

NOVEMBER 2023

VIRSCEND UNIVERSITY



ABOUT US



Contact

info@virscend.com

<https://www.virscend.com/>

16490 Bake Pkwy Suite
100
Irvine, CA 92618

(949)502-6252

Our Mission

Our mission is to inspire students with innovative ideas and business intelligence to prepare them to excel in a dynamic global business environment. The university aspires to attain its mission by offering small-size classes taught by experienced professors and leading industry professionals. Our curriculum is up-to-date to meet today's business needs. Currently, 90% of courses are taught by faculty that hold doctorate degrees and have taught at accredited universities. This pairing of small classes with quality professors creates an ideal learning environment that supports a curriculum built on developing a highly skilled and versatile business professional.

Our Vision

Virscend University will be the University of choice for aspiring business professionals who are dedicated to succeeding in the business world.

Our Core Values

Innovation, Inspiration, and Intelligence.

Our Institutional Purpose

- 1.To provide equal educational opportunities for students with diverse educational needs
- 2.To develop student's rich knowledge, personality and cooperativeness to create opportunities for their future success
- 3.To inspire students with innovative and state-of-the-art technologies
- 4.To prepare students to engage in a diverse global environment

Our Team



Dr. Robert Chi
President



Dr. Melody Kiang
Provost



Ryan Swindell
Deputy Director
of Student
Success



Krystal Yu
Deputy Director
of Operations



Lesley Chen
CFO



Jordan Austria
Deputy Director
of Admissions

ABOUT US

Degree Programs

Bachelor of Science, Business Administration

This program is designed for business-oriented individuals that have completed a minimum of 60 units at either a community college or 4-year university. Students enrolled in the program must complete 20 courses at Virscend University in order to obtain a Bachelor's degree. The program may be completed within 2 years for full-time students. For students enrolled part-time the length of time to finish the program will be longer.

Master of Business Administration

This program is STEM designated and designed for the working professional. There are 10 courses total ranging from digital marketing to data analytics and management strategy. This is a hybrid program that can be completed in 2 years as a full-time student. Minimum of 4 in-person classes per course will be held on campus in Irvine, CA. We offer convenient nighttime classes to accommodate our students who maintain full-time jobs.

Our Story

Virscend University is part of Virscend Education Company Limited schools. Virscend Education Co Ltd currently has a total of 29 educational institutions, with a total student population of 58,000. Virscend Education Co Ltd is the largest private educational organization in southern China with nationwide recognition for its innovative and high-performing graduates. Many schools of Virscend Education Co Ltd have placed students in renowned universities in China and all over the world, which include Beijing University, Tsinghua University, Harvard University, MIT, UC-Berkeley, UC-Irvine, CSU-Long Beach, CSUF, UCLA, and many others. As part of Virscend Education Co Ltd, Virscend University aspires to fulfill its parent company's commitment to quality education.

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Click the link or scan the QR code below for more information!

<https://youtu.be/8WdYSS8yeAM>



VIRSCEND UNIVERSITY

LOCATION

Irvine, CA

Virscend University is located in Irvine, California. Irvine is one of the nation's largest planned urban communities and encompasses more than 65 square miles. Irvine has more than 200,000 jobs and more than 21,000 businesses have a license here. Today, the City Council supports its public schools with more than \$9.1 million in direct and in-kind support each year; the City Council has approved a public-private partnership to build parkland on 688 acres of the Orange County Great Park; and businesses continue to make Irvine home or, as Broadcom has done, to decide to build a new or permanent campus for the long-term.



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LOCATION

Irvine, CA Demographics

Parks and Landscape Areas:

Community Parks	22 parks
Neighborhood Parks	40 parks
Athletic Fields	141 fields
Sports Fields	188 acres
Off-Street Bicycle Trails	113.24 miles
On-Street Bicycle Trails	286.42 miles
Open Space Preservation Areas	16,000 acres
Streetscape	940 acres
Trees	78,000

Ethnicity:

American Indian/Alaska Native	0.2%
Asian	43.6%
Hispanic or Latino	10.7%
Native Hawaiian or Other Hispanic Islander	0.4%
Black/African American	1.5%
White	44.9%
Two or more races	7.0%
White alone, not Hispanic or Latino	38.3%

Education:

