Welcome new and returning students to a new academic semester. We hope you enjoyed a great summer and we look forward to having you in this new term. We hosted our annual graduation ceremony for our main campus in Miami, Florida. We proudly celebrated this beautiful event at the Arch Center for the Performing Arts. We are very proud of our graduates and their completion of their degrees and diploma programs. We celebrate and recognize their accomplishments and we continue to encourage them to further their education to become better professional and individuals.
THE IMPORTANCE OF INFORMATION SECURITY
Ms. Ana Collado- Professor, IT Department

In today’s digital world, securing your information is vital. A security threat can come in many forms as a malicious software embedded in an email attachment, unauthorized access to data or social engineering, just to mention a few. By definition, social engineering is the act of manipulating users into revealing confidential information or performing other actions detrimental to the user using social skills.

Some social engineering maneuvers include phishing, tailgating, dumpster diving, impersonation and shoulder surfing. One of the largest information security threats to a business actually comes from its own employees’ way of social engineering. The “intruder” can manipulate the worker/user using methods or techniques such as flattering, conning, assuming a position of authority and/or impersonating an authorized technician, to look or appear innocent to the “crime”. For example, an intruder can impersonate a company’s IT technician by phone and fool a busy secretarystack on a priority one report into inadvertently providing critical information to the caller when asked. However, convincing an employee to give up important information is not the only way to gain access to critical information.

Weak passwords, the complete absence of passwords, or writing it on a sticky note attached to your computer’s screen or on your desk’s calendar or going on break and not locking your screen are other ways to allow intruders into the system. Many users are not aware of simple practices of security such as not using the same password for everything, not using a pet’s name as a password, or their birthdays, and most important NEVER sharing passwords. Another simple and standard practice of security is locking your screen when leaving your workspace for breaks, a trip to the printer or the copier, etc. and always logging off from the computer at the end of the workday. Many security experts agree there is no system or network 100% protected or secure; there is always vulnerability in them, and the most common vulnerability is the user itself. Social engineering attacks are successful due to lack of security awareness from user and employees, which is what intruders look for. The ideal security protection comes in layers.

A layered security is the most comprehensive one, since it is unlikely that the intruder could break through all the layers of defenses. Therefore, one approach to reduce social engineering security threats is training and educating the employee and having easy access to understandable policies. Using emails and online security resources, posters, newsletters, and informational training sessions will help to raise the user’s security awareness, preventing threats. A bell will ring to an educated user, when asked to share his/her password, or an impersonator insists on having access to a certain part of the building or computers without previous notification from his/her supervisor. Better yet, when an email arrives to their inbox with suspicious claims, instead of following the instructions on such email or clicking the link, they will delete it or report it to their IT department. If you are an IT student, go ahead and get your Security + certification from CompTIA, because it will enhance your resume and further your chances in the job market. The certification proves that you have mastered the foundation-level of security standards established worldwide.

THE NEW LOOK OF OPERATIONS MANAGEMENT
Dr Santarvish Brown- Professor, Business Department

Historically the work of Operations Management has been done by the Administrative Assistant of the office.

In recent years Operations Management has received a face lift and become a legitimate field of study and position within the organizational setting.

Amidst the organizational charts of many organizations somewhere close to the chief executive officer you will see the chief operating officer who oversees in many cases the date to day operations of the organization.

They aren’t paid shabby either they are making between 80K-100K in most mid-size organizations.

In Academia the profession has become solidified because they are studying concepts such as: Competitiveness Strategy, Production, Forecasting, Product Design, Capacity Planning, Supply Chain Management, Quality Control, and Project Management.

Professionals are entering countless graduate schools across the nation earning MBA’s with specializations in Operations Management to better equip them to meet the changing roles of their professions.

Trudy Pierre
Office Administrator diploma program

I am recent AU graduate of the Administrative Assistant program. As a workforce candidate I was given an opportunity to be trained as an Administrative professional and not worry about the financial aspect of my program. This opportunity has given me hope and a new excitement about life and my career. Upon completion of the program, I began to actively seek employment opportunities in my scope of knowledge.

I found that the job market has changed since I last conducted a job search. I became a little nervous and unsure of how I could overcome the challenges that I faced. I partnered up with my Career Services Coordinator and my Workforce counselor to begin the transition I needed to keep up with the job seekers of today.

I have faith that with hard work, dedication, and self-motivation I will be employed in not time. I am thankful for the support and professional growth Atlantis University has granted me.

Kenshan Tolefree
Computer Network professional diploma program

As an IT professional I discovered many changes in my chosen field. In today’s job market many seekers became unemployed or not available for a promotion. The new trends created a new outlook on my career path and how I would advance, grow, and sustain stability within my career. I was fortunate to meet a recruiter who introduced me to a program that targeted just what I needed to ensure long term success and financial stability. I was determined to take the specific steps the program designed for a professional like me, experienced and limited time to study.

