

CAMPUS

MY AIU MAGAZINE *mundi*

Image: Camels seen from above,
by George Steinmetz.
© 2005 National Geographic
Society. All rights reserved.



www.aiu.edu

AIU News + Student essay + Getting the fullness + Education + Culture + Science
+ Technology + Art + Design + Body + Mind + Spirit + Environment + Human
Rights + 10 Tips from a self-employed + Development Studies + About AIU

Contents

Directory

Dr. Franklin Valcin
PRESIDENT /
ACADEMIC DEAN

Dr. José Mercado
CHIEF EXECUTIVE
OFFICER

Dr. Ricardo González
PROVOST

Ricardo González
CHIEF FINANCIAL
OFFICER

Jaime Rotlewicz
DEAN OF ADMISSIONS

TEXT SELECTION
Roberto Aldrett

DESIGN
Janice Kelly

Do you
want to share
a great idea
with us?

We would love
to hear it!

Mailbox
aiumagazine@aiu.edu



Campus Mundi
MY AIU MAGAZINE
Year 2, # 15
February 2015
www.aiu.edu

In touch



AIU News

- 4 Notes
- 5 Graduates of the month

Student / Advisor Space

- 6 Testimonials
- 7 Essay from a student
- 9 Getting the fullness, by AIU Advisor

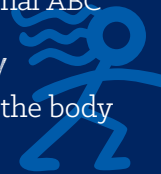
Learning

Education + Culture

- 12 Fuji Kindergarten / Emotional ABC

Science + Technology

- 13 Oxigen respirator / Inside the body



Art + Design

- 14 Green home by Philippe Starck /
Blu's faces

Body + Mind + Spirit

- 15 5 healthy tips / Divided attention
- 16 Sad songs / Tips for a spiritual life

Environment

- 17 Solar power in Peru / Release the wolf

Human Rights + Animal Rights

- 18 The color of privilege / OceanWall

Campus

For the freelancers

- 20 10 tips from a self-employed

Be wise & have fun

- 21 Prynt / Spiralizer /
Quote from John O'Donohue /
Nixie / 15 pieces of advice from some
of humanitie's greatest minds



Programs at AIU

- 22 Bachelor of Development Studies

About us

AIU: Who we are

- 24 General information
Accreditation
The AIU difference
Mission & Vision
Organizational Structure

- 25 School of Business and Economics
School of Science and Engineering

- 26 School of Social and Human Studies
Online Library Resources

- 27 Education on the 21st century
AIU service



NOT TOUCH



Lecturing



JANUARY 11, 2015. Congratulations to our AIU alumni Dr. **Mike Boniface Goma**. He is currently lecturing in the **University of Lusaka** in three programs: **Masters in Public Sector Accounting and Finance, Public Sector Budgeting and Finance** and finally, **Corporate Governance in Legal Framework in Auditing**.

He is also an external Examiner in Dissemination marketing at the Masters Level as well as a Supervisor of Dissemination writing both at the Masters and Doctorate level.

Dr. **Mike Boniface Goma** completed a Doctorate program in Philosophy at AIU.



Student's work published

DECEMBER 28, 2014. AIU wants to congratulate one of our students, **Kenneth Okocha** for his recent success.

Kenneth wrote his work on: **"The Strategies of Military Capability"** and it has been published by **American Open Political Science Journal**.

You can read his work through the following link:

rekpub.com/American%20Open%20Political%20Science%20Journal/Current%20Issue.php



Kenneth is currently enrolled in a Doctorate program in International Relations at AIU.

We are very proud of you, **Kenneth**, and we wish you more success in your professional projects.

Published

JANUARY 19, 2015. **Felix Ale**, graduated who completed a Doctorate program in Journalism at AIU, wrote his work on:

"New Media and a Democratic Society", which has been published as an e-book through Grin Publishing. Read it here:

www.grin.com/en/e-book/286499/new-media-and-a-democratic-society

His publication



has received commendation from the National Leadership on Nigeria Union of Journalists (NUJ) as the National President of the Union, **Mal-lam Garba Mohammed**, who also doubles as the President of West Africa Journalists Association (WAJA) has described it as one of the brilliant academic works

by any member of the Union in recent times and as a pride to Journalism profession in Africa.

FIND MORE NEWS FROM AIU FAMILY

Latest News: aiu.edu/news/original/index.html
News Archive: aiu.edu/pressroomnew.asp?pcid=63

Trust in the workplace

Assignment: Using **MyAIU** and its elements to compliment the article, you will need to choose five questions from the list below and develop an essay based on those. Once you have your assignment ready, please submit it via your student section for an evaluation.

Bibliography (include at end of essay): **ROGERS, ROBERT; RIDDLE, SHERYL. Trust in the Workplace.** Development Dimensions International. Pittsburgh, USA. 2003.

The reading for this assignment is called **Trust in the Workplace**.

www.aiu.edu/online/etempl/fin/pdf/trust%20in%20the%20workplace%20business.pdf

This topic is important for any business or organization so that the people working there are more productive and creative. This assignment has the goal of exploring trust as an important factor in making a community or business more productive. Explore trust in your life, your workplace and in your own community. Is there trust? Does trust make a difference? What difference?

Questions to develop in your essay. Include personal experiences to explain your views.

- Why is trust important in the workplace?

- How do you define trust?
- What are the advantages of trust? What are the dangers?
- Is it better to have trust in the workplace or better to have control? Can you have trust when management controls the workplace? Does the trust develop creativity and superior productivity?
- Discuss the following areas
 - o Integrity of the organization
 - o Strategic direction of organization
 - o Compensating employees to develop trust
 - o Trust in the work environment
 - o Communications between workers and management
 - o Leadership that develops trust
 - o Rebuilding trust after it has broken
- Give your views on trust. Would you work in an organization where workers and management did not trust each other? Evaluate the trust in the places where you have worked. Was it important or not? Is there trust in your community? Does the workplace reflect your broader community? Give your final thoughts about trust among people and how trust changes life. Enjoy and remember to **Live, Learn and Share**.

5TH INTERNATIONAL CONFERENCE ON Health, Wellness, and Society

Call For Papers. This Conference will be held 3-4 September 2015 at the Universidad de Alcalá in Madrid, Spain. 2015 Special Focus: Health and Wellness in the Age of Big Data.

In the practice and study of health and wellness, the question of 'big data' turns our attention not only to the integration of data collected formally by medical professionals, but also the aggregation of isolated silos of personal data collected incidental to everyday life activity.

Conference Themes

- The Physiology, Kinesiology, and Psychology of Wellness in its Social Context
- Interdisciplinary Health Sciences
- Public Health Policy and Practices
- Health Promotion and Education

Proposal Submissions and Deadlines

The current review period closing date for the latest round of submissions to the Call for Papers (a title and short abstract) is **21 January 2015***. Please visit our website for more information on submitting your proposal, future deadlines, and registering for the conference.

If you are unable to attend the conference, you may still join the community and submit your article for peer review and possible publication, upload an online presentation, and enjoy subscriber access to The International Journal of Health, Wellness and Society. *Proposals are reviewed in rounds adhering to monthly deadlines. Check the website often to see the current review round.

Visit the website:
healthandsociety.com

Graduates of the month

DECEMBER 2014

MORE AIU GRADUATES

Gallery: aiu.edu/Graduation/grids/index.html

Video Interviews: aiu.edu/online/Grad%20Gallery/indexs.html

Kialanda Nsidiovova
MASTER OF SCIENCE
CHEMICAL ENGINEERING
ANGOLA

Joelma Margarida Caetano Jose Maria
MASTER OF SOCIAL AND HUMAN STUDIES
LANGUAGES AND LITERATURE
ANGOLA

Angel Guillermo Brito Isidro
BACHELOR OF INDUSTRIAL ENGINEERING
MAINTENANCE
ARGENTINA

Alicia Vanesa Nowak
BACHELOR OF PSYCHOLOGY
PSYCHOLOGY
ARGENTINA

Daymara Tratman Brown
MASTER OF EDUCATION
EDUCATION
BARBADOS

Angel Alberto Echeverry Castaño
BACHELOR OF COMPUTER SCIENCE
SYSTEMS ENGINEERING
COLOMBIA

César García Balaguera
DOCTOR OF PUBLIC HEALTH
SEXUAL AND REPRODUCTIVE HEALTH
COLOMBIA

Rafael Rodrigo Jacobo Píngst
BACHELOR OF MARKETING
MARKETING
COLOMBIA

Raul Herbert Schiantarelli Liebmingier
BACHELOR OF MARKETING
MARKETING
COLOMBIA

Miguel Angel Valverde Hernandez
BACHELOR OF SCIENCE
SCIENCE AND AGRICULTURAL ENGINEERING
COSTA RICA

German Mendoza Rudecindo
DOCTOR OF LITERATURE
SPANISH AMERICAN LITERATURE
DOMINICAN REPUBLIC

Rafaela de los Ángeles Jiménez
DOCTOR OF PHILOSOPHY
SPANISH AMERICAN LITERATURE
DOMINICAN REPUBLIC

Wiston Vladimir Calderón González
BACHELOR OF SCIENCE
PHYSICAL EDUCATION
ECUADOR

Adelabu Michael Gbenga
MASTER OF SCIENCE
FINANCE
GAMBIA

Stephania Noel
BACHELOR OF SCIENCE
PROJECT MANAGEMENT
HAITI

Douglas Reinaldo Zerón Juárez
BACHELOR OF SCIENCE
ELECTROMECHANICAL ENGINEERING
HONDURAS

Ran Bibi
DOCTOR OF BUSINESS ADMINISTRATION
MARKETING
ISRAEL

Luis Jorge Benítez Barajas
DOCTOR OF SCIENCE
ARCHITECTURE
MEXICO

Alabi Abdulraouf Olawale
DOCTOR OF PHILOSOPHY
FINANCIAL MATHEMATICS
NIGERIA

Alfonso Roberto Campos Moretti
BACHELOR OF SCIENCE
CIVIL ENGINEERING
PERU

Arnaldo Arévalo Nizama
BACHELOR OF SCIENCE
AGRONOMY
PERU

Deivis Arturo Solsol Cabezas
BACHELOR OF SCIENCE
MECHANICAL ENGINEERING
PERU

Karangwa Innocent
DOCTOR OF PROJECT MANAGEMENT
FORMULATION AND EVALUATION PROJECT MGMT
RWANDA

Andrea Williams
MASTER OF BUSINESS ADMINISTRATION
OPERATIONS MGMT AND HEALTH CARE MGMT
SAINT KITTS AND NEVIS

Allison Brown Koyoo Achoo
BACHELOR OF SCIENCE
CIVIL ENGINEERING
SOUTH SUDAN

Khamis Ameer Haji
BACHELOR OF SCIENCE
PUBLIC HEALTH
TANZANIA

Mohamed Gamal El-Din Khougali
BACHELOR OF SCIENCE
CHEMICAL ENGINEERING
UAE

Elvira Y Gomez Hernandez
BACHELOR OF ARTS
INTERIOR DESIGN
USA

Erica Benita Thompson
DOCTOR OF PSYCHOLOGY
PSYCHOLOGY
USA

Nicholas Mundia
BACHELOR OF SCIENCE
AGRICULTURE ECONOMICS
ZAMBIA

Smart Mwitwa
BACHELOR OF BUSINESS ADMINISTRATION
BUSINESS ADMINISTRATION
ZAMBIA

TESTIMONIALS

Rehema C. Batti
Doctor in Project Management
January 11, 2015



“I enrolled in AIU on September 2013 after searching during two years for a university

for a doctorate course.