High School Graduates or higher (ages 25+)	96.6%
Bachelor's degree or higher (ages 25+)	68.9%

Irvine, CA National Rankings



[Best Cities to Live in America](#)
#10 of 228



[Best Cities for Young Professionals in America](#)
#23 of 228



[Best Cities for Outdoor Activities in America](#)
#6 of 228



[Best Cities to Raise a Family in America](#)
#9 of 228



[Cities with the Best Public Schools in America](#)
#5 of 228



[Healthiest Cities in America](#)
#3 of 228

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VIRSCEND UNIVERSITY

Irvine – centrally located in the heart of Orange County – is adjacent to one of America's most passenger-friendly international airports with dozens of direct flights daily. While you're here, experience award-winning, globally-inspired cuisine, eclectic entertainment venues, diverse shopping options, beautiful nature experiences and a variety of great golf courses.

Golf

Oak Creek Golf Club

This championship, 18-hole masterpiece designed by Tom Fazio features eucalyptus trees, meandering creeks, and soft rolling hills. It comes in at 6,850 yards and is a Par-71.



Strawberry Farms Golf Club

This course combines the rural beauty and tranquility of the surrounding area with the challenges of true championship golf. Nestled in the canyons of Irvine, a unique and beautiful location for any event, the par-71, 6,700-yard course is set amid canyons and wetlands. The 18-hole course offers picturesque vistas across the 35- acre reservoir and rolling greens surrounded by natural wildlife.



Rancho San Joaquin Golf Course

Rancho San Joaquin is set along a coastal inlet with three different lakes as a backdrop and is home to some of South Orange County's finest and most challenging greens. The course was designed by William Francis Bell.



Shopping, Dining, and Entertainment

Irvine Spectrum Center is one of Southern California's most popular shopping, dining and entertainment lifestyle destinations. The center features Nordstrom and Target, along with more than 130 stores, restaurants and entertainment venues, including Improv Comedy Club and Edwards Irvine Spectrum 21 IMAX & RPX.



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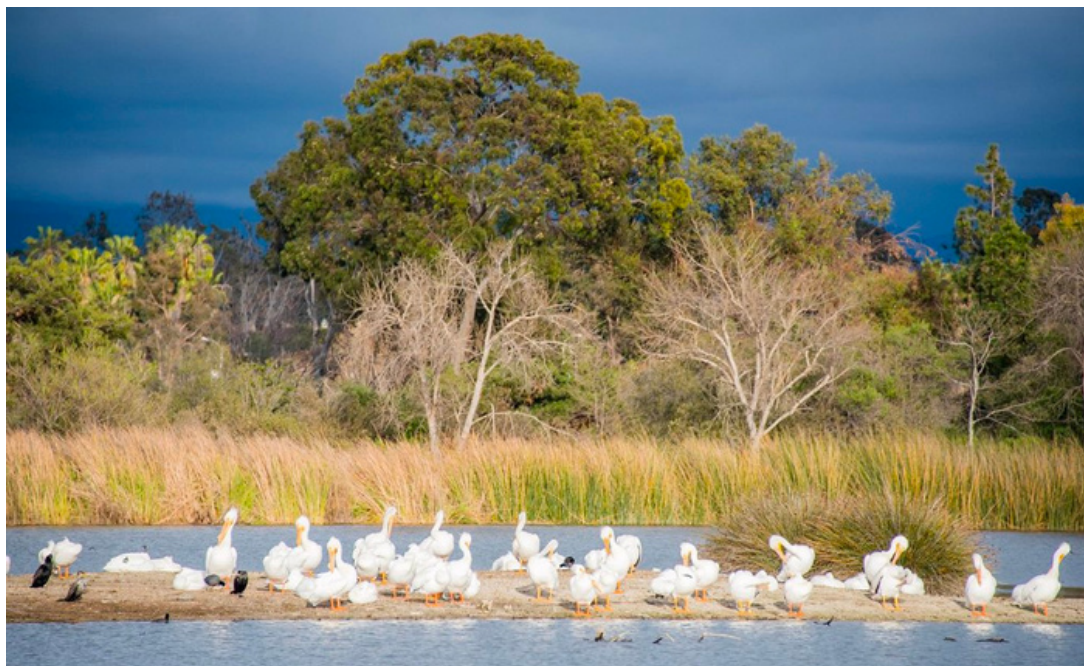
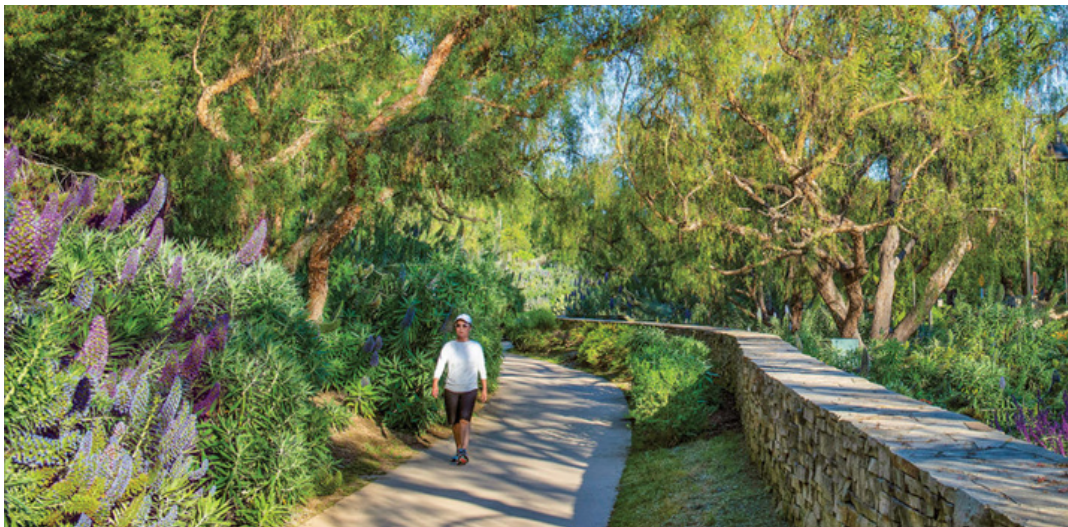
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Outdoor Activities and Nature

