

BUSINESS AND TECHNOLOGY

Business and Technology programs help students develop a solid understanding of today's complex work environments and current approaches used in industry. From industry growth and job stability to competitive salaries and a versatile range of niche sectors, careers in business and technology have mass appeal. We educate and inspire those who are meeting complex challenges, advancing business and technology practices, and driving economic growth within our communities.

Programs

[Business](#)

[Nonprofit and Public Sector Management](#)

[Technology](#)

Courses

Accounting (ACCT)

ACCT 532 - Financial Accounting

Credits: 4

This course provides a study and overview of accounting theory, practice, issues, and objectives. The course focuses on the proper interpretation of financial information to understand the financial condition of any type of organization. The course may cover the nature, function, and environment of accounting, the basic accounting statements, and key financial accounting ratios. Excel proficiency is expected prior to enrollment in this course. Students should consider completing CMPL 402 Excel if they have not completed an Excel course in transfer.

Prerequisite(s): MTH 402 with a minimum grade of D- or MATH 502G with a minimum grade of D-.

Equivalent(s): ACCT 511G, MGMT 511G

Mutual Exclusion: No credit for students who have taken BUS 532.

Grade Mode: Letter Grading

ACCT 533 - Managerial Accounting

Credits: 4

This course builds upon fundamental knowledge developed in ACCT 532 Financial Accounting. Students apply the concepts and methods of managerial accounting. Students will learn the differences between variable, fixed and mixed costs. Fundamental ethical principles of accounting as applied in real-world situations will be examined. Topics may include the business environment, cost concepts and classifications, job-order costing, process costing, cost behavior, relationships to volume and profits, variable costing, activity based costing, profit planning, standard costs, relevant costs, applications of differential cost analysis, cash flows, and economic value added.

Prerequisite(s): (MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D- or MGMT 566 with a minimum grade of D- or MGMT 566G with a minimum grade of D-) and (ACCT 532 with a minimum grade of D- or ACCT 511G with a minimum grade of D- or MGMT 511G with a minimum grade of D-).

Equivalent(s): ACCT 515G, MGMT 510G

Mutual Exclusion: No credit for students who have taken BUS 533.

Grade Mode: Letter Grading

ACCT 550 - Accounting Information Systems

Credits: 4

Accountants use, evaluate, and control information systems as a core dimension of their work with financial data. Information systems shape the capture, processing, and communication of accounting data in organizations. This course provides a thorough introduction to the ways that accounting and information systems intersect. Students may explore both the conceptual and the practical aspects of accounting information systems, including effective communication of information systems needs, the design and development of such systems, and the evaluation of their effectiveness. The dimensions of security, controls, and auditing may be addressed.

Prerequisite(s): ACCT 532 with a minimum grade of D- or ACCT 511G with a minimum grade of D- or MGMT 511G with a minimum grade of D-.

Equivalent(s): ACCT 550G

Grade Mode: Letter Grading

ACCT 600 - Intermediate Accounting I

Credits: 4

In this course, students expand their understanding of the accounting process and of reporting. Students will demonstrate how depreciation, impairments, and depletion are relevant to business operations and management decision making. The course builds the conceptual framework for generally accepted accounting principles, which may cover the accounting cycle, net income, financial statement preparation, measuring equity, current assets including cash, receivables, and inventories, as well as depreciation, impairments, and depletion.

Prerequisite(s): (ACCT 532 with a minimum grade of D- or ACCT 511G with a minimum grade of D- or MGMT 511G with a minimum grade of D-) and (ACCT 533 with a minimum grade of D- or ACCT 515G with a minimum grade of D- or MGMT 510G with a minimum grade of D-).

Equivalent(s): ACCT 600G

Grade Mode: Letter Grading

ACCT 601 - Intermediate Accounting II

Credits: 4

In the second half of the intermediate accounting sequence, students may develop a greater understanding of the principles that dictate accounting applications and will apply those principles in increasingly advanced scenarios. Students will apply accounting principles to the development of individual pensions, employee benefit plans, shareholders equity, and the disposition of operational assets. The course also places emphasis on developing advanced spreadsheet techniques and research capabilities.

Prerequisite(s): (ACCT 532 with a minimum grade of D- or ACCT 511G with a minimum grade of D- or MGMT 511G with a minimum grade of D-) and (ACCT 533 with a minimum grade of D- or ACCT 515G with a minimum grade of D- or MGMT 510G with a minimum grade of D-) and (ACCT 600 with a minimum grade of D- or ACCT 600G with a minimum grade of D-).

Equivalent(s): ACCT 601G

Grade Mode: Letter Grading

ACCT 629 - Cost Accounting**Credits:** 4

This course covers cost and management accounting environments and various cost management systems which contribute to financial decisions. Students may apply general principles of activity-based cost systems, capital budgeting, and financial management to the financial objectives of an organization. The course helps students develop and use short and long-term organizational performance measures to determine organizational needs.

Prerequisite(s): (ACCT 532 with a minimum grade of D- or ACCT 511G with a minimum grade of D- or MGMT 511G with a minimum grade of D-) and (ACCT 533 with a minimum grade of D- or ACCT 515G with a minimum grade of D- or MGMT 510G with a minimum grade of D-) and (FNC 665 with a minimum grade of D- or MGMT 613G with a minimum grade of D-).

Equivalent(s): ACCT 610G**Grade Mode:** Letter Grading**ACCT 635 - Taxation****Credits:** 4

This is an introductory course in Federal income tax law relating to individuals and businesses, including proprietorship, partnership and corporation. Topics may include gross income, deductions, losses, tax credits, property transactions, deferred compensation, tax planning and preparation of tax returns.

Prerequisite(s): (ACCT 532 with a minimum grade of D- or ACCT 511G with a minimum grade of D- or MGMT 511G with a minimum grade of D-) and (ACCT 533 with a minimum grade of D- or ACCT 515G with a minimum grade of D- or MGMT 510G with a minimum grade of D-) and (ACCT 600 with a minimum grade of D- or ACCT 600G with a minimum grade of D-) and (ACCT 601 with a minimum grade of D- or ACCT 601G with a minimum grade of D-).

Equivalent(s): ACCT 612G**Grade Mode:** Letter Grading**ACCT 705 - Advanced Accounting****Credits:** 4

This course is designed to familiarize students with advanced accounting concepts such as foreign currency translations, accounting for consolidations, and partnerships. Students will practice accurately and appropriately journalizing transactions related to these and other advanced accounting scenarios, such as liquidation and reorganization according to GAAP standards. Upon completion of this course, students may articulate why businesses might use such strategies, as well as how to conduct accounting ethically in complex accounting situations.

Prerequisite(s): ACCT 601 with a minimum grade of D- or ACCT 601G with a minimum grade of D-.

Equivalent(s): ACCT 602G**Grade Mode:** Letter Grading**ACCT 710 - Governmental and Not-For-Profit Accounting****Credits:** 4

The purpose of this course is to familiarize students with the basic differences between accounting for profit-driven entities and accounting for governmental or not-for-profit organizations. The course will help students distinguish how fund accounting for governmental entities operates, including the general fund, capital projects fund, and special revenue fund. Students may learn to identify and implement best practices in accounting within governmental or not-for-profit organizations, in keeping with the regulatory and ethical context of such practices.

Prerequisite(s): ACCT 532 with a minimum grade of D- or ACCT 511G with a minimum grade of D- or MGMT 511G with a minimum grade of D-.

Equivalent(s): ACCT 603G**Grade Mode:** Letter Grading**ACCT 720 - Auditing****Credits:** 4

This course focuses on the principles and practice of investigating a business's financial statements and supporting financial documents. Students will interpret and explain the roles, responsibilities, procedures, ethical codes, and legal environment of the auditor in business operations according to Generally Accepted Auditing Standards (GAAS). Topics may include roles and responsibilities of the auditor, types of audits, auditing standards, internal control and professional ethics.

Prerequisite(s): (ACCT 532 with a minimum grade of D- or ACCT 511G with a minimum grade of D- or MGMT 511G with a minimum grade of D-) and (ACCT 533 with a minimum grade of D- or ACCT 515G with a minimum grade of D- or MGMT 510G with a minimum grade of D-) and (ACCT 600 with a minimum grade of D- or ACCT 600G with a minimum grade of D-) and (ACCT 601 with a minimum grade of D- or ACCT 601G with a minimum grade of D-).

Equivalent(s): ACCT 615G**Grade Mode:** Letter Grading**ACCT 730 - Advanced Data Analytics for Accounting Professionals****Credits:** 4

In this course, students will learn the tools and skills necessary to successfully perform data analytics and provide data-driven insights and recommendations. Students will be exposed to both a Microsoft track (Excel, Power Pivot, and Power BI) and a Tableau track (Tableau Prep and Tableau Desktop). Using multiple tools allows students to learn which tool is best suited for the necessary data analysis, data visualization, and communication of the insights gained. Students should leave this course with the skills necessary to translate accounting and business problems into actionable proposals that they can competently present to internal and external stakeholders.

Prerequisite(s): ACCT 550 with a minimum grade of D- or ACCT 550G with a minimum grade of D-.

Grade Mode: Letter Grading

Applied Studies (APST)

APST 405 - Career Development and Planning

Credits: 2

This course engages participants in the career development and life planning process. The course may help students explore and apply to their own life situations knowledge of adult and career development and the skills and methods of career planning. Students may define and articulate the elements important to personal career satisfaction and develop strategies to achieve it. The course may include self-assessments, researching career information, decision-making, goal setting, and job search strategies. NOTE: Students in the A.S. Business and B.S. Business Management programs should take APST 405 and CMPL 402 together.

Equivalent(s): APST 505G

Grade Mode: Letter Grading

APST 705 - Grant Writing

Credits: 4

This course prepares participants to effectively write different types of grant narratives based on organizational need(s). Topics include the strategic purpose of grants, basic grant elements, effective grant-writing strategies, and grant management and stewardship. Projects may include a completed grant proposal, creation of grant management, and stewardship processes and tools.

Attributes: Writing Intensive Course

Prerequisite(s): ENG 420 with a minimum grade of D- or ENG 500G with a minimum grade of D-.

Equivalent(s): APST 515G, APST 615G

Grade Mode: Letter Grading

Communication (COM)

COM 440 - Persuasive Communication

Credits: 4

This course provides an in-depth understanding of persuasive principles with the purpose of identifying and critiquing communication strategies encountered on a daily basis. Students are introduced to the theory and practice of persuasive communication with an understanding of how classical modes of rhetoric offer an excellent framework for improving information-age communication skills. Speaking, listening, leading, motivating, negotiating, creating and delivering a message, and engaging with an audience are emphasized as key elements of persuasive communication. Students will be able to recognize the persuasive strategies used in interpersonal and mass communication settings, critique the effectiveness of the strategies used, and develop persuasive strategies for themselves.

Attributes: Writing Intensive Course

Equivalent(s): COMM 540G

Grade Mode: Letter Grading

COM 460 - Interpersonal Communication and Group Dynamics

Credits: 4

Designed to provide both a theoretical and practical introduction to interpersonal communication and group dynamics, this course explores the unique process, purposes, problems and possibilities of communication. Emphasis is placed on participation and awareness of communication behaviors, both in interpersonal settings and in small groups, as portrayed in the generic roles of member, leader, and process observer. The course challenges students to analyze the complex nature of relationships by applying the concepts of collaboration, cohesiveness, group decision-making, conflict resolution, the function of teams, and the role of facilitation. COM 460 students are guided in developing basic interpersonal, intercultural, and group communication skills that they can apply to personal and professional encounters in everyday life.

Attributes: Communication (Gen Ed)

Equivalent(s): COMM 542G

Grade Mode: Letter Grading

COM 465 - Communication Theory

Credits: 2

This course introduces students to the major theories of communication that are foundational to the discipline. Students will conceptualize how theory can be used to describe, analyze, and explain communication issues and events. Attention is also given to the ethical implications of theory in various contexts.

Equivalent(s): COMM 510G

Grade Mode: Letter Grading

COM 480 - Visual Communication

Credits: 4

In contemporary communication, visual information has become the predominant means to convey messages and information. Students will explore and analyze the different ways images can be used to communicate information, concepts, and narratives, as well as to support persuasive arguments in oral presentations. Students will apply what they have learned to two major projects, each designed to communicate a central message to a defined audience. An introduction to copyright, Fair Use, and Creative Commons is included.

Attributes: Communication (Gen Ed)

Equivalent(s): COMM 543G

Grade Mode: Letter Grading

COM 504 - Web Development I

Credits: 4

This course is an introduction to multimedia design with an emphasis on website creation. Students gain an understanding of the terminology, development tools, and fundamental skills related to designing a successful website. Current software applications are learned as appropriate to the process.

Equivalent(s): COMM 504G

Grade Mode: Letter Grading

COM 535 - Visual Media Production

Credits: 4

This course focuses on how to create visual narratives through digital media. Course projects and use of visual media production software provide an opportunity to carefully execute each step of the production process, to include: conceptualizing, outlining, writing script for voiceover, creating the storyboard, recording, editing, and sharing. Attention to copyright, attribution, and other ethical considerations are also addressed. Recommended: COM 480 Visual Communication.

Equivalent(s): COMM 505G

Grade Mode: Letter Grading

COM 544 - Special Topics: Lower Level**Credits:** 1-4

A study of current and variable topics in Communication. Course content changes from term to term.

