1.B.2 Executive Leadership Team (continued)

Nexford Leadership Team:

- Fadl Al Tarzi, CEO and President
- Cathy Plunkett, EdD, Chief Academic Officer (CAO)
- Anurag Mishra, Director of Finance (DF)
- Paul Coleman, Chief Technology Officer (CTO)
- Jim Killin, Chief Financial Officer (CFO)
- Barney Woodbridge, Director of Growth (DG)
- Halina Wiktor, Director of People (DP)
- Adam Figueira, Brand Director
1.8.4 Faculty (Cont.)

Candidate, University of Texas School of Public Health

m. Carolyn Hess, Associate Faculty, BS Sociology, SUNY College at Buffalo

n. Hector Gonzalez, Associate Faculty, MBA, Universidad Católica de Córdoba

o. Dr. Rutendo Mudzamiri, Associate Faculty, Doctor of Strategic Leadership, Regent University

p. Danai Strother, Associate Faculty, B.S Corporate Communication, Lamar University

q. Dr. Troy Abel, Associate Faculty, PhD Human Computer Interaction, Iowa State University

r. Dr. Kenneth Granberry, Associate Faculty, PhD International Business Administration - Finance, Nova Southeastern University

s. Traci Sumner, Associate Faculty, M.A. History, CSU Stanislaus

t. Christopher Fant, Associate Faculty, MBA, Gardner-Webb University, BSBM, Clemson University

u. Aisling Byrne, Associate Faculty, CEBS & CMS, The Wharton School, MS Business, Western Governors University

v. Mark McCoy, Associate Faculty, PhD Business and Technology, Capella University

w. Dr. Adebowale Onatolu, Doctor of Business Administration, University of Phoenix

x. Joseph Moussa, MBA Accounting, Toura University
Hyper connectivity represents a tilt in the lens of the world – and the explosion of global economy has recast what it means to do business. The Nexford University (NXU) Bachelor of Business Administration (BBA) provides a solid footing in the fundamentals of business. It also forms part of our stackable credentials, making it a clear pathway for learners to advance to the NXU Masters of Business Administration (MBA) degree. The curriculum is a primer for critical, analytical, and strategic thinking, and combines general education courses with nine specialization options. These include Business Analytics, Building a Tech Startup, 360° Marketing, Supply Chain & E-commerce, Introduction to AI & the Future of Automation, Product Management, Digital Transformation, Doing Business in Europe, the Middle East & Australia, and Doing Business across Emerging Markets. The most complex business questions today are best answered with global sensitivity and evidence-based insight. This interdisciplinary degree is a direct route to a transnational career.

NXU selected the Bachelor of Business Administration (BBA) degree for three primary reasons:

a. The BBA degree provides a strong foundation in business fundamentals that is applicable to real-world environments  
b. The BBA serves as a required pathway that provides learners with the knowledge, skills, and dispositions necessary to progress to our MBA program  
c. The BBA is a hands-on, innovative degree. The BBA combines foundational general education courses and a strong focus on a specific specialization of the learner’s choice.

The specializations include:

a. Business Analytics  
b. Building a Tech Startup  
c. 360° Marketing  
d. Supply Chain & E-commerce  
e. Introduction to AI & the Future of Automation  
f. Product Management  
g. Digital Transformation  
h. Doing Business across Emerging Markets

Learners enrolled in the BBA specializations can also receive an additional credential (certificate) prior to degree completion. The certificate is part of our stackable credential model to reward learners throughout their learning path as a means of learner retention and engagement.
3.G

starting, sustaining, or growing a business within the region. Learners become fluent in concepts of business, modern history, and culture within the region in order to navigate complex interactions for a variety of business opportunities.

DBW 6450 Doing Business in Sub-Saharan Africa

Doing Business in Sub-Saharan Africa provides learners with an overview of the current and emerging business landscape within the region including the largest and fastest growing industries, workforce, regulation, and public and private investment. Learners develop skills for analyzing business opportunities within Sub-Saharan Africa and design strategies for starting, sustaining, or growing a business within the region. Learners become fluent in concepts of business, modern history, and culture within the region in order to navigate complex interactions for a variety of business opportunities.