There are countless ways to connect with nature and enjoy outdoor adventures without traveling far, including hiking, mountain biking, equestrian programs and naturalist-led tours.



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FACULTY



Dr. Sean Jasso (Ph.D., Political Science) is a professor of Management Strategies. He received his Bachelor of Arts in English from the University of California, Los Angeles. He has a Master of Business Administration from Pepperdine University and a Master of Public Policy from Claremont University. He also received his Ph.D. in Political Science from Claremont University. He has taught in various universities including the University of Redlands and Los Angeles Pierce College. He has several publications including a book he authored, *The New Corporation: Aristotle, Sarbanes-Oxley, and the Future Manager*. He also has industry experience and has held leadership roles in various businesses.



Dr. Jianqing "Fisher" Wu (Ph.D., MIS) received his PhD in Information Systems from Krannert School of Management, Purdue University. He was an assistant professor at Foster School of Business, University of Washington. Dr. Wu has published a paper in *Management Science*. He is interested in the research areas of Bundling, Pricing, Mobile Commerce, Information Security, Game Theory, and Convex Analysis. Dr. Wu also received an MBA degree from Purdue University and a bachelor degree in Electronic Engineering from Shanghai Jiao Tong University.



Dr. Banafsheh Behzad (Ph.D., Industrial Engineering) is professor of Decision Technologies and Statistics. She received her Master of Science in Industrial and Systems Engineering from Northern Illinois University. And, received her Ph.D. in Industrial Engineering from the University of Illinois at Urbana-Champaign. She has countless publications in academic journals and has been part of presentations on the topic of healthcare as it pertains to her field of mastery. In addition, she was VP of Communications for Women in OR/MS (WORMS).

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Dr. Hojong Shin (Ph.D., Finance) is a professor of Finance. He received his Bachelor of Science in Finance from Virginia Commonwealth University. He has a Master of Science in Business Administration from Seoul National University. He also received his Ph.D. in Finance from Michigan State University. He has taught at California State University, Long Beach and Michigan State.



Professor Chris Medina (MBA) received his Bachelor of Science from the University of Southern California. He received his M.B.A. from the Azusa Pacific University. Prof. Medina has taught courses in traditional marketing and digital marketing at renowned universities and has experience in the marketing field as a(n): Account Manager, Senior Account Executive, Marketing Consultant, and Consulting Director of Integrated Communications.