I knew I needed to find a university that was credible, would provide me the opportunity to pursue my professional career while still pursuing my studies. I believe an effective adult learning program should be continuous, enriching and empowering.

After a long search I came across AIU website, I looked through the requirements and noted they had the course I wanted (Project Management). I have worked in development projects the past 15 years and I was seeking to gain new skills and knowledge that would also propel me to the next level in my career. I did not have experience with the andragogy education approach but I took courage and contacted AIU.

The tutor (Junko) was quite helpful by answering all the questions I had about the university and I was finally convinced that an AIU was a

credible university and an AIU education experience would be worth a try. I was further impressed and encouraged when AIU offered me a scholarship for my studies something that I did not expect. I am grateful for the support.

I began my work and had an enriching time while working on my assignments and reading from the student library and other sources. Some examples on how the studies helped are as follows

- I learned that I could share my field work experiences with others through developing manuscripts for publication. This led me to prepare and submit three college assignments in Organization Development, Resource mobilization and Human Resource Management which were published.

This was the first time I have ventured into the area of preparing manuscripts for publication.

- I was able to use principles I learned and new perspectives to develop a partnership guide for use within the organization I work for.
- I developed an interest in writing a book on my field experiences working with local NGOs in Kenya and Tanzania especially in the area of Organization Development. I felt that I needed to share my experiences so that other

development practitioners can be committed in supporting Local NGOs that go through so many challenges in management yet they do a lot of impressive work at community level. I currently have a manuscript ready on Organizational development and am pursuing to publish it as an e-book soon.

- I am currently working on my research project on challenges and opportunities of Partnership between Local and International NGOs. This is a continuation of a unit I did on partnership and it sparked an interest in highlighting the challenges faced in such collaborations. I believe as a development practitioner who has been working with Local NGOs for the past 14 years, the findings of the research will support partnerships here in Tanzania.

- I got encouraged when I saw other Kenyan students and other professionals graduating from the University and their testimonies inspired me. Studying at AIU was an eye opener for me as it helped me explore new horizons and discover current development perspectives that empowered me in my professional work.

My advisor (Dr Valcin and others) and the various tutors were committed and prompt whenever I needed help. I

remember I could not access the website for awhile and when I presented my request it was worked on and I was back online in less than 24 hours.

Dr Valcin gave me continuous guidance on how to approach my assignments and when I was uncertain on how to proceed he readily and quickly gave me advice. I owe my success and remarkable performance to the AIU team.

I have learned a lot and I appreciate both financial and technical support.

Keep up the good work.

Pascoal André de Guimarães
Master of Econometrics
January 3, 2015

“Since I entered AIU, my hope of having a diploma of Masters in Econometrics came true. It is a specialty not available in the universities of my country, however, AIU gave me the opportunity to make my dream come true. I have had an autonomous learning supported by AIU.

AIU has given me the opportunity to carry on my own researches and, since then, I started to believe more in myself and my capacities. Now,

I know that many of the issues of my assignments are important, so I intend to carry on this investigations and increase the number of articles published.

AIU gave me the opportunity to carry on my studies when I had nowhere else to go; and, even when I thought to quit, they always came after me, asking me to carry on and finish what I had started. They encouraged me. Even when I had no money to pay (which was a true situation I passed through during course), they understood the situation and helped me; from that time I understood that the main goal of AIU’s personnel is that many more people in the World get educated, and these people are the ones that the world shut the doors when the fees of the colleges and universities get expensive for the citizens with low income.

There is too much I could say about AIU’s action in benefit for the disfavored people, however, personally saying, I can say that: AIU was the hand of God in my life. May God bless the pioneers of AIU and all those who carry this project on forth.



MORE STUDENT TESTIMONIALS

aiu.edu/testimonialsnew.asp?pcid=63

New philosophy to Customer Loyalty: MKi⁴

By Miguel Ángel González Cernuda | Doctorate Degree in Marketing

The commercialization of products every day is a more complex exercise. The consumer, competitors, the dynamic and changing environment, new tastes and preferences, product, value-added services are the cornerstones on which the sales and marketing strategies are designed to achieve success and objectives previously defined. Has so far been the

way of working, and working, but no longer produces the expected results.

Analyze all these components from the perspective of marketing, market research, psychology, sociology and anthropology is no longer enough.

Formulas inherited from the past to sell, attract and retain customers successfully becoming more obsolete and

outdated are mainly due to consumer maverick character and lack of adaptation to the times we live in.

The formula **Good Product + Good Service** is no longer enough to ensure success in the goals and targets in an enterprise. This formula is weak and incomplete to events and evolution of the times in which we live.

MKi⁴ is the new paradigm of customer loyalty and shows the way towards excellence in business management.

Relational marketing, CRM and 1 to 1 were the beginning of the path to loyalty and proper management of customers however these methodologies and business philosophies have cracks that do not guarantee the fullness in the financial and economic results in the companies.

MKi⁴ (Marketing Intelligence 4-dimensions) is the solution for comprehensive management of the

relationship with customers. **MKi⁴** applies to strategic and operational level. Integrates the entire company as a driver to act correctly with customers eliminate the barriers that traditional relational marketing not resolved.

MKi⁴ shows how you should be managing relationships that companies must undertake to maintain or improve the current success in business performance.

MKi⁴ is a new philosophy in the science of marketing that seeks to represent the next step to relationship marketing and 1to1 and providing companies the real success in managing relationships is necessary to undertake and develop.

The justification for its existence is based on the current trade relations between customers and companies are not optimal, there are a series of issues that still generate cracks in the relationships and

interactions. The starting point is the following:

- It is no longer sufficient to have a good product and provide it with good service. We must deliver the product when the customer wants or is willing to buy it and not when our marketing department creates a commercial action to sell or disclose the product.

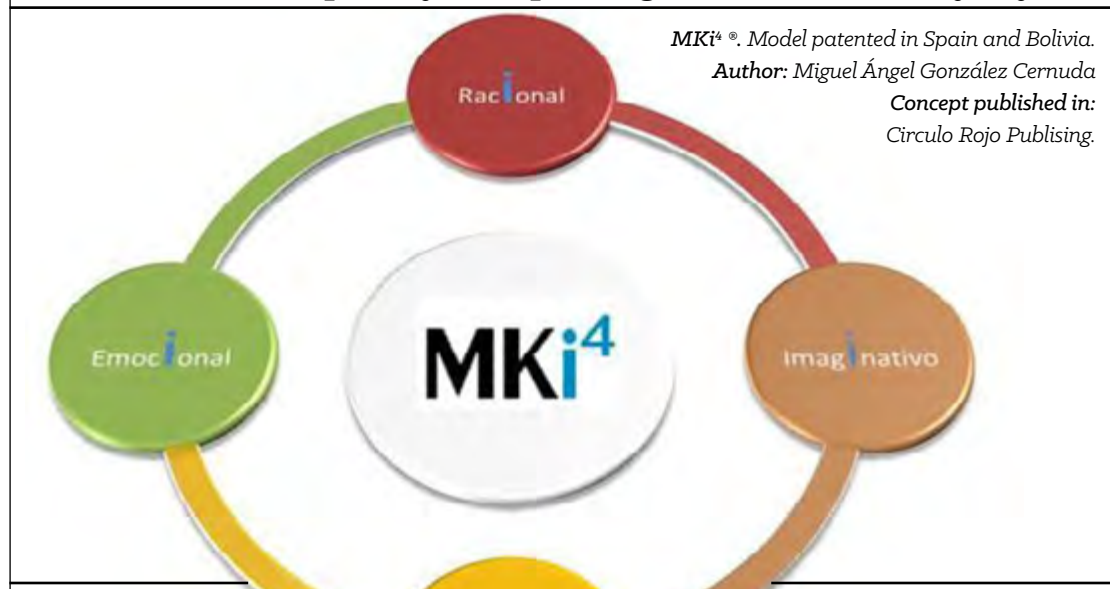
Put the product available to the client when it wants or needs and not before. Make commercial actions, campaigns, promotions when the client will receive the correct way.

- Positive interactions with staff attention to the public. We must prepare our human resources to provide the best attitude 24 hours. No serves train people in motivation, leadership, sales management if the focus is not the client. The focus is the client and not the results of the company. We must educate people of the company in this new vision that goes beyond 360 client focus.

ABSTRACT: Customer Relationship Management (CRM), product commercialization, sales and customer loyalty is a complex process each single day. Customer knowledge and customer insight, competitors, product, added value services aren't enough to maintain the success and a good performance in the business. Right now, the formula: **Good Product + Good Service** doesn't work enough. It's incomplete if we want to keep on the position number 1. We have to go far. We should jump to a new dimension, a new business and managerial philosophy that provide us the business excellence. The new methodology is: **MKi⁴** The brand new formula have 4 dimensions that we must analyze, investigate and monitorize all the time in order to reach the success in sales and customer loyalty. This new philosophy is available to strategic and operative levels, providing a good performance in business in medium-long time. **KEY WORDS:** 1 to 1, Customer Loyalty, Business Management.

