



UNIVERSIDAD
DE LAS TUNAS



**GEXPORT
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CiH S.A.
CENTRO INTERNACIONAL DE LA HABANA
Sucursal ULT



PORTFOLIO OF ACADEMIC AND SCIENTIFIC-TECHNICAL SERVICES

WHO ARE WE?

Las Tunas University (LTU), an institution QUALIFIED by the National Accreditation Board (NAB), is a budgeted unit subordinated to the Ministry of Higher Education. It is the result of the integration of Vladimir Ilich Lenin University of Las Tunas and Pepito Tey University of Pedagogical Sciences (UPC). It is located in Las Tunas province, in the eastern part of the Republic of Cuba.

The University currently has five Faculties, 30 careers and four study centers. It has a staff of more than 1400 professors, including Ph. Ds, Masters in Sciences and specialists from different departments. Since its founding, it has graduated more than 24000 undergraduated students from 6 countries. The university, as institution, has participated in more than 30 high-impact academic networks.

This institution has one degree program of excellence, three certified and three qualified; in addition to six master's degree programs with excellence category and two certified, as well as a doctorate with excellence category. Promotes sustainable agriculture and rural development as well as renewable energy sources and energy efficiency in industrial processes. It carries out extensive outreach work in science, technology and innovation, as well as the promotion of culture and sports as pillars of the educational process.



MISSION

To train professionals in an integral and continuous way, with a competent and committed to the principles of the Revolution, based on the development of science and technological innovation, to achieve high territorial and national relevance.

VISION

We are an accredited University, committed to the Cuban social project and which consolidates the quality of the processes through the sustainability of its revolutionary teaching staff, the link with the development objectives and the strategic sectors.

MAIN RESEARCH LINES

- Sustainable agriculture and rural development.
- Renewable energy sources and energy efficiency in industrial processes.
- Integral formation of children, teenagers, young people and professionals.
- Environment.
- High performance sports, quality of life and human welfare.
- Computer science in decision making.
- Administration and management of state and non-state forms and economic, accounting and financial management
- Socio-cultural community management for local development.

OFFERS IN UNDERGRADUATE EDUCATION

The degrees that are offered are given in the modalities presental, semi-presental and distance.

- Bachelor's Degree in Pedagogy and Psychology (Certified).
- Bachelor's Degree in Physical Culture (Certified).
- Bachelor's Degree in Logopedics Education (Qualified).
Duration of the degree: 4 years.
Duration of the online modality 5 years.
- Engineering in Agronomy (Excellence).
- Bachelor's Degree in Sociocultural Management for Development (Certified).
- Bachelor's Degree in Social Communication (Qualified).
- Bachelor's Degree in Accounting and Finance (Qualified).
Duration of the degree: 4 years.
Duration of the online modality: 5 years.



POSTGRADUATE ACADEMIC TRAINING

No.	List of programs	Accreditation Category	Coordinator	E-mail
1	Doctorate in Educational Sciences	Excellence	Ph.D Yoenia Olivia Infante Cabrera	yolivia@ult.edu.cu oliviainfante2@gmail.com

Requirements:

- To be a university graduate

PHD PROGRAM REQUIREMENTS:

- The PhD topic corresponds to the research lines of the program. It is linked to a project and research group.
- The thesis is elaborated and presented in Spanish.
- The tutor is assigned in correspondence with the research line of the topic.
- It is obligatory, in Cuba, to make at least three scientific presentations about the advance of the research.
- The minimum time of stay in Cuba for the training in the authorized institution will be regulated by the Instruction 01/2020 of the Minister of Higher Education; in the point associated to the requirements of scientific publications.
- Once the training is concluded, the authorized institution issues and delivers the following documents: title of Doctor in Educational Sciences, certification of the credits achieved in the doctoral training, accreditation and certification of the activities carried out during the stays in the authorized institution and their total time, copy of the minutes of the language exam, social problems of science and technology, as well as the contents of the area of knowledge, pre-defense and defense act.

Full-time mode: 3 years

Part-time mode: 4 years

Research lines of the program:

- Initial and continuous training of professionals.
- Management of the teaching learning process at the different levels of education.
- The integral formation of children, adolescents, young people and adults.