Dr. Robert Chi (Ph.D., MIS) received his MS degree in Management Information Systems at the University of Wisconsin-Madison. He received his Ph.D. degree in Information Systems from the University of Texas-Austin. He has 29 years of teaching experience at California State University Long Beach, University of California Riverside, and other schools. Dr. Chi has served as the Department Chair for 6 years and Associate Dean for 5 years at CSU-Long Beach. He is a member of many advisory boards and a frequent speaker in the US and abroad. He has published research articles in academic journals in E-commerce and Information Systems. He is the founder and Chief Editor of Journal of Electronic Commerce Research which was ranked #4 in quality by more than 400 scholars worldwide in 2002.

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FACULTY



Dr. Minder Chen (Ph.D., MIS) Dr. Minder Chen received his Ph.D. in Management Information Systems from the University of Arizona in 1988. Dr. Chen is currently a professor of Management Information Systems in the Martin V. Smith School of Business and Economics at California State University Channel Islands. He served as the Program Chair of the Business and Economics Program at CSUCI. Dr. Chen has taught a variety of courses including management information systems, entrepreneurship, project management, management, and Chinese classics and management at both undergraduate and graduate levels. His primary research interests include electronic commerce, Web services, business reengineering, innovation and entrepreneurship, collaboration technologies and virtual teams, and IT offshore outsourcing. He has published more than 40 journal papers and several books in Chinese.



Dr. Mohamed Abdelhamid (Ph.D., Management Science and Systems) received his Bachelor of Science in Computer Engineering from Intercollege with distinction. He received his Master in Business Administration with MIS emphasis from Maastricht School of Management in the Netherlands. And, he has received his Ph.D. in Management Science & Systems from the State University of New York at Buffalo. Dr. Abdelhamid has publications in journals and books. He has presented in various conferences on privacy issues as they pertain to information management systems in the healthcare industry.



Dr. Ping Lin (Ph.D., Accounting) is a professor of Accounting. She received her Ph.D. degree in accounting from the University of California, Irvine. Her areas of expertise and research interest are accounting education, management performance evaluation and compensations, and readability of financial reporting. She has published in 15 scholarly journals including, Journal of Accounting Literature, Internal Auditor, Journal of Accounting, Ethics and Public Policy, and the CPA Journal.

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STUDENTS / ALUMNI



Emily Carroll

Alumni Association
President, Class of 2019

Emily Carroll is a newly MBA graduate student from Virscend University. She obtained her undergrad degree from Florida State University where she majored in science. However, after 5 years in the industry she decided to explore entrepreneurship. She always was involved in various business ventures and, exactly a year ago, she began her pursuit of an MBA degree. She is currently working on publishing a book and developing her own business. We know Emily Carroll has the drive and ambition of success and we are excited to have her accept the role as President of Virscend University's Alumni Association.



Jack Liao

Alumni Association
President, Class of 2021

Jack Liao received an MBA degree from Virscend University in 2021 and is currently working with Apple Corporation in Honolulu, Hawaii. He obtained his undergraduate degree from Les Roches International School of Hotel Management in Switzerland where he majored in Hospitality Entrepreneurship. He has planned, managed, and operated over 60 VIP government events/delegations for high officials and heads of states including presidents, prime ministers, royalty, ministers, and ambassadors. With over 9 years of extensive hospitality experience spanning across Portugal, Taiwan, Thailand, China, and the USA. We know Jack Liao has the drive and ambition to succeed and we are excited to have him accept the role as President of Virscend University's Alumni Association.



"As a full-time professional, I wanted to get my MBA without sacrificing my career. Virscend University provided me that opportunity. Their accelerated program is effective and relevant to the business world." - Kati C. Q-Railing, Branch Manager

"I heard about Virscend University and was delighted to find out it not only fits my requirements but also had the bonus of smaller class size. The concentration in Digital Marketing offered at Virscend was also something I wanted to pursue to mix in with my technical background." - Joshua Y. Panasonic, Avionics Corporation



Kathryn B.

Project Manager
Virscend MBA Program Alumni

I work primarily in project management, Virscend University has provided many opportunities for me to work on team projects and hone my organizational management skills. At Virscend, your peers are in different industries, which give you the opportunity to see the needs of other companies and industries and how they tackle their own business concerns. By mingling with others in different industries, Virscend opens networking opportunities and provides many chances to become comfortable speaking in front of diverse groups. Virscend offers a flexible program where I can apply my previous experience to hypotheticals that arise in the learning.