Publications by Students: aiu.edu/StudentPublication.html

Below is conceptually new paradigm for customer loyalty:



Brief explanation of the concept

Managing the relationship with a client has 4 components:

1. Rational
2. Emotional
3. Intuitive
4. Imaginative.

The rational part refers to transactional generated world acts of purchase between the customer and the company normally recorded in the information system as number of visits, average spending, frequency, etc. For example. Ticket purchase.

The emotional part refers to all types of market research (quantitative and qualitative) that any company launched to

meet the tastes and preferences of your customers or potential target.

With these two components enterprises have worked and continue with relative success and notoriety in terms of financial results and in terms of customer satisfaction.

But as anticipated is no longer enough to do well in these two lines of work. Not enough to meet customer behavior and define ad hoc trading strategies based on customer

segmentation and based on customer differentiation worth in the present or future as indicated 1 to 1 philosophy.

There are cracks in the relationship with customers and we feel incomplete. You need to interact with the customer at the right time and not just when the customer contacts us, or when we have our hands on a new product that burns our hands and through innovation are pioneers and want to be the first to make it available to the client. We must be able to detect the precise contact with the customer time, about the intuitive component to be developed by companies, taking as reference "the moments of truth" where the customer

is more likely to hear concerns our business and proposals not when we as a company believe that it is time, the customer, the circumstances are the key to efficiently manage this component to ensure fulfillment in the linkage and interaction with customers. Knowing the right time when the customer needs or may want our product is the key to success in the future. No control this moment means major losses in commercial campaigns and communication activities (telemarketing and telesales especially).

The fourth component of MKi⁴ refers to the operational capacity of the staff of customer service available to each company. Imaginative component: Attitude is the key factor that determines the proper performance in customer relationship with the company. The staff interacting with the customer must have the right motivation and predisposition, but so, that emotional bond that is the trigger for the continuity of a client company may be limited and may condition the relationship medium and long term you want with the client. A dissatisfied employee generates dissatisfied customers.

Typically, companies spend part of its budget to education and training of sales staff in courses that do have an

improved technical skills to manage and create the closing of a sale.

But that attitude is not learned through leadership or motivation are the keys mainly used in these training sessions. Attitude is a psychological component that is part of everyone and only active in those specific moments when the appropriate sensors are activated. Correctly handle the attitude of employees supposed to implement a policy of sustainable and inclusive human resources with their personal life. One must know how to encourage employees and that goes beyond the current incentive policies used. There are a number of factors that determine how we see the activation of this attitude, the willingness to do and accomplish goals.

If we are able to efficiently manage these four components of the new relationship marketing will have a competitive advantage over our competitors because customers want to come to us, they want to remain part of the company and hence the step of loyalty we will have built solid. The efficiency in business management involves the fullness financially, level employee, customer level and at society. These are the keys that MKi⁴ offers companies to reach the fullness in management.

Getting the fullness

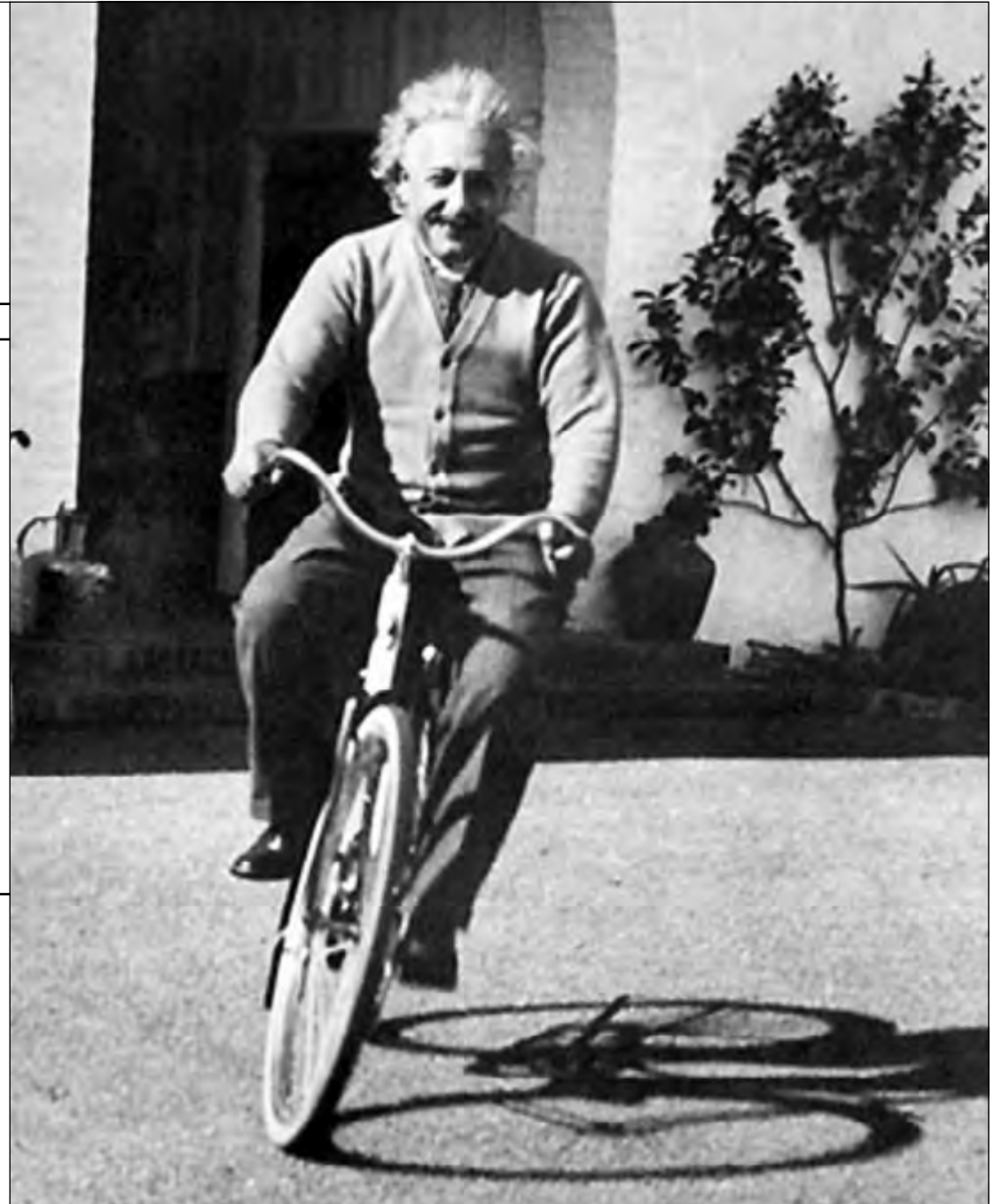
By Dr. Rosa Hilda Lora M. / Advisor at AIU

There is a driving force
more powerful than steam,
electricity and atomic
energy: the will.

—ALBERT EINSTEIN

For having fullness one
must first know who I am
and what I want for having
fullness.

We would say before,
fullness is an adjective that
sounds very nice and the first
thing with which we associate
it is with having all. Having





everything is what illuminates the thought of being in a paradise where everything is beneficial. Well let's see what those who claim to know about creating these heavens of goods such as **Philip Kotler** say, about fullness of satisfaction markets.

Fullness is referred to the development of something, being complete, or reaches its target; which also means it reached its goal through a process.

Morin also speaks of fullness when he says there must be a policy that covers all aspects of life. *Morin (2007)*. Love, peace, justice and more: from the previous material goods and values are inferred. For what we are seeing fullness can be material, but it

also means values.

We're getting to some of the way; it is something material and is also referred to values.

But if we say, "REACH THE FULLNESS" we are talking about human beings, because they are the ones who will have to decide what to do, and what are humans.

Regardless of the beliefs we have two things we have to admit, two substances that are present inside or outside of any religion: a material part which we call body, and a no material part that is mind, thought or spirit.

Well, what we have to do to say that we have fullness; apparently it has to do with the two parts we have mentioned: body and mind; what is problematic about the situation is

that there are two integrated parts and then you have to make they reach the maximum, both the body as the no material we have, our thinking. And what we do, we just think about goods and goods and more goods.

But if we only think of goods, all goods involve a process; nature and activities that we do are on stage, but we believe in having fullness with a magic wand; I will reach things by magic, in one day; and also I will be happy forever.

There is something that has to be clear in our minds, and it is that everything is a process and that process involves an organization and as being full must be aware of our body and our mind then I have to organize what I want to be and do and build a project with their activities, instruments, procedures, time and goals because what happens in our lives is that we see the windows or shop windows and we want to have what marketing advertised very good, and we feel unhappy because we have not been able to buy them.

"The abandonment of the

great illusions should not be paid at the price of the illusion that it is possible to be satisfied with a limited everyday pragmatism. Abandoning a great illusion should lead to the formation of a large project. *Morin (2002, p. 170)*.

We work and work wanting things for miracles and just thinking about the material and the thing is that we do our lives a badly managed enterprise and feeling that overwhelms us is not the best. How will we achieve what we want going the wrong way; a saying is that by asking we can get to Rome; but we want to have fullness and we did not even stop to ask or wonder how?

We are human beings, how can we have fullness; as easy as this: we have fullness of what is consistent because the incongruity is rejected by nature. What are we? Beings of biological, social and rational nature so all we have to do to have fullness is having our body well because we take

care of it for it to function properly; living and interacting with others in a society of growth; caring nature because we live of it and learn every day to keep our mind in full development. The question as to knowledge is what we have to learn. We have to learn what science says to be useful in a corporation so we can share our knowledge for the goods we need.

We also need to learn how far is the limit of the goods we need and that marketing wants us to have.

To have fullness we have to see the full scope and limits of what we need from two planes: the material and the spiritual, and that balance is so difficult to find: be happy, be full, in a project that should last a life; we reach a goal and we have to propose the following.

"GET THE FULLNESS" no matter what stage of the year we are or what stage of life you are!

BIBLIOGRAPHY.

Ayllon, J.M. (2004). *Etica razonada*, 5ta edición. España: Ediciones Palabra.
 Morin, E. (2007). *Introducción a una Política del Hombre*. España: Gedisa.
 Kotler, P. (2008). *Fundamentos de Marketing*, 8va edición. México: Pearson.
 Savater, F. (2004). *El contenido de la Felicidad*, tercera edición. México: Santillana.

LEARNING

Fuji kindergarten



This gorgeous new “Ring Around a Tree” addition to an existing building celebrates a Japanese Zelkova tree at the **Fuji Kindergarten** in Japan. Designed by **Yui** and **Takaharu Tezuka**, the glass and wood structure wraps around the 50 year old tree, creating a lovely interior garden and play space. The circular shape joins and complements the innovative oval-shaped kindergarten.

The perimeter of the cylindrical building is lined with classrooms and waiting areas, so that children can daydream while looking out the window and gazing at the old tree. The tree itself has a storied and inspirational history—it was almost uprooted during a typhoon, then it dried out from the subsequent trauma. It miraculously recovered from the damage, and became a favorite tree for local children to climb, long before the school was built. It’s truly a mythical tree to build a kindergarten around!

while they study in the interior. The idyllic building seeks to inspire the imaginations of little minds while serving as a place to both learn and play.

Source: Amazing Japanese Kindergarten Circles Around a Mythic Tree. inhabitat.com Photos by Katsuhisa Kida / Fototeca



The tree is now equipped with climbing ropes for the students to play on during recess and after school. Each floor gradually builds up on the spiral. In actuality, there are only two usable floors, but for children there are an additional four floors that are only one meter high for inspired playing, exploring and crawling. The play areas are lined with soft rubber mats, to protect little bodies from rambunctious climbing.

The building’s use of glass and open air ensures a sun-drenched interior that connects children to the outdoors

Emotional ABC

“Who can tell me why Twiggle here is sad,” **Thomas O’Donnell** asks his class at **Matthew Henson Elementary School** in Baltimore.

“Because he doesn’t have friends,” a student pipes up. And how do people look when they’re sad? “They look down!” the whole class screams out. Eventually, Twiggle befriends a hedgehog, a duck and a dog. And along the way, he learns how to play, help and share.



Mastering social skills early on can help people stay out of trouble all the way into their adult lives. So shouldn’t schools teach kids about emotions and conflict negotiation in the same way they teach math and reading? The creators of **Twiggle the Turtle** say the answer is yes.

Twiggle is part of a program called Promoting Alternative Thinking Strategies, or PATHS. It’s designed to help young kids recognize and express emotions.

Matthew Henson Elementary is one of about 1,500 schools around the country using this program. Every week, students get two 15- to 20-minute lessons on themes like self-control and treating others with respect. Especially for the youngest kids Twiggle often serves as their guide.

While most kids will eventually figure out such strategies, **O’Donnell** says, the lessons help them learn more quickly. And for some, especially those with troubled home lives, Twiggle is their first and only introduction to healthy self-expression, he says. “Some of them don’t have words to express how they feel before this.”

Source: Article by Maanvi Singh. Copyright 2015 NPR. www.npr.org

Find AIU contributions to the open learning initiative at courses.aiu.edu



New oxygen respirator

The **Triton oxygen mask for diving** is a very convenient oxygen respirator concept that allows us to breathe under water for a long time by simply biting it. It also does not require the skill of breathing in and out while biting mouthpiece like conventional respirator. **Triton**, designed by **Jeabyun Yeon**, uses a new technology of artificial gill model. It extracts oxygen under water through a filter in the form of fine threads with holes smaller than water molecules. This is a technology developed by a Korean scientist that allows us to freely breathe under water for a long time. Using a very small but powerful micro compressor, it compresses oxygen and stores the extracted oxygen in storage tank. The micro compressor operates through micro battery, a next-generation technology with a size 30 times smaller than current battery that can quickly charge 1,000 times faster.

Source: www.yankodesign.com

Learn more about science at MyAIU Evolution

Inner structures of the body

Computed tomography (CT) is an excellent non-invasive technique to investigate bones and soft tissue structures in a patient. Unfortunately, sometimes imaging can be difficult, as any movement from the patient can result in images that are unclear and need to be redone. This is especially difficult when dealing with young children, mentally impaired, suffering from motor disease, or are in pain. To ensure these images are clear, these challenging patients may require sedation, which is not desirable. General Electronics sought to facilitate treatment of these patients and improve the imaging process in general with the development of the **Revolution CT**.

CTs use a series of X-ray scans to create 'slices' of the patient's body, which are then stacked to make a complete 3D representation. Depending on what part of the body needs to be scanned, the process can take up to half an hour, which is a long time to ask someone to remain perfectly still. **Revolution CT**, on the other hand, is able to complete scans in the amount of time it takes for a single heartbeat to elapse. This means that even wiggly patients, or those with erratic heartbeats, can be imaged in less than one second, with no sedation required.

Additionally, **Revolution CT** is able to complete the scan using up to 82% less ionizing radiation than traditional CT scanners, which is ideal in use with pediatric and oncology patients. The machine is also sensitive enough that it could obtain images using less contrast dye, which is welcome news for those who are sensitive to those chemicals.

The **Revolution CT** is able to get such clear images due to the camera's motion correction, which is very similar to the image stabilizing technology found inside handheld point-and-shoot cameras. This allows the machine to correct for any fast movements and reduce noise in the picture, even when faced with rapid heartbeats. It is equipped with the fastest scintillator in the industry, capturing the images



very quickly. Additionally, the machine's collimator reduces the scatter of the beams, which helps resolve artifacts that occur during the imaging process.

West Kendall Baptist Hospital in Miami became the first medical facility to use the purchased equipment, after the facility hosted a six-month-long clinical trial. **Ricardo Curry**, the hospital's chairman of radiology and PI of the study, praised the device and told **BusinessWire** that "[t]he **Revolution CT** exceeded our expectations during the trial, and we are pleased to add this technology permanently to our comprehensive diagnostic imaging arsenal."

Beyond just making the imaging process easier, the images themselves are astonishingly clear and detailed.

Source: *New CT Reveals Inner Structures of Body in Exquisite Detail*
www.iflscience.com

Green home by Philippe Starck

Philippe Starck is spawning a new era of super green homes. The French designer teamed up with **Riko**, a European manufacturer of prefab wooden buildings, to build his latest wind and solar-powered home. The glass and aluminum-clad prototype is part of the collection of residences called PATH (Prefabricated Accessible Technological Homes) and produces up to 50 percent more energy than it consumes.

The two-story house is one of the four different types of homes designed to consume much less energy than traditional dwellings. This made-to-order-type home is located just outside of Paris and will soon become **Starck's** own residence. The artist also designed a customizable furniture brand and a smartphone-controlled thermostat.

Prefab technology is combined with photovoltaic

panels, wind turbines and rainwater harvesting systems that can be added to the basic model of the house. The aluminum cladding is combined with glass surfaces, but these homes can also be ordered with wooden facades. Designed as single and two-story homes, PATH structures vary in size—from 140 to 250 square meters. **Starck's** home features a curved cornice that hides the eco-technology systems and produces 50 percent more energy than it consumes.

Source: www.inhabitat.com



Blu's faces

Italian street artist Blu (previously) just wrapped up work on this giant mural that turns 48 windows into faces and wraps around two sides of a building in Rome. The piece utilizes nearly 50 windows to create the mouths and eyes of some 27 bizarre faces all vying for attention. You can see some views of the piece on his blog and explore it in detail on Google Street View: www.google.com/maps/@41.872382,12.478686,3a,75y,53.22h,97.97t/data=!3m4!1e1!3m2!1s8HQ2dp7gkMc-e4rsPfcsgQ!2e0

Source: www.thisiscolossal.com



Get support for your projects from all over the world at MyAIU Research

5 healthy tips



↑ 1. Ice It, Ace It

Drink a few glasses of ice-cold water before and during exercise. Studies show that the cold stuff can improve endurance by about 23 percent. And ice water forces your body to expend calories warming it up, boosting your metabolism as well.

strength by up to 25 percent. (Of course, it also increases your risk of being tossed out of the gym by the same percentage...) Or get someone to scream at you: You'll be able to lift 5 to 8 percent more weight if you get verbal encouragement from a trainer or workout partner.



↑ 3. Pick The Red One

Red cabbage has 15 times as much wrinkle-fighting beta-carotene as green cabbage. Red bell peppers have up to nine times as much vitamin C as green ones.



↑ 2. Lift, Damn It!

Verbally expressing emotion while lifting increases muscle



↑ 4. Don't Buy Wheat Bread

Huh? Isn't it good for me? Actually, "wheat bread" is often just white bread dyed with molasses to make it look dark. Look instead for "100 percent whole wheat" or "whole grain." Even better: rye bread. Swedish researchers found that 8 hours after people ate rye, they felt less hungry than those who noshed wheat bread, thanks to rye's high fiber content.



← 5. Listen To Your Feet

If you can hear yourself running, you're setting yourself up for injury. Pounding the pavement comes from bad form. Keep your feet close to the ground and use a quick, shuffling stride.

Source: www.womenshealthmag.com

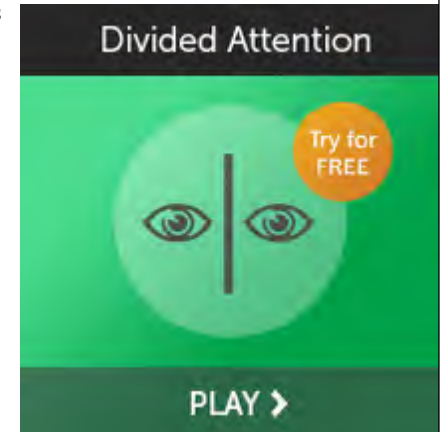
Divided attention

As we navigate the world, we have to pay attention to what matters for our own safety, health, interest, and joy. We want to notice the crack in the sidewalk so we don't trip, the intricate details in a piece of art we love, the twist in the movie that makes it all come together, the smile on the face of a friend.

But in order to use its resources to pay attention to the things that matter, the brain has to suppress its attention to all the unimportant details around us. While you want to see the crack in the sidewalk that might trip you, you don't want to waste your brain's resources noticing every single crack in the sidewalk. Dismissing what doesn't matter is just as important as noticing what does.

The ability to pay attention to what matters, while suppressing what doesn't matter, can have profound effects in daily life. Everything from quickly finding the right spaghetti sauce on a grocery shelf filled with spaghetti sauces to locating an old friend at a crowded airport amid hundreds of faces depends, in part, on your ability to focus in on important details and dismissing items that don't match those details very rapidly. Improving this capability can help you feel more confident, capable, and on top!

Try for free: www.brainhq.com/why-brainhq/about-the-exercises/attention/divided-attention



Take care of your body, mind and soul. Eat well, be active and visit MyAIU Body / MyAIU Mind / MyAIU Library. Share your experiences!

Sad songs



A recent study sought to investigate why people are so drawn to sad music. The survey, which was conducted by University of Berlin students **Lilla Taruffi** and **Stefan Koelsch**, found nostalgia was the most recurring emotion when listening to sad music —basically meaning we listen to downbeat songs to remember happier times, and to feel some semblance of the past. The survey also found that listening to a mellow song is better for the brain, especially when dealing with complex emotions, compared to blasting something upbeat.

Dan Wilkinson talked to **Lilla** about memory and music, finding comfort in sadness and whether happy music is best for the past or

the future. This is what she had to say.

“Given that sadness is an emotion we normally try to avoid in everyday life, we wanted to find out why people continue to engage with sad music. ... We collected answers from 772 people from all over the world. The age range was 16-78, 64 percent female, and the majority of participants were non-musicians.

“Nostalgia was the most frequently reported emotion. The results also revealed that sad music, besides sadness, also brings up a wide range of positive emotions, such as peacefulness, tenderness, transcendence, and wonder.

“Nostalgia relates to memory. So, to me, this

finding points out that many people evoke memories of past events when listening to sad music.

“We looked at the use of happy music and we asked another sample of different people to tell us when and why they engage with it. The results showed that participants are more likely to engage with happy music when with friends or at social occasions, to experience pleasure and enjoyment, and to maintain a positive mood or emotional state.

“I would say that sad music covers a range of various “inner” functions (directed to one’s own conscious thoughts and feelings) linked to solitary settings, whereas happy music mainly covers “outer” functions (directed to the sociocultural network to which one belongs) linked to social settings. Sadness and happiness though are complementary aspects of our life.

“The project highlights the potential of sad music for regulating negative moods, emotions, and for providing consolation. It also clarifies the reasons why people seek out sad music, and it provides new clues about the way sadness and pleasure might relate to each other.

Source: Interview by Dan Wilkinson. Noisy UK. noisy.vice.com/en_uk/ Follow Dan on Twitter: @KeenDang

Tips for a spiritual life

1. BREATHE: The word “spirit” comes from the Latin word “spiritus,” which means breath. So our first piece of advice is to remember to BREATHE. This is so simple and takes just a few seconds. Whenever you think of it, take a deep breath into your belly and then slowly exhale through your open mouth as if you are blowing out a candle. If you can, have your tongue gently touching the roof of your mouth to help connect all of your chakras. You can also breathe in for a count of 5 and breathe out for a count of 5, which will synchronize your heart to the pulse of the Universe and the Divine. Even one deep breath like this every few hours will help you feel more relaxed and better able to deal with whatever comes up.

2. INSPIRATION: The word “spirit” can also be interpreted to mean to be “inspired.” Make sure you include one activity every day that connect you with the awe and sacredness of life.

3. PRIORITIZE: Many people have a “to-do list” that is several pages long. Take 10 minutes to do the following. On a computer, quickly (and briefly) type out all the major tasks you need or want to do this week or month.

Now rank-order the list. Toward the top will be those tasks that you LOVE doing, want to do, and feel “inspired” to do. Toward the bottom will be those tasks that you don’t really want to do, or feel obligated to do, and/or only do because it’s custom or expected from you. Now start assigning items on your list to certain days. You need to be realistic about how many items you assign per day. If you run out of days, then the items at the bottom of the list shouldn’t be assigned for right now.

4. HAVE FUN: Set the intention with each activity that you will have fun. You can even envision the moment in advance, including leaving the experience feeling fulfilled.

Source: www.annereith.com



If you’re interested in this topic, visit MyAIU Spirit

Solar power in Peru



In a program rolled in 2014, Peru began distributing solar panels to some of its most rural regions. The idea was ambitious: nearly 2 million people in Peru's poorest areas would be given access to solar panel electricity. The **National Photovoltaic Household Electrification Program** began in Contumaza, Peru which is a rural area in the northeast of the country.

Due to issues such as weather and terrain, establishing a reliable network of traditional electricity in Peru has proved to be a challenge. This is where the solar panels can excel tremendously. Since they are easy to transport and durable, getting them to the farthest reaches of the country wouldn't prove as much of a hassle. Yet there were some concerns about implementation and maintenance of the program. As a number of solar light initiatives in rural Africa have shown, problems arise when equipment on solar panels breaks. Without having money or access to replacement parts, and no technical knowledge in fixing solar panels, they are often tossed by the wayside.

In Peru, this has been one of the major challenges of the program. The dense rainforest, humidity and constant downpours wreak havoc on solar panels. Some are saying that the government had no idea how much maintenance and repair would cost. **Rafael**

Espinoza, director at the center for renewable energy at the nation's university, told reporters, "The project is too ambitious... The number of professionals that they are going to need is immense."

However, in areas where implementation has been successful, it has changed people's lives. People who are able to charge their cellphones at home and do homework or crafts after nightfall are doing better. For those who run electronic water pumps and filtration programs, it can save lives, protecting villages from water-borne illnesses. And with rural clinics having access to refrigeration, vaccinations and medications can now be safely stored.

The program was slated to cost the government around \$200 million from the national budget, but it looks like distribution and maintenance will impact the budget further. *Source: Article by Lizabeth Paulat. www.care2.com*

One of the most exciting scientific findings of the last 50 years is called a trophic cascade. A trophic cascade starts at the top of the food chain and tumbles to the bottom. One of the best examples of this happened in Yellowstone National Park in 1995 when wolves were reintroduced.

Wolves are really good at eating deer. But as it turns out, because of their deer diet, they also help lots of other animals survive. Humans killed all the wolves in Yellowstone National Park 70 years ago. And the deer population exploded.

Humans, being the controlling type in our relationship with Earth, tried to control the deer population. But deer are super-good at showing each other lots of love... so the population grew and grew. In 1995, we reintroduced wolves to the park, and they immediately started killing the deer. But that's the least remarkable part. The wolves actually started changing the behavior of the deer.

Deer started avoiding

Unleash the wolf



certain parts of the park —mostly the places where they could easily be trapped. And those areas started to regenerate. The trees grew five times the height they had been. Barren parts of the land became lush forest filled with new animals. Songbirds moved back in because of all the new trees. Beavers loved the new trees, so they started moving in too. They built some dams, and that created ponds in the rivers. Ducks, muskrats, otters, and fish moved in.

The wolves started killing coyotes, and that allowed for mice and rabbits, which brought foxes, weasels, and owls back to the park. Bald eagles and hawks decided they wanted in on the action too. Then grizzly bears moved back as well! You see, the new trees were suddenly growing berries they could eat and thrive on.

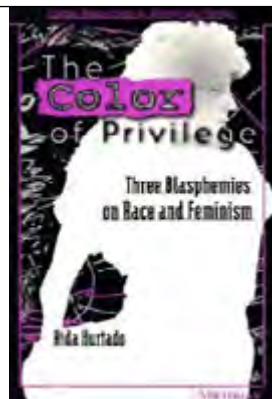
The wolves even changed the behavior of the rivers. With less erosion, more pools formed, and the rivers stopped meandering. They became more fixed in their course. Wolves changed not just the ecosystem, but its actual topography.

We are all connected. And what we do to other species affects you and me. Now, go hug a tree and thank a wolf today.

Watch the video **How wolves change rivers**, by **George Monbiot** here: www.youtube.com/watch?v=ysa5OBhXz-Q

Source: www.upworthy.com

Reduce, reuse, recycle. Find open courses at MyAIU Human Knowledge



The Color of Privilege / Three Blasphemies on Race and Feminism.
Aída Hurtado

This groundbreaking book explores how women of different ethnic/racial groups conceive of feminism. **Aída Hurtado** advances the theory of relational privilege to explain those differing conceptions. Previous theories about feminism have predominantly emphasized the lives and experiences of middle-class white women. **Hurtado** argues that the different responses to feminism by women of color are not so much the result of personality or cultural differences between white women and women of color, but of their differing relationship to white men.

For **Hurtado**, subordination and privilege must be conceived as relational in nature, and gender subordination and political solidarity must be examined in the framework of culture and socioeconomic context. **Hurtado's** analysis of gender oppression is written from an interdisciplinary, multicultural standpoint and is enriched by selections from poems by **Sandra Cisneros**, **Gloria Anzaldúa**, **Lorna Dee Cervantes**, and **Elba Sanchez**, and from plays by **El Teatro Campesino**.

A final chapter proposes that progressive scholarship, and especially feminist scholarship, must have at its core a reflexive theory of gender oppression that allows writers to simultaneously document oppression while taking into account the writer's own privilege, to analyze the observed as well as the observer.

Aída Hurtado is Associate Professor of Psychology, University of California, Santa Cruz.

www.amazon.com



Blackfish already made waves in the cetacean captivity debate, but one of the former trainers featured in the documentary has done more for the cause. We met **Christopher Porter**, the former Sealand trainer, early on in the film; when **Tilikum** the Killer Whale was being transferred to SeaWorld, **Porter** was happy for the orca because “it was like, ‘OK, **Tilly**, you’re going to Disneyland. Lucky you.’” But **Porter** couldn’t delude himself much longer about **Tilikum's** situation or the situation of marine animals in captivity, so he’s doing something to change that.

Christopher Porter's OceanWall made its grand debut on November 2014 at the Hillside Centre. The huge attraction –complete with nine screens, each 3.7-meters high and 2.1-meters wide— resides in the middle of the shopping center's food court and plays videos of the ocean and its surrounding wildlife.

Porter said the goal of his project is to “get the general public to focus on the wild and the state of the wild as it is.” His images are important because they capture wildlife in their normal activities; the endangered animals will tell their own stories.

tanks empty and every killer whale and dolphin back with their pods, realistically that's just not going to happen. But the good news is that there is an option that gets the cetaceans back in the ocean: sea pens.

As marine mammal scientist for the Animal Welfare Institute, **Naomi A. Rose**, Ph.D., wrote in CNN, sea pens are netted-off bays or coves in the ocean that act as sanctuaries for the retired animals. There'd be no people gawking at them and no foreign sounds or lights. They'd live in pods, but incompatible members wouldn't be forced to stay together like **Tilikum** had to and was repeatedly bullied because of it.

