COURSE DESCRIPTIONS

COURSE NUMBERS

The course-numbering system indicates the college level at which courses are normally taken.

NUMBERING SYSTEM GUIDE

001-009	precollege course-no credit
010-099	credit granted but not applicable to graduation
100-199	primarily for first-year students
200-299	primarily for second-year students
300-499	primarily for upper division students
500-599	graduate courses
600-799	doctorate courses

At the end of each description, course credits are listed. Courses with variable hours and credits are so indicated.

SEMESTER SCHEDULE

Notation to the right of the course name indicates when the course is offered. If a notation is not included, the course is offered as needed.

DEPARTMENTAL OFFERINGS

ACCT – ACCOUNTING

ACCT 210 Introduction to Financial Accounting **3 credits**

Introduction to and application of financial accounting as the "language of business". Concepts related to the collection, analysis, evaluation, and reporting of financial information of business entities to enable stakeholder decision making related primarily to capital allocation. Prerequisite: MATH 180.

ACCT 220 Management Accounting for Decision Makers **3 credits**

Organizational decision making, planning, and accountability using managerial accounting tools and techniques. Prerequisite: ACCT 210.

ACCT 230 Accounting Information Systems **3 credits**

An introduction to computerized accounting information systems. Financial data processing and reporting, including application of accounting concepts, principles and preparation of reports, using systems commonly used in actual practice. Prerequisite: ACCT 210.

ACCT 310 Intermediate Financial Accounting I **3 credits**

A study of accounting standards, the conceptual framework and financial reporting with a focus on the income statement, the balance sheet, the statement of cash flows, and a detailed examination of accounting concepts related to cash, receivables and inventories. Prerequisite: ACCT 210.

ACCT 311 Intermediate Financial Accounting II **3 credits**

A study of accounting standards, the conceptual framework and financial reporting with a focus on property, plant and equipment, intangible assets, depreciation, amortization, impairments, liabilities, and equity. Prerequisite: ACCT 310.

ACCT 312 Intermediate Financial Accounting III **3 credits**

A study of accounting standards, the conceptual framework and financial reporting with a focus on revenue recognition, income taxes, leases, pension, and post-retirement benefits. Prerequisite: ACCT 311.

ACCT 320 Cost Accounting **3 credits**

Principles and procedures for determining unit cost of production, job order cost and standard process cost systems. Prerequisite: ACCT 210, ACCT 220, CMPS 214.

ACCT 350 Federal Taxation I **3 credits**

Basic principles and procedures of Federal Taxation with an emphasis on individual taxpayers. Perquisites: ACCT 210, or permission of instructor.

ACCT 381 Accounting Internship I **3 credits**

Part-time job experience approved by the department in a an accounting firm, a business or industry . Method of evaluation to be agreed upon by the departmental and job-site supervisors. May include periodic reports, a day-by-day journal and a final report. Prerequisites: Junior standing and permission.

ACCT 382 Accounting Internship II **3 credits**

Part-time job experience approved by the department in a an accounting firm, a business or industry . Method of evaluation to be agreed upon by the departmental and job-site supervisors. May include periodic reports, a day-by-day journal and a final report. Prerequisites: Junior standing and permission.

ACCT 410 Advanced Accounting Theory **3 credits**

Accounting principles as they relate to business combinations and the consolidation process. Advanced complex financial accounting topics will be covered. Prerequisites: ACCT 312.

ACCT 440 Auditing I **3 credits**

An introduction to the fundamentals of financial statement auditing. A study of the principles and practices used by public accountants in examining financial statements and supporting data with an emphasis on the basic auditing concepts such as risk, internal control, evidence, objectivity and important relationships among these concepts. Perquisites: ACCT 312.

ACCT 450 Federal Taxation II **3 credits**

Basic principles and procedures of Federal Taxation with emphasis on business entity federal income taxpayers. Prerequisites: ACCT 350 or permission of instructor.

ACCT 460 Nonprofit Accounting **3 credits**

A study of the principles of accounting in nonprofit organizations, including donations, restricted accounts, fund balance and IRS requirements. Prerequisites: ACCT 210.

