Washington, DC 20090-6503
USA

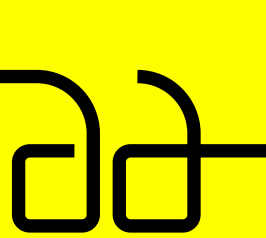
440 Monticello Ave Ste 1802
Unit 42426 Norfolk, Virginia
23510-2670, US

www.nexford.org

info@nexford.org

Tel: +1 202-280-2049





1.B Executive Team

1.B.1 Board of Directors

Nexford University (NXU) is governed by a Board of Directors consisting of educators and industry leaders. The Board meets quarterly and oversees the strategic planning process, approves new initiatives, monitors finances, and supports and evaluates university leadership.

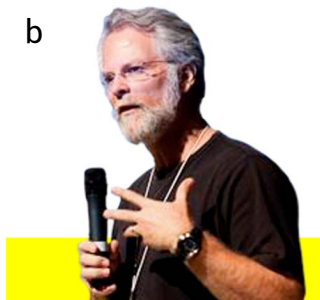
The NXU Board meets quarterly with the following schedule of topics:

- a. Board meeting 1 (February): Academic Programs, Budgets, Senior Leadership Hires
- b. Board meeting 2 (May): Academic Programs, Budgets, Senior Leadership Hires, Regulatory Progress, Accreditation Progress
- c. Board meeting 3 (August): Learner Feedback, Budgets, Marketing Activities
- d. Board meeting 4 (November): Budgets, Partnerships, Marketing Activities, Academic Progress

Board of Director members:



a. **Fadl Al Tarzi**, Chief Executive Officer (CEO) and President, Nexford University



b. **Dr Phillip Long**, Chief Innovation Officer, University of Texas



c. **Dr Sherif Kamel**, Dean of Business School, The American University in Cairo



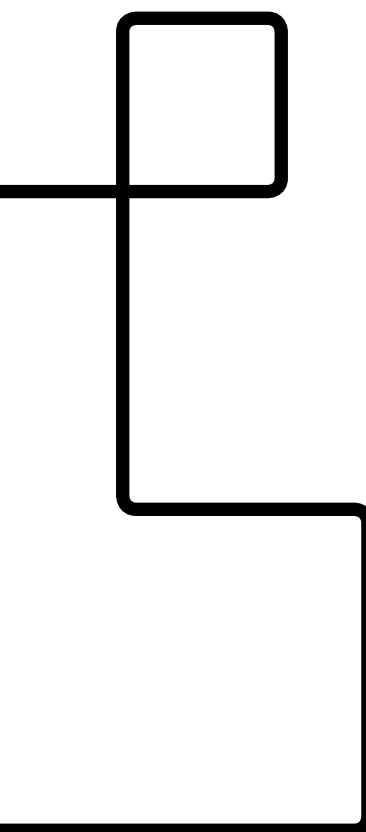
d. **Lou Pugliese**, former CEO, Blackboard, former Managing Director, Technology Innovation Action Lab, ASU