The total cost of the doctoral program is negotiable according to the modality of study chosen and it includes the defense ceremony.

MASTER'S PROGRAMS

No.	List of programs	Accreditation Category	Corninators	E-mail
1	Management	Excellence	Ph.D José E. Pérez Ávila	josep@ult.edu.cu
2	Businesses Administration	Excellence	M. Sc. Juan C. Mayo Alegre	jcarlos@ult.edu.cu
3	Education	Excellence	Ph.D Danilo A. Quiñones Reyna	danilo5873@gmail.com
4	Community Cultural Development	Excellence	M. Sc. Mercedes E. Jodar Velázquez	mjodar@ult.edu.cu
5	Educational Orientation	Excellence	Ph.D Elvira Alonso Hernández	elvira@ult.edu.cu
6	Master's Degree in Communication Sciences	Excellence	M. Sc. Felix Germán Álvarez Téllez	felixgat@ult.edu.cu
7	Agricultural Sciences	Certificated	Ph.D Alberto Méndez Barceló	mendez@ult.edu.cu
8	Industrial Engineering	Certificated	Ph.D Alexey Megna Alicio	alexeyma@ult.edu.cu

Admission requirements:

- To hold a university degree.
- To have a good command of the Spanish language.
- To be admitted by the Academic Committee.

MASTER

Research lines

Master's Degree in Management

- Current management approaches.
- Improvement of the management system and business management.
- Improvement of management skills.
- Improvement of the management of public institutions.

Master's Degree in Business Administration

- Improvement of business organization subsystems (economic-financial, human resources, operations and marketing management)
- Development of current approaches to business management.
- Improvement of university-business relations.
- Development of exportable products/services.
- Business entrepreneurship.

Master's Degree in Education

- Education, Society and Pedagogy.
- Curriculum.
- Didactics of Primary, Secondary and Higher Education.
- Particular didactics of specialities related to teaching.
- Educational Psychology.
- Scientific Direction of Education.
- Educational Technology.
- Educational Orientation.
- Education in the Creativity.
- Community Education.

Master's Degree in Community Cultural Development

- Memory, identity, heritage, tradition and cultural policy Ways of implementation and promotion.
- Culture, environment and community cultural development.

Master's Degree in Educational orientation

- The systematization of results, trends and currents of educational guidance.
- Educational orientation in different formative areas and contexts.
- Psicopedagogical foundations of the Educational Orientation.
- Attention to diversity in Educational orientation.
- The use of educational technologies to the orientation in school and community institutions.
- The orientation for coexistence and conflict resolution.
- The professional of Education and educational orientation.
- Educational orientation in situations of social handicap.
- Integration of educative orientation within the formative process.

Master's Degree in Communication Sciences

- Communication diagnosis and image audit.
- Social Marketing.
- Strategic communication planning.
- Advertising, publicity and communication for the public good.
- Analysis of the expressive possibilities of written and audiovisual languages.
- News agencies: new roles in the face of technological development and information saturation. Media and power relations.
- Interpretation in journalism. Processes of media-social construction of international reality.
- Trends in the journalistic narrative. Public or citizen journalism as an alternative to traditional press models.
- Specialized journalism and study of journalistic information. The media: between political parties and social movements.
- Social impact of ICTs in the production of journalistic discourse.

Master's Degree in Agricultural Sciences

SUSTAINABLE AGRICULTURE

Research sub-lines

- Biodiversity of plant species under conditions of biotic and abiotic stress.
- Management, use and conservation of natural resources (water, soil, flora and fauna among others) and their effect on economically important crops.
- Integrated management of plagues in economically important crops.
- Agro-ecological management of plagues in crops of economic importance.
- Biodiversity on the basis of participatory plant breeding.
- Use of agricultural biotechnologies on crops of economic interest.
- Study of economic and social factors that influence agricultural production.

Master's Degree in Industrial Engineering

- Management of human resources in production and service entities.
- Management of the production and services and the supply chain in institutions of the production and services.
- Management of the organizations and quality of the institutions of the production and the services.