Repeat Rule: May be repeated up to unlimited times.

Equivalent(s): COMM 544G

Grade Mode: Letter Grading

COM 545 - Digital Illustration**Credits:** 4

This course introduces Adobe Photoshop and Illustrator. Course assignments focus on creating and preparing raster and vector-based images for print and web. Students will have the opportunity to attain basic proficiency with both software programs while applying knowledge and skill to a variety of projects. Concepts such as photo manipulation, use of digital illustration in layout, basic animation, storage and file management, and copyright and ethical issues are addressed.

Prerequisite(s): ART 512 with a minimum grade of D- or ARTS 512G with a minimum grade of D-.

Equivalent(s): COMM 545G

Grade Mode: Letter Grading

COM 560 - Intercultural Communication**Credits:** 2

Effective intercultural communication skills are important in a multicultural society, particularly for those individuals working in positions that require effective interactions with people from diverse cultures. This course is a study of cross-cultural contacts and will include analysis of verbal and nonverbal communication and related factors within and between various cultures, predictions of patterns and effects, and communication barriers. The course provides opportunities for students to develop both an appreciation for cultural differences and effective intercultural communication skills.

Equivalent(s): COMM 560G

Grade Mode: Letter Grading

COM 562 - Gender and Communication**Credits:** 2

In this course, students examine multiple influences that have shaped definitions of masculinity and femininity over time. Students explore the impact of these definitions on "appropriate" prescriptions for verbal and nonverbal communication, and on interactions in personal and professional contexts. Through the analysis and critique of the effects of gender on communication in diverse relationships (family, friendships, romantic, professional) and in diverse contexts (personal and professional spheres), as well as how gender is depicted in the media, students recognize the profound impact that gender has upon our lives.

Equivalent(s): COMM 562G

Grade Mode: Letter Grading

COM 590 - Professional Communication**Credits:** 4

This course prepares students to navigate the complexity of professional communication in the 21st-century workplace, with a particular emphasis upon refining the writing skills that are essential to clear, concise, and professional communication. The types of professional writing addressed may include: proposals, emails, newsletters, presentations, and agendas, among others. Emphasis is also placed upon how to discern which channel—written, verbal, or digital—is most appropriate relative to context, purpose, and audience.

Attributes: Writing Intensive Course

Prerequisite(s): (ENG 420 with a minimum grade of D- or ENG 500G with a minimum grade of D-) and (COM 460 with a minimum grade of D- or COMM 542G with a minimum grade of D-) or (Has Accred Associate Deg with a score of WAIV or Has Accred Bachelor Deg with a score of WAIV).

Equivalent(s): COMM 605G

Grade Mode: Letter Grading

COM 595 - Writing for Voiceover**Credits:** 2

Writing and performing voiceover audio is a specialty skill all media producers will be called upon to develop. A well-written script for voiceover will enable the audience to clearly understand messages and meaning according to the producer's goal. This course introduces students to the foundational principles of writing voiceover copy and provides opportunities to refine voiceover performances to engage the audience and establish credibility. Through a workshop format, students will create original works and performances as well as adapt and refine works written by others.

Equivalent(s): COMM 648G

Grade Mode: Letter Grading

COM 644 - Special Topics: Upper Level**Credits:** 1-4

The study of current and variable topics in Communication. Course content changes from term to term. It is expected that the learner will have prior coursework or experience in the subject area.

Repeat Rule: May be repeated up to unlimited times.

Equivalent(s): COMM 644G

Grade Mode: Letter Grading

COM 645 - Advanced Digital Illustration**Credits:** 4

This course builds upon COM 545 Digital Illustration by challenging students to advance their skills in Adobe Photoshop and Illustrator. Course projects entail combining vector and raster images, advanced image manipulation, and utilizing web graphics, print images, and interactive motion graphics for web and video. Effective application of design elements and principles in concept generation will be emphasized. Through peer review, instructor feedback, and reflection, students explore each phase of the design process in depth. Strategies for assembling a digital portfolio are also explored.

Prerequisite(s): COM 545 with a minimum grade of D- or COMM 545G with a minimum grade of D-.

Equivalent(s): COMM 645G

Grade Mode: Letter Grading

COM 647 - Writing for Visual Media**Credits:** 4

By emphasizing the interplay between text and image in the production of meaning, this course introduces students to the unique attributes of writing for visual media. In a workshop format, students will refine skills in areas such as blogging, copy writing, landing pages, social media, and public relations. The course surveys various stages in the writing process, to include concept, drafting, integrating stakeholder feedback, and revision, in order to produce a final product.

Attributes: Writing Intensive Course**Equivalent(s):** COMM 547G**Grade Mode:** Letter Grading**COM 660W - Leveraging AI in Workplace Communication****Credits:** 4

This course explores practical applications of artificial intelligence (AI) tools in enhancing workplace communication across various scenarios and contexts, including reports and presentations, team collaboration, and inter-departmental communication. Students gain experience with a variety of AI-driven technologies, from chatbots and virtual assistants to sentiment analysis tools and automated content and image generation. The course focuses on building knowledge and skills to effectively integrate AI tools into existing workplace communication practices, promoting clarity, efficiency, and innovation in professional interactions.

Attributes: Writing Intensive Course**Grade Mode:** Letter Grading**COM 665 - Media and Strategic Communication****Credits:** 4

This course explores the use of media in strategic communication toward the attainment of organizational objectives. Students will explore the impact of public relations, media outreach, marketing, branding, and leadership communication on both internal and external audiences in a variety of settings and sectors. The role and purpose of the organizational spokesperson, the function of the leader as the chief communicator, the strategic alignment of message and messenger, and effective use of technology in business communications will be discussed. This course provides knowledge of opportunities and pitfalls of the media environment, particularly in the digital, 24-hour news cycle age.

Attributes: Writing Intensive Course**Prerequisite(s):** COM 590 with a minimum grade of D-.**Equivalent(s):** COMM 602G**Grade Mode:** Letter Grading**COM 670 - Advanced Visual Communication****Credits:** 4

This course builds upon the foundation in analyzing and curating visual media established in COM 480 by focusing on how to compose, design, and deliver presentations using industry standard software (such as Microsoft PowerPoint) and web-based tools (such as Zoom, Screencast-o-matic and Prezi), among others. Equal time is devoted to each of the three stages of producing effective presentations- writing, technological design, and delivery-all of which contribute to achieving the intended purpose.

Prerequisite(s): COM 480 with a minimum grade of D- or COMM 543G with a minimum grade of D- or Has Accred Associate Deg with a score of WAIV or Has Accred Bachelor Deg with a score of WAIV.**Equivalent(s):** COMM 615G**Grade Mode:** Letter Grading**COM 675 - Organizational Communication****Credits:** 4

Organizations are a fundamental component of human life: from schools, to workplaces, as well as volunteer and recreational groups, we all function within in organizations. This course examines the multi-level communication that occurs within organizations - among leaders, members, committees, teams, and departments - as vital to its success and longevity. Students analyze how organizations rely upon effective communication to anticipate and mitigate conflict. Students also devise strategies to utilize various forms of communication to contribute uniquely and meaningfully to organizations.

Attributes: Writing Intensive Course**Equivalent(s):** COMM 620G**Grade Mode:** Letter Grading**COM 680 - Trends in Digital and Social Media****Credits:** 4

This course provides an opportunity for students to explore key technical, ethical, and experiential elements in contemporary digital and social media and integrate them into a project-based solution of the student's choosing. Topics are drawn from immediate trends and are interrogated for their effects on individuals, communities, society, and the world. Students also select a topic of their own for further study.

Attributes: Writing Intensive Course**Equivalent(s):** COMM 601G**Grade Mode:** Letter Grading**COM 685 - Web Development II****Credits:** 4

Building on skills learned in Web Development I, students continue to gain an understanding of the terminology, development tools, and fundamental skills related to designing a successful website. Current software applications are learned as appropriate to the process.

Prerequisite(s): COM 504 with a minimum grade of D- or COMM 504G with a minimum grade of D-.**Equivalent(s):** COMM 604G**Grade Mode:** Letter Grading**COM 707 - Communication for Training and Performance Improvement****Credits:** 2

The ability to write, design, speak, and record media for the purpose of training instruction draws upon specialized communication skills and knowledge of a systematic creative process. This course prepares students to contribute meaningfully to teams and organizations by introducing them to the foundational principles of instructional design as a form of communication, and then facilitates practice in the technical skills to produce media for the purpose of addressing a training or performance improvement need.

Prerequisite(s): COM 535 with a minimum grade of D- or COMM 505G with a minimum grade of D-.**Equivalent(s):** COMM 607G**Grade Mode:** Letter Grading

COM 710 - Managerial Communication**Credits:** 4

Managerial roles increasingly emphasize negotiation, coaching, collaboration, and consensus building. Situational analysis and planning are key attributes of effective managerial communication. As such, this course develops and sharpens students' decision-making, team-building, and analytical problem-solving abilities. The course also embraces peer and instructor feedback as tools to refine students' impromptu and formal presentation skills in managerial contexts.

Attributes: Writing Intensive Course**Prerequisite(s):** COM 590 with a minimum grade of D- or COMM 605G with a minimum grade of D-.**Equivalent(s):** COMM 610G**Grade Mode:** Letter Grading**COM 743 - Synthetic Media and the Construction of Reality****Credits:** 4

In the past 25 years, electronic media, mobile devices, and algorithmically optimized information networks have intensified how humans have engaged with mediated information. This course examines the collateral effects of this phenomenon on our habits, norms, beliefs, and cognitive processing. Students will study the historical, political, and theoretical narrative that has led to questions about the construction of social worlds, the construct of reality, and the legitimacy of information. A special focus will be made in studying the implications of synthetic deepfake and AI-driven text generating systems in accelerating these effects.

Equivalent(s): COMM 643G**Grade Mode:** Letter Grading**COM 765W - Strategic Communication****Credits:** 4

In contrast to Organizational Communication, the study of Strategic Communication focuses on how organizations communicate with their external publics, to include vendors, clients, and shareholders, among others. This course surveys public relations, insofar as it explores how an organization crafts, maintains, and redefines its image, in times of success as well as crisis. Students practice producing reliable strategic writing in the form of press releases, newsletters, and brochures, with particular emphasis upon skills in instant response, clarifying and simplifying complex information, as well as considerations of privacy, ethics, and legality.

Attributes: Writing Intensive Course**Prerequisite(s):** COM 675 with a minimum grade of D-.**Equivalent(s):** COM 565, COMM 565G**Grade Mode:** Letter Grading**COM 797 - Integrative Capstone: Project in Professional Communication****Credits:** 4

This capstone course for the Professional Communication major builds on previous study in the field and provides an opportunity to apply learning in an in-depth project. Projects must employ applied research, demonstrate knowledge of communication theory, and integrate reflection on cultural and/or organizational dimensions of communication. Students synthesize their knowledge of theory and practice to develop and implement a project in their own area of professional interest. Prior to capstone enrollment, students are expected to complete the majority of their required major courses. Students should consult with their advisor regarding specific major courses that may be completed with their capstone. NOTE: Students who were admitted to the college before Fall 2019 and have remained active in their original catalog year are not required to take IDIS 601.

Attributes: Writing Intensive Course**Prerequisite(s):** (CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-) and (IDIS 601 with a minimum grade of D- or IDIS 601G with a minimum grade of D-).**Equivalent(s):** COMM 650G**Grade Mode:** Letter Grading**COM 798 - Integrative Capstone: Project in Digital Communication Design****Credits:** 4

The Capstone course for the Digital Communication Design major enables the student to apply what they have learned throughout their academic career within a project of their choosing. Students will propose, design, develop, and report on a project that touches upon each of the Programmatic Outcomes for their major and concentration to demonstrate their knowledge and proficiency. Students will work in partnership with faculty to create a project that meets the requirements, output, and format of Capstone-level research. Prior to capstone enrollment, students are expected to complete the majority of their required major courses. Students should consult with their advisor regarding specific major courses that may be completed with their capstone. NOTE: Students who were admitted to the college before Fall 2019 and have remained active in their original catalog year are not required to take IDIS 601.

Attributes: Writing Intensive Course**Prerequisite(s):** (CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-) and (IDIS 601 with a minimum grade of D- or IDIS 601G with a minimum grade of D-).**Equivalent(s):** COMM 651G**Grade Mode:** Letter Grading**Computer/Information Tech (CMPL)****CMPL 402 - Excel****Credits:** 2

A comprehensive examination of spreadsheet software. Students will build a variety of spreadsheets using simple and complex formulas, functions, graphics, database features, sorts, linkages within spreadsheet and between spreadsheets, and macros. Basic Algebra and knowledge of computer operating system required. This course is valuable for all Business students and Computer Science Students. It provides competency and fluency in the standard software used for business analysis and as a link between large computer software systems and the end user.

Equivalent(s): CMPL 502G, MGMT 502G**Grade Mode:** Letter Grading

CMPL 415 - Programming Fundamentals**Credits:** 4

The course is designed to provide students with a sound background in structured programming logic and design. These foundational concepts can be applied regardless of which programming languages a student eventually uses to write programs. The demonstration language for programming concepts will be C++. The course covers the key mathematical and logical constructs that are the basis of much programming. Topics include the software development life cycle, particularly the programming phase, structured programming techniques, problem-solving and algorithm development, decision control structures, including selection (IF/CASE) and repetition (looping) structures, variables and arrays, and data structures. Proficiency in Excel is necessary for success in this course.