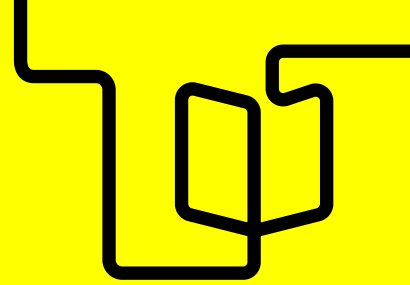


e. **Dr Peter Stokes**, Managing Director, Huron Consulting Group



d. **Driek Desmet**, Board Member of Nexford University



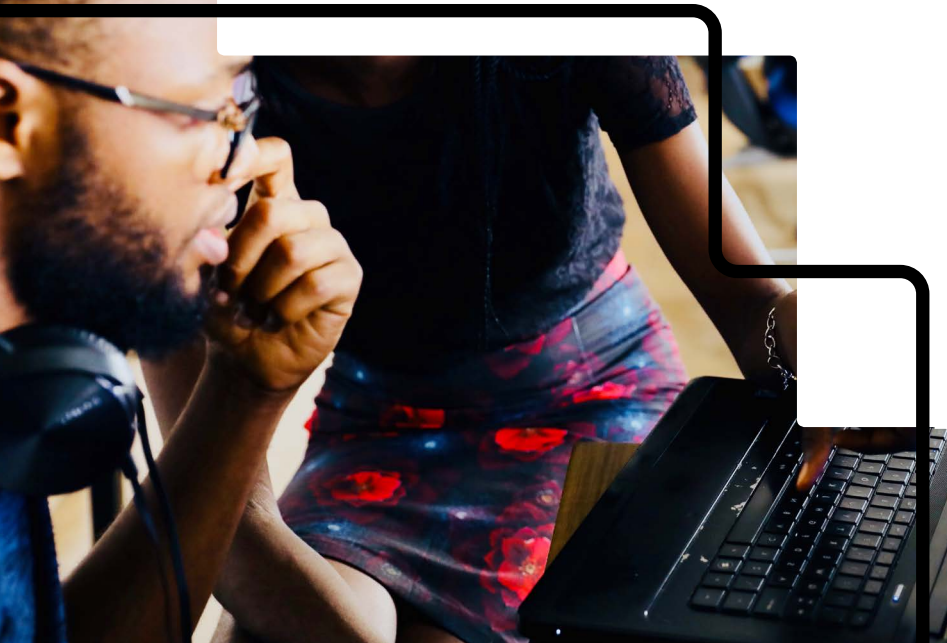


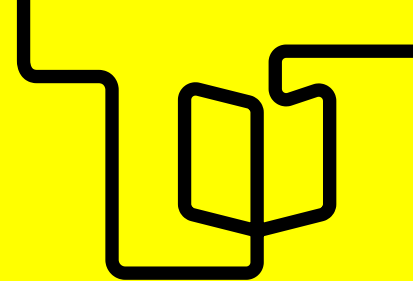
2.B Academic Progression

2.B.11 Satisfactory Academic Performance (continued)

Learners who do not meet the minimum academic standard – as defined for their program – are subject to academic discipline as follows:

- If a learner's term-GPA **academic performance** falls below the minimum required **to meet SAP** level, they are placed on **Scholastic Academic** warning. If their **term-GPA academic performance** the following term is remains below the required **SAP** level, they are placed on Academic Probation. If their term-GPA the following term is below the required level, they will be placed on a Required Leave of Absence (LOA) from the university (for a period not to exceed 3 months, as determined by the University Registrar). During a required LOA, learners are expected to work on whatever the circumstances were that led to their underperformance so that they can prepare to succeed when they return to study. Success Advisors provide learners with guidance on making the most effective use of their time while on leave. When learners return to study, they must meet the university's minimum academic standards. If they earn two successive term GPAs that fall below the minimum, they are liable to be dismissed from the university. **If the learner fails to meet the SAP requirements after Academic Probation, they will be dismissed from the university.** Learners dismissed from the university are eligible to reapply after two months.
- Learners who are provisionally admitted to the Master's program, and required to complete the university's four-course foundations sequence before they may begin the standard program, must complete all four courses with a minimum grade of B. If they receive a C- or an F-grade in a foundations course, they must repeat the course. A second non-qualifying grade in the same course will result in dismissal from the university. Learners dismissed from the university are eligible to reapply after two months.
- Learners in all programs who receive an F-grade in a course are placed directly on Academic Probation. If they earn an F in a required course, they must repeat the course. In such cases, the grade they earned on the second taking is the standing grade, and factors into their GPA calculation. The original F appears together with the new grade on the transcript but is not factored into their GPA calculation. Learners who fail the same course a second time are dismissed from the university and are eligible to re-apply after two months.





2.C Admissions

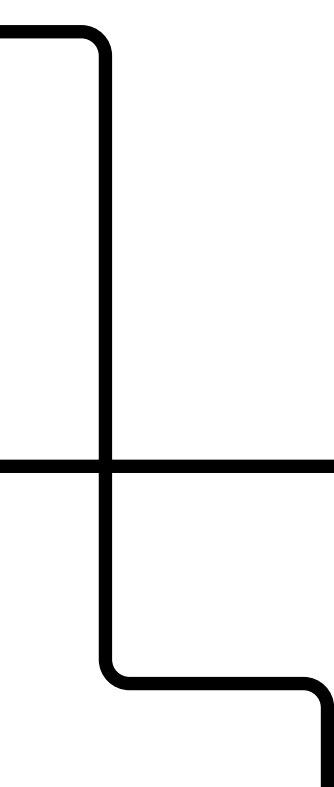
2.C (continued)

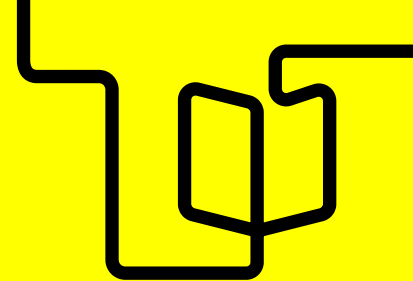
University Enrollment Date	Undergraduate Degree Programs (AAS in Business, BBA)	Graduate Degree Program (MBA)	Single Courses and Certificates Undergraduate vs. Graduate
Proof of high school or college graduation: valid copy of official diploma and/or transcript ¹	✓	✓	✓✓
Documentation of entire educational history: names, locations, and dates of high school enrollment and type of diploma earned, and comparable information for any colleges and/or universities attended	✓	✓	✓✓
Proof of English language proficiency in the past 2 years(e.g. TOEFL, IELTS, PTE Academic Test) or EF Standard English Test (EF SET) ²	✓	✓	✓✓

Submission of a completed application does not confirm admission to Nexford University. The university's admissions decisions are final.

¹Applicants who are not able to provide these documents must submit an explanation in writing together with any supporting materials that might assist the university in certifying their graduate status. Documents not in English must be accompanied by verified translations. (Note: false or misleading application materials render applicant's ineligible for admission to the university.)

²Required of applicants who graduated from high schools in which English was not the primary language of instruction and who are not able to provide alternative proof of English language proficiency





2.C Admissions

2.C.1 Admission Requirements for Undergraduate Degree Programs

Nexford University's undergraduate degree program applicants (Associate of Applied Science, Bachelor of Business Administration) must submit:

- Official transcripts showing completion of high school diploma or GED (General Educational Development or equivalent certificate (e.g. HiSET, TASC, etc.))
- Submit official diploma and/or transcript for all prior college academic work completed. Submit a government issued identification and passport-style "selfie." Documents not written in English must be accompanied by official translations, such as those provided by a validated institutional official or embassy.
- **Students must complete the self-certification of high school completion or GED portion of the application.**

Note: Students may be required to submit official transcripts after an internal review of student records to validate self-certification data. ~~Unofficial transcripts may be reviewed for admission; however, if admitted, a provisional admission will be required to have all official transcripts on within 60 days. Official transcripts are needed for continuing enrollment.~~

Applicants must also provide evidence of English language proficiency (one of the following):

Demonstrate proficiency in English language by achieving at least a minimum passing score on an approved English qualification exam within the past two years, by submitting an official score report during the admission process. (see Minimum Score Required for English Proficiency section)

EFSET certificate ([a no cost online exam](#))

Note: Admission Officers may request alternative supporting materials that might assist the university in certifying the applicant's English proficiency status. All outcomes based on the supporting materials provided, will remain within the learners record according to the university records retention policy. Any documents received by Nexford University will not be returned to the applicant/learner and cannot be re-issued to the applicant/learner or to another institution.

In addition, a readiness tool, called the Diagnostic Assessment and Achievement of College Skills (DAACS) assessment, is provided to learners at no charge to ensure they can make informed decisions about applying to Nexford. The university strongly recommends that all prospective applicants evaluate their readiness to engage in rigorous online study by taking this assessment.

Full admission:

This will be granted if you have submitted all required documentation, the documents have been reviewed and accepted by our admissions department, and your application meets our admissions criteria.

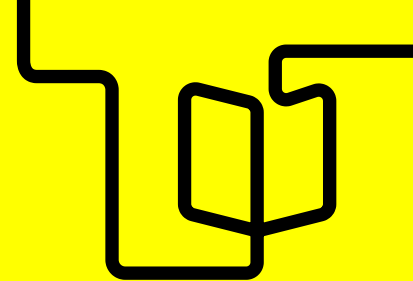
OR

Provisional admission:

If your application is incomplete/incorrect/unreadable, you may only be provisionally admitted. You will be able to begin learning under the status of Accepted Evaluation Pending (AEP), but you will need to provide all necessary documentation within 60 days in order to be granted full admission. Once enrolled, you can still complete courses under the Accepted Evaluation Pending status. If you do not submit all remaining application materials to Nexford University by the day-60 deadline, then:

Learner will be administratively dismissed

If the learner submits missing application materials less than two months from the date of being



2.C Admissions

2.C.4 English Language Proficiency Requirement (continued)

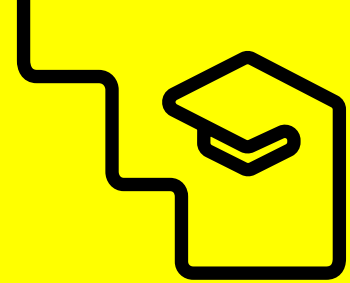
2. Demonstrate proficiency in English language by achieving at least a minimum passing score on an approved English qualification exam within the past two years, by submitting an official score report during the admission process. (see Minimum Score Required for English Proficiency section).
 - a. EFSET certificate ([a no cost online exam](#))

Note: Admission Officers may request alternative supporting materials that might assist the university in certifying the applicant's English proficiency status. All outcomes based on the supporting materials provided, will remain within the learners record according to the university records retention policy

Minimum Score Required for English Proficiency

English Proficiency Qualification	Minimum Score Required	
	Undergraduate Degree	MBA
Test of English as a Foreign Language (TOEFL) Paper-based Test (PBT)	500	530
EF SET	45 50	50 60
TOEFL Internet-based Test (iBT)	61	71
International English Language Testing System (IELTS)	5.0	5.5
Pearson Test of English (PTE) Academic Test	44	50
Eiken English Proficiency Exam	Pre-1	Pre-1
ACT COMPASS	Level 3	Level 3
Exams identified within the Common European Framework of Reference (CEFR)	B-2	B-2

Applicants who are not able to demonstrate English language proficiency in one of the ways the university mandates (additional information may be requested to determine if applicants meets this requirement) will not be admitted until they obtain a passing score or meet the minimum requirements mentioned above.



3.G University Course Descriptions

3.G

BUS 4250 Strategy and Organizational Planning

*Prerequisite-BUS 2200 Leadership, Management, and Teams and BUS 4200 Applied Leadership and Management **All Core Business Courses.**

Strategy and Organizational Planning examines how organizations set strategy and planning as key drivers of organizational success. In any domestic or international setting, the functions of strategy and planning are valuable resources in maintaining or expanding the competitive position. This course encourages learners to take a long-term view of the roles of strategy and planning whose concepts form the foundation for the practice of strategic management. Key topics covered include strategy analysis, strategic planning, and strategy implementation and evaluation. Both strategy and planning are boundaryless functions, thus allowing learners to examine these topics from the perspective of organizations operating in emerging markets.

DTF 2100 Digital Transformation Fundamentals

Digital Transformation Fundamentals is the foundational course for the Digital Transformation and Innovation specialization. This course provides a survey of three types of capability transformations that enable digital transformation: people, tool, and process. At the people capability level, digital transformation requires the organization to hire and retain customer-centric and service-oriented talent; this talent search demands more collaboration and knowledge sharing while breaking down the silos between business and technology. At the tool capability level, a horizontal digital enabling layer is required to be developed, covering big data analytics, artificial intelligence, robotics, IoT, wearables, augmented and artificial reality, and modular manufacturing. Vertical business applications require digitization by the horizontal digital enablers in vertical business applications such as supply chain management, customer experience, finance and administration, and more. At the process capability level, digital transformation requires the business processes to be automated via the horizontal digital enablers.

MKT 2100 Marketing Fundamentals

Marketing Fundamentals is the foundational course for the Marketing specialization and is an introduction to the role of marketing in advancing the success of a product, service, experience or organization. Learners explore the evolution of marketing to include a review of the key marketing principles relevant in today's workplace, an overview of the evolution from the traditional to digital marketing platform, and the differentiation between marketing a product or service versus marketing an experience. Learners examine functions and trends that are critical to staying competitive in the marketplace. This course introduces the functions of an organization for creating, communicating, and delivering value to customers. Designed to meet customers' needs and organizational goals, these functions include marketing and behavioral science research, environmental monitoring, target market selection, product selection, promotion, distribution and pricing.

MKT 2150 Digital Marketing Fundamentals

Digital Marketing Fundamentals provides an understanding of the digital marketing landscape, key trends impacting the industry, the changed customer journey, and the role each channel can play in that journey. The course also examines the advantages and subsequent challenges of this expanding marketing venue. Learners explore the tools that currently exist and the potential for future applications of the digital platform for marketing purpose. The course will further explore the digital platform as a tool for businesses in general in order to increase its levels of efficiency, effectiveness, and competitive position in the market space. Learners define and develop a digital strategy to help a business achieve its goals.

MKT 2200 Content Marketing and Social Media

*Prerequisite-MKT 2150 Digital Marketing Fundamentals

Content Marketing and Social Media emphasizes the importance of content and how different content types can be used to support brand and business goals. Learners identify not only the content type, but the literal content as well, in conjunction with a focus on the most appropriate demographic(s) for various content. Additionally, learners develop a content strategy and create engaging content for the right audience and channel.



[Home](#)

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