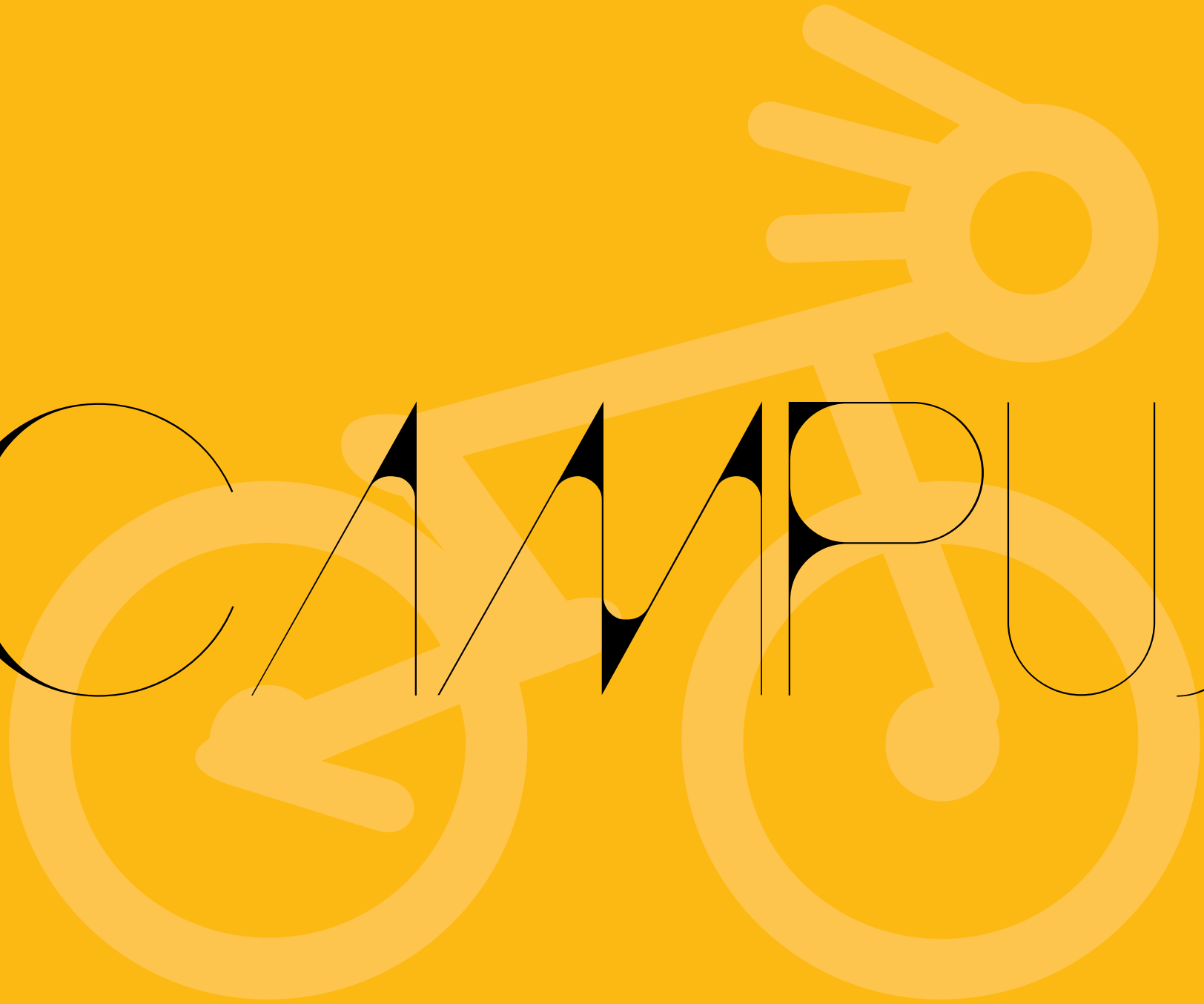
The only human contact would be in the form of veterinary care because captive whales are generally more unhealthy and live shorter lives compared to their wild counterparts. And the most important difference between a sea pen and a sea circus: there would be absolutely no breeding. This way, the cetaceans that have had their freedom stolen from them get a piece of it back, and no future generations have to go through it again.

Source: Could This Beautiful Attraction End Marine Animal Captivity for Good? by Jessica Ramos. www.care2.com

Help those who want to study. Visit MyAIU Pledge

Support people or animals in your community. Then visit MyAIU and tell us about it.

CAMPUS



10 tips from a self-employed

by Liz Frasier

1. BEHAVE AS IF YOU ARE AT WORK.

This sounds embarrassingly simple, but few of us do it. We slob around the kitchen in our pyjamas at lunch time, send half-baked emails while frying bacon, lose important documents because we were arseing around on Facebook and forgot to press 'save', and make work calls from the bath. None of this is very conducive towards producing good work... or being offered more.

Even if you work from home, it's just occasionally a good idea to pretend you are in an office.

2. BE A GOOD BOSS. Everything we eat, drink, write on, communicate with, print out and travel on, is paid for by us. And so, because we try to cut corners

everywhere, scrimp, starve, and deny ourselves the basics that we need in order to do our job WELL.

So be a good boss, and treat yourself as you would expect an employer to treat you. If you travel for work, travel well. Don't rent a cold, damp room with no desk or proper lighting.

It's not a luxury. It's part of being employed, and you will work better for it.

3. GET PAID. Over the last seventeen years of freelancing, I think I'm owed literally £1000s in unpaid work, and expenses. I am just hopeless at keeping track, and chasing people up for money.

So please, please keep a note of every piece of work you do –and only tick it off when you have been paid. You don't

need a fancy spreadsheet to do this for you, though they do help. Do it with notebooks: if it's not ticked off, THEY OWE YOU MONEY.

4. BANISH GUILT. You know how it goes: I'm at work, so I feel guilty about not being with my children. I'm with my children, so I feel guilty about not doing my work. So, when you work, work. When you don't, don't. Say it out loud to yourself, and really try to put it into practice.

Many children much prefer it when you just say, 'guys, I need an hour to finish this article' and just go and DO it, like a calm, working adult setting a good example of work-life balance, rather than trying to write a column while mending a Lego castle or cooking dinner.

5. GET DRESSED. Amazing how many people who work from home don't (I know it's lovely to be able to hang out in trackies and eat cake all day and 'work' on the sofa).

It doesn't have to be a full-on SUIT. But at least not the thing you just slept in, is a good plan.

6. TAKE A BREAK. Take a holiday. Allow yourself sick leave. Have at least one day per week off, even if it can't be at the weekend. Yes, you are the person who suffers by not being at work; but you are also the person who suffers if you never stop. And so do those around you.

7. GET A RAISE. You are worth what employers are prepared to pay you, and as your experience goes up, and with it your skills and standard of work, so this should be reflected in your pay. In a 'Proper Job' you would have regular Appraisal Meetings with your boss, at which point you would, every so often, go for it and ask for a pay rise.

8. USE WORK-SPEAK. It applies especially to working parents, whose home and work lives have the terrible habit of meeting in the playground and getting into a massive punch-up. Speak like a professional and they will treat you like a professional.

9. SAY NO. Self-employed people almost NEVER turn down work. This is why they often they are treated like desperate, drooling little puppets, desperate to dance to their every tune, throwing URGENT work at them at the last minute, demanding it NOW!

Being occasionally unavailable 'for work reasons' has the magical effect of making you instantly more desirable to potential employers, and thus getting more work in, in the long run.

10. HAVE A HOLIDAYS WORK DO. The most depressing time of year for the self-employed starts after mid November. So throw yourself a party. Decorate your kitchen, award yourself the Company Employee of The Year trophy, Go wild. You are deserve it. You self-employed HERO, you.



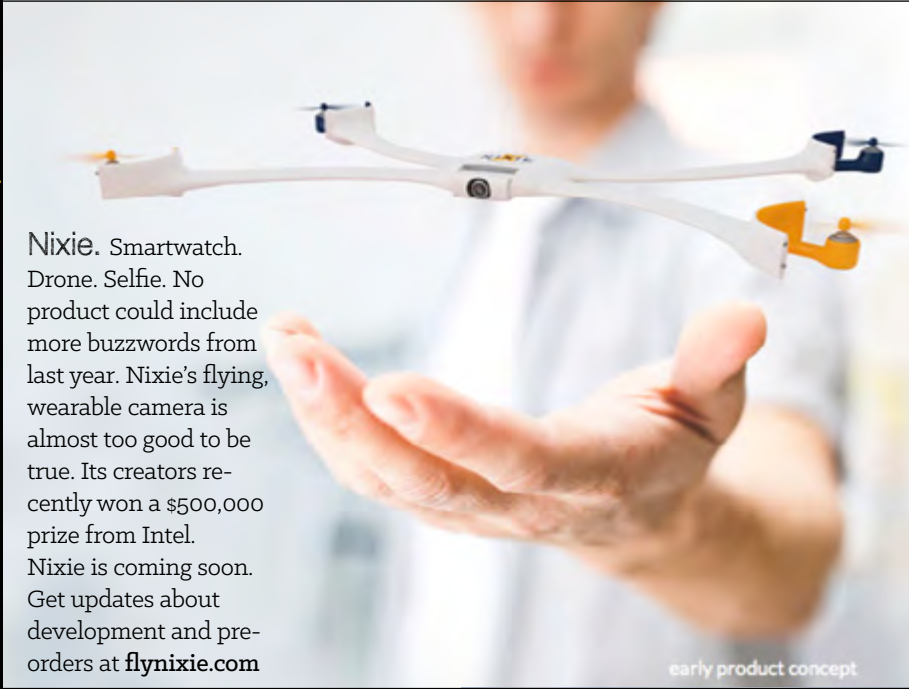
Get organized. Have a better financial control. Visit MyAIU Money

Source: 10 Essential Tips for the Self-Employed by Liz Frasier. www.huffingtonpost.co.uk
Image: www.steadyhealth.com

15 pieces of advice from some of humanity's greatest minds

1. Henry D. Thoreau: Walk and be more present.
2. Virginia Woolf: Keep a diary.
3. Seneca: Make your life wide rather than long.
4. Anna Deavere Smith: Define yourself.
5. Alan Watts: Break free from your ego.
6. Carol Dweck: Cultivate a growth mindset.
7. Benjamin Franklin: Turn haters into fans.
8. Hannah Arendt: Think rather than know.
9. Anne Lamott: Let go of perfectionism.
10. Carl Sagan: Master critical thinking.
11. Rebecca Solnit: Get lost to find yourself.
12. Bruce Lee: Be like water.
13. Maya Angelou: Choose courage over cynicism.
14. Ralph W. Emerson: Cultivate true friendship.
15. Eleanor Roosevelt: Live by your own standards.