ACCT 295, ACCT 395, ACCT 495 Selected Topics in Accounting I, II, III **1-6 credits**

ACCT 296, ACCT 396, ACCT 496 Independent Study in Accounting I, II, III **1-6 credits**

Special Request

AVT – AVIATION MANAGEMENT

AVT 201 Unmanned Aircraft Systems **2 credits**

This course is designed to prepare students for the Federal Aviation Administration Part 107 Remote Pilot Certification exam. Students will gain a comprehensive understanding of the regulations, airspace, weather, and operations required for commercial drove operations under Part 107. The course will cover topics such as aeronautical decision making, crew resource management, airport operations, radio communication procedures, and emergency operations. Upon successful completion of the course, students will be prepared to take the FAA Part 107 exam and obtain their Remote Pilot Certificate. Note: Participant must be at least 16 years of age at the time they sit for the exam.

AVT 202 Unmanned Aircraft Systems Flight Lab **1 credit**

The UAS Flight Lab is designed to provide students with hands-on experience and practical training in the operation of Unmanned Aircraft Systems under the regulations outlined in Part 107 of the Federal Aviation Regulations. This course builds upon the theoretical knowledge gained in AVT 201, focusing on the application of regulations and safety procedures in real world UAS operations.

AVT 301 Aviation Leadership **3 credits**

Aviation Leadership is designed to immerse the student into the role, activities, and responsibilities essential for the emerging aviation leader, and is foundational to preparation for a career in the aviation industry or aviation related environments.

AVT 302 Aviation Security & Policy **3 credits**

This course examines the principles, practices, and policies related to aviation security within the context of global aviation systems. Topics include threat assessment, risk management, security regulations, international agreements, and the role of government agencies and industry stakeholders in ensuring aviation security. Students will explore case studies and current issues in aviation security to understand the complexities and challenges faced by the industry.

AVT 303 Aviation Operations and Management **3 credits**

This course provides an overview of aviation operations and management principles within the context of the global aviation industry. Students will examine the complexities of aviation operations, including scheduling, fleet management, ground operations, and customer service. Emphasis will be placed on the integration of operational efficiency, safety protocols, and customer satisfaction within the aviation management framework.

AVT 304 Aviation Law **3 credits**

Aviation Law explores the historical development, federal and state regulatory functions, and rights and liabilities of various facets within the aviation industry. This course analyzes historical aviation law cases in order to understand how past actions impact current aviation policies and enforcements.

AVT 306 Corporate and Business Aviation **3 credits**

This course provides an examination of corporate and business aviation operations, focusing on the unique challenges and considerations of this sector within the broader aviation industry. Topics include corporate flight department management, aircraft acquisition and financing, regulatory compliance, safety management systems, and the integration of business aviation with corporate strategies.

AVT 350 Aviation Internship **3 credits**

The Internship offers students the opportunity to gain practical experience in various aspects of the aviation industry. Through placements with flight schools, airports, aviation companies, or regulatory agencies, students will apply their classroom knowledge to real world aviation operations.

AVT 401 Aviation Research Capstone **3 credits**

This course provides an introduction to research methods and techniques specific to the field of aviation. Students will learn how to formulate research questions, develop hypotheses, design research studies, collect and analyze data, and interpret research findings. Emphasis will be placed on applying research methods to aviation related topics, such as safety, security, operations, management, and technology.

BMGT – BUSINESS MANAGEMENT

BMGT 101 Introduction to Business **3 credits**

This course is an introductory overview of the organization, functions, and activities of business in contemporary society. Emphasis is placed on the terminology necessary to understanding business principles and practices. This course also includes an exploration of business environments, human resources, management, marketing management, finance, law, management information tools, and global perspectives.

BMGT 201 Business Law I **3 credits**

An introduction to the law in general and a survey of the law as it relates to business transactions including the law of contracts, agency and employment, personal property, intellectual property, real property, wills, descendants' estates, trusts and international law.

BMGT 202 Business Law II **3 credits**

A survey of the law as it relates to business transactions including the law of sales, the Uniform Commercial Code, consumer law, commercial papers, partnerships, corporations, antitrust, labor, environmental, secured transactions, bankruptcy, insurance and administrative law. Prerequisite: BMGT 201.

BMGT 208 Principles of Management **3 credits**

Emphasis on the major theories and functions of management. Students develop an understanding of why management is needed in all organizations and what constitutes good management. Prerequisite:

BMGT 210 Digital Marketing **3 credits**

The internet and related technology skills are required by most business today – particularly in the realm of marketing. You'll learn the basic language of the online marketing ecosystem including advertising, search engine optimization/management, analytics, content development/deployment and social media. This is a hybrid course, combining online learning with in-person implementation of learning with real clients during our class time. Dual Listed with SAEM 210. Prerequisites: SAEM 202 or MKTS 205.

BMGT 221 Business Communications and Research **3 credits**

The objectives, methods and forms of business communications; business research and the classification and presentation of findings. Prerequisites: ENGL 101.

BMGT 231 Introduction to the Hospitality Industry/Profession **3 credits**

This course uses the history of the hospitality industry to introduce students to the scope of businesses and activities, and current and emerging trends.

BMGT 234 Ethical Leadership **3 credits**

A philosophical investigation of the main concepts and theories of ethics, with applications to fundamental moral questions as they arise in different areas of business. The following issues may be used as illustrations: affirmative action, investment in unethical companies or countries, product safety, whistle blowing and advertising. Prerequisite: None.

BMGT 241 Sales/Revenue and Marketing Planning in the Hospitality Industry **3 credits**

This course covers the various revenue centers or activities with the hospitality industry and how marketing planning is used to determine the appropriate mix. Specialty or niche marketing strategies will be examined, along with other strategies for establishing competitive advantage, by employing Strategic Planning. Prerequisite: BMGT 231.

BMGT 271 The Money Thing: Life and Finances During and After College **3 credits**

Life is coming and so are its financial responsibilities. Now is the time to become more financially literate. This course will provide students an engaging and approachable framework for developing greater financial literary and creating financial plans as students move out of their college experience and into the real-world. Topics such as student loan consolidation, balancing consumer needs and savings, creating financial budgets and plans, maintaining a healthy credit standing, and developing long-term financial horizons will be few of the areas covered through the use of readily available PC and mobile applications. Prerequisites: Sophomore standing or above.

BMGT 275 Applied Leadership & Management Strategies **3 credits**

This course provides a practical exploration of leadership and management strategies that drive organizational success. Students will analyze and apply best practices for directing and contributing to initiatives and processes within various organizational settings. Through case studies, simulations, and hands-on projects, students will develop a best practice mindset, enhancing their ability to lead teams, implement strategic initiatives, and foster continuous improvement. Key topics include decision-making, change management, performance optimization, and aligning leadership approaches with organizational goals. Prerequisites: ENG 101

BMGT 280 Business Career Preparation **1 credit**

This class will prepare students for entry into the professional world by developing foundational skills in communicating with potential employers, interviewing, and building their online brand utilizing resumes, cover letters, social media, and e-portfolios. Prerequisites: BMGT 101 or SAEM 101. Course substitutions: SAEM 250.

BMGT 300 Disney Leadership Seminar **3 credits**

The Disney Leadership Seminar will take you on an immersive journey into one of the most globally recognized brands, Walt Disney World. The course will pull back the curtain and illuminate the People, Culture, and Operational elements of how Disney became who they are and how they continue to evolve. All majors are welcomed as our team of faculty customize course content to align with students professional visions. The course is an 8-week intensive experience with 1-week spent in Orlando Florida participating in Disney Institute classes, meeting executives, and undertaking research in each of the four theme parks.

BMGT 303 International Business **3 credits**

An overview of business practices in the international arena which acquaints students with the complexities of international business. Analysis of such topics as global interdependencies, the working of multinational enterprises and other concerns reflecting the variety of socio-economic environments in which transnational institutions function.

BMGT 312 Business Negotiating **3 credits**

General research, analysis, and consideration of concepts in human behavior, conflict resolution, and negotiation. Also includes various approaches to negotiating in business. Prerequisite: Junior or Senior Standing.

BMGT 315 Financial Reporting and Control **3 credits**

Financial Reporting is a course in the non-technical application of the principles of accounting, with emphasis on the use and interpretation of financial reports, managerial planning and control. The course is designed to impart a basic knowledge of the uses and applications of accounting . It is designed for the user of accounting information rather than the preparer. Students in the HR program must retain a copy of the completed work for submission in their portfolio in BMGT 418. Prerequisites: ACCT 101, 102.

BMGT 326 Investment Management **3 credits**

An analysis of securities and principles governing the management of investment assets including risk management pertinent to insurance and real estate. Prerequisites: FIN 300; ACCT 210

BMGT 331 Safety and Security in Hospitality and Entertainment Venues **3 credits**

This course covers safety and security in hospitality and entertainment venues, focusing on prevention, preparedness, regulatory compliance, and cooperation between businesses and government agencies.

BMGT 332 Introduction to Entrepreneurship **3 credits**

The course involves an introduction to the discipline of entrepreneurship and a study of the essential steps in starting and operating a smaller business.

BMGT 333 Experiential Learning in Business Management **0 credits**

An experiential learning experience enables the student to demonstrate their ability to apply knowledge and theory learned in the classroom. ELE also provides skill development through professional initiatives. Students will build valuable experiences through the completion of a project, special initiative, or working alongside industry partner. The student will provide weekly updates to the instructor and a final paper. Students must be approved prior to beginning their experience. This Pass/Fail course must be approved by either the Chair or Program Director of the Business Management program.

BMGT 335 Scaling Operations: Strategy to Execution **3 credits**

This course is designed for those preparing to scale their own ventures or plan to evaluate such ventures through the lens of investors or consultants. With the objective to make strategic scaling decisions that are grounded in operational reality, we will approach the challenge of scaling by taking a holistic view that incorporates competitive strategy, financial evaluation, and the customer experience. More specifically, beginning with assessing the readiness of the firm to scale and the required steps to scale. The course will also explore whether the firm needs to reformulate its strategy; build competencies in-house versus outsourcing talent, and the risks associated with each option. Finally, students will consider implications of scaling such as designing the organizational structure, people, and culture for growth

BMGT 336 Legal Aspects of Entrepreneurship **3 credits**

A study of those legal and regulatory issues that entrepreneurs face in starting and operating a new small business. The focus of the course will be on training entrepreneurs to recognize those legal issues in the new enterprise before they become significant legal problems.

BMGT 338 Quantitative Analysis for Business Decision Making **3 credits**

This course will prepare students to use quantitative analysis to inform business decisions. Statistical techniques and quantitative methods will be explored and then applied to business problems. Topics include use of formulas/mathematical equations/probability to make business decisions, and models such as linear programming, forecasting, basic inventory, and project management. Prerequisites: MATH 180, CMPS 101. Course Substitutions: HRM 320, SAEM 370

BMGT 340 Organizational Behavior with Topics in Management **3 credits**

Examines the role of individual and group behavior within work organizations. Review the traditional theories of management. Topics will include motivation, leadership, group behavior, organizational structure, conflict management, and resistance to change.

BMGT 341 Operations Management in the Hospitality Industry **3 credits**

This course will identify the resource requirements for the major functions or activities in the hospitality industry-what it takes to run a business including front desk/housekeeping/human resources, and food and beverage management(catering, banquets, restaurants, and room service). This course will explore what is required to operate these departments, and how to prepare budgets and control expenditures to manage profitability, while balancing service levels. Prerequisite: BMGT 231

BMGT 342 Research Methods in a Business Environment **3 credits**

This course explores various qualitative and quantitative research methods, experimental controls, data analysis, and scientific communication used in a business environment. Upon completion of the course, students will know how to formulate research questions, select the appropriate research methodology, collect and analyze data, and communicate findings and recommendations. The SHRM competencies will be addressed in this course including but not limited to Critical Evaluation. Dual listed with HRM 342 and MKTS 341. Pre-requisite: MATH 175.

BMGT 351 Organizational Behavior in the Hospitality Industry **3 credits**

This course will cover the behavioral or psychological issues related to the hospitality industry: from the perspective of both guests and employees. Many techniques will be covered, including; conflict resolution, crisis management, human resource activities-hiring/orientation/training/role playing/union and labor relations and many others. It will also cover the corporate culture of a business and how to integrate employees into the culture. Prerequisite: BMGT 231

BMGT 353, BMGT 354 Hotel/Restaurant Internship I, II **3 credits**

Practical work experience in the hotel and restaurant environment gained through a coordinated study program between the department and participating businesses. Periodic reports of the progress of the internship are required. Prerequisites: Junior Standing and permission.

BMGT 355, BMGT 356 Business Management Internship I, II **3 credits**

Part-time job experience approved by the department in a local business or industrial firm. Method of evaluation to be agreed upon by the departmental and job-site supervisors. May include periodic reports, a day-by-day journal and a final report. Prerequisites: Junior standing and permission.

BMGT 380 Cooperative Education I **6 credits**

Cooperative education provides students with hands on experience in industry. Students gain practical experience, enhance skills learned in the classroom, and acquire contacts with professionals in business. This course requires students to complete 380 hours in the field, be evaluated by their supervisor and prepare a report. Students must be approved prior to beginning their co-op and should have a Q.P.A. of 3.0 or higher. This is a Pass/Fail course. Prerequisite: BMGT 280.

BMGT 406 Operations/Production/Quality Management **3 credits**

An integrated view of operations/production with regard to strategic planning and relationships with other functional areas. The operations/production process is analyzed with emphasis on the solution of problems using contemporary management tools such as linear programming, the case study method and other selected mathematical/statistical techniques. Prerequisite: BMGT 310

BMGT 410 Case Studies in Business Operations and Management **3 credits**

Case studies in technical, business and professional areas that address the application of skills developed in the professional studies program. Emphasis on planning, scheduling and managing resources, as well as leadership skills and ethical issues in the workplace environment.

BMGT 418 Portfolio and Career Planning with Assessment **3 credits**

This is one of the final courses for Human Resource Management Majors. This course will be the culmination of all the work students have done in the program. It requires students to collect evidence of learning outcomes throughout their course work program. Students will be required to gather, organize, and reflect on work they have included in their portfolio. Students will present their portfolio using technology and audio-visual equipment to a professional audience. Additionally, students will complete a series workplace practicum modules that will help prepare them for career placement/advancement and build a social network. And they will explore certification options, including the standardized for graduating seniors. Students will meet individually with the instructor to discuss various components of your portfolio. It is in the students best interests to work with others and share the projects that they plan to include in their portfolio. Prerequisites: BMGT 318 Human Resource Management II, BMGT 419, Senior Standing.

BMGT 421 Finance and Tax for Managers **3 credits**

This course will cover Financial Planning and Tax Concepts related to benefits. It will also cover Financial Analysis Concepts needed to support Cost/Benefit studies used in Benefit Package Selection, Outsourcing Options, and Other Human Resource Management Decisions. Upon completion of this course, students will be able to explain benefit options to employees, and will be able to apply finance and tax concepts to support decision making.

BMGT 441 Cross-cultural Business Management **3 credits**

An overview of structure and functions of multinational organizations. Includes the role of the manager in various organizational settings, the influence of the manager and organization upon each other, comparisons of the effect of cultures upon organizations, managerial assumptions about people when designing organizational structure and the impact of socio-cultural environment on the multinational firm. Dual listed as MBA 541. Prerequisites: MKTS 304; ECON/FIN 306, ECON 421, MKTS 304.

BMGT 448 Training and Development **3 credits**

Presents basic formats of learning designs and use of resources. Students demonstrate their ability to set objectives, outline teaching and training strategies, prepare demonstrations for varying group sizes and conduct assessment of learner progress. Explores principles of curriculum development and utilizes these principles in the design of educational program for the adult learner.

BMGT 452 Global Aspects of Entrepreneurship **3 credits**

A review of the issues and challenges facing entrepreneurs around the globe focusing not only on start-ups in the United States wanting to do business in other countries, but the continued development of entrepreneurship in other countries. Prerequisite BMGT 332.

BMGT 453 Global Business Analysis **3 credits**

This course provides an in-depth exploration of international business through a comprehensive case study analysis of a country chosen by the student. Emphasizing contemporary management practices, students will examine key economic, political, cultural, and regulatory factors that influence business operations within their selected nation. Through research, data analysis, and critical evaluation, students will assess market opportunities, business risks, and strategic approaches for conducting business in a global context. By integrating strategic decision-making and cross-cultural considerations, students will develop practical insights into navigating international markets and fostering sustainable business practices. Prerequisites: BMGT303; ECON421; BMGT441.

BMGT 454 Advanced Entrepreneurial Applications **3 credits**

An extension of the study of entrepreneurship by applying many of the basic principles of entrepreneurship in an advanced setting. This would include a detailed analysis and preparation of a business plan for a new enterprise. The course would also involve case studies showing how various enterprises have met and solved some of the unique challenges facing those types of businesses. Prerequisite: BMGT 332.

BMGT 457, BMGT 458 Fashion Merchandising Internship I, II **1-6 credits**

Practical work experience in a fashion-related industry gained through a coordinated study program between the department and participating corporations, Prerequisite: Senior Standing.

BMGT 480 Cooperative Education II **6 credits**

The second cooperative education experience will provide students with an enhanced hands-on experience in industry. Learners gain practical experience, enhance skills gained in the classroom, and acquire contacts with professionals in business. This course requires students to complete 480 hours in the field, be evaluated by their supervisor and prepare a report. Students must be approved prior to beginning their co-op and should have a Q.P.A. of 3.0 or higher. This is a Pass/Fail course. Prerequisites: BMGT 280 and BMGT 380.

BMGT 481 Integrative Experience (Capstone) **3 credits**

This capstone class requires students to interpret knowledge gained throughout their coursework in the University core and major program to conceptualize a business model (mission/vision/values), analyze a company's business model, and create a business operations plan for a theoretical and/or actual company. Prerequisites: ACCT, BMGT, ECON/FIN, or MKTS Major. 90 or more credit hours completed. Course Substitutions: CMPS 480, HRM 420, or SAEM 480.

BMGT 482 Entrepreneurial Residency **6 credits**

The Entrepreneur Residency course is a collaborative experience designed for undergraduate students which provides the opportunity to work closely with the RSB Entrepreneur in Residence., Entrepreneurial Fellows from the Business

Accelerator, and domestic and international clients. This immersive community of practice will further cultivate an entrepreneurial mindset, develop soft skills, and potentially take new ventures to market. The long-term goal of this course is to deepen a regional and global pool of dynamic entrepreneurs that will have an influence within their respective spheres of influence.

BMGT 194, BMGT 294
Selected Topics in Business Management **1-6 credits**

BMGT 295, BMGT 395, BMGT 495
Selected Topics in Business Management I, II, III **1-6 credits**

BMGT 296, BMGT 396, BMGT 496
Independent Study in Business Management I, II, III **1-6 credits**
Special Request Independent Study Fee:

BUS – BUSINESS

BUS 306 Professional Communication Practices **3 credits**
Students will strengthen the effectiveness of their business writing and presentation skills through individual and team exercises. Numerous writing assignments and a development of a portfolio of their work will provide students with a professional reference packet for use in their chosen career. Various methods of evaluation will be utilized, including feedback from peers. Prerequisite: Junior or Senior Standing.

BUS 307 Professional Quantitative Practices **3 credits**
To prepare the students with quantitative skills needed in business to solve problems, measure production and performance, when necessary. The course will also expose the student to basic concepts in business statistics such as data sets, probability, random variables and statistical inference. These concepts will be applied in other Saturday Fast program requirements. Prerequisite: Junior or Senior Standing.

BUS 401 History Perspectives and Readings **3 credits**
This course will explore historical events and individuals who shaped leadership, organizational and commerce practices of a variety of organizational types. A special focus is placed on the role of history's transferrable lessons to modern organizations. Prerequisite: Junior or Senior Standing or permission of advisor.

BUS 405 Accounting for Managers II **3 credits**
Use of accounting information for management planning and control and the interpretation of accounting data as a management tool. Prerequisite: BUS 303 or Permission from Advisor.

CENG – COMMUNITY ENGAGEMENT

CENG 150 Introduction to Community Engagement **3 credits**
This course is designed to introduce students to the theories of communities and community engagement. Students will learn to assess community needs through human centered design thinking and explore approaches to social change, strategic planning, and conflict management. Students will learn about oppression, privilege and power and how they affect our communities. Students and faculty will participate in outdoor education, group problem-solving, and community building activities.

CENG 160 Introduction to Women's and Gender Studies **3 credits**
This course will address the question "What is Women's and Gender Studies?" and will deepen our understanding of gender as a social factor. Students will examine the construction of identities such as gender and biological sex across nations and cultures, within academic disciplines, and in popular media. Students will also seek to understand women's issues in the U.S. and internationally, paying particular attention to how race, sexuality, class, and other factors create differences among groups. Students will take a renewed look at the world around us, examining ways in which power and privilege, societal ideas, and ignorance have contributed to what we think we know. Students will also explore ways in which we can work individually and together to promote social change in an effort to advance the equality of all people.

CENG 170 Introduction to LGBTQ+ Studies **3 credits**

This multidisciplinary course will explore topics in lesbian, gay, bisexual, transgender, and queer culture and history. It will examine how sexual identities are socially constructed; are impacted by race, class, and gender; and have changed over time and place. Students will examine ways in which power and privilege, societal ideas, and ignