



# UNDERGRADUATE PROGRAMS



ISU



UofL



USF



QLU



**2+2 programs**  
and Dual Degree

**Apply Now!**



# QLU QUALITY LEADERSHIP UNIVERSITY



## ABOUT US

**Quality Leadership University** is a private university founded in Panama in 1997. To this date, more than 3,000 Panamanians and professionals from around the world have culminated their Bachelor's and Master's degrees in six different areas, studying completely in Panama. Today, more than 1,500 students are enrolled in our Undergraduate and Graduate Programs, as well as in our English for Success and Executive Education programs.

**Quality Leadership University** has collaborative agreements for graduate and undergraduate academic programs with the following prestigious universities: **University of Louisville, Illinois State University, University of South Florida, Universidad de Chile y Universidad Politécnica de Madrid.**

### Mission

To educate at the highest academic level more and better leaders and professionals who will actively contribute to the region's development.

To be highly recognized as one of the most important higher education institutions in developing professional and leadership talent for the region's corporations and organizations.

### Vision

### Values

- Leadership as a way of life
- Quality in all we do
- The highest academic level
- Transformational education
- Respect for diversity
- Passion for service
- Innovative differentiation



Original photo (Source: QLU and Louisville photo)

# QLU QUALITY LEADERSHIP UNIVERSITY



Original photo: (Source: Louisville photo)



## BENEFITS AND ADVANTAGES

### UNDERGRADUATE PROGRAMS



Students have the option of completing their degree in **Panama or in the US.**



The highest academic level in Panama.



The same professors who teach at the Main Campus of the universities in the US also teach in Panama.



Merit scholarships awarded to students with the highest grade point average in their class.



Schedules: Monday- Thursday from 8 A.M. - 12 P.M.



Practical and experimental teaching using case studies and business simulations.



The only AACSB International accredited Bachelor of Science in Business Administration offered in Latin America by a US university.



All courses are taught in English.



The University of Louisville and the University of South Florida are accredited by SACSCOC. Illinois State University is accredited by the Higher Learning Commission.



Our graduates are preferred when competing in the job market.



Student financial loans through IFARHU for Panamanian citizens and V.A. Aid for US citizens.

**TOEFL®**

Free Institutional TOEFL®.

# ADMISSION REQUIREMENTS

## ☑ FIRST-TIME FRESHMAN STUDENTS

- Application Form
- Final High School transcripts with a minimum GPA of 2.5/4.0 or 3.2/5.0.
- Copy of High School Diploma
- TOEFL score of 550 paper-based or 79 IBT (ETS school code 1838) or IELTS's score of 6.5. (Required for students applying to **University of Louisville** or **Illinois State University** programs)



Original photo (Source: QLU and ISU photo)

## ☑ TRANSFER STUDENTS

— Students with transcripts from a US University:

- Application Form
- Official transcripts from all previous universities with a minimum cumulative GPA of 2.0/4.0.
- Copy of High School Diploma
- Proof of English proficiency

Students with transcripts from non-US University:

- Application Form
- Official transcripts from all previous universities attended with a minimum cumulative GPA of 2.0/4.0. WES ([www.wes.org](http://www.wes.org)) or ECE ([www.ece.org](http://www.ece.org)) evaluation of transcripts
- TOEFL score of 550 paper-based or 79 IBT (ETS school code 1838) or IELTS's score of 6.5.
- Copy of High School Diploma

Original photo (Source: QLU and ISU photo)





University of Louisville's photo  
(Source: <http://louisville.edu/>)

# APPLY TODAY!



**UNIVERSITY OF LOUISVILLE**

- ✔ Bachelor of Arts in Communication, completely in Panama, (CTDA-092-2018 14 de mayo de 2018).
- ✔ First two years of General Education Requirements.
- ✔ First two years of Pre-Engineering Education.
- ✔ Option to do the last two years of many undergraduate programs in Louisville, Kentucky, paying in-state tuition.
- ✔ Option of minors in Humanities and Sociology for students enrolled in the B.A. in Communication.



Illinois State University's photo  
(Source: <https://news.illinoisstate.edu/2020/12/style-brigade-man-selected-to-lead-illinois-state-sportletics-as-new-ad/>)

# APPLY TODAY!



**ILLINOIS STATE UNIVERSITY**  
*Illinois' first public university.*

- ✔ Bachelor of Science in International Business, completely in Panama, (CTDA-177-2018 11 de septiembre de 2018).
- ✔ Option to study abroad one semester in Normal, Illinois paying Panamanian tuition.
- ✔ Option to do one or the last two years in Normal, Illinois.
- ✔ Study 5 years and obtain a B.S. International Business and Master of Business Administration MBA.





Original photo (Source: QLU photo)

# APPLY TODAY!



- ✔ Bachelor of Business Administration with an emphasis in International Business, (CTDA- 177-2018 11 de septiembre de 2018 )
- ✔ Program offered entirely in Spanish accompanied by intensive English courses that will guarantee language proficiency at the time of graduation.
- ✔ Collaboration agreements with prestigious universities in the United States.
- ✔ Option to complete the last year of the degree in the United States paying a reduced fee.



USF photo (Source: South Florida University)

# APPLY TODAY!



- ✔ Option to do the first two years of General Education Requirements in Panama and the last two years of many undergraduate programs in Tampa, Florida.
- ✔ Option to do the first two years of Pre-Engineering requirements in Panama and the last two years in Tampa, Florida.
- ✔ Option to do the first two years of Pre-Business requirements in Panama and the last two years in Tampa, Florida.
- ✔ Option to apply for the International Transfer Student Scholarship (ITSS) and LAC instate tuition waiver.





# UNIVERSITY OF LOUISVILLE

**University of Louisville** (UofL) is one of the oldest and most prestigious metropolitan public universities in the United States.

Founded in 1798, it is a state supported metropolitan university located in Louisville, Kentucky, the 16th largest metropolitan area in the US. UofL enrolls more than 22,000 students from all states and around the world in eleven colleges and schools. Quality Leadership University has had academic collaboration agreements with University of Louisville since 1998.



## How does it work?

- ✔ Obtain a Bachelor's Degree in Communication from University of Louisville studying completely in Panama.
- ✔ Study the first two years of general education requirements in Panama and complete your degree in Louisville, Kentucky paying in-state tuition, which represents savings of more than \$100,000.00
- ✔ Study 5 semesters in Panama and transfer to Louisville, Kentucky to complete an Engineering Degree, while earning professional experience.
- ✔ Obtain a minor in Humanities.
- ✔ Obtain a minor in Sociology.

## Accreditations





Students have the option of completing the first two years of general education courses in Panama through University of Louisville and transfer to the Main Campus in Louisville, Kentucky; to complete a wide variety of majors paying in-state tuition and saving up to \$100,000.00.

Visitor students can take courses from University of Louisville in Panama, and then transfer those courses to any university in the US.

## Arts

- TA207 Enjoyment of Theatre
- ARTH203 Introduction to Art

## Humanities

- HUM152 Cultures of America
- HUM216 Introduction to World Religions
- HUM224 Introduction to Film
- WGST201 Women in American Culture
- HUMM338 Greek Mythology
- PHIL225 Business Ethics
- SPAN323 Spanish for the Workplace

## Mathematics

- MATH105 Quantitative Reasoning
- MATH111 College Algebra
- MATH180 Elements of Calculus
- MATH205 Calculus I
- MATH206 Calculus II

## Natural Science

- BIOL102 Biology, Issues and Applications
- BIOL104 Biology, Issues and Applications Lab
- BIOL263 Environmental Biology
- CHEM101 Intro to Chemistry
- CHEM201 General Chemistry I
- CHEM202 General Chemistry II
- CHEM207 Intro to Chemistry Lab
- GEOS200 Global Environment

## Oral Communication

- COMM112 Business and Professional Speaking

## Orientation

- GEN101 Campus Culture

## Social Sciences

- COMM201 Introduction to Communication
- HIST101 History of Civilization I
- HIST102 History of Civilization II
- PSYC201 Introduction to Psychology
- SOC201 Introduction to Sociology
- SOC202 Social Problems
- SOC302 Social Theory
- SOC323 Diversity and Inequality
- SOC336 Criminology
- GEOG390 Geography of Panama
- POLS399 Political Issues in Latin America

## Written Communication

- COMM320 Newswriting
- COMM350 Intercultural Communication
- ENGL101 College Writing
- ENGL102 Intermediate College Writing
- ENGL306 Business Writing

## Pre-Engineering Curriculum

- MATH205 Calculus I
- MATH206 Calculus II
- MATH112 Trigonometry
- CHEM101 Intro to Chemistry
- CHEM201 General Chemistry I
- CHEM202 General Chemistry II
- CHEM207 Intro to Chemistry Lab
- PHYS107 Elementary Astronomy
- PHYS295 Physics Lab
- PHYS298 Physics

## Pre-Business Curriculum

- COSC111 Micro Computer Application
- ACCT201 Principles of Financial Accounting
- ACCT202 Principles of Managerial Accounting
- ECON202 Microeconomics
- ECON205 Macroeconomics
- LEGL225 Statistics for Business and Economics
- MATH180 Elements of Calculus

The Pre-Business Curriculum courses are taught by **Quality Leadership University** and students must do ECE or WES evaluation before transferring to another **US university**.



**College of Arts and Science**

- Aerospace Science
- Anthropology
- Art
- Art Education
- Art History
- Biology
- Chemistry
- Classical / Modern Languages
- Communication
- Criminal Justice
- English
- Foreign Language
- Foreign Literature
- Graphic Design
- Geography
- History
- Humanities
- Interior Design
- Latin American & Latino Studies
- Liberal Studies
- Mathematics
- Military Science
- Philosophy
- Physics and Astronomy
- Political Science
- Psychological & Brain Sciences
- Sociology
- Theatre Arts
- Urban & Public Affairs
- Women's & Gender Studies

**College of Business**

- Accountancy
- Business Administration
- Computer information Systems
- Economics
- Entrepreneurship (Minor)
- Equine Business
- Finance
- International Business (Minor)
- Management
- Marketing

**School of Dentistry**

- Dental Hygiene

**College of Education and Human Development**

- Exercise Science
- Early Elementary Education
- Middle School Education
- Music Education
- Public Health Education
- Organizational Leadership and Learning
- Secondary Education
- Sport Administration
- Wellness Coaching (Minor)
- World Language Education

**Kents School of Work**

- Social Work

**School of Music**

- Computer Music Studios
- Instrumental Performance
- Jazz
- Keyboard Studies
- Music Composition
- Music Education
- Music History
- Music Theory
- Music Therapy
- Vocal Performance

**School of Nursing**

- Nursing

**School of Public Health**

- Public Health

**Speed School of Engineering**

- Bioengineering
- Chemical Engineering
- Civil and Environmental Engineering
- Electrical and Computer Engineering
- Computer Engineering and Computer Science
- Industrial Engineering
- Mechanical Engineering

**And others**

**University of  
Louisville is  
ranked by**





**ILLINOIS STATE UNIVERSITY**  
*Illinois' first public university.*

**Illinois State University (ISU)**, founded in 1857, is the oldest public university in Illinois, United States; it is located in the town of Normal, two hours south of Chicago. ISU grants a variety of doctoral degrees, emphasizes teaching, and encourages faculty to conduct additional research. ISU is also recognized as the largest producers of teachers in the US according to the American Association of Colleges of Teacher Education. ISU enrolls more than 21,000 students.

**Illinois State University** is accredited by the Commission on Institutions of Higher Education of the North Central Association of Colleges and Secondary Schools. The teacher preparation programs are accredited by the National Council for Accreditation of Teacher Education and are certified by the Illinois State Board of Education. In addition, 22 programs hold discipline-based accreditation.

# How does it work?

- ✔ Obtain a Bachelor of Science in International Business from Illinois State University studying completely in Panama.
- ✔ Earn a scholarship for a semester abroad in Illinois State University.
- ✔ Study one or two years in Panama and complete your degree in Normal, Illinois.
- ✔ Study 5 years and obtain a Bachelor in Science in International Business and a Masters of Business Administration.

## Accreditations



**HIGHER  
LEARNING  
COMMISSION**  
A COMMISSION OF THE  
NORTH CENTRAL ASSOCIATION



**AACSB  
ACCREDITED**

### College of Applied Science and Technology

- Agriculture
- Agribusiness
- Animal Industry Management
- Pre-Veterinary Medicine
- Athletic Training
- Community Health Education
- Computer Science - General Computer Science
- Computer Systems Technology
- Construction Management
- Criminal Justice Sciences
- Cybersecurity
- Engineering Technology
- Environmental Health
- Exercise Science
- Family & Consumer Sciences
- Fashion Design and Merchandising
- Food Industry Management
- Food, Nutrition and Dietetics
- Graphic Communications
- Health Information Management
- Human Development and Family Science
- Information Systems
- Interior Design
- Medical Laboratory Science
- Network and Telecommunications
- Management
- Physical Education Teacher Education K-12
- Recreation & Park Administration
- Management
- Renewable Energy
- Safety
- School Health Education
- Technology and Engineering

### College of Arts and Sciences

- Actuarial Science
- Anthropology
- Biochemistry
- Biology
- Chemistry
- Communication
- Computer Physics
- Earth and Space Science
- Teacher Education
- Economics
- Engineering Physics
- English
- Foreign Language
- Geography
- Geology
- History
- Journalism
- Legal Studies
- Mass Media
- Mathematics
- Philosophy
- Physics
- Political Science
- Psychology
- Public Relations
- Social Work
- Sociology
- Spanish
- Spanish Teacher Education

### College of Business

- Accounting
- Business Administration
- Business Information Systems
- Business Teacher Education
- Finance
- Insurance
- International Business
- Management
- Marketing

### College of Education

- Early Childhood
- Elementary Education
- Middle Level Education
- Secondary Education
- Special Education

### College of Fine Arts

- Art
- Art History
- Art Teacher Education
- Art Technology
- Dance Performance
- Dance Teacher Education
- Graphic Design
- Music
- Music Business
- Music Education
- Music Therapy
- Studio Arts
- Theatre

### Menonite College of Nursing

- Nursing

# Illinois State University is ranked by



Original photos  
(Source: QLU and ISU photos)



University of South Florida (USF) is a Preeminent State Research University that was recently ranked #44 among public universities and was named the fastest-rising university in America by U.S. News and World Report. USF is located in the Tampa Bay region. Tampa's thriving cultural, arts and business communities offer students a rich college experience both inside and outside the classroom. Students enjoy year-round beautiful weather with mild temperatures, plenty of

sun and some of the nation's best-loved beaches just a short drive away. USF offers more than 180 undergraduate majors and concentrations across 14 colleges. Campus amenities include exceptional on-campus residence halls, sports and recreation, numerous dining options, more than 600 student clubs and organizations, and much more. Over 39,000 students from more than 141 countries across the globe choose to study at USF.

# How does it work?

- ✔ Option to do the first two years of General Education Requirements in Panama and the last two years of many undergraduate programs in Tampa, Florida.
- ✔ Option to do the first two years of Pre-Engineering and Pre-Business requirements in Panama and the last two years in Tampa, Florida.
- ✔ Option to apply for the International Transfer Student Scholarship (ITSS) and LAC instate tuition waiver.

## Accreditations



## COLLEGE OF ARTS & SCIENCES

- Sustainability Studies
- Integrated Public Relations and Advertising
- Mass Communications, with Broadcast News Concentration
- Mass Communications, with Broadcast Program and Production Concentration
- Anthropology
- Cell and Molecular Biology
- Biomedical Sciences
- Chemistry
- Medical Technology
- Communication
- Economics
- Quantitative Economics and Econometrics
- English
- Professional and Technical Communication
- History
- Humanities and Cultural Studies
- Information Science
- Biology
- Political Science
- Digital Communication and Multimedia Journalism
- Mathematics
- Physics
- Philosophy
- Psychology
- Sociology

## COLLEGE OF BUSINESS

- Accounting
- Finance
- Hospitality Management
- Information Assurance and Cybersecurity Management
- Management
- Advertising
- Entrepreneurship
- Global Business
- Marketing
- Risk Management and Insurance
- Supply Chain Management

## COLLEGE OF EDUCATION

- Early Childhood Education
- Elementary Education
- Science Education
- Social Science Education

## COLLEGE OF ENGINEERING

- Chemical Engineering
- Civil Engineering
- Computer Engineering
- Computer Science
- Cybersecurity
- Information Technology
- Electrical Engineering
- Industrial Engineering
- Mechanical Engineering
- Biomedical Engineering

## COLLEGE OF PUBLIC HEALTH

- Health Sciences

## COLLEGE OF THE ARTS

- Art History
- Graphic Arts
- Studio Art
- Music Education
- Music Performance
- Music Studies
- Dance
- Theatre

# University of South Florida is ranked by



USFphotos (Source: www.usf.edu)



# Obtain a US Degree, completely in Panama

## Bachelor of Arts in Communication

The Bachelor of Arts in Communication, in academic collaboration with University of Louisville, allows the students the opportunity to earn a degree from a prestigious university from the United States of America without leaving Panama.

### What can you do with a degree in Communication?

- ✓ Television and radio executive
- ✓ Newspaper and magazine executive
- ✓ News and feature magazine writer
- ✓ Sports marketing writer / executive
- ✓ Events Planner
- ✓ Advertising or marketing specialist
- ✓ Account executive
- ✓ Sales manager
- ✓ Media Planner
- ✓ Media sales representative
- ✓ Radio announcer
- ✓ News anchor
- ✓ Public relations manager
- ✓ Producer
- ✓ Content Manager



[Apply Now!](#)

## ACADEMIC PROGRAM

- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li>• Campus Culture</li> <li>• Introduction to Psychology</li> <li>• Business and Professional Speaking</li> <li>• College Writing</li> <li>• College Algebra</li> </ul>  | <ul style="list-style-type: none"> <li>• Interpersonal Communication</li> <li>• Introduction to Sociology</li> <li>• Statistics for Business and Economics</li> <li>• Diversity and Inequality</li> </ul>   | <ul style="list-style-type: none"> <li>• Introduction to Strategic Communication</li> <li>• Criminology</li> <li>• Business Ethics</li> <li>• History of Panama</li> <li>• Enjoyment of Theatre</li> </ul>      |
| <ul style="list-style-type: none"> <li>• Global Environment</li> <li>• Principles of Communications</li> <li>• Introduction to Biological Systems</li> <li>• Introduction to Biological Systems Lab</li> </ul>  | <ul style="list-style-type: none"> <li>• Arguments in Every Day Life</li> <li>• Cultures of America</li> <li>• Macroeconomics</li> <li>• Principles of Marketing</li> <li>• Introduction to Arts</li> </ul> | <ul style="list-style-type: none"> <li>• Video Communication</li> <li>• Spanish for the Workplace</li> <li>• Social Theory</li> <li>• Strategic Communication Writing</li> <li>• Environment Biology</li> </ul> |
| <ul style="list-style-type: none"> <li>• Political Issues in Latin America</li> <li>• Intermediate College Writing</li> <li>• Microeconomics</li> <li>• Principles of Mass Communication</li> <li>• Introduction to Communication Technologies</li> </ul> | <ul style="list-style-type: none"> <li>• Research Communication</li> <li>• Social Problems</li> <li>• Geography of Panama</li> <li>• Newswriting</li> <li>• Introduction to Film</li> </ul>                 | <ul style="list-style-type: none"> <li>• Business Writing</li> <li>• Intro. to World Religions</li> <li>• Sports Communication</li> <li>• Graduation Project</li> </ul>   |

Obtain a US Degree, completely in Panama

## Bachelor of Science in International Business

The **Bachelor of Science in International Business**, in academic agreement with **Illinois State University**, allows the student the opportunity to earn a degree from a prestigious university from the United States of America **without leaving Panama**.

### ➤ What can you do with a degree in International Business? ◀



Original photo (Source: QLU photo)

[Apply Now!](#)

- Business owner ✓
- Operations manager ✓
- Production manager ✓
- International business consultant ✓
- Entrepreneur ✓
- Small business owner ✓
- Marketing manager ✓
- Human resources manager ✓
- Work in other countries ✓
- International sales executive ✓
- Manager of international department ✓
- Multinational company executive ✓

## ACADEMIC PROGRAM

- College Writing
- College Algebra
- Business and Professional Speaking
- Introduction to Psychology
- Campus Culture
- History of Panama
- Intro to Biological Systems
- Intro to Biological Systems Lab
- Global Environment
- Intermediate College Writing
- Business Writing
- Financial Accounting
- Microcomputer Applications
- Elements of Calculus
- Principles of Communications
- Managerial Accounting
- Legal Environment of Business
- Enjoyment of Theatre
- Political Issues in Latin America
- Cultures of America
- Microeconomics
- Statistics for Business and Economics
- Business Ethics
- Macroeconomics
- Principles of Management
- Spanish for the Workplace
- Social Problems
- Principles of Marketing
- Operation Management
- Professional Career Development
- Marketing Research
- Understanding the Global Environment of Business
- Business Finance
- Cross Cultural Behavior in Business
- Consumer Behaviour
- Information Systems in Organizations
- Professional Relationship Selling
- International Internship
- International Management
- International Law
- International Marketing
- Organizational Strategy
- ETS Exam: The ETS Business Fundamentals Exam is a requirement for Business majors.



Quality Leadership University fue fundada en 1997 bajo el liderazgo de Oscar León, quien tuvo la visión de ofrecer el más alto nivel académico en Panamá con el objetivo de preparar líderes y profesionales que contribuyan al desarrollo de la región. A la fecha, más de 3,000 panameños y extranjeros de todas partes del mundo han recibido sus diplomas de licenciatura y maestría en diversas áreas profesionales.

Con más de 1,500 estudiantes matriculados en nuestros programas de licenciatura y maestría, así como en nuestros programas de Inglés para el Éxito Profesional y Educación Continua, Quality Leadership University mantiene acuerdos académicos con universidades reconocidas mundialmente como **University of Louisville**, **Illinois State University**, **University of South Florida**, **Universidad de Chile** y **Universidad Politécnica de Madrid**.

## OPCIONES

- ✓ Programa ofrecido en español, con una **beca de aprendizaje del idioma inglés**.
- ✓ Licenciatura en Administración de Empresas con énfasis en Negocios Internacionales, (CTDA-177-2018 11 de septiembre de 2018).
- ✓ Licenciatura en Administración de Empresas con énfasis en Mercadeo, (CTDA-10-2020 21 de enero del 2020).
- ✓ Opción de culminar la Licenciatura en Administración de Empresas con énfasis en Negocios Internacionales con **Illinois State University**, (CTDA-177-2018 11 de septiembre de 2018).
- ✓ Opción de culminar la Licenciatura en Ciencias de la Comunicación con **University of Louisville**, (CTDA-092-2018 14 de mayo de 2018).
- ✓ Opción de transferirse los últimos dos años al campus central de **University of Louisville** en Louisville, Kentucky.
- ✓ Opción de transferirse los últimos dos años al campus central de **Illinois State University** en Normal, Illinois.
- ✓ Opción de transferirse los últimos dos años al campus central de **University of South Florida**, Tampa, Florida.

**ACREDITADOS  
por CONEAUPA**





# Licenciatura en Administración de Empresas con énfasis en Negocios Internacionales

CTDA-177-2018 11 de septiembre de 2018

Programa ofrecido en español, con un beca de aprendizaje del idioma inglés.

Los estudiantes adquirirán las habilidades necesarias para aprovechar las oportunidades emergentes en el mercado global y desarrollarán una comprensión de las estrategias utilizadas por las empresas multinacionales y cómo gestionar un ambiente intercultural en el mundo de los negocios.

## ➤ ¿Qué puedes ser / hacer con un título en Negocios Internacionales?

- ✓ Formar tu empresa con orientación global
- ✓ Ejecutivo de empresas multinacionales
- ✓ Gerente en Bancos Internacionales
- ✓ Consultor de negocios internacionales
- ✓ Ejecutivo de ventas o compras internacionales
- ✓ Gerente en departamentos internacionales de empresas globales
- ✓ Trabajar en embajadas, organismos internacionales, consultoras, y agencias de medios internacionales
- ✓ Profesional en áreas de mercadeo, finanzas, recursos humanos, operaciones, economía, logística, transporte, bienes raíces, comercio internacional y otras



Photo Stock (Source: freepik.com)

**¡Aplica ahora!**

## PLAN DE ESTUDIO

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"> <li>● Orientación a la Vida Universitaria</li> <li>● Introducción a la Psicología</li> <li>● Álgebra Universitaria</li> <li>● College Writing</li> <li>● Habilidades Orales Profesionales y de Negocios</li> <li>● Historia de Panamá</li> <li>● Intermediate College Writing</li> <li>● Estudios del Medio Ambiente</li> <li>● Introducción a las Ciencias Biológicas</li> <li>● Laboratorio de Introducción a las Ciencias Biológicas</li> <li>● Aplicaciones de la Microcomputadora</li> <li>● Principios de Contabilidad I</li> <li>● Español</li> <li>● Introducción al Cálculo</li> </ul> | <ul style="list-style-type: none"> <li>● Business Writing</li> <li>● Principios de Contabilidad II</li> <li>● Apreciación del Teatro</li> <li>● Aspectos Políticos de América Latina</li> <li>● Geografía de Panamá</li> <li>● Ética en los Negocios</li> <li>● Estadística de Negocios</li> <li>● Principios de Microeconomía</li> <li>● Introducción a la Lógica</li> <li>● Principios de Macroeconomía</li> <li>● Sistemas de Información Computacional</li> <li>● Ambiente Legal en los Negocios</li> <li>● Gerencia de Operaciones</li> <li>● Introducción a la Gerencia</li> <li>● Principios de Mercadeo</li> </ul> | <ul style="list-style-type: none"> <li>● Finanzas Corporativas</li> <li>● Negocios Internacionales</li> <li>● Empresariado</li> <li>● Investigación de Mercado</li> <li>● Literatura Global</li> <li>● Comparación de Políticas Económicas</li> <li>● Finanzas Internacionales</li> <li>● Mercadeo Global</li> <li>● Administración de Proyectos</li> <li>● Leyes Internacionales</li> <li>● Estrategia Global</li> <li>● Administración de Emp. Multinacionales</li> <li>● Proyecto de Graduación</li> </ul> |
|--|--|---|

# Licenciatura en Administración de Empresas con Énfasis en Mercadeo

CTDA-110-2020 21 de enero del 2020

Programa ofrecido en español, con una beca de aprendizaje del idioma inglés. Los estudiantes se formarán con una visión global e integradora del área de Marketing. Desarrollarán habilidades para analizar el mercado e identificar oportunidades estratégicas, para proponer estrategias que permitan atraer clientes, satisfacer sus necesidades, así como establecer relaciones duraderas y rentables con ellos.

## ➤ ¿Qué puedes ser / hacer con un título en Mercadeo?

- ✓ Director o Gerente de Marketing
- ✓ Director o Gerente de Ventas
- ✓ Gerente de Marca en multinacionales
- ✓ Content Manager o Community Manager
- ✓ Investigación de mercados y del consumidor
- ✓ Dirección creativa publicitaria
- ✓ Asesoría y consultoría comercial
- ✓ Innovación de productos
- ✓ Dirección o gestión de marcas
- ✓ Dirección de relaciones públicas y organización de eventos
- ✓ CEO



**¡Aplica ahora!**

## PLAN DE ESTUDIO

- Orientación a la Vida Universitaria
- Introducción a la Psicología
- Álgebra Universitaria
- College Writing
- Habilidades Orales Profesionales y de Negocios
- Historia de Panamá
- Intermediate College Writing
- Estudios del Medio Ambiente
- Introducción a las Ciencias Biológicas
- Laboratorio de Introducción a las Ciencias Biológicas
- Aplicaciones de la Microcomputadora
- Principios de Contabilidad I
- Español
- Introducción al Cálculo
- Redacción para los Negocios
- Principios de Contabilidad II
- Electiva de Arte
- Aspectos Políticos de América Latina
- Geografía de Panamá
- Ética en los Negocios
- Estadística de Negocios
- Principios de Microeconomía
- Electiva General
- Principios de Macroeconomía
- Sistemas de Información Computacional
- Ambiente Legal en los Negocios
- Gerencia de Operaciones
- Introducción a la Gerencia
- Principios de Mercadeo
- Finanzas Corporativas
- Negocios Internacionales
- Empresariado
- Investigación de Mercado
- Electiva I
- Electiva II
- Comportamiento del Consumidor
- Mercadeo Global
- Electiva III
- Relaciones Profesionales en Ventas
- Mercadeo Digital y Redes Sociales
- Proyecto de Graduación
- Mercadeo Estratégico

# QLU QUALITY LEADERSHIP UNIVERSITY

# MEET OUR GRADUATES



## Astrid Castellero

Co-Owner + Digital Strategy Director at The Digital Life, Digital Marketing Agency  
 Bachelor in Business Administration with a concentration in Management, Towson University, 2014  
 Magna Cum Laude  
 The Oxford School, 2010

Along with my parents, I started my research during my H.S. Senior year and happened to be interested in QLU Business Administration - Management Program. Later that year, my high school took my class to visit QLU campus among other universities, and I instantly pictured myself studying there. I think of QLU as having education and opportunities without boundaries. The program they offered was very complete and with the option to continue my education in English and receive a diploma from the United States while studying in Panama was on top of my list. Studying in QLU was definitely the best decision for my undergraduate education. Thanks to QLU I got my first job in a multinational company during my junior year, worked there for up to 2.5 years starting as an intern up to becoming the Digital Marketing Leader for renowned brands in Central America and the Caribbean. Thanks to that experience I discovered this field is my passion and decided to start my own digital marketing business.

## Luis Andrés Castillo Vásquez

Logistics and Compliance Manager at Golden Hill Ingredients LLC  
 Finance Major and Entrepreneurship and Economics Minors, 2015  
 Master of Business Administration, 2018  
 Colegio San Agustín, 2011

I chose to study at QLU because of their 2+2 program. QLU provided me the best business education and opportunities among available in Panama. What is great about this program is taking all the Gen Ed classes in Panama which makes the process more accessible and, of course, obtaining the *in-state* tuition. Through my experience, I can say that Finance is a challenging but worthwhile program in the College of Business of University of Louisville. It provides great opportunities and the professors are the top of the school. It also gave me the best chance to continue my education and enroll in the MBA program. I obtained this through internship, thanks to the Board of Overseers Mentorship Program. They select best students based on their GPA and it is run through the honors program at UofL. They match your interests with a mentor in the community. My mentor was the owner of the company where I work now. I would recommend this program to others; being able to go to a top university in the US provided me with all the tools I needed to follow my dreams and be successful.



## Stephanie Lievano

Subscriptions Expert, Millicom (Tigo)  
 BA Communication, 2013, MS Human Resources, 2014  
 Doctors Charter School of Miami Shores, 2009

I studied a BA in Communication which I finished in 2013 and a MS in human resources, which I concluded in 2004. The reason as to why I decided to study in QLU and take the 2+2 program was because I was curious about living outside of the United States. This program was the perfect opportunity to keep on learning while being in a vibrant and exciting new culture. What I truly appreciate of this experience were the great student/professor network and also the fact that thanks to it I have many friends all over the world. That includes the unforgettable experiences such as losing my voice cheering on for the Louisville Cardinals Men's basketball team and also being a member of Sigma Kappa Sorority studying on main campus which were stepping stones for me to pick my values and create new routes to explore the world.





# STUDENT LIFE




Debate Club



Performance Club



Leadership Workshop

Sports Life



# Application

[www.qlu.ac.pa/undergrad-application/](http://www.qlu.ac.pa/undergrad-application/)


[www.louisville.edu](http://www.louisville.edu)

[www.illinoisstate.edu](http://www.illinoisstate.edu)

[www.usf.edu](http://www.usf.edu)

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