Modality of study and duration of the program

The programs are developed within the presential, hybrid and virtual modalities. The minimum duration is 2 years and the maximum 3 years. The total cost of master's programs is negotiable depending on the chosen study modality, in all cases it includes the defense act.

GENERAL CONSIDERATIONS

Those interested in pursuing undergraduate, master's and doctoral studies in Cuba must have the following documents legalized by the Cuban consulate in their country:

- Bachelor's degree (for undergraduates)
- Higher level degree (for postgraduate)
- Certification of grades
- Criminal records
- Acta de nacimiento
- Birth certificate
- Medical certificate of good health

Having health insurance Before traveling to Cuba, they must notify the university of their interest in receiving the service in order to begin the corresponding immigration procedures, by sending a photocopy of their passport. The cost of the program does not include legalization, food or lodging expenses.

OTHER ACADEMIC SERVICES THAT ARE OFFERED

The University of Las Tunas offers postgraduate courses, workshops, training, diploma courses, internships, consultations and conferences specializing in multiple and wide areas of scientific knowledge, always at the request of interested clients and tailored to their needs.

POSTGRADUATE COURSES AND PROFESSIONAL TRAINING

Faculty of Social and Humanistic Sciences

- Communication Sciences (Journalism, Institutional Communication and Political Communication)
- Community Cultural Development.
- History.
- Languages: Spanish, English and French.
- Art.
- Law.
- Sociology.
- School, Family and Community.



Faculty of Technical and Agricultural Sciences:

- Agricultural Sciences.
- Industrial Engineering.
- Local Development.
- Sustainable Development.
- Food Production.
- Energy efficiency.
- Information Technology.

Faculty of Economic Sciences

- Management.
- Accounting and Financial Management.
- Business Administration.
- Local Development Management.
- Methodology of “The Capital” of Carl Marx.
- International Trade and Export Management.
- International cooperation for development.

Faculty of Educational Sciences

- Educational Management.
- Education, Pedagogy and Didactics
- Educational Orientation.
- Psychology.
- Didactics of Science (Chemistry, Physics and Mathematics).
- Andragogy
- Culture, policy, and inclusive practices in the context of Higher

Faculty of Physical Culture

- Physical Culture and Sports.
- Sports Didactics.
- Sports training.

SCIENTIFIC-TECHNICAL SERVICES

Faculty of Technical and Agricultural Sciences

- Environmental Impact Diagnosis.
- Agro-ecological management of plagues.
- Advice to the process of Environmental Management.
- Biological control of agricultural plagues.
- Integrated management of weeds in sugar cane
- Propagation of fruit trees.
- Topographical work for soil conservation
- Diagnosis and agro-ecological transition of agricultural farms.
- Alternative feeding of minor species.

Faculty of Economic Sciences

- Improvement of accounting and financial processes.
- Audit and control services.
- Elaboration of procedure manuals.
- Economic feasibility studies.
- Advice for the elaboration of strategic planning of the companies.
- Market studies, marketing plans, strategies and commercial planning.
- Advice for the certification of warehouses.
- Advice for the evaluation of the quality of the service.

Faculty of Educational Sciences

- Advice on gender approaches to increasing food production.
- Advice to the management of processes in educational institutions and socio-educational spaces.
- Advice on strategies for health education, personal and group care and determinants.
- Advice on accessibility and educational inclusion of students with disabilities in Higher Education.

Faculty of Social and Humanistic Sciences

- Advice on the development of institutional communication strategies.
- Translation services in English and French.

Faculty of Physical Culture

- Therapeutic massage.
- Advice on sports training processes.
- Advice on the planning of contemporary physical education classes.
- Advice on scientific training in the context of physical education and sport.
- Advice on the pedagogical and didactic dynamics of physical education in the context of current improvement.
- Advice on the process of preparing for physical education.
- Physical activity in the elderly
- Advice on early stimulation of psychomotor development in children from 0-3 years old.
- Development of children's motor skills.
- Counseling on physical recreation in the community.
- Counseling about Good play.