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VIRSCEND UNIVERSITY

STUDENT ACHIEVEMENT DATA

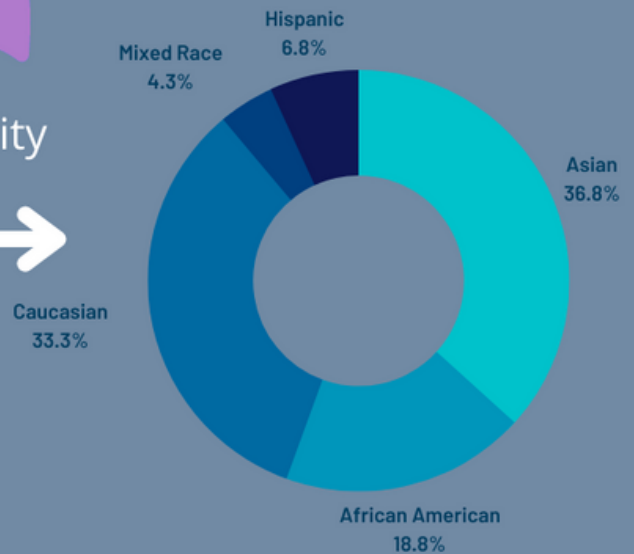
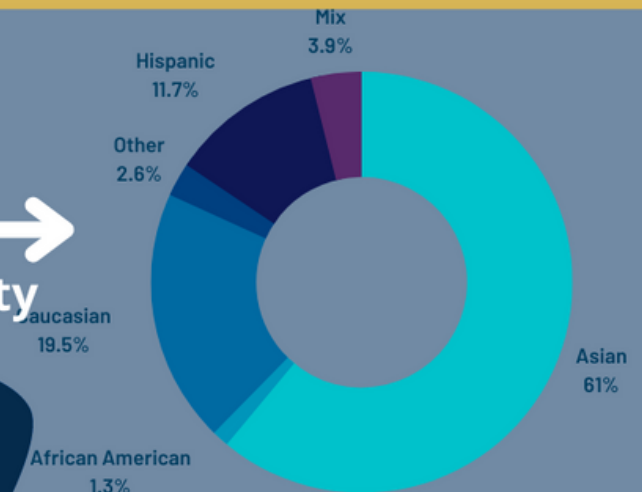
We have a **Diverse Student Body...**

Ethnicity

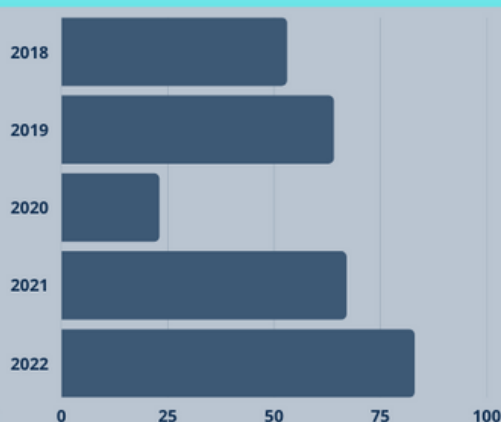
Let's compare the students of
Virscend University



to our Local Community
Irvine, CA



How's our **Graduation Rate?**



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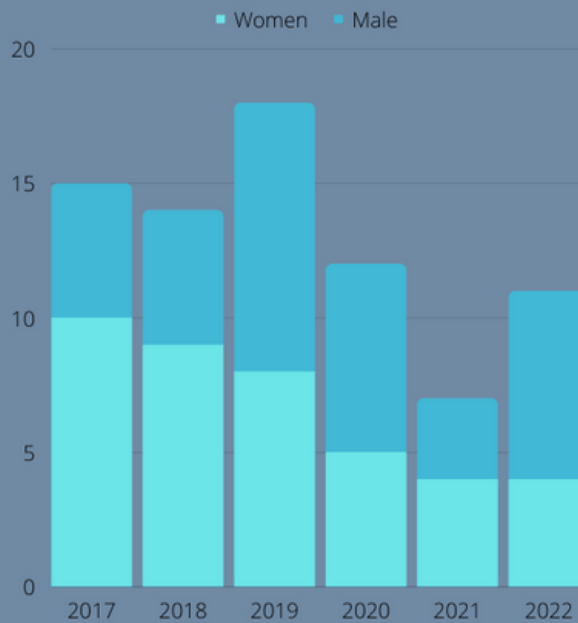
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STUDENT ACHIEVEMENT DATA

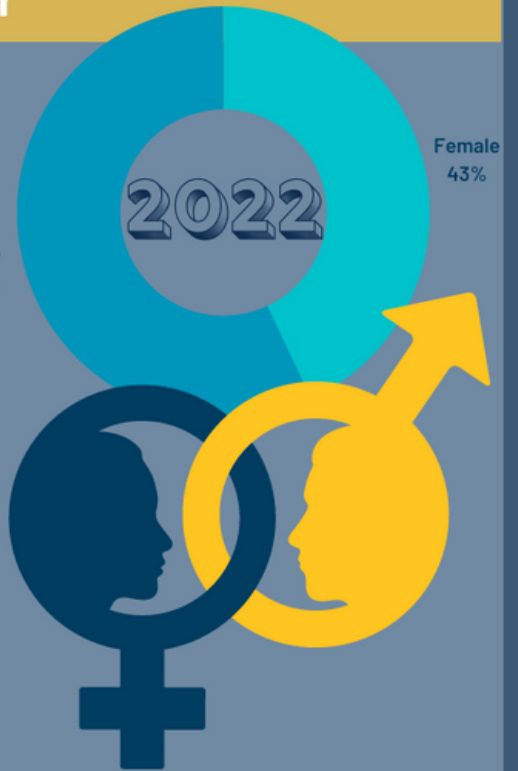
Gender



In general, **women enroll at a higher rate than men** at Virscend University

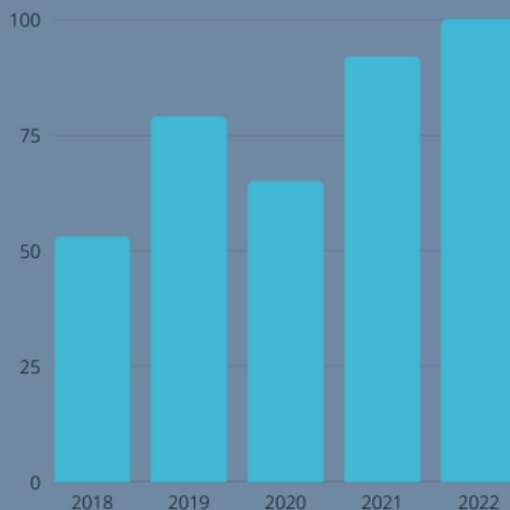


Male
57%



How's our Retention Rate?

(FYI: Retention = Persistence)