Source: www.brainpickings.com



Nixie. Smartwatch. Drone. Selfie. No product could include more buzzwords from last year. Nixie's flying, wearable camera is almost too good to be true. Its creators recently won a \$500,000 prize from Intel. Nixie is coming soon. Get updates about development and pre-orders at flynixie.com

early product concept

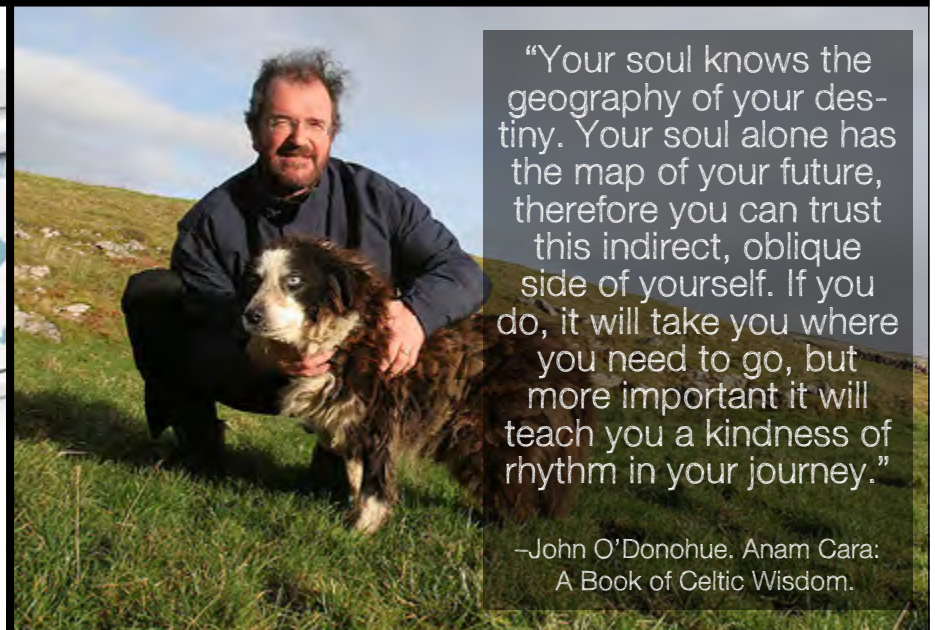


Spiralizer. This machine is the best way to pretend you're eating delicious pasta when choking down vegetables. 3 sets of blades with 1/8" (3mm) or 1/4" (6mm) spacing. Straight blade for ribbon cuts. Slicer Material: Plastic. Cleaning and care: Dishwasher safe. Because zoodles —zucchini cut like spaghetti— are the new noodles.

www.amazon.com



Prynt. Turns your smartphone into a picture printing Polaroid camera. This solution is the association of a case, aesthetic and functional, with an app connecting digital and real worlds. techcrunch.com



"Your soul knows the geography of your destiny. Your soul alone has the map of your future, therefore you can trust this indirect, oblique side of yourself. If you do, it will take you where you need to go, but more important it will teach you a kindness of rhythm in your journey."

—John O'Donohue. Anam Cara: A Book of Celtic Wisdom.

Got a great idea to share with the world? Do it at MyAIU Knowledge

Bachelor of Development Studies

SCHOOL OF BUSINESS AND ECONOMICS

The Bachelor of Public Administration program will be a custom-made program, designed just for you by you and your academic advisor. This flexibility to meet student needs is seldom found in other distance learning programs. Our online program does not require all students to take the same subjects/courses, use the same books, or learning materials. Instead, the online Bachelor's program curriculum is designed individually by the student and academic advisor. It specifically addresses individual strengths and weaknesses with respect to market opportunities in the student's major and intended field of work. Understanding that industry and geographic factors should influence the content of the curriculum instead of a standardized one-fits-all design is the hallmark of AIU's unique approach to adult education. This philosophy address the dynamic and constantly changing environment of working professionals by helping adult students in reaching their profes-

sional and personal goals within the scope of the degree program.

IMPORTANT: Below is an example of the topics or areas you may develop and work on during your studies. By no means is it a complete or required list as AIU programs do not follow a standardized curriculum. It is meant solely as a reference point and example. Want to learn more about the curriculum design at AIU? Go ahead and visit our website, especially the Course and Curriculum section:
www.aiu.edu/CourseCurriculum.html

Core Courses and Topics

Development theory
 Labour and development
 Social movements and food security
 Environment and local development
 Transnational migration and development
 Trade and development
 (political economic and sociological approach to assessing the impact

of international trade on development, poverty, and global wealth distribution)
 Political economy perspectives
 Gendered perspectives
 Enterprise and private sector-led perspectives
 Asset-based community development perspectives
 Latin american and african social change
 Religion and development
 History and politics of developing areas
 Education and development
 Demography of Human Populations
 Economic and Financial Methods for Sustainable Development
 GIS for Sustainable Development
 Urbanization and Sustainability
 Introduction to Sustainable Development
 Fundamentals of Global Public Health
 Global Food Systems
 Disasters and Development

Orientation Courses

Communication & Investigation (Comprehensive Resume)
 Organization Theory (Portfolio)
 Experiential Learning (Autobiography)
 Seminar Administrative Development (Book Summary)
 Seminar Cultural Development (Practical Experience)
 Seminar International Development (Publications)

Research Project

Bachelor Thesis Project
 MBM300 Thesis Proposal
 MBM302 Bachelor Thesis (5,000 words)

Publication

Each Bachelor of Science in Development Studies graduate is encouraged to publish their research papers either online in the public domain or through professional journals and periodicals worldwide.

Skills for success

- Think logically and analytically in a problem-solving environment
- Imaginative and creative reasoning
- Able to work as part of a team
- Self-reliant and able to work independently
- Able to accept responsibility
- Capacity to gain a thorough knowledge of the relevant specialty area
- Willing to continuously update personal skills and knowledge

Contact us to get started

Submit your **Online Application**, paste your resume and any additional comments/questions in the area provided.
www.aiu.edu/requestinfo.html?Request+Information=Request+Information
 Pioneer Plaza/900 Fort Street Mall 40
 Honolulu, HI 96813
 800-993-0066 (Toll Free in US)
 808-924-9567 (Internationally)

ABOUT US

General Information. Atlantic International University offers distance learning degree programs for adult learners at the bachelors, masters, and doctoral level. With self paced program taken online, AIU lifts the obstacles that keep professional adults from completing their educational goals. Programs are available throughout a wide range of majors and areas of study. All of this with a philosophically holistic approach towards education fitting within the balance of your life and acknowledging the key role each individual can play in their community, country, and the world.

Accreditation

While National Accreditation is common for traditional U.S. institutions of higher learning utilizing standard teaching methods, every country has its own standards and accrediting organizations. Accreditation is a voluntary process and does not guarantee a worthy education. Rather, it means an institution has submitted its courses, programs, budget, and educational objectives for review. AIU's Distance Learning Programs are unique, non-traditional and not accredited by the U.S. Department of Education. This may be a determining factor for those individuals interested in pursuing certain disciplines requiring State licensing, (such as law, teaching, or medicine). It is recommended that you consider the importance of National Accreditation for your specific field or profession.

Although Atlantic International University's individualized Distance Learning Degree Programs, are distinct from traditional educational institutions, we are convinced of their value and acceptance worldwide. Non-traditional programs are important because they recognize knowledge gained outside the classroom and incorporate a broader more comprehensive view of the learning experience. Many great institutions are unaccredited. We invite you to compare our programs and philosophy with traditional classroom-based programs to determine which is best suited to your needs and budget.

AIU has chosen private accreditation through the Accrediting Commission International (ACI), obtained in 1999. ACI is not regulated or approved by the US Department of Education. ATLANTIC INTERNATIONAL UNIVERSITY IS NOT ACCREDITED BY AN ACCREDITING

AGENCY RECOGNIZED BY THE UNITED STATES SECRETARY OF EDUCATION. Note: In the U.S., many licensing authorities require accredited degrees as the basis for eligibility for licensing. In some cases, accredited colleges may not accept for transfer courses and degrees completed at unaccredited colleges, and some employers may require an accredited degree as a basis for eligibility for employment.

AIU is incorporated in the state of Hawaii. As a University based in the U.S., AIU meets all state and federal laws of the United States. There is no distinction between the programs offered through AIU and those of traditional campus based programs with regards to the following: your degree, transcript and other graduation documents from AIU follow the same standard used by all U.S. colleges and universities. AIU graduation documents can include an apostille and authentication from the U.S. Department of State to facilitate their use internationally. Authentication from the U.S. Department of State is a process that will ultimately bind a letter signed by the U.S. Secretary of State (permanently with a metal ring) to your graduation documents.

If a student outside the U.S. wishes to carry out a particular procedure within a country's Department of Education regarding their degree earned at AIU, such procedures are to be carried out independently by the student. AIU respects the unique rules and regulations of each country and does not intervene or influence the respective authorities. We recommend prospective students who intend to carry out such procedures outside the U.S. to verify in detail the steps and requirements needed in order to be fully informed.



The AIU Difference

It is acknowledged that the act of learning is endogenous, (from within), rather than exogenous. This fact is the underlying rationale for "Distance Learning", in all of the programs offered by AIU.

The combination of the underlying principles of student "self instruction", (with guidance), collaborative development of curriculum unique to each student, and flexibility of time and place of study, provides the ideal learning environment to satisfy individual needs. AIU is an institution of experiential learning and nontraditional education at a distance. There are no classrooms and attendance is not required.

Mission & Vision

MISSION: To be a higher learning institution concerned about generating cultural development alternatives likely to be sustained in order to lead to a more efficient administration of the world village and its environment; exerting human and community rights through diversity with the ultimate goal of the satisfaction and evolution of the world.

VISION: The empowerment of the individual towards the convergence of the world through a sustainable educational design based on andragogy and omniology.

Organizational Structure

Dr. Franklin Valcin PRESIDENT/ACADEMIC DEAN	Dr. José Mercado CHIEF EXECUTIVE OFFICER	Dr. Ricardo González PROVOST
Ricardo González CHIEF FINANCIAL OFFICER	Carlos Aponte TELECOMMUNICATIONS COORDINATOR	Monica Serrano REGISTRAR OFFICE
Dr. Jack Rosenzweig EDUCATIONAL DEAN	Rosie Perez FINANCE COORDINATOR	Nadia Gabaldon STUDENT SERVICES SUPERVISOR
Jaime Rotlewicz DEAN OF ADMISSIONS	Linda Collazo STUDENT SERVICES COORDINATOR	Daritzza Ysla ACCOUNTING COORDINATOR
Clara Margalef DIRECTOR OF INTERNATIONAL RELATIONS	Kingsley Zelee IT COORDINATOR	Mario Cruz ADMINISTRATIVE COORDINATOR
Ofelia Hernandez DIRECTOR OF AIU	Maria Serrano LOGISTICS COORDINATOR	Yolanda Llorente ADMINISTRATIVE ASSISTANT
Juan Pablo Moreno DIRECTOR OF OPERATIONS	Amalia Aldrett ADMISSIONS COORDINATOR	Nadia Bailey ACADEMIC TUTOR
Miqueas Virgile IT DIRECTOR	Alba Ochoa ADMISSIONS COORDINATOR	Silvia Stabio ACADEMIC TUTOR
Edward Lambert ACADEMIC COORDINATOR	Sandra Garcia ADMISSIONS COORDINATOR	Liliana Penaranda ACADEMIC TUTOR
Ariadna Romero ACADEMIC COORDINATOR	Veronica Amuz ADMISSIONS COORDINATOR	Renata Da Silva ACADEMIC TUTOR
		Junko Shimizu ACADEMIC TUTOR

FACULTY AND STAFF PAGE: aiu.edu/FacultyStaff.html

School of Business and Economics



School of Social and Human Studies



The School of Business and Economics allows aspiring and practicing professionals, managers, and entrepreneurs in the private and public sectors to complete a self paced distance learning degree program of the highest academic standard.

The ultimate goal is to empower learners and help them take advantage of the enormous array of resources from the world environment in order to eliminate the current continuum of poverty and limitations.

Degree programs are designed for those students whose professional

experience has been in business, marketing, administration, economics, finance and management.

Areas of study: Accounting, Advertising, Banking, Business Administration, Communications, Ecommerce, Finance, Foreign Affairs, Home Economics, Human Resources, International Business, International Finance, Investing, Globalization, Marketing, Management, Macroeconomics, Microeconomics, Public Administrations, Sustainable Development, Public Relations, Telecommunications, Tourism, Trade.

The School of Social and Human Studies is focused on to the development of studies which instill a core commitment to building a society based on social and economic justice and enhancing opportunities for human well being.

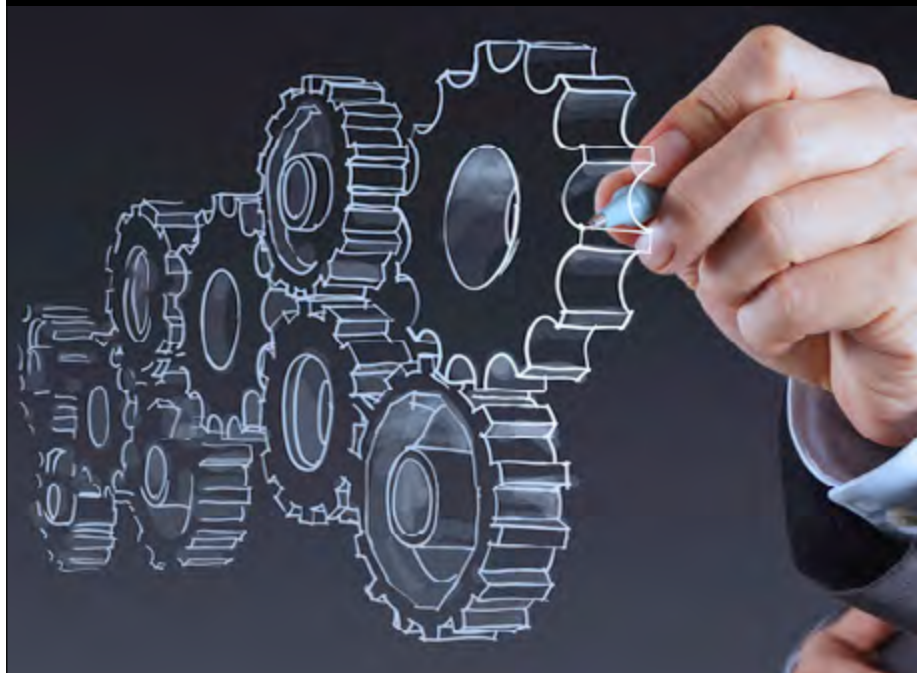
The founding principles lie on the basic right of education as outlined in the Declaration of Human Rights. We instill in our students a sense of confidence and self reliance in their ability to access the vast opportunities available through information channels, the world wide web, private, public, nonprofit, and nongovernmental

organizations in an ever expanding global community.

Degree programs are aimed towards those whose professional life has been related to social and human behavior, with the arts, or with cultural studies.

Areas of Study: Psychology, International Affairs, Sociology, Political Sciences, Architecture, Legal Studies, Public Administration, Literature and languages, Art History, Ministry, African Studies, Middle Eastern Studies, Asian Studies, European Studies, Islamic Studies, Religious Studies.

School of Science and Engineering



The School of Science and Engineering seeks to provide dynamic, integrated, and challenging degree programs designed for those whose experience is in industrial research, scientific production, engineering and the general sciences. Our system for research and education will keep us apace with the twenty-first century reach scientific advance in an environmentally and ecologically responsible manner to allow for the sustainability of the human population. We will foster among our students a demand for ethical behavior, an appreciation for diversity, an understanding of scientific investigation,

knowledge of design innovation, a critical appreciation for the importance of technology and technological change for the advancement of humanity.

Areas of Study: Mechanical Engineering, Industrial Engineering, Chemical Engineering, Civil Engineering, Electrical Engineering, Computer Engineering, Physics, Chemistry, Biology, Mathematics, Communications, Petroleum Science, Information Technology, Telecommunications, Nutrition Science, Agricultural Science, Computer Science, Sports Science, Renewable Energy, Geology, Urban Planning.

Online Library Resources



With access to a global catalog created and maintained collectively by more than 9,000 participating institutions, AIU students have secured excellent research tools for their study programs.

The AIU online library contains over 2 billion records and over 300 million bibliographic records that are increasing day by day. The sources spanning thousands of years and virtually all forms of human expression. There are files of all kinds, from antique inscribed stones to e-books, from wax engravings to MP3s, DVDs and websites. In addition to the archives, the library AIU Online offers electronic access to more than 149,000 e-books, dozens of databases and more than 13 million full-text articles with pictures included. Being able to access 60 databases and 2393 periodicals with more than 18 million items, guarantees the information required to perform the assigned research project. Users will find that many files are enriched with artistic creations on the covers, indexes, reviews, summaries and other information. The records usually have information attached from important libraries. The user can quickly assess the relevance of the information and decide if it is the right source.

Education on the 21st century

AIU Service

AIU is striving to regain the significance of the concept of education, which is rooted into the Latin “educare”, meaning “to pull out”, breaking loose from the paradigm of most 21st century universities with their focus on “digging and placing information” into students’ heads rather than teaching them to think.

For AIU, the generation of “clones” that some traditional universities are spreading throughout the real world is one of the most salient reasons for today’s ills. In fact, students trained at those educational institutions never feel a desire to “change the world” or the current status quo; instead, they adjust to the environment, believe everything is fine, and are proud of it all.

IN A WORLD where knowledge and mostly information expire just like milk, we must reinvent university as a whole in which each student, as the key player, is **UNIQUE** within an intertwined environment.

This century’s university must generate new knowledge bits although this may entail its separation from both the administrative bureaucracy and the faculty that evolve there as well.

AIU thinks that a university should be increasingly integrated into the “real world”, society, the economy, and the holistic human being. As such, it should concentrate on its ultimate goal, which is the student, and get him/her deeply immersed into a daily praxis of paradigm shifts, along with the Internet and research, all these being presently accessible only to a small minority of the world community.

AIU students must accomplish their self-learning mission while conceptualizing it as the core of daily life values through the type of experiences that lead

to a human being’s progress when information is converted into education.

The entire AIU family must think of the university as a setting that values diversity and talent in a way that trains mankind not only for the present but above all for a future that calls everyday for professionals who empower themselves in academic and professional areas highly in demand in our modern society.

We shall not forget that, at AIU, students are responsible for discovering their own talents and potential, which they must auto-develop in such a way that the whole finish product opens up as a flower that blossoms every year more openly.

THE AIU STANCE is against the idea of the campus as a getaway from day-to-day pressure since we believe reality is the best potential-enhancer ever; one truly learns through thinking, brainstorming ideas, which leads to new solutions, and ultimately the rebirth of a human being fully integrated in a sustainable world environment. Self-learning is actualized more from within than a top-down vantage point, that is to say, to influence instead of requesting, ideas more than power. We need to create a society where solidarity, culture, life, not political or economic rationalism and more than techno structures, are prioritized. In short, the characteristics of AIU students and alumni remain independence, creativity, self-confidence, and ability to take risk towards new endeavors. This is about people’s worth based not on what they know but on what they do with what they know.

Read more at: aiu.edu

AIU offers educational opportunities in the USA to adults from around the world so that they can use their own potential to manage their personal, global cultural development. The foundational axis of our philosophy lies upon self-actualized knowledge and information, with no room for obsolescence, which is embedded into a **DISTANCE LEARNING SYSTEM** based on **ANDRAGOGY** and **OMNIOLOGY**. The ultimate goal of this paradigm is to empower learners and help them take advantage of the enormous array of resources from the world environment in order to eliminate the current continuum of poverty and limitations.

This will become a crude reality with respect for, and practice of, human and community rights through experiences, investigations, practicum work, and/or examinations. Everything takes place in a setting that fosters diversity; with advisors and consultants with doctorate degrees and specializations in Human Development monitor learning processes, in addition to a worldwide web of colleagues and associations, so that they can reach the satisfaction and the progress of humanity with peace and harmony.

Contact us to get started

Now, it’s possible to earn your degree in the comfort of your own home. For additional information or to see if you qualify for admissions please contact us.

Pioneer Plaza / 900 Fort Street Mall 40

Honolulu, HI 96813

800-993-0066 (Toll Free in US)

info@aiu.edu

808-924-9567 (Internationally)

www.aiu.edu

Online application:

www.aiu.edu/apply3_phone.aspx