Language Center

- General and specialized courses for students.
- Postgraduated courses for state and non-state sectors.
- Postgraduate courses in English and Spanish for foreigners.
- Certification of communicative skills in English for students and teachers.
- Self-access center for autonomous learning.
- Translation of materials from English to Spanish and vice versa.
- Methodological advice to the facilitators of the careers for the design of the Curricular Strategy of the English language.
- Tutoring of Course Work and Degree Thesis to students of the Foreign Languages career.
- English language board (requirement) for Assistant Professor Category.
- Category board for English specialty.

Support Center for students with disabilities.

- Diploma en quality educational attention to students with disabilities in Higher Education.
- Advice on accessibility and educational inclusion of students with disabilities in Higher Education.
- Legal, psychological, speech therapy, educational and information technology services with accessible technology for students, workers and their families.
- Counseling, guidance and collaboration for teachers, administrative and service personnel so that resources and support attitudes are offered to students with special educational needs.
- Identification of (architectural, social, psychological and physical) barriers that hinder accessibility at the university.

Centro de intervención psicológica

- Internship of child psychological intervention.
- Counseling of prevention and socio-community intervention.
- Counseling of diagnosis, guidance in the learning of children, adolescents and young people.
- Training of group and community intervention.
- Course of psychological counseling for children, adolescents and young adults.
- Course of psychological intervention in education and human development.
- Course of current issues in the study of gender and human development. Perspective on the application in research projects and integral development.
- Course of gender and local development.

UPCOMING INTERNATIONAL EVENTS

IV International Scientific Convention and Expo Fair. Las Tunas 2023. Biannual (Odd years).

VI International Forum of Oratory and Marti and Latin American Thought. VI International Oratory Contest “Trenches of Ideas 2024”. Biannual. (Even years).

INNOVATION AND RESEARCH PROJECTS

RENERT (Development of Technologies and Training in Renewable Energy for Local Development in Las Tunas): own project with international funding.

OTHER PROJECTS

- Project for multiple environmental considerations and their economic implications in the management of landscapes, forests and productive sectors in Cuba. ECOVALOR.
- Project to promote accessibility to higher education for students with disabilities in Cuba and the Dominican Republic. ACCESS.
- Multidisciplinary Eco-friendly approaches to control and manage Marabou (*Dichrostachys cinerea*) in the central and eastern region of Cuba (sectoral and sustainable use of biodiversity components in Cuba).
- Holistic management of sustainable agroecosystems applying practices with agroecological principles in different edaphoclimatic conditions.
- Study of the cyanobacterial community in flooded rice agroecosystems in eastern Cuba.
- Creation of sugar cane products that integrate biorefineries using renewable energy.
- Advanced automation for the production and refining of steel.
- Creation of capacities for local development.
- Role of Higher Education.
- Formation of capacities for environmental sustainability in coastal communities and agro-productive scenarios in Jesús Menéndez municipality.
- Doctoral training in and from the University of Las Tunas, consolidation and diversification (SD).
- Integral management in tourist institutions in Las Tunas.

- Process management in production and service organizations.
- The formation of professionals of education in natural and exact sciences. (SD).
- Theoretical and interventional methodology of the professional formation of the teacher of Humanistic Sciences.
- Improvement of business and public management for local development.
- The development of university graduates in Las Tunas: current assessment and perspectives.
- Challenges, dynamics and new practices in the educational, political-ideological work and for the improvement of the Didactics of Marxism-Leninism and the History of Cuba in the ULT (SD).
- The development of oratory techniques as resources for the improvement of the formation of moral values from the work with the History of Cuba. (SD).
- Guidance and psycho-pedagogical advisory in educational, labor, social and clinical contexts in favor of Cuban socio-educational development (SD).
- History to teach and learn (SD).
- Formation of the university professional for the management of the sustainable development of Las Tunas territory. (FORDES) (Institutional without external demand).
- Didactics of mathematics and physics in the development of technical, economic and agricultural sciences.
- Educational Prevention from the perspective of gender and integral education in children, adolescents, youth, adults and attention to their families in the integration of socio-community networks in Las Tunas. PEGES-LT.

PROPOSAL OF PROJECTS THAT REQUIRE INTERNATIONAL FUNDING

Food production and agribusiness

- Strengthening local innovation systems and increasing local seed security.
- Establishment of a system for the use of EcoMic mycorrhizal biofertilizers and other bioproducts in food production.

- Implementation of a technological extension and research system for the genetics, handling and feeding of sheep and goats, in the municipality of Jesús Menéndez.
- Agrarian development in Las Tunas.
- Ecological and sustainable grain production.
- Strengthening of the surveillance of species of insect vectors associated with plants of the Solanaceae family for animal and plant health.
- Project to strengthen a System of Agricultural Innovation in Local Development in Las Tunas.

Integral and sustainable energy development

- Greater effectiveness in tandem mills by modifying pressures and properties of the imbibition water.

Climate change adaptation and mitigation

- Integral revival of the coastal area Playa Socucho, La Boca and La Llanita.
- Knowledge management and socialization of good practices of sustainability related to the Task Life.

Telecommunications and computerization of society

- Computerization of the Tunera society.
- Application of computer systems for process management.

Social and humanistic sciences, challenges for the development strategy of Cuban society

- Contribution to the integral human development of the municipality Jesús Menéndez.
- Sport, environment and quality of life.
- Technological application to the Integrative Educational Process in the dynamics of sports training.

- Orientation and psycho-pedagogical counseling in the educational, labor, social and clinical contexts in favor of the Cuban socio-educational development.
- Educational attention from an inclusive approach for the early stimulation of the integral development of early childhood.
- Design of the tourist destination in Las Tunas.
- Preparation of the system of educational influences for the correction of special educational needs and the stimulation of children, adolescents and young people in General and Special Education.
- Pedagogical and didactic contextualization of Physical Education, Sports Training and Physical Activity for health. A need for Cuban technological innovation.
- Attention to the physical condition of the elderly.

Local Development in Cuba

- Production of Local Alternative Materials for the construction of social housing in the municipalities of Las Tunas, Manatí and Majibacoa.
- Financing and risk management in the framework of local economic development.
- Local mini-industries in Food Production and Food Security in the municipality of Colombia.
- “ConCiencia” for the development and improvement of food production processes for export and import substitution.
- Training of management capacities for sustainable local development in the municipalities of the province of Las Tunas.

Basic and natural sciences

- The training of education professionals in the natural and exact sciences.
- The mathematical training of professionals for their ideal performance before society.

TOURISTICS OFFERS

HOTEL LAS TUNAS

<https://www.facebook.com/hoteltunas>

HOTEL CADILLAC

<https://www.facebook.com/Hotel-E-Cadillac>

HOTEL BRISAS COVARRUBIAS

<https://www.facebook.com/BrisasCovarrubias>

PALMARES

<https://www.facebook.com/Palmares>

CARACOL

<https://www.facebook.com/caracoltunas>

CAMPISMO

<https://www.facebook.com/EmpresaCampismoLasTunas>

INFOTUR

<https://www.infotur.cu>

<https://www.cubatravel.cu>

ECOTUR

comercial@ltu.ecotur.tur.cu

Phone: +53 55464927

mario-rodriguez-miranda1961@gmail.com



CONTACT US

RECTORY

Dr. C. Yoenia Virgen Barbán Sarduy
Phone: +53 31349205 / +53 52854797
Email: rectora@ult.edu.cu

DIRECTION OF INTERNATIONAL RELASHIONSHIPS

Ph.D María Gertrudis Batista Ortiz
Phone: +53 52119311
Email: mgertrudis@ult.edu.cu

DEPARTMENT OF EXPORTS AND TRADING

M.Sc. Yudisbel Echemendía Pavón
Phone: +53 59948623
Email: comercializacion.ult@gmail.com
echemendia@ult.edu.cu

Lic. María de la Caridad Escalona González
Communication Specialist
Email: marycary@ult.edu.cu

Avenida 30 de Noviembre S/N. Reparto Aurora, Las Tunas, Cuba. CP: 75 100

www.ult.edu.cu