92%

of students in 2021
stayed in the
program



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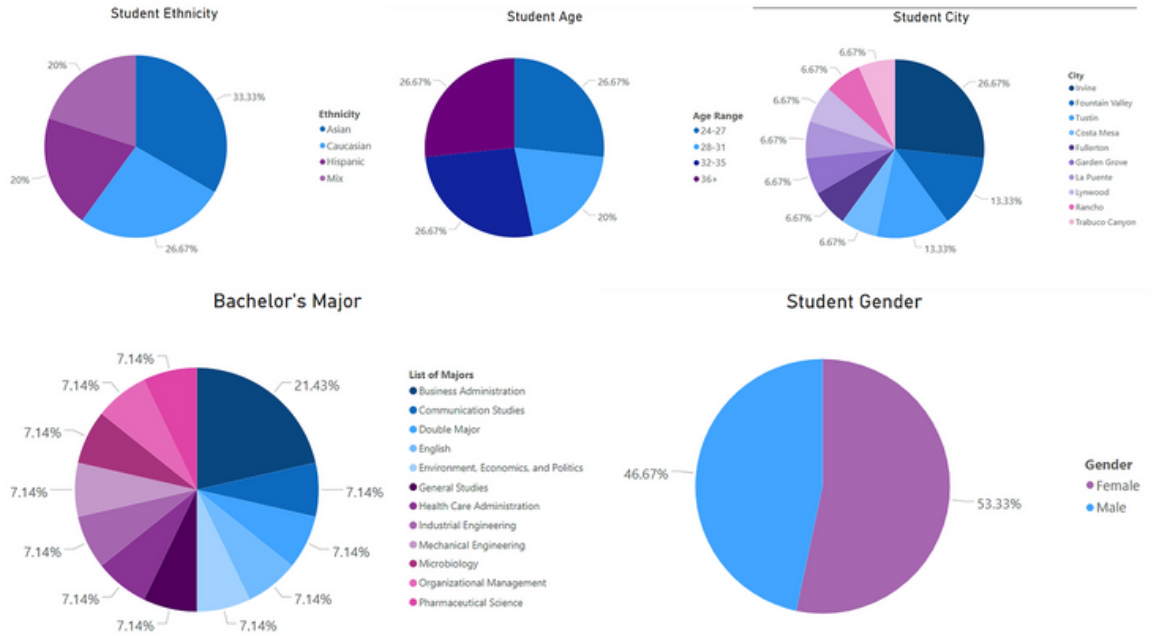
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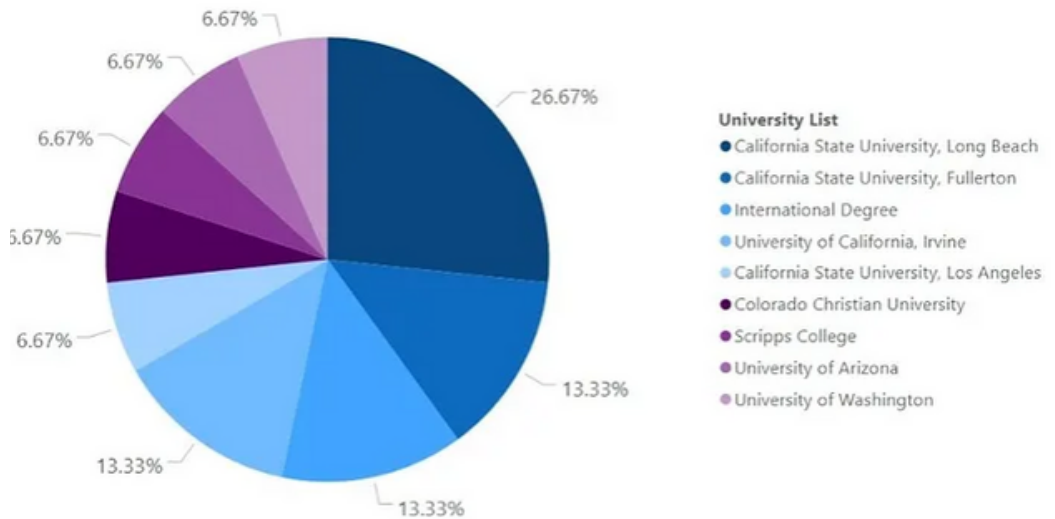
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INSTITUTIONAL RESEARCH

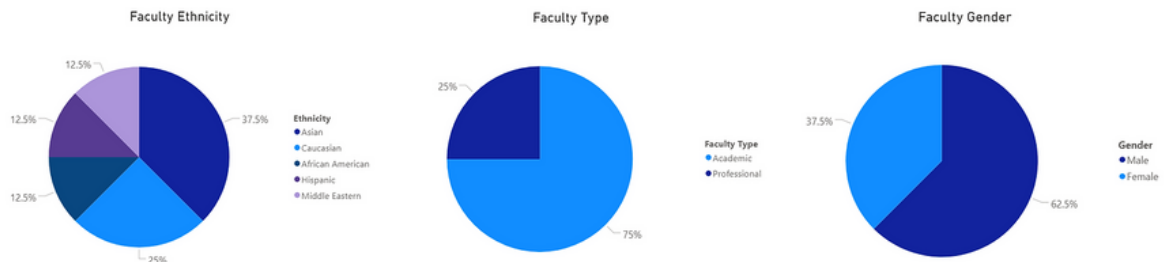
Student Profile



Earn Bachelor's Degree From



Faculty Profile



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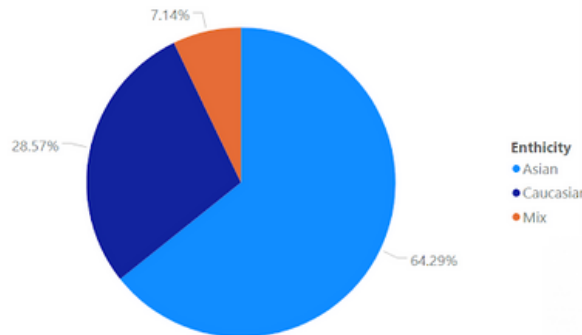
Alumni Profile

83% of our students received a salary increase within 6 months of graduation*

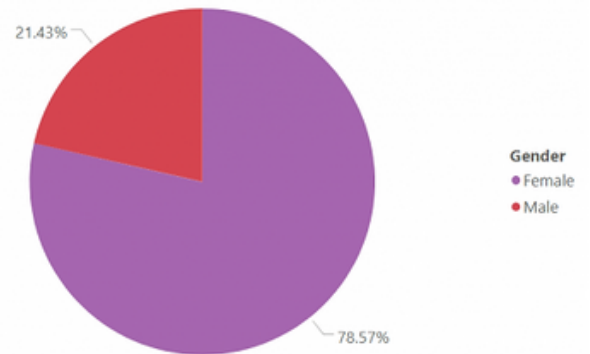
*According to Class of 2020 statistics.

Our graduates have had great success in their post-MBA life. All graduates were employed six months after graduation with a majority working in a management role, with 83% gaining a promotion or raise with their new degree. Most were in their mid-20s when they received their degree. A vast majority of our alumni are Asian females, which is primarily due to our community population. However, we have made great strides in including other diversified populations into our classes.

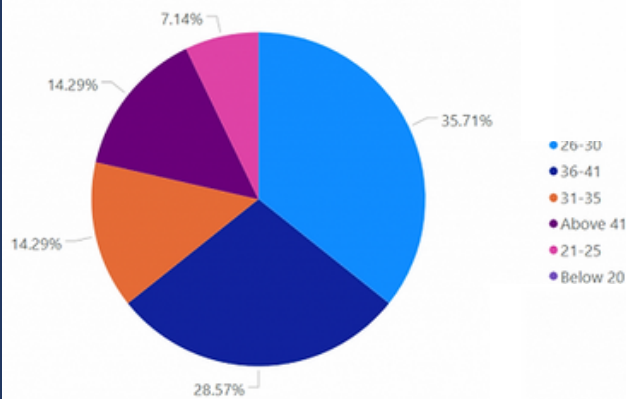
Graduate Ethnicity



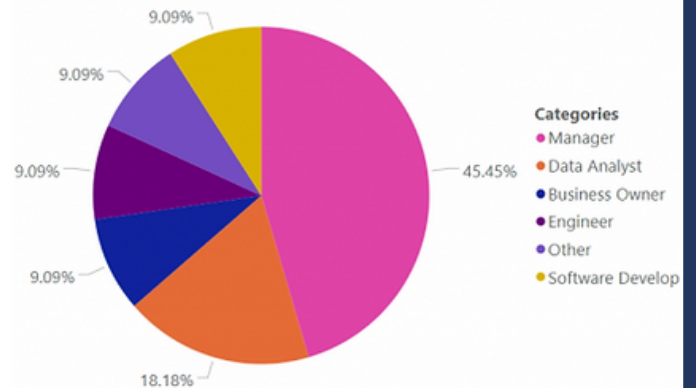
Graduate Gender



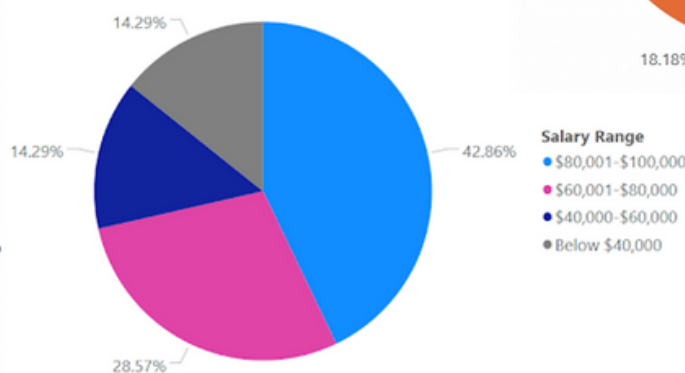
Graduate Age



Job Classification



Average Graduate Salary



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