Prerequisite(s): MTH 402 with a minimum grade of D- or MATH 502G with a minimum grade of D-.

Equivalent(s): CMPL 515G

Grade Mode: Letter Grading

CMPL 512 - Advanced Software Tools**Credits:** 4

This is a project-oriented software applications course to help the student gain competency with advanced features of office productivity software and to introduce more advanced database application concepts. NOTE: Excel is recommended for success in this course.

Equivalent(s): CMPL 612G

Grade Mode: Letter Grading

CMPL 525 - Foundations of Cybersecurity**Credits:** 4

This course addresses the foundations of cybersecurity, including threats and vulnerabilities as well as the tools, technologies, and strategies used to manage those threats and vulnerabilities.

Attributes: Environment, TechSociety(Disc)

Equivalent(s): CMPL 525G

Grade Mode: Letter Grading

CMPL 530 - Python Programming I**Credits:** 4

In this introductory programming with Python course, students will have the opportunity to learn about data types, control flow, object-oriented programming, and graphical user interface-driven applications. The examples and problems used in this course are drawn from diverse areas such as text processing, simple graphics creation, and image manipulation. This course will explore the large standard library of Python 3, which supports many common programming tasks.

Prerequisite(s): CMPL 415 with a minimum grade of D- or CMPL 515G with a minimum grade of D-.

Equivalent(s): CMPL 530G

Grade Mode: Letter Grading

CMPL 540 - Best Practices in Website Design**Credits:** 2

This hands-on course outlines the fundamentals of web design. Students consider ethical use of information and best practices when creating websites using free web page design programs. Working with a basic design program, students explore layout, graphics, text, color, links, tables, frames and content. Students use website design software to create a simple website of their own, as well as examine publication and promotion options. NOTE: Basic computer competence is required. This course is not appropriate for Information Technology majors and may not be combined with other Information Technology courses to satisfy degree requirements.

Equivalent(s): CMPL 540G

Grade Mode: Letter Grading

CMPL 544 - Special Topics: Lower Level**Credits:** 1-4

A study of current and variable topics in Computer Science. Course content changes from term to term.

Repeat Rule: May be repeated up to unlimited times.

Equivalent(s): CMPL 544G

Grade Mode: Letter Grading

CMPL 564 - Introduction to Cryptography**Credits:** 4

This course will introduce students to the foundations of modern cryptography with an eye toward practical applications. The course will cover the role of cryptography in privacy topics, such as passwords, privacy in school settings, and privacy in social media platforms.

Prerequisite(s): CMPL 525 with a minimum grade of D-.

Grade Mode: Letter Grading

CMPL 566 - Security Risk Assessment**Credits:** 4

In this course, students will learn about the general information security risk management framework and its practices. Students will also learn how to identify and model information security risks and apply both qualitative and quantitative risk assessment methods.

Prerequisite(s): CMPL 525 with a minimum grade of D-.

Grade Mode: Letter Grading

CMPL 614 - Computer and Network Systems**Credits:** 4

This course offers a practical study of the hardware and software of modern computing systems and networks. Course topics include operating system software by studying the functions and interactions of computer and peripheral components such as central processing units (CPU), memory, storage, print engines, etc. Learners also study the workings of network components such as protocols, hubs, routers, and switches. Through exposure to a mix of theory, extensive vocabulary, and specific knowledge about trends in contemporary systems, learners develop skills to effectively communicate with others regarding the specification, purchase, and installation of an office or home computer system/network.

Prerequisite(s): CMPL 415 with a minimum grade of D- or CMPL 515G with a minimum grade of D- or CMPL 512 with a minimum grade of D- or CMPL 612G with a minimum grade of D-.

Equivalent(s): CMPL 614G

Grade Mode: Letter Grading

CMPL 620 - Virtualization and Cloud Computing**Credits:** 4

In this course students will have the opportunity to learn the fundamental concepts, components, infrastructure, as well as security and privacy considerations of cloud computing and virtualization systems. Course activities will address the skills and knowledge necessary to install, configure, and manage virtual environments and how to effectively plan, implement, and manage cloud computing.

Prerequisite(s): (CMPL 614 with a minimum grade of D- or CMPL 614G with a minimum grade of D-) and (CMPL 525 with a minimum grade of D- or CMPL 525G with a minimum grade of D-).

Equivalent(s): CMPL 620G

Grade Mode: Letter Grading

CMPL 622 - Human Computer Interaction**Credits:** 4

This course builds an understanding of human behavior with interactive objects, focusing on how to develop and evaluate interactive software using a human-centered approach. This includes examining the many different types of interactive software, understanding the principles of effective graphical user interface design, evaluating human-centered software and software development and exploring aspects of collaboration and communication as they affect individual and group interaction with software systems.

Attributes: Environment, TechSociety(Disc); Writing Intensive Course

Equivalent(s): CMPL 622G

Grade Mode: Letter Grading

CMPL 637 - Python Programming II**Credits:** 4

Students will have the opportunity to take their Python programming skills to the next level with this intermediate course. This course includes a review of basic concepts such as lists, strings, and dictionaries, and more advanced topics such as threading, multiprocessing, context managers, and generators.

Prerequisite(s): CMPL 530 with a minimum grade of D- or CMPL 530G with a minimum grade of D-.

Equivalent(s): CMPL 537G

Grade Mode: Letter Grading

CMPL 640 - Digital Forensics**Credits:** 4

In this course, students will study the application of digital forensic technology to collect, analyze, document, and present information while maintaining a documented chain of custody. Overview of ethics, crime, and other legal regulations. Includes an overview of tools used for forensic analysis of digital devices in investigations.

Prerequisite(s): CMPL 525 with a minimum grade of D-.

Grade Mode: Letter Grading

CMPL 641 - Database Management Systems**Credits:** 4

This course provides prospective users of data base management systems with a solid theoretical and practical foundation for using these systems in a variety of contemporary organizational environments. The course traces the nature of DBMS from general conceptual structures, through the design, interface and implementation of actual database systems. The course includes a mix of classical database theory with practical hands-on application using state of the art DBMS packages; similar to those used today by large and small organizations alike to run their information systems.

Prerequisite(s): (CMPL 415 with a minimum grade of D- or CMPL 515G with a minimum grade of D-) and (CMPL 512 with a minimum grade of D- or CMPL 612G with a minimum grade of D-).

Equivalent(s): MGMT 622G

Grade Mode: Letter Grading

CMPL 642 - Systems Analysis and Design**Credits:** 4

This hands-on course introduces students to the role of the systems analyst in the development of information systems for organizations. The systems analyst is a problem-solver. As such, this course emphasizes development of effective solutions and communicating those solutions to the development team. Use of accepted design techniques, project management approaches, written and verbal communication, collaboration and teamwork, and organizational tools prepares the learner for the many demands of an entry-level systems analyst.

Prerequisite(s): (MTH 504 with a minimum grade of D- or MATH 504G with a minimum grade of D-) and (CMPL 512 with a minimum grade of D- or CMPL 612G with a minimum grade of D- or CMPL 415 with a minimum grade of D- or CMPL 515G with a minimum grade of D-).

Equivalent(s): MGMT 623G

Grade Mode: Letter Grading

CMPL 643 - Managing Information Technology**Credits:** 4

This course helps students understand the important role of information technology in business strategy. Emphasizing the management of information technology rather than specific technical aspects, students explore the alignment of information technology with organizational goals, efficiencies gained through technology solutions, project management and the implementation of information technology, and organizational and industry changes driven by information technology. Investments in information technology for competitive advantage, the positioning of information technology in the organization, the pace of innovation in a digital economy, and emerging trends in information technology are discussed.

Attributes: Writing Intensive Course

Prerequisite(s): MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D- or PADM 500 with a minimum grade of D- or PADM 500G with a minimum grade of D- or MGMT 501G with a minimum grade of D- or MGMT 566 with a minimum grade of D- or MGMT 566G with a minimum grade of D-.

Equivalent(s): MGMT 624G

Grade Mode: Letter Grading

CMPL 644 - Special Topics: Upper Level**Credits:** 1-4

The study of current and variable topics in Computer Science. Course content changes from term to term. It is expected that the learner will have prior coursework or experience in the subject area.

Repeat Rule: May be repeated up to unlimited times.

Equivalent(s): CMPL 644G

Grade Mode: Letter Grading

CMPL 645 - Ethical Hacking**Credits:** 4

This course introduces students to the basics of ethical hacking and penetration testing (pen-testing), including some common attack types, terminology, types of security tests, reconnaissance phases, documentation, pen-testing types, attack phases, and security control assessment methods.

Prerequisite(s): CMPL 525 with a minimum grade of D-

Grade Mode: Letter Grading

CMPL 648 - Programming with JavaScript**Credits:** 4

This hands-on and comprehensive course is designed to introduce students to the fundamental concepts and practical applications of JavaScript, one of the most widely used programming languages for building interactive and dynamic websites. Students will practice collaborative project management methods in several web application projects.

Prerequisite(s): CMPL 415 with a minimum grade of D-

Grade Mode: Letter Grading

CMPL 665 - Web Application Development**Credits:** 4

This course covers modern website design and development using Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), and JavaScript. Students will learn the history and overall structure of the Internet and its key paradigms and technologies. Students will also learn how to design and code websites for various audiences and client technologies. The course will also cover current website management technologies including content management systems, JavaScript libraries, and website development frameworks.

Prerequisite(s): CMPL 530 with a minimum grade of D- or CMPL 530G with a minimum grade of D-

Equivalent(s): CMPL 638G

Grade Mode: Letter Grading

CMPL 725 - Advanced Programming with Python**Credits:** 4

This course introduces advanced programming skills and focuses on the core concepts of object-oriented programming (OOP) using Python, a high-level language. OOP shifts the focus from thinking about code as a sequence of actions, to looking at your program as a collection of objects that interact with each other. The course focuses on the understanding and practical mastery of object-oriented concepts such as classes, objects, data abstraction, methods, and the three tenets of OOP: encapsulation, inheritance, and polymorphism.

Prerequisite(s): CMPL 637 with a minimum grade of D- or CMPL 537G with a minimum grade of D-

Equivalent(s): CMPL 625G

Grade Mode: Letter Grading

CMPL 744 - Cybersecurity Law**Credits:** 4

This course is a study of cybersecurity law, standards, and regulations from a layperson's perspective. This course is essential for students entering the cybersecurity field to understand the legal and regulatory parameters that cybersecurity programs must adhere to. This course focuses on U.S. and international cybersecurity law, civil and criminal procedures relating to cybercrime, cyber offense case law, privacy, and violation defense. The course also provides an overview of industry cybersecurity rules and statutes.

Prerequisite(s): CMPL 525 with a minimum grade of D-

Grade Mode: Letter Grading

CMPL 760 - Mobile Application Development**Credits:** 4

This course introduces students to programming technologies, design, and development related to mobile applications. Topics include application user interfaces, styling, navigation, simple animation, and Android - and iOS-specific components and APIs. Students will program cross-platform mobile applications using JavaScript and React Native, an open-source user interface framework. Through course activities, students will have the opportunity to develop the skills needed to create basic applications for mobile devices.

Prerequisite(s): CMPL 648 with a minimum grade of D-

Equivalent(s): CMPL 633G, CMPL 660

Grade Mode: Letter Grading

CMPL 795 - Integrative Capstone: Internship in Computer Information Tech and Tech Management**Credits:** 4

This upper level course is a field-based experience designed to develop and hone the practical application skills of students in a Computer Information Technology or Technology Management major. Students apply for an internship at a self-selected site and negotiate the terms of the internship experience with a site supervisor under the auspices of their GSC internship mentor. The internship requires documented evidence of eighty hours of supervised experience and practice in a field setting where Computer Information Technology or Technology Management knowledge and skills are applied. This course is the capstone for the BS in Computer Information Technology and BS in Technology Management. NOTE: Registration for this course as an internship is by permission of the Office of Academic Affairs. Early registration deadlines may apply. Prior to capstone enrollment, students are expected to complete the majority of their required major courses. Students should consult with their advisor regarding specific major courses that may be completed with their capstone. NOTE: Students who were admitted to the college before Fall 2019 and have remained active in their original catalog year are not required to take IDIS 601.

Attributes: Writing Intensive Course

Prerequisite(s): (CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-) and (IDIS 601 with a minimum grade of D- or IDIS 601G with a minimum grade of D-).

Equivalent(s): CMPL 651G

Grade Mode: Letter Grading

CMPL 797 - Integrative Capstone: Best Practices in Information Technology**Credits:** 4

This course is a project-oriented capstone learning experience that is designed to integrate learning from coursework with related work or other experience. Students focus on best practices in information technology and project management, with specific attention to their area of specialization. Students will complete an integrative project related to their program option and career interests. Prior to capstone enrollment, students are expected to complete the majority of their required major courses. Students should consult with their advisor regarding specific major courses that may be completed with their capstone. **NOTE:** Students who were admitted to the college before Fall 2019 and have remained active in their original catalog year are not required to take IDIS 601.

Attributes: Writing Intensive Course

Prerequisite(s): (CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-) and (IDIS 601 with a minimum grade of D- or IDIS 601G with a minimum grade of D-).

Equivalent(s): CMPL 650G**Grade Mode:** Letter Grading**Data Analytics (DAT)****DAT 510 - Introduction to Data Analytics****Credits:** 4

Data analytics is defined as a scientific process that produces actionable insights. Students will be introduced to the concepts of data analysis, what the role of a data analyst will do, and the tools that are used to perform daily functions. This course will cover data analytics and data governance where students will learn about the fundamentals of data gathering, data mining, and how the decision-making process can be affected. This course also addresses the skills that are required to effectively communicate data to co-workers, leadership, and stakeholders. Excel proficiency is expected prior to enrollment in this course. Students should consider completing CMPL 402 Excel if they have not completed an Excel course in transfer.

Equivalent(s): DATA 510G**Mutual Exclusion:** No credit for students who have taken BUS 515.**Grade Mode:** Letter Grading**DAT 535 - Data Mining, Cleaning, and Visualization****Credits:** 4

This course immerses students in virtual lab environments for hands-on experience with concepts in data modeling, data cleaning, data mining, and data visualization. Students will use industry-standard applications like Power BI to prepare data for customized dashboards and graphical representations using various data types. The applications will focus on creative, personalized data storytelling in culminating presentations.

Prerequisite(s): DAT 510 with a minimum grade of D- or DATA 510G with a minimum grade of D- or BUS 675 with a minimum grade of D-.

Equivalent(s): DATA 520G**Grade Mode:** Letter Grading**DAT 610 - Data Analytics and Technologies****Credits:** 4

Students will have the opportunity to explore contemporary systems and technologies impacting the field of data analytics, including the cloud, AI, and machine learning. This course will also explore areas of technology that provide opportunities for future professional specialization, such as emerging Big Data technologies that support the work of data analysts, and the role of Information Technology (IT).

Prerequisite(s): DAT 535 with a minimum grade of D- or DATA 520G with a minimum grade of D-.

Equivalent(s): DATA 610G**Grade Mode:** Letter Grading**DAT 620 - Data Analytics in Business Intelligence****Credits:** 4

This course will examine the role of data analysis through the lens of multiple business disciplines such as business, health care, and marketing. Students will have the opportunity to explore key areas in the analytical process, including how data are created, stored, and accessed. The course covers how businesses and organizations work with data to create environments in which analytics can drive effective and efficient decision making.

Prerequisite(s): DAT 610 with a minimum grade of D- or DATA 610G with a minimum grade of D-.

Equivalent(s): DATA 620G**Grade Mode:** Letter Grading**DAT 670 - Advanced Data Analytics****Credits:** 4

Students will have the opportunity to explore more advanced data analytics methods such as collaborating on hypothesis testing and performing root cause analysis and practice presenting visualizations of data analysis that highlight the insights gained from analysis. The handling of imperfect data will also be covered.

Prerequisite(s): (DAT 620 with a minimum grade of D- or DATA 620G with a minimum grade of D-).

Equivalent(s): DATA 630G**Grade Mode:** Letter Grading**Economics (ECO)****ECO 470 - Principles of Economics****Credits:** 4

Economics is the study of how we coordinate our wants and needs as a society. The economic perspective includes three main concepts: scarcity and choice, rational behavior, and marginal analysis. Pertinent and relevant examples of current events may be used to illustrate economic principles. Students will relate international trade and trade policies to the concept of comparative advantage and the impact on production of goods and services in various countries. This survey course addresses both macroeconomic and microeconomic principles.

Attributes: HumanBehavSocial Sys (Gen Ed)**Equivalent(s):** ECO 512G**Grade Mode:** Letter Grading

ECO 580 - International Economics**Credits:** 4

This course is an in-depth look at how the international market for goods and services works. Students may investigate the workings of tariffs and non-tariff restrictions on trade, trade regulations, and industrial policies, first in the developed economies and then in the developing countries. Regional and multilateral trade agreements are examined. The course may examine an investigation of international monetary relationships, including balance of payments, foreign exchange and exchange rate of determinants, and how balance of payments adjustments are made.

Attributes: HumanBehavSocial Sys (Gen Ed)**Prerequisite(s):** ECO 470 with a minimum grade of D- or ECO 512G with a minimum grade of D-.**Equivalent(s):** ECO 600G**Grade Mode:** Letter Grading**ECO 635 - Economics of Artificial Intelligence****Credits:** 4

This course examines Artificial Intelligence (AI) as an enhancement to human intelligence in business practice in terms of various senses and processes such as language, vision, analysis and decision-making. This course has a focus on developing strategies for maximizing the revolutionary power of AI as it impacts functions within businesses and economies. Selected topics may include productivity, prediction, innovation, labor, leadership and privacy. The primary course objective is to design an AI based plan for successfully leading your life, your career and your organization. Students may evaluate how AI is being employed in the private and public sectors such as in healthcare, engineering, culture, entertainment, hospitality, agriculture, law, journalism, politics, and in government.

Attributes: HumanBehavSocial Sys (Gen Ed)**Equivalent(s):** ECO 605G**Grade Mode:** Letter Grading**ECO 707 - Resource Economics****Credits:** 4

This course examines sustainable resource use and acquisition. In an ever-changing, increasingly volatile global environment, consistent access to quality labor, materials, and political capital is paramount. Real-world data analysis and the use of evidence-based models enables forward-thinking organizations to identify the essential resources required for their progress. The interdependence among material resources, human talent, and political capital may also be addressed.

Prerequisite(s): ECO 470 with a minimum grade of D- or ECO 512G with a minimum grade of D-.**Equivalent(s):** ECO 607G**Grade Mode:** Letter Grading**ECO 710 - Behavioral Economics****Credits:** 4

Behavioral economics integrates the business of life, which is economics, with the science of human behavior, which is psychology. The economics model holds that people are rational and act in their own best interests. Psychology focuses on the cognitive, cultural, and biological influences in decision-making. This course may cover the insights of behavioral economics toward developing solutions to the real-world challenges experienced in management, marketing, IT, entrepreneurship, strategy, communications, finance, and other domains.

Prerequisite(s): ECO 470 with a minimum grade of D- or ECO 512G with a minimum grade of D- or ECO 635 with a minimum grade of D- or ECO 605G with a minimum grade of D- or PSY 410 with a minimum grade of D- or PSY 501G with a minimum grade of D- or SOC 410 with a minimum grade of D- or SOC 501G with a minimum grade of D-.**Equivalent(s):** ECO 610G**Grade Mode:** Letter Grading**Entrepreneurship (ENT)****ENT 500 - The Entrepreneurial Mindset****Credits:** 4

This highly interactive course explores how entrepreneurs think and innovate. In the course, students may explore new paths to innovation and growth which includes understanding and incorporating the behaviors and thought processes unique to entrepreneurs. Students will incorporate entrepreneurial thinking and behavior into a process of a new venture or current positions, as intrapreneurs. The course will also provide a brief overview of tools that can be utilized to manage internal and external processes. Students may explore creative problem solving and, in teams, develop and test problem solutions using a "business model canvas" approach.

Attributes: Writing Intensive Course**Equivalent(s):** ENT 500G**Grade Mode:** Letter Grading**ENT 600 - Launching and Managing Entrepreneurial Ventures****Credits:** 4

This course is designed for students interested in the steps required to start a new business venture. The focus will be on creating a new venture and covers in detail six key aspects related to the entrepreneurial process, including: introduction to lean entrepreneurship principles; business model design and assessment; legal issues in venture creation; new venture marketing and customer acquisition strategy; and new venture financial planning. Students may also learn all aspects of entrepreneurship, including: idea generation and business plan creation; forming a company; recruiting a team of key employees and advisors; developing a product/service; raising capital; business development / sales / marketing; board and investor relations; and fostering a strong business culture. Example assignments may include oral presentations, written new venture plans and discussions with classmates.

Prerequisite(s): ENT 500 with a minimum grade of D- or ENT 500G with a minimum grade of D-.**Equivalent(s):** ENT 600G**Grade Mode:** Letter Grading

ENT 611 - Entrepreneurial Marketing**Credits:** 4

This course clarifies key marketing concepts, methods, and strategic issues relevant for start-up and early-stage entrepreneurs. Course topics may include but are not limited to identifying market opportunities, creating and screening new ideas, writing concepts, concept testing, new product forecasting, prototyping, and building a business case with assumptions about market entry strategy and launch marketing. The goal is to help students learn how to use state-of-the-art techniques to identify markets, develop new product ideas, measure customer benefits, and design profitable new products. This course is designed to help students develop a flexible way of thinking about marketing problems and strategies.

Prerequisite(s): MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D- or BUS 610 with a minimum grade of D-.

Equivalent(s): ENT 611G

Grade Mode: Letter Grading

ENT 703 - Entrepreneurial Finance**Credits:** 4

This course studies the financial strategies needed to support a new venture. Students investigate sources of funding and analyze investment strategies unique to the start-up. Planning for the funding aspect of a new venture is critical and this course will address the alternative sources of funds for carrying out the mission of the venture. This would include: understanding financial institutions (financial bootstrapping, external financing, angel investors, venture capitalists, founders, and banks) that provide risk capital for such firms. An entrepreneur needs to understand how to identify a business opportunity as well as how to marshal resources (especially capital) to a business opportunity. Topics may include financial statements, pro forma statements, cost of capital, break-even, financial ratios, investor expectations, and exit strategies.

Recommended: ENT 500 The Entrepreneurial Mindset.

Equivalent(s): ENT 603G

Grade Mode: Letter Grading

ENT 707 - Legalities and Ethics of Entrepreneurship**Credits:** 4

This course will examine the legal and ethical issues and problems faced by entrepreneurs in their journey, specifically from conception of an idea, to the creation and operations of a company, to the launch of a product or service, and finally to the sale of the company or investment by venture capitalists and everything in between. Topics may include the legal, ethical, and regulatory frameworks of intellectual property (trade secrets, patents, trademarks, and copyright), business and corporate issues, business entity structure and formation, taxation, contracts, operations and personnel, and raising capital through traditional and alternative methods. Recommended: ENT 500 The Entrepreneurial Mindset.

Equivalent(s): ENT 607G

Grade Mode: Letter Grading

Finance (FIN)**FNC 611 - Money and Banking****Credits:** 4

This course examines financial markets and financial intermediaries, and their role in creating and maintaining economic efficiency. It analyzes the performance of banks and other financial institutions and reviews the functions and measurements of money. It also examines and assesses the use of monetary policy tools, targets, and goals within the context of current economic conditions. Note: ECO 580 is recommended.

Prerequisite(s): ECO 470 with a minimum grade of D- or ECO 512G with a minimum grade of D- or ECN 411 with a minimum grade of D- or ECN 412 with a minimum grade of D-.

Equivalent(s): MGMT 611G

Grade Mode: Letter Grading

FNC 612 - Investment Principles**Credits:** 4

This course provides the learner with a thorough overview of investments. Students will compare and contrast the major investment vehicles available today, including stocks, bonds, money markets, and mutual funds. Topics may include the analysis of investment vehicles (such as stocks, bonds, money markets, and mutual funds), consideration of risk and expected rates of return, time value of money applications, and the principles of asset allocation, risk tolerance, and diversification.

Prerequisite(s): (MTH 402 with a minimum grade of D- or MATH 502G with a minimum grade of D-) and (MTH 504 with a minimum grade of D- or MATH 504G with a minimum grade of D- or MATH 420 with a minimum grade of D- or MATH 422 with a minimum grade of D- or MATH 425 with a minimum grade of D-).

Equivalent(s): MGMT 612G

Grade Mode: Letter Grading

FNC 665 - Financial Management**Credits:** 4

A successful financial manager focuses on maximizing shareholder wealth, while also considering other stakeholders such as employees and communities. This course utilizes financial formulas, tables, and spreadsheets to focus on the financial functions of analysis, planning and decision-making, and control. Topics may include financial statement analysis and forecasting, working capital policy, cost of capital and capital budgeting techniques, interaction with financial markets, and time value of money techniques. NOTE: MTH 504 Statistics is recommended.

Prerequisite(s): (ACCT 532 with a minimum grade of D- or ACCT 511G with a minimum grade of D- or MGMT 511G with a minimum grade of D- or MGMT 569G with a minimum grade of D- or MGMT 569 with a minimum grade of D-) and (ECO 470 with a minimum grade of D- or ECO 512G with a minimum grade of D-).

Equivalent(s): MGMT 613G

Mutual Exclusion: No credit for students who have taken BUS 601.

Grade Mode: Letter Grading

FNC 675 - Financial Modeling and Decision-Making**Credits:** 4

This course prepares managers to develop real-world financial models and to interpret financial information for effective business decision making. It builds upon knowledge in accounting, finance, and economics and emphasizes the strategic application of such knowledge in the corporate setting. Students employ the tools of analysts to develop their understanding of how managers use financial data to guide decisions and to increase value. Topics may include capital budgeting, strategic investments, financial risk, and debt. NOTE: MTH 504 Statistics is recommended.

Prerequisite(s): (ACCT 532 with a minimum grade of D- or ACCT 511G with a minimum grade of D- or MGMT 511G with a minimum grade of D- or MGMT 569G with a minimum grade of D- or MGMT 569 with a minimum grade of D- or BUS 532 with a minimum grade of D-) and (ECO 470 with a minimum grade of D- or ECO 512G with a minimum grade of D- or ECN 411 with a minimum grade of D- or ECN 412 with a minimum grade of D-).

Equivalent(s): MGMT 615G**Grade Mode:** Letter Grading**Fire Service Administration (FSA)****FSA 603 - Principles of Emergency Services****Credits:** 4

This foundation course establishes baseline knowledge of emergency service history and practice common to all organizations. Students will extend their prior professional and academic experience into overviews of emergency service organizations, leadership and management strategies, service delivery, funding, and basic principles of community and responder risk reduction.

Grade Mode: Letter Grading**FSA 605 - Fire Service Ethics****Credits:** 4

This course examines the basic principles of ethics as related to fire service operations and management with special attention given to current issues in the fire service.

Attributes: Writing Intensive Course**Equivalent(s):** FSA 605G**Grade Mode:** Letter Grading**FSA 610 - Community Risk Reduction for the Fire and Emergency Services****Credits:** 4

This course provides a theoretical framework for the understanding of the ethical, sociological, organizational, political, and legal components of community risk reduction and a methodology for the development of a comprehensive community risk-reduction plan.

Prerequisite(s): FSA 603 with a minimum grade of D- and FSA 605 with a minimum grade of D-.

Equivalent(s): FSA 610G**Grade Mode:** Letter Grading**FSA 635 - Political and Legal Foundations for Fire Protection****Credits:** 4

This course examines the legal aspects of fire service, as well as the political and social impacts of legal issues. It includes a review of the American legal system and in-depth coverage of legal and political issues involving employment and personnel matters, administrative and operational matters, planning and code enforcement, and legislative and political processes with regard to the fire service.

Prerequisite(s): FSA 603 with a minimum grade of D- and (FSA 605 with a minimum grade of D- or FSA 605G with a minimum grade of D-) and FSA 610 with a minimum grade of D-.

Equivalent(s): FSA 615G**Grade Mode:** Letter Grading**FSA 665 - Command and Control of Large-Scale Incidents****Credits:** 4

This course addresses the knowledge and skills necessary to command the mitigation of large-scale emergency incidents that require resources beyond the initial alarm assignment. Students will have the opportunity to focus on strategic preparation for predictable events and create individualized command tools.

Prerequisite(s): FSA 603 with a minimum grade of D- and FSA 605 with a minimum grade of D- and FSA 610 with a minimum grade of D- and FSA 635 with a minimum grade of D-.

Equivalent(s): FSA 617G**Grade Mode:** Letter Grading**FSA 685 - Fire Prevention Organization and Management****Credits:** 4

This course addresses the knowledge, methods, and concepts for effective leadership of comprehensive fire prevention and risk-reduction programs.

Prerequisite(s): FSA 603 with a minimum grade of D- and FSA 605 with a minimum grade of D- and FSA 610 with a minimum grade of D- and FSA 635 with a minimum grade of D- and FSA 665 with a minimum grade of D-.

Equivalent(s): FSA 620G**Grade Mode:** Letter Grading**FSA 710 - Personnel Management for the Fire Service****Credits:** 4

This course examines relationships and issues in personnel administration and human resource development within the context of fire-related organizations. Topics include personnel management, organizational development, productivity, recruitment and selection, performance management systems, discipline, and collective bargaining.

Prerequisite(s): FSA 603 with a minimum grade of D- and FSA 605 with a minimum grade of D- and FSA 610 with a minimum grade of D- and FSA 635 with a minimum grade of D- and FSA 665 with a minimum grade of D- and FSA 685 with a minimum grade of D-.

Equivalent(s): FSA 625G**Grade Mode:** Letter Grading

FSA 740 - Applications of Fire Research**Credits:** 4

This course examines the basic principles of research and methodology for analyzing current fire-related research. The course also provides a framework for conducting and evaluating independent research in the following areas: fire dynamics, fire test standards and codes, fire safety, fire modeling, structural fire safety, life safety, firefighter health and safety, automatic detection and suppression, transportation fire hazards, risk analysis and loss control, fire service applied research, and new trends in fire-related research.

Prerequisite(s): FSA 603 with a minimum grade of D- and FSA 605 with a minimum grade of D- and FSA 610 with a minimum grade of D- and FSA 635 with a minimum grade of D- and FSA 665 with a minimum grade of D- and FSA 685 with a minimum grade of D- and FSA 710 with a minimum grade of D- and FSA 760 with a minimum grade of D- and MTH 504 with a minimum grade of D-.

Equivalent(s): FSA 630G**Grade Mode:** Letter Grading**FSA 760 - Fire and Emergency Services Administration****Credits:** 4

This course is designed to build upon an existing base of knowledge about fire and emergency services with an in-depth survey of executive-level administrative and managerial topics. The course addresses the following skills that are necessary to manage and lead a fire and emergency services department through the challenges and changes of the 21st century: persuasion and influence, accountable budgeting, anticipation of challenges and the need for change, and using specific management tools for analyzing and solving problems. A central part of the course focuses on how the leadership of a fire and emergency services department develops internal and external cooperation to create a coordinated approach to achieving the department's mission.

Prerequisite(s): FSA 603 with a minimum grade of D- and FSA 605 with a minimum grade of D- and FSA 610 with a minimum grade of D- and FSA 635 with a minimum grade of D- and FSA 665 with a minimum grade of D- and FSA 685 with a minimum grade of D- and FSA 710 with a minimum grade of D-.

Equivalent(s): FSA 637G**Grade Mode:** Letter Grading**FSA 797 - Integrative Capstone: Research Project in Fire Service Administration****Credits:** 4

This capstone course in Fire Service Administration provides students the opportunity to integrate the knowledge and skills gained from other courses in the program and to demonstrate the ability to apply their knowledge to new subject matter and practical situations. In addition to preparing a professional portfolio, students will write, present, and defend an independent research project or study, to include analysis and synthesis integrating theory and practice to address a significant contemporary industry issue. Prior to capstone enrollment, students are expected to complete the majority of their required major courses. Students should consult with their advisor regarding specific major courses that may be completed with their capstone. NOTE: Students who were admitted to the college before Fall 2019 and have remained active in their original catalog year are not required to take IDIS 601.

Prerequisite(s): FSA 603 with a minimum grade of D- and FSA 605 with a minimum grade of D- and FSA 610 with a minimum grade of D- and FSA 635 with a minimum grade of D- and FSA 665 with a minimum grade of D- and FSA 685 with a minimum grade of D- and FSA 710 with a minimum grade of D- and FSA 760 with a minimum grade of D- and MTH 504 with a minimum grade of D-.

Equivalent(s): FSA 650G**Grade Mode:** Letter Grading**Hotel, Restaurant, Travel (HRT)****HRT 600 - Hotel and Restaurant Management****Credits:** 4

This course considers the analysis of theories, principles, and techniques of successful hotel and restaurant management. Common issues associated with hotel and restaurant management are emphasized with the goal of enhancing students' ability to diagnose and address diverse problems and implement effective service strategies in a hospitality setting. Topics may include: the principles of organizing, the formulation of goals and objectives, decision-making processes, staffing, employee/guest relations, and labor management negotiations.

Prerequisite(s): MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D-.

Equivalent(s): HRT 600G**Grade Mode:** Letter Grading**HRT 601 - Food Service Systems and Control****Credits:** 4

This course covers the systems and techniques appropriate to manage food, beverage, and labor costs in food service operations. Topics may include: management, marketing, menu development, costs and pricing, quality assurance, production, and operational analysis. Students develop case studies that apply best practices in food service management. Students may evaluate evidence-based sales techniques and procedures and propose strategies to promote a food service operation, including marketing, public relations, and entrepreneurship.

Prerequisite(s): HRT 600 with a minimum grade of D- or HRT 600G with a minimum grade of D-.

Equivalent(s): HRT 601G**Grade Mode:** Letter Grading

HRT 635 - Leadership and Sustainable Tourism**Credits:** 4

This course provides a comprehensive introduction to the nature and scope of leadership and sustainable tourism planning at the local, regional, and national levels. Topics addressed may include: distinguishing between leading and managing, understanding systems and change leadership as well as the economic, social, environmental, and policy considerations within the sustainable development framework. Students may discuss competencies required for leading, planning, and development guidelines in different geographical areas. Students may illustrate how diversity, systems leadership, change leadership and conflict resolution promotes effective organizational management.

Prerequisite(s): MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D-.

Equivalent(s): HRT 602G

Grade Mode: Letter Grading

HRT 660 - Event, Meeting, and Conference Management**Credits:** 4

This course explores strategies to develop meaningful and well-organized conferences, meetings, and special events. The course addresses but is not limited to event logistics such as: client management, facilities management, compliance with ADA and other laws and regulations, contract negotiation, labor planning, standards for food and beverage management, meeting/organization agendas, transportation, schedule of events, break-out sessions, leisure activities, finances, and evaluations. Students may develop case studies that apply best practices in event management.

Prerequisite(s): HRT 600 with a minimum grade of D- or HRT 600G with a minimum grade of D-.

Equivalent(s): HRT 603G

Grade Mode: Letter Grading

HRT 680 - Revenue Management in the Hospitality Industry**Credits:** 4

Students in this course will explore the strategies for realizing revenue in a complex hospitality environment. Case studies and real-world examples may be used to understand how, where, and when opportunities arise for maximizing revenue generation. While topics may vary, this course focuses primarily on the lodging, food and beverage, event, and leisure/recreation components of resort operations. Students will explore the historical role of revenue management as well as the current and future trends that operators are employing. This course focuses on both proactive and reactive strategies to address real-time changes within the industry.

Prerequisite(s): (ACCT 532 with a minimum grade of D- or ACCT 511G with a minimum grade of D- or MGMT 511G with a minimum grade of D-) and (HRT 600 with a minimum grade of D- or HRT 600G with a minimum grade of D-).

Equivalent(s): HRT 607G

Grade Mode: Letter Grading

Human Resource Management (HRM)**HRM 420 - Human Resource Management****Credits:** 4

This course focuses on how human resource managers build effective networks and coalitions with others to accomplish tasks and stimulate motivation, cooperation, and satisfaction among work groups. It develops an understanding of the role and functions of human resource practitioners in a variety of organizational settings. Students build a knowledge base and identify the skills needed in the primary areas of human resources administration, which may include areas such as interviewing and selection, employee benefits and total compensation, performance assessment, professional development, workplace safety and wellness, employee relations, collective bargaining, workplace diversity, human resource information systems, rewards and recognition, performance coaching and corrective action, compliance and employment law, and organizational development.

Equivalent(s): HRM 518G, MGMT 518G

Grade Mode: Letter Grading

HRM 470 - Human Resource Application in Today's Organizations**Credits:** 4

Human resource is the application of the current external environment and internal corporate culture to employing, training, compensating, retaining, and developing policies relating to people within their organizations. This course focuses on various ways managers have a direct impact on the success of their organization by applying human resource methodologies. The content covers human resource functions such as recruitment and selection, compensation and benefits, performance management, workplace safety and wellness, employee relations, collective bargaining, workplace diversity, rewards and recognition, compliance and employment law, and change management. Throughout, there will be an emphasis on effective communication with employees and internal business partners with a goal of building impactful networks and coalitions.

Prerequisite(s): HRM 420 with a minimum grade of D- or HRM 518G with a minimum grade of D- or MGMT 518G with a minimum grade of D-.

Equivalent(s): HRM 605G

Grade Mode: Letter Grading

HRM 580 - Change Management**Credits:** 4

This course explores the change process in organizations. The organizational structure is viewed as the context in which individual, interpersonal, group, organizational, and systemic change is examined. Characteristics of functional and dysfunctional systems are defined, and the change process is delineated. Models, skills, techniques, and strategies for positive change are examined.

Prerequisite(s): COM 460 with a minimum grade of D- or COMM 542G with a minimum grade of D- or MGMT 566 with a minimum grade of D- or MGMT 566G with a minimum grade of D- or MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D-.

Equivalent(s): HRM 620G, MGMT 620G

Grade Mode: Letter Grading

HRM 635 - Managing Conflict**Credits:** 4

This course teaches concepts and skills to manage conflict effectively between two people, within small groups, within organizations, and between organizations and systems. It is designed to help those who want to sharpen their ability to understand, manage, and create opportunity out of conflict. As a result of this course, one knows oneself and others better, enhances personal and interpersonal skills, and develops techniques to improve relations at work and at home. The class may include actual conflict situations through role playing, and practicing new communication skills to prepare managers in real-world situations.

Equivalent(s): HRM 621G, MGMT 621G**Grade Mode:** Letter Grading**HRM 660 - Recruitment, Selection, and Employee Development****Credits:** 4

HR professionals need to adapt to changing objectives and market conditions to recruit, select, and retain employees with the necessary skills to further organizational goals all while steering clear of legal and other risks. Attracting and retaining the right talent to the right position from the start is crucial for organizational success.

Attributes: Writing Intensive Course**Prerequisite(s):** HRM 420 with a minimum grade of D- or HRM 518G with a minimum grade of D-.**Equivalent(s):** HRM 610G**Grade Mode:** Letter Grading**HRM 680 - Compensation and Performance Management****Credits:** 4

Human capital is a strategic asset for organizations. To recruit and retain employees, human resource leaders create compensation packages and develop performance evaluation plans to strengthen the organization. The course may cover topics such as job evaluation, employee benefits programs, performance evaluations, wage and salary administration, pay level decisions, and financial incentives.

Prerequisite(s): HRM 420 with a minimum grade of D- or HRM 518G with a minimum grade of D-.**Equivalent(s):** HRM 615G**Grade Mode:** Letter Grading**HRM 710 - Law and Ethics in Human Resource Management****Credits:** 4

This course addresses the complexity of employment and labor law and workplace policies. It explores issues such as alcohol and drugs, sexual harassment, privacy rights, wrongful discharge, the Americans with Disabilities Act (ADA), negligent employment practices, and discrimination. Upon completion of this course, students will have the ability to demonstrate how human resource managers can apply this knowledge to protect and add value to their organizations.

Prerequisite(s): HRM 420 with a minimum grade of D- or HRM 518G with a minimum grade of D-.**Equivalent(s):** HRM 607G, MGMT 607G**Grade Mode:** Letter Grading**HRM 740 - Workplace Coaching****Credits:** 4

This course engages students to learn and utilize core coaching concepts and methodologies to increase organizational and individual performance in the professional workplace. Differences between coaching and mentoring, coaching dynamics as a performance management tool, the eight steps to coaching for performance, and an array of coaching methodologies appropriate in diverse scenarios may be explored. Upon completion of this course students are expected to be able to apply coaching methodologies to common workplace scenarios. NOTE: This course is a business coaching course specific to Management and Human Resource Management majors.

Attributes: Writing Intensive Course**Prerequisite(s):** MGMT 566 with a minimum grade of D- or MGMT 566G with a minimum grade of D-.**Equivalent(s):** HRM 637G, MGMT 637G**Grade Mode:** Letter Grading**Interdisciplinary Studies (IDIS)****IDIS 410 - College Success Seminar****Credits:** 2

College Success Seminar provides the foundation for an informed and meaningful college experience. In the seminar, students discover how their individual capacities position them for the attainment of their goals within the academic community of the college. The course broadens understanding of key concepts common to integrative learning within higher education settings, particularly focusing on the ways multiple academic disciplines can improve success in applied careers. It empowers students to become informed users of information as well as engage in research and planning for subsequent courses. Students in this course will consider the ways various learning opportunities relate to one another and to the individual's personal, academic, and career goals. College Seminar fosters the self-awareness and intellectual perspective that are the hallmarks of well-educated persons and lifelong, engaged learners. For students in the AA General Studies program, this course will also guide students in developing their twenty credit academic concentration within the associate degree.

Equivalent(s): IDIS 502G**Grade Mode:** Letter Grading

IDIS 560 - Research Methods in the Behavioral Sciences**Credits:** 4

In this course, students will investigate research methods relevant to the behavioral sciences. Topics will include the scientific method, research ethics, behavioral measurement, experimental and nonexperimental research design, statistical analysis, and scientific writing. Students will apply knowledge of research design, ethics, scientific writing, and APA formatting to propose a viable empirical study to address a practical problem.

Attributes: Social Science (Discovery); Inquiry (Discovery); Writing Intensive Course

Prerequisite(s): (ENG 420 with a minimum grade of D- or ENG 500G with a minimum grade of D- or ENGL 401 with a minimum grade of D-) and (CRIT 501 with a minimum grade of D- or CRIT 501G with a minimum grade of D-) and (MTH 504 with a minimum grade of D- or MATH 504G with a minimum grade of D-) and (PSY 410 with a minimum grade of D- or PSY 501G with a minimum grade of D- or SOCI 410 with a minimum grade of D- or SOC 501G with a minimum grade of D- or CRIM 410 with a minimum grade of D- or CRIM 500G with a minimum grade of D- or EDU 510G with a minimum grade of D- or EDC 500 with a minimum grade of D-).

Equivalent(s): IDIS 501G

Mutual Exclusion: No credit for students who have taken PSYC 502.

Grade Mode: Letter Grading

IDIS 601A - Interdisciplinary Seminar: Being Happy**Credits:** 4

The goal of this final general education course is to explore complex themes related to the human experience by making connections across multiple academic disciplines. Several topics will be offered each term and all sections will provide students with the opportunity to hone their research, writing, and presentation skills. Students will use advanced problem-solving skills and methodologies to reflect on the section's topic, collaborate with peers, and investigate solutions using interdisciplinary research and analysis. The theme for this topic is Being Happy, which explores concepts of happiness from the disciplines of psychology, biology, sociology, and technology.

Attributes: Interdisciplinary Sem (Gen Ed); Writing Intensive Course

Prerequisite(s): ((COM 460 with a minimum grade of D- or COMM 542G with a minimum grade of D-) and (COM 480 with a minimum grade of D- or COMM 543G with a minimum grade of D-) and (MTH 402 with a minimum grade of D- or MATH 502G with a minimum grade of D- or MTH 504 with a minimum grade of D- or MATH 504G with a minimum grade of D- or MATH at GSC or in transfer with a score of MET) and (CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-)) or Has Accred Bachelor Deg with a score of WAIV or ((CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-) and Has Accred Associate Deg with a score of WAIV).

Equivalent(s): IDIS 601, IDIS 601G

Grade Mode: Letter Grading

IDIS 601B - Interdisciplinary Seminar: Business of Beer**Credits:** 4

The goal of this final general education course is to explore complex themes related to the human experience by making connections across multiple academic disciplines. Several topics will be offered each term and all sections will provide students with the opportunity to hone their research, writing, and presentation skills. Students will use advanced problem-solving skills and methodologies to reflect on the section's topic, collaborate with peers, and investigate solutions using interdisciplinary research and analysis. The theme for this topic is the Business of Beer, and explores themes ranging from beer culture to the beer industry to sustainability.

Attributes: Interdisciplinary Sem (Gen Ed); Writing Intensive Course

Prerequisite(s): ((COM 460 with a minimum grade of D- or COMM 542G with a minimum grade of D-) and (COM 480 with a minimum grade of D- or COMM 543G with a minimum grade of D-) and (MTH 402 with a minimum grade of D- or MATH 502G with a minimum grade of D- or MTH 504 with a minimum grade of D- or MATH 504G with a minimum grade of D- or MATH at GSC or in transfer with a score of MET) and (CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-)) or Has Accred Bachelor Deg with a score of WAIV or ((CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-) and Has Accred Associate Deg with a score of WAIV).

Equivalent(s): IDIS 601, IDIS 601G

Grade Mode: Letter Grading

IDIS 601C - Interdisciplinary Seminar: Paranormal Activities**Credits:** 4

The goal of this final general education course is to explore complex themes related to the human experience by making connections across multiple academic disciplines. Several topics will be offered each term and all sections will provide students with the opportunity to hone their research, writing, and presentation skills. Students will use advanced problem-solving skills and methodologies to reflect on the section's topic, collaborate with peers, and investigate solutions using interdisciplinary research and analysis. The theme for this topic is Paranormal Activities which explores the unknown from multiple disciplines such as sociology, history, and psychology.

Attributes: Interdisciplinary Sem (Gen Ed); Writing Intensive Course

Prerequisite(s): ((COM 460 with a minimum grade of D- or COMM 542G with a minimum grade of D-) and (COM 480 with a minimum grade of D- or COMM 543G with a minimum grade of D-) and (MTH 402 with a minimum grade of D- or MATH 502G with a minimum grade of D- or MTH 504 with a minimum grade of D- or MATH 504G with a minimum grade of D- or MATH at GSC or in transfer with a score of MET) and (CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-)) or Has Accred Bachelor Deg with a score of WAIV or ((CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-) and Has Accred Associate Deg with a score of WAIV).

Equivalent(s): IDIS 601G

Grade Mode: Letter Grading

IDIS 797 - Integrative Capstone: Project in Interdisciplinary Studies**Credits:** 4

This capstone course for the Individualized Studies major builds on previous study in the field and provides an opportunity to apply learning in an in-depth project. Projects must employ applied research, demonstrate knowledge of key concepts and theories, and integrate reflection on developments within this chosen area of study. Students synthesize their knowledge of theory and practice to develop and implement a project in their own area of professional interest. Prior to capstone enrollment, students are expected to complete the majority of their required major courses. Students should consult with their advisor regarding specific major courses that may be completed with their capstone.

Attributes: Writing Intensive Course

Prerequisite(s): (CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-) and (IDIS 601 with a minimum grade of D- or IDIS 601G with a minimum grade of D-).

Grade Mode: Letter Grading**Leadership (LD)****LD 600 - Becoming an Effective Leader****Credits:** 4

This course is focused on the strengths and characteristics of effective leaders. Topics may include self-leadership, the difference between leadership and management, the importance of communication, trust, team building, systems leadership, change leadership and conflict resolution. Students may illustrate the value of diversity, systems leadership, change leadership and conflict resolution within teams and organizations, as well as assess personal leadership styles and the leadership of others.

Attributes: Writing Intensive Course**Equivalent(s):** LD 600G**Grade Mode:** Letter Grading**LD 660 - Leadership Theory****Credits:** 4

This course guides participants in developing lifelong learning skills for leadership that apply to any organizational level in a wide variety of environments. Both historical and current leadership theory and practice are explored. By taking an active leadership role in this course, students examine the issues, challenges, and practical skills of leadership in today's workplace. Presentations, team activities, reflection, interviewing, and feedback may be activities of developmental components within the course.

Prerequisite(s): LD 600 with a minimum grade of D- or LD 600G with a minimum grade of D-.

Equivalent(s): LD 602G, MGMT 602G**Grade Mode:** Letter Grading**LD 704 - Leading Teams****Credits:** 4

Leadership is the process of motivating people to achieve project goals, usually in a dotted-line organizational setting. The success or failure of the project, and by extension the manager, is dependent upon the manager's ability to assess the team as a whole, (strengths and weaknesses), and to then apply that analysis to the individual team members. Within the course, students will have the opportunity to survey and discuss multiple methodologies used to evaluate teams. Students may analyze how organizational dynamics and structure impact the manager, limit or increase their power, and their ability to perform their job.

Prerequisite(s): (LD 600 with a minimum grade of D- or LD 600G with a minimum grade of D-) and (LD 660 with a minimum grade of D- or LD 602G with a minimum grade of D- or MGMT 566 with a minimum grade of D- or MGMT 566G with a minimum grade of D-).

Equivalent(s): LD 605G**Grade Mode:** Letter Grading**LD 725 - Volunteer Leadership****Credits:** 4

Volunteers are increasingly important in the United States. Not only do financially strapped organizations use volunteers to enhance their capacity, but policy makers and community leaders see volunteering as a vehicle to improve communities and solve public problems. This course may cover topics of volunteer administration: such as planning, marketing, recruitment, screening and selection, training, supervision, evaluation, and recognition. Students will gain an understanding of how the demographic of today's volunteer is changing, how best to deploy the talents of multi-generational volunteers, and how to provide a structured, objective framework to be accomplished by the volunteer corps. Legal issues surrounding the use of volunteers and designing effective volunteer policies may also be addressed.

Equivalent(s): LD 625G**Grade Mode:** Letter Grading**Management (MGMT)****MGMT 410 - Principles of Management****Credits:** 4

This course examines a wide range of business theories and practical applications related to effective management. In addition to learning about what management is and what managers do, students also explore and assess their own management skills and styles. Students apply critical thinking skills to core business functions. Focus is on contributing factors to management styles such as communication, the role of the manager, design of the organization, ethical issues, social responsibility and globalization. Course format may include the application of these management roles and competencies through experiential activities, group exercises and case analysis.

Attributes: Writing Intensive Course**Equivalent(s):** MGMT 500G**Grade Mode:** Letter Grading**MGMT 544 - Special Topics: Lower Level****Credits:** 1-4

A study of current and variable topics in Management. Course content changes from term to term.

Repeat Rule: May be repeated up to unlimited times.

Equivalent(s): MGMT 544G**Grade Mode:** Letter Grading

MGMT 566 - Organizational Behavior**Credits:** 4

This course focuses on practical application of current research and concepts in human behavior in order to understand and analyze organizations. Interpersonal processes, problem-solving, and managerial decision-making are considered through examination of the roles of power, politics, ethics, and conflict in organizations. Topics may include individual behavior, motivation and performance, interpersonal relations, small group relations, the role of leadership, and organizational culture.

Attributes: Writing Intensive Course**Equivalent(s):** MGMT 566G**Mutual Exclusion:** No credit for students who have taken BUS 620.**Grade Mode:** Letter Grading**MGMT 569 - Budget Management****Credits:** 4

One of the primary roles of a manager is to manage budgets and to communicate with accounting and finance professionals. This course is designed to provide budgeting skills to managers, enabling them to help in the decision-making process related to the financial health of their organizations. Students will have the opportunity to become familiar with processes related to development and management of the budgeting process, accounting practices, and financial oversight.

Prerequisite(s): CMPL 402 with a minimum grade of D- or CMPL 502G with a minimum grade of D- or MGMT 502G with a minimum grade of D- or CMPL 512 with a minimum grade of D- or CMPL 612G with a minimum grade of D-.

Equivalent(s): MGMT 569G**Grade Mode:** Letter Grading**MGMT 595 - Practicum in Management****Credits:** 4

This project-based practicum is an entry-level field experience designed to assist Business Management majors in exploring career and vocational settings in which they can use and apply their business-related knowledge and skills. The nature of the practicum is exploratory in nature, involves extensive student initiative in designing and implementing the practicum, and is conducted under the supervision of the practicum mentor. A supplementary objective of the practicum is to explore and assess possibilities for settings and situations in which the learner may engage in an upper level Business Management Internship. Registration for this course is by permission of Academic Affairs. Earlier registration deadlines may apply.

Prerequisite(s): MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D-.

Equivalent(s): MGMT 540G**Grade Mode:** Letter Grading**MGMT 608 - Fostering Inclusion and Diversity in the Workplace****Credits:** 4

Today's workforce is diverse; individuals are frequently interacting with peers, managers and customers, each with different backgrounds, experiences, group affiliations, neurodiversity, sexual orientations, religions, and identities. With equity and respect, these differences can enhance performance and creativity; workplace diversity can also help to increase employee and customer engagement, contentment, and inclusion. This course explores ways in which employees and managers can cultivate an inclusive workplace culture and offers means for expanding appreciation of each individual's uniqueness. This course may review paradigms that limit and promote inclusion, such as unconscious biases, behavioral change, leadership, acknowledgement of the dimensions of diversity, and enforcement of patterns by employers, employees, and society as a whole. Recommended: MGMT 566.

Equivalent(s): MGMT 608G**Grade Mode:** Letter Grading**MGMT 625 - Legal and Ethical Issues in Business Management****Credits:** 4

This course addresses the nature, functions, and operations of the legal system and how legal rules affect business operations. Students examine the legal framework of laws, rules, health and safety regulations, and judicial opinions that have direct and profound impacts on managerial decision-making and practice. Considerable emphasis is placed on the federal, state, and local regulations that directly impact business practice; consumer laws, labor and employment law; and the social and ethical environment of business policy and management practice.

Prerequisite(s): MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D- or PADM 500 with a minimum grade of D- or PADM 500G with a minimum grade of D- or MGMT 501G with a minimum grade of D- or MGMT 566 with a minimum grade of D- or MGMT 566G with a minimum grade of D-.

Equivalent(s): MGMT 625G**Grade Mode:** Letter Grading**MGMT 626 - Project Management Strategies****Credits:** 4

This course examines tools and methods used to manage projects of varying size and scope, and explores how these tools can be deployed to plan, schedule, execute, and assess projects from start to finish. Topics may include cost, risk, and quality management frameworks.

While designed primarily for students in management-related and technology-related fields, the course takes a broad approach, recognizing the diversity of professions which require project management skills and knowledge. Students may be introduced to the roles and responsibilities of project and program managers in various settings, to the knowledge areas of the Project Management Institute, and to the significance of project management teams.

Prerequisite(s): MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D- or PADM 500 with a minimum grade of D- or PADM 500G with a minimum grade of D- or MGMT 501G with a minimum grade of D-.

Equivalent(s): MGMT 626G**Grade Mode:** Letter Grading

MGMT 634 - Contemporary Management Issues**Credits:** 4

In this course, students examine how such issues as globalization, technology, the environment, business ethics, and business-government relations impact how businesses are managed. They also examine how leaders manage leaner and flatter organizations comprised of diverse employees working in teams. Students may explore the broad impacts of these contemporary management issues through reading, research, case studies, and active discussions.

Prerequisite(s): MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D- or PADM 500 with a minimum grade of D- or PADM 500G with a minimum grade of D- or MGMT 501G with a minimum grade of D-.

Equivalent(s): MGMT 601G**Grade Mode:** Letter Grading**MGMT 642 - International and Cross-Cultural Management****Credits:** 4

Globalization, remote work environments, outsourcing, new technology, supply chains and current business practices require working across time zones, countries, and cultural norms, all of which challenge traditional assumptions about how to manage people and organizations. Students may study how growing worldwide interconnections impact globalization on managing organizations and people worldwide. This course reflects new and emerging individual and interrelated factors influencing international managers which may include legal, political, economic, competitive, socio/cultural, technological, and environmental factors. The class incorporates real-world examples, research, and practical application, allowing students to adjust, adapt, and navigate the changing global business landscape, assessing opportunities and addressing potential challenges.

Equivalent(s): MGMT 604G**Grade Mode:** Letter Grading**MGMT 644 - Special Topics: Upper Level****Credits:** 1-4

A study of current and variable topics in management. Course content changes from term to term. It is expected that the learner will have prior coursework or experience in the subject matter.

Repeat Rule: May be repeated up to unlimited times.**Equivalent(s):** MGMT 644G**Grade Mode:** Letter Grading**MGMT 680 - Global Business****Credits:** 4

This course introduces the concept of global business as a system and the theories which underlie it; institutions that are visual evidences of it; production, marketing, financial, legal, human resource management, culture, politics and other subsystems which comprise the total system. It also examines national governmental and international institutional controls and constraints, which impact the environment in which the system operates. Students may examine growing worldwide interconnections to gauge the impact of globalization on managing organizations and people worldwide. Global business has an impact on all businesses, regardless of size or location of your business.

Attributes: Writing Intensive Course**Equivalent(s):** MGMT 633G**Grade Mode:** Letter Grading**MGMT 685 - Global Innovation****Credits:** 4

This course recognizes the deep connection between global trade, technology, and innovation. Combining studies in global business and its responsible management with the specialized knowledge of technology and global innovation management gives students the opportunity to prepare for successful careers in a global environment for firms that compete on the basis of innovation in products and services. Students may learn how the product life-cycle influences the commercialization of new technology products in a diverse and ever-changing global market.

Prerequisite(s): MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D-.

Equivalent(s): MGMT 632G**Grade Mode:** Letter Grading**MGMT 695 - Internship in Management****Credits:** 4

The upper level Business Management Internship is a field-based experience designed to develop and hone the practical application skills of a Business Management major. Students apply for an internship at a self-selected site and negotiate the terms of the internship experience with a site supervisor under the general auspices of their faculty internship mentor. The internship requires documented evidence of eighty hours of supervised experience and practice in a field setting where business management-related knowledge and skills are applied. NOTE: It is recommended that learners have completed the majority of upper level course work in their major prior to enrolling in this course. Registration for this course is by permission of Academic Affairs. Earlier registration deadlines may apply.

Equivalent(s): MGMT 640G**Grade Mode:** Letter Grading**MGMT 706 - Fundraising and Resource Development****Credits:** 4

Fundraising is the act of soliciting for contributions or pledges. Development, on the other hand, refers to nurturing and building relationships over time between donors/philanthropists and organizations. The purpose of this course is to differentiate fundraising, grant writing, and development strategies in organizations. Students will examine the roles and responsibilities of the individuals within an organization that motivate, nurture, engage, and maintain donor relationships. This course may review ethics and transparency within fundraising, technology to facilitate resource development, social and business trends, and organizational adaptation.

Attributes: Writing Intensive Course**Equivalent(s):** MGMT 605G**Grade Mode:** Letter Grading

MGMT 707 - Nonprofit Management**Credits:** 4

This course guides participants in understanding nonprofit organizations and their management. Topics may include motivations for starting nonprofit organizations as well as theories and strategies to balance the unique needs of nonprofits within market economies. This course covers considerations for staffing and volunteer management, funding sources, asset management, program evaluation and leadership structures as elements of identifying qualities of successful nonprofit organizations at various stages of development. Projects may include interviewing, building a nonprofit business plan, and presentations.

Prerequisite(s): MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D- or MGMT 566 with a minimum grade of D- or MGMT 566G with a minimum grade of D-.

Equivalent(s): MGMT 638G

Grade Mode: Letter Grading

MGMT 715 - Financial Management for Nonprofit Organizations**Credits:** 4

Nonprofit management is becoming a recognized specialty, with a growing number of individuals and entities specializing in nonprofit financial management. Concepts cover financial management considerations related to ethics, governance, policy and mission frameworks that are unique to nonprofit organizations and practices.

Prerequisite(s): (ACCT 532 with a minimum grade of D- or ACCT 511G with a minimum grade of D- or MGMT 511G with a minimum grade of D-) and (MGMT 707 with a minimum grade of D- or MGMT 638G with a minimum grade of D-).

Equivalent(s): MGMT 639G

Grade Mode: Letter Grading

MGMT 795 - Integrative Capstone: Industry-Based Internship**Credits:** 4

This capstone course is a field-based internship designed to develop and hone the practical application skills of a Business Management major. The course requires students to integrate the knowledge and skills gained from other courses in the program and to demonstrate the ability to apply their knowledge to new subject matter and practical situations. Students apply for an internship at a self-selected site and negotiate the terms of the internship experience with a site supervisor under the auspices of their faculty mentor. The internship requires documented evidence of eighty hours of supervised experience and practice in a field setting where management-related knowledge and skills are applied. Students will also be required to submit professional documents such as a cover letter, resume, and professional portfolio as part of the course. NOTE: Registration for this course, an internship, is by permission of Academic Affairs. Early registration deadlines may apply. Prior to capstone enrollment, students are expected to complete the majority of their required major courses. Students should consult with their advisor regarding specific major courses that may be completed with their capstone. NOTE: Students who were admitted to the college before Fall 2019 and have remained active in their original catalog year are not required to take IDIS 601.

Attributes: Writing Intensive Course

Prerequisite(s): (CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-) and (IDIS 601 with a minimum grade of D- or IDIS 601G with a minimum grade of D-).

Equivalent(s): MGMT 651G

Grade Mode: Letter Grading

MGMT 796 - Individualized Studies Capstone**Credits:** 2-9

This course is an independent learning experience used to satisfy the integrative requirement. The purpose of the integrative experience is to provide the learner with a capstone project in which to reflect on and synthesize his or her prior learning and apply it at a new, higher level of understanding. It is the final learning experience of your degree program and is undertaken after all other coursework is completed. This capstone may incorporate some new aspects of learning, but the project must integrate foundation and specialized coursework into the experience. No transfer, assessment or validation credit may be used to fulfill this requirement. Course content is approved by Academic Affairs.

Prerequisite(s): (CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-) and (IDIS 601 with a minimum grade of D- or IDIS 601G with a minimum grade of D-).

Equivalent(s): MGMT 670AG

Grade Mode: Letter Grading

MGMT 797 - Integrative Capstone: Industry-Based Project**Credits:** 4

This capstone course builds on all previous coursework. By completing a course project, students synthesize practical knowledge and academic theories to develop and implement effective managerial strategies in their own field of professional interest. Students will have the opportunity to explore current research in the field of management to meet their personal professional goals and goals of their organizations. Professional documents such as a cover letter, resume, and professional portfolio are developed by students in this course. Prior to capstone enrollment, students are expected to complete the majority of their required major courses. Students should consult with their advisor regarding specific major courses that may be completed with their capstone. NOTE:

Students who were admitted to the college before Fall 2019 and have remained active in their original catalog year are not required to take IDIS 601.

Attributes: Writing Intensive Course

Prerequisite(s): (CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-) and (IDIS 601 with a minimum grade of D- or IDIS 601G with a minimum grade of D-).

Equivalent(s): MGMT 660G

Grade Mode: Letter Grading

MGMT 798 - Integrative Capstone: Strategic Management Experience
Credits: 4

This capstone course focuses on the concepts and techniques of business management. It analyzes the process of developing and executing strategies designed to maximize a company's competitive advantage. With this information, students will develop skills to determine the appropriate strategy to fit the company's unique resources and environment. Students will have the opportunity to participate in experiential learning that will allow them to apply previous learning and degree content by crafting and executing strategy. They will also apply their knowledge of strategic management to their own field of professional interest by completing a course project. Students will also be required to submit professional documents such as a cover letter, resume, and professional portfolio as part of the course. Prior to capstone enrollment, students are expected to complete the majority of their required major courses. Students should consult with their advisor regarding specific major courses that may be completed with their capstone. NOTE: Students who were admitted to the college before Fall 2019 and have remained active in their original catalog year are not required to take IDIS 601.

Attributes: Writing Intensive Course

Prerequisite(s): (CRIT 602 with a minimum grade of D- or CRIT 602G with a minimum grade of D- or CRIT 502G with a minimum grade of D-) and (IDIS 601 with a minimum grade of D- or IDIS 601G with a minimum grade of D-).

Equivalent(s): MGMT 650G

Grade Mode: Letter Grading

Marketing (MKT)**MKT 510 - Principles of Marketing**

Credits: 4

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of goods and services to maintain relationships that satisfy organizational and individual needs and wants. The course introduces students to terminology, functions, institutions, philosophy, consumer behavior, market decision-making and public policy issues. The course will provide students with the basic framework to understand the role and scope of marketing in the business environment.

Attributes: Writing Intensive Course

Equivalent(s): MGMT 514G, MKTG 514G

Mutual Exclusion: No credit for students who have taken BUS 610.

Grade Mode: Letter Grading

MKT 517 - Consumer Behavior

Credits: 4

This course focuses on consumer behavior in a variety of contexts. Understanding the decision process, attitude, and behavior of buyers is essential to developing marketing plans in today's competitive marketplace; sophisticated customer relationship management approaches are dependent upon knowing the customer. Students consider the major theoretical approaches to consumer behavior and examine how the concepts of affect and cognition, behavior, learning, and the environment can be used to design and maintain an effective marketing strategy. The course also offers students an opportunity to gain a better understanding of their own buying behavior. NOTE: PSY 410 and SOCI 410 are recommended.

Prerequisite(s): MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-.