GBL 6850 The Art of Communication

What is the number one job skill American and global employees are lacking, according to LinkedIn CEO, Jeff Weiner? Communications. The Art of Communication is designed to strengthen and promote a leadership-driven communications model that extends from an audience-centered communications approach. How do leaders persuade shareholders? How do leaders negotiate with clients and business partners across cultures? How are the psychology and cognitive principles of negotiation influenced by audience awareness? This course introduces learners to a foundation in rhetorical awareness that will transfer through a variety of contexts, including corporate communications, public speaking, negotiation, and a range of executive leadership scenarios. Coursework includes genre analysis, professional writing, presentation design and delivery, and negotiation workshops. Learners interested in developing leadership communications skills in both public and private sectors should attend.

AIA 6550 Data Sciences for Decision Making

Data Sciences for Decision Making provides a foundation for learners to apply advanced analytics skills to complex data analysis and modes. Learners build an understanding of design, data analytics tools, and advanced analytics translators to communicate complex data-related requirements between data engineers, business, and IT stakeholders. Learners examine four major areas. First, there are momentum gains in the data and analytics revolution. Advances in data collection, machine learning, and computational power have fueled progress due to an exponential growth in the volume of data, continual advances in algorithms, and greater computational power and storage. Second, there are five elements of successful data analytics transformation: cases/sources of value, data ecosystems, modeling insights, workflow integration, and adoption. Third, the mapping value in data ecosystems includes data generation and collection, data aggregation, and data analysis. Fourth, models of distribution are fueled by big data analytics as business models are enabled by orthogonal data, hyper scale, real-time matching, radical personalization, massive data integration capabilities, data-driven discovery, and enhanced decision making.

AIA 6600 Artificial Intelligence

Artificial Intelligence (AI) considers the business applications of machine learning (ML), and how AI supports the discovery of meaningful patterns in data and adds insights into predicting performance as well as increasing productivity. Learners explore advanced concepts in machine learning, including details of decision tree algorithms, the QUEST algorithm and how it handles nominal variables, ordinal and continuous variables, and missing data. They also explore the C5.0 algorithm and review some of its key features, such as global pruning and winnowing, and dive into advanced topics that apply to all decision trees, such as boosting and bagging. The course covers four major topics. First, machine learning and neural networks. Second, value creation across the value chain phases (project, produce, promote, and provide) and various industry verticals (retail, electric utilities, manufacturing, healthcare, and education). Third, elements of successful artificial intelligence transformation. Fourth, artificial intelligence use cases across retail, electric utilities, manufacturing, healthcare, and education.
AIA 6650 Robotics and Automation

Robotics and Automation engages learners in examining the Intelligent Process Automation (IPA) five core technologies. These are the following: robotic process automation (RPA), smart workflow, machine learning/advanced analytics, natural-language generation (NLG) and cognitive agents. You’ll learn the inner workings of each of these five technologies during the course. RPA is a software automation tool that automates routine tasks. Smart workflow is a process-management software tool that integrates tasks performed by groups of humans and machines. Machine learning/advanced analytics includes algorithms that identify patterns in structured data, such as daily performance data. Natural-language generation (NLG) is a software engine that creates seamless interactions between humans and technology. Cognitive agents are technologies that combine machine learning and natural-language generation to build a completely virtual workforce.

MHY 6700 Internet of Things

Internet of Things engages learners in examining IoT operating systems architectures, standards, and ecosystems. You’ll delve into industrial automation value proposition for IoT, device management, cybersecurity analysis, best-practices in IoT ecosystem design, and monetizing IoT under different commercial models and across the value chain.

MHY 6750 Cybersecurity Leadership

Explore how our hyperconnected world, comprised of a myriad of networks – both machine and human – has brought us to the precipice of a fundamental revolution and redefinition of the human experience and our socio-political and military world order. Crime, news, and even warfare is digital today. Examine cybersecurity goals, cybersecurity tools, cybersecurity strategies, and how cybersecurity leadership underpins every aspect of cybersecurity strategy.

MHY 6800 Product Management with Agile and Lean

Product Management with Agile and Lean explores the techniques that product managers apply to minimize execution risk for a team. You’ll examine two main types of execution risk: technical risk, which is the risk that the product fails because the team utilizes bad software management practices, and product risk, which is the risk that the product fails because it is not what the customers or market want. Learn how to apply the Agile framework to minimize technical execution risk and the Lean framework to minimize product risk.
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