Two weeks into the program I successfully obtained my CompTia A+ Certification which allowed me to begin studying for the next certification. I successfully obtained my Network Certification. I was able to obtain two certifications within 6 weeks. I am currently preparing to take Security Certification Exam. I am excited to have accomplished such success. I feel confident that I have all my desired certification upon completion of the program. I have begun networking with my professional contacts and landed the ideal IT job. This opportunity has given me and my family the security we need in this forever changing world. Words cannot express how excited I am about my future.
**NEW ACADEMIC UPDATES**

For the upcoming Fall 2013 Semester, Atlantis University is excited to present the AU Student Community with new updates in the University’s academic curriculum. Atlantis University has added new courses and Majors of Concentration to its programs in Business and Technology.

**The School of Business** now offers a Bachelor of Science Degree with new Majors of Concentration, including Project Management, Hospitality Management, and Entrepreneurship. Other majors: HealthCare Management, International Business, Economics, Marketing and Public Relations, have been updated to reflect the most current trends and advances in these areas.

Graduates from the Bachelor in Business Administration that complete the additional credits required for a concentration, are now able to expand their knowledge in their chosen field within Business and become more marketable when finding jobs.

Moreover, the new concentrations add a competitive edge to the academic program. Students completing 12 credits of each concentration will obtain a certificate of completion. Therefore, while completing a Bachelor’s Degree, students are also opting for a Certificate in their chosen field.

**The School of Information Technology** adds new courses with exciting certifications! The University has incorporated into its curriculum new courses to include training in: LINUX, Oracle, Computer Forensics and Computer Programming.

The addition of the new courses adds a competitive advantage to our students and graduates from IT programs, giving them the opportunity to get industry certified while getting a degree.

*Please visit the University catalog located in our website to find out more about the new curriculum updates.*

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**GUEST SPEAKERS**

We are very thrilled to have the participation of experts from the community who came to share their professional experiences in the field and whose main purpose is to enrich our curriculum by bringing real life experience to the classes.

**Sandra Mendibu Solis, Sr. Broadcast Producer for Univision Group and YBLTV.**

Her recent involvement in Wendy’s commercials for Latin America was part of her discussion as well as topics that included market research using focus groups.

**Dr. John Tsaklis, Marketing Professor at FIU, whose topic of discussion was on Quantitative Aspects in Marketing Research projects.**

**Mr. Rick Tobin, President of TobinTel, headquartered in the United States, a full service marketing research and business consulting firm, specialized in consumer and business to business market intelligence around the world. He presented topics related to his expertise in the marketing field.**

**Dr Luis Neguerel, President and CEO of Advanced Division Informatics & Technology, came to talk to our Computer degree students regarding Network protection and Security Threats in IT.**

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**CAREER SERVICES BLOG**

**Career Services Advisor “Word of Wisdom”**

“Remaining Motivated During Job Search”

As a job seeker it is important that you do not allow yourself to become overwhelmed and discouraged. A job seeker must make sure to make sure he or she should consider the following steps to keep their motivation in a productive mindset to achieve their goal of employment.

**Direct Target**

A job seeker should make sure he or she creates a direct target on the specifics of their job search. Some of the things that should be considered are: location, job duties, benefits, pay rate, and other specifics that are important to the job seeker.

**Tracking**

A job seeker should always track their job search activities to properly follow up and measure their job search productivity.

**Support**

A job seeker should surround themselves to be in the company of anyone who does not motivate, encourage, or assist with their job search.

**Networking**

A job seeker should network on a continual basis, this will allow he or she to keep up with the job market trends and meeting alike professionals.

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**Ways To Turn A Lead Into A Job**

You’re looking for a job and someone tells you, “Speak with Joe Smith.”

He may be able to help you.” But if you’re like most people, you don’t know how to turn the lead into a job. This plan will maximize your chances:

1. **Ask for an introduction.** Rather than contacting the lead, ask your referrer if s/he’d be willing to introduce you to the lead. Chemistry is usually best in-person but a Google Hangout or even teleconference will do. If a three-way conversation isn’t in the cards, ask your friend if she or he would pave the way for your inquiry by touting you to the lead. Least potent is for you to call the lead cold: “Mary Jones suggested I contact you.”

2. **Before contacting your lead, do your homework.** Get current on the field so that you sound worthy. Spend less time researching the employer—sounding like you know more about the employer than the employer does can make you seem desperate. Have a few PAR stories ready, a 20-to-60-second summary of a problem you faced, the clever or dogged way you approached it, and the positive result. Pick stories that exemplify characteristics that would impress that lead.

3. **Know thyself.** If you’re better at writing, write. If you’re better verbally, call, perhaps requesting an in-person meeting.

4. **Trust your intuition.** In a conversation, sometimes it feels right to lead with your 10-to-30-second pitch: What you’re looking for and if you’re so good, why you’re looking. Then ask for advice. Ask for a job, you’ll get advice. Ask for advice, you’ll more likely get a job. If appropriate, ask the person for honest reactions to your resume or LinkedIn profile and your cover letter.

5. **Show enthusiasm.** Most employers are suckers for overt enthusiasm so, while not being phony, invoke your most enthusiastic natural self: Lean forward, nod, ask questions. Leave your monotone home.

6. **Follow up.** If she or he offered advice that you decided to take, report that you implemented it and how it worked. Consider sending a little tidbit related to the lead’s interest. Just don’t overdo it.