Equivalent(s): MKTG 617G

Grade Mode: Letter Grading

MKT 523 - Introduction to Professional Sales

Credits: 4

This course presents students with current knowledge, data, and skills that are applicable in today's competitive business environments. The course provides students with an in-depth awareness of the sales discovery and presentation process within the professional selling environment. Students may demonstrate their persuasive skills in the context of a hypothetical job interview.

Equivalent(s): MKTG 523G

Grade Mode: Letter Grading

MKT 525 - Presentation Excellence in Sales

Credits: 4

This hands-on, highly interactive course prepares students to effectively develop, organize, present, support, and close a powerful program and presentation with confidence and conviction. The focus draws upon listening skill sets, oratory, personal communication social styles, and persuasive/informative techniques that result in the presenter engaging the audience. The course helps students to build competence and confidence through feedback and practice. The course prepares students to deliver persuasive and informative presentations that promote a specific outcome.

Equivalent(s): MKTG 525G

Grade Mode: Letter Grading

MKT 600 - Social Media Marketing

Credits: 4

This course is designed to build students' social media marketing, advertising, and communication skills by utilizing projects that give students hands-on experience implementing social media marketing strategies. The focus of this course will be understanding social media, developing social media marketing strategies, and tracking their effectiveness in an effort to maximize marketing efforts for businesses. It is expected that students have a basic understanding of various social media platforms. This course is NOT about how to use social media; rather it looks at how we can use social media for marketing efforts.

NOTE: MKT 510 is recommended.

Attributes: Writing Intensive Course

Equivalent(s): MKTG 520G

Grade Mode: Letter Grading

MKT 610 - Marketing Hospitality Organizations

Credits: 4

This course provides a comprehensive overview of the role of marketing in the hotel, restaurant, and travel industries. Students in this course may use case studies and real-world events to explore the theories, principles, and application of both traditional and digital forms of marketing to select groups. This is an experiential course that may include assignments such as the creation of a marketing plan, advertising campaign or social media strategies for a partner organization. The focus of this course centers on the planning, implementation, and evaluating of marketing plans, strategies, budgets, and campaigns.

Prerequisite(s): MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-.

Equivalent(s): MKTG 610G

Grade Mode: Letter Grading

MKT 612 - Agile Marketing**Credits:** 4

Marketing plays a fundamental role within an organization, yet in many organizations, marketing is siloed from other business units, teams, or departments. A successful marketing department must strategically place themselves into the business with innovation and adaptivity. This course may explore agile marketing techniques including outcomes, continuous improvement, and customer needs.

Prerequisite(s): MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-.

Equivalent(s): MKTG 612G

Grade Mode: Letter Grading

MKT 615 - Digital Storytelling and Brand Management**Credits:** 4

This course introduces the role and philosophy of brand management in the strategic marketing process and the resulting effects on strategic and marketing decisions. Students learn to identify and establish brand positioning and values, design branding strategies, and grow and sustain brand equity. Topics may include the strategic brand building process, segmentation and positioning for building brands, consumer behavior, brand information systems, building brand equity, and the application of brand management using marketing principles. Students explore the critical role of brand management in successful marketing strategies.

Prerequisite(s): (MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D- or MKT 612 with a minimum grade of D- or MKTG 612G with a minimum grade of D-) and (MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-).

Equivalent(s): MKTG 615G

Grade Mode: Letter Grading

MKT 618 - Sales Management**Credits:** 4

This course focuses on the strategic and tactical aspects of selling and sales force management. The course develops an analytical understanding of the concepts, tools, and techniques of sales management, using real-world marketing problems. Students will apply the principles of personal selling, relationship building, salesforce prospecting, and sales call planning in a simulated sales management environment. Issues concerning international sales, social responsibility, and ethical considerations as they relate to sales management may be addressed.

Prerequisite(s): (MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D-) and (MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-).

Equivalent(s): MGMT 618G, MKTG 618G

Grade Mode: Letter Grading

MKT 645 - Marketing Research**Credits:** 4

In this course, students explore the theories and techniques of planning, conducting, analyzing, and presenting market studies. Students may discuss ethical dimensions, emerging trends, and new skills associated with marketing research and how secondary data fit into the research process. Students may examine different methodologies with emphasis on primary research, including questionnaire design. The course addresses the growing role that technology plays in predicting marketing trends, addressing marketing problems, and the development of new products and services.

Prerequisite(s): MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-.

Equivalent(s): MKTG 515G

Grade Mode: Letter Grading

MKT 705 - Marketing for Nonprofits**Credits:** 4

The course explores the use of traditional and nontraditional channels to promote nonprofits to an array of actual and potential audiences for a variety of purposes. Most nonprofit organizations must be visible to the public in order to fulfill their missions. Thus, nonprofit leaders must know how to promote their organizations to current and potential supporters, the broader public, and the mass media. Topics may include program and organizational branding, targeting respective audiences, preparing materials for greatest effect, and applying social media as appropriate.

Equivalent(s): MKTG 605G

Grade Mode: Letter Grading

MKT 720 - Digital Advertising**Credits:** 4

Digital technologies have become an integral component of daily life for many organizations and consumers. This class will provide the student with the theoretical understanding of the internet marketplace necessary to adapt to its many changes, while also equipping the student with the skills needed to perform vital daily functions. The course may cover a wide spectrum of topics, including (but not limited to) marketing strategic approaches on the internet, analytics, online reputation management (ORM), digital positioning and branding, email marketing, paid search marketing, and integrated communications on digital media.

Prerequisite(s): (MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-) and (MKT 517 with a minimum grade of D- or MKTG 617G with a minimum grade of D-).

Equivalent(s): MKTG 620G

Grade Mode: Letter Grading

MKT 723 - Marketing Design and Usability**Credits:** 4

In the field of marketing, creating intuitive market interfaces (website, mobile applications, and e-commerce) is imperative for consumer engagement and retention. This course will explore web design, user interface (UI), user experience (UX), and experiential design principles within the context of digital marketing. Successful design leads to data-driven results. Students may have the opportunity to analyze universal web standards, design fundamentals, interface, usability, and design issues to enhance search engine optimization (SEO) and search engine marketing (SEM).

Prerequisite(s): MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-.

Equivalent(s): MKTG 623G

Grade Mode: Letter Grading

Operations Management (OPS)**OPS 600 - Operations Management****Credits:** 4

This course analyzes complex operating situations faced by technical and business managers. Students learn the role of the operations manager in the enterprise as well as demonstrate an understanding of the scope of an operations strategy. Students develop operations strategies to meet organizational requirements while analyzing operations processes. The course also offers students an opportunity to apply knowledge that contributes to the operations success of organizations.

Prerequisite(s): MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D-.

Equivalent(s): MGMT 627G, OPS 627G

Grade Mode: Letter Grading

OPS 605 - Quality Management**Credits:** 4

This course provides students with understanding and knowledge of the philosophies and methods used to improve effectiveness and efficiency of organizational processes for businesses. Topics may include statistical methods for quality improvement in manufacturing and service operations. Emphasis is given to both the technical and managerial issues in understanding and implementing quality as a component for success in today's global business environment.

Prerequisite(s): (MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D-) and (MTH 504 with a minimum grade of D- or MATH 504G with a minimum grade of D-).

Equivalent(s): MGMT 619G, OPS 619G

Grade Mode: Letter Grading

OPS 610 - Sustainable Facility Operations**Credits:** 4

This course provides an overview of the role of an operations manager in facility and venue management. Sustainable facility management includes maintenance, cleaning/housekeeping, engineering, heating, ventilation, and air conditioning (HVAC), utility usage management, budgets, security, crisis management/emergency management, and production. This course covers the general systems and processes related to the planning, programming, design, construction, and occupancy of facilities, including long-range, strategic and tactical planning, the relationship between facility planning and business planning, organization of sites, and buildings.

Prerequisite(s): DAT 510 with a minimum grade of D- or DATA 510G with a minimum grade of D-.

Equivalent(s): OPS 610G

Grade Mode: Letter Grading

OPS 720 - Fundamentals of LEAN Process Improvement**Credits:** 4

This course promotes an understanding of the theoretical and practical aspects of LEAN processes, and how LEAN thinking can be applied in a variety of contexts and applications. Students will be exposed to a range of LEAN tools that prepare learners to actively participate in LEAN processes and events in support of the development of a LEAN organizational culture. Developing capacity in facilitation and change management, students will prepare to become LEAN practitioners, learning to guide a group through problem solving circumstances, while considering the challenges of organizational change.

Attributes: Writing Intensive Course

Equivalent(s): OPS 628G

Grade Mode: Letter Grading

Public Administration (PADM)**PADM 500 - Introduction to Public Administration****Credits:** 4

This course introduces concepts of effective leadership for public service programs in the governmental and public sectors. Students will have the opportunity to become acquainted with public administration and policy as fields of study, such as the nature of bureaucracy, public policy, allocation of resources and public budgeting, leadership, supervision, and organization of civil servants.

Equivalent(s): MGMT 501G, PADM 500G

Grade Mode: Letter Grading

PADM 600 - Public Policy Development and Implementation**Credits:** 4

This course is an overview of policy formulation and administration in the context of U.S. federal, state, and local governments. The relationship between politics and administration is explored with reference to the classical policy/administration dichotomy. The content of this course aims to familiarize students with the public policy process, equipping students with analytical frameworks and practical tools to improve their engagement with the process through their work. By the conclusion of this course, students will have the opportunity to develop their knowledge and skills to effectively apply these tools as future elected public officials, public agency managers, policy analysts, and public service providers.

Attributes: Writing Intensive Course

Prerequisite(s): PADM 500 with a minimum grade of D- or PADM 500G with a minimum grade of D- or MGMT 501G with a minimum grade of D-.

Equivalent(s): PADM 600G

Grade Mode: Letter Grading

PADM 645 - Public Sector Budget and Finance**Credits:** 4

This course examines public budgeting in the context of its institutional, procedural, and political dimensions. Students will have the opportunity to learn about budgeting, accounting, and financial management concepts and techniques necessary for planning, analysis, and decision making in government and public sector organizations. This course also presents an overview of budgetary reforms, budget theories and techniques, and comparative perspectives of federal, state, and local budgeting methods. Further topics may include types of budgets and budget reports; the budgeting process at the local, state, and federal levels; basic expenditure and revenue forecasting and analysis; and communication strategies for financial and budgetary matters.

Prerequisite(s): PADM 500G with a minimum grade of D- or PADM 500 with a minimum grade of D- or MGMT 501G with a minimum grade of D-.

Equivalent(s): PADM 610G

Grade Mode: Letter Grading

PADM 670 - Human Resources in the Public Sector**Credits:** 4

This course will focus on human resources in public sector practices. The history and changing role of public sector human resource strategies will be explored by students to develop an understanding of how individuals from diverse backgrounds, interests, and skill sets can work together and contribute towards an organization's mission. Students will have the opportunity to build capacity to influence people both inside and outside of an organization, optimize the structure and culture of their organization, make effective decisions, resolve conflicts, and drive change for higher organizational performance. Further, students will be given the opportunity to develop and enhance their supervisory and leadership skills so they can manage and lead high-performing, successful organizations.

Attributes: Writing Intensive Course

Prerequisite(s): PADM 500G with a minimum grade of D- or PADM 500 with a minimum grade of D- or MGMT 501G with a minimum grade of D-.

Equivalent(s): PADM 615G

Grade Mode: Letter Grading

Supply Chain Management (SCM)**SCM 570 - Supply Chain Purchasing Management****Credits:** 4

In this course, students will learn how purchasing and supply management have become increasingly visible in a world where supply is a major determinant of corporate survival and success. Supply chain performance and influences will be examined as they are not only operational and financial risks but also reputational risk. Extending the supply chain globally into emerging regions places new responsibilities on the supplier and supply, not only to monitor environmental, social, political, and security concerns, but also to influence them. Thus, students will develop a more in-depth understanding of the job of the supply manager of today as they go beyond the scope of supply chain efficiency and value for money spent to search for competitive advantage in the supply chain.

Prerequisite(s): MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D-.

Equivalent(s): SCM 510G

Grade Mode: Letter Grading

SCM 610 - Supply Chain Management**Credits:** 4

This course explores the management and flow of materials in a typical enterprise supply chain. Students examine a complete overview of material flow, from internal and external suppliers, to and from the enterprise. Topics may include basic elements of the supply chain, just-in-time (JIT), total quality management (TQM), enterprise resource planning (ERP), demand planning, and capacity management.

Prerequisite(s): (MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D-) and (CMPL 402 with a minimum grade of D- or CMPL 502G with a minimum grade of D- or MGMT 502G with a minimum grade of D-) and (MTH 402 with a minimum grade of D- or MATH 502G with a minimum grade of D-).

Equivalent(s): MGMT 610G, SCM 610G

Grade Mode: Letter Grading

SCM 715 - Logistics Management**Credits:** 4

Logistics is planning and managing the movement of goods along the supply chain. This course provides students opportunity to identify and apply logistical and advanced managerial terms and theories. Designing effective development and management of the supply chain network is an invaluable source of sustainable, competitive advantage in today's turbulent global marketplace. In the contemporary scenario, demand is difficult to predict and the supply chain needs to be more flexible and customer-focused.

Prerequisite(s): SCM 610 with a minimum grade of D- or SCM 610G with a minimum grade of D-.

Equivalent(s): SCM 615G

Grade Mode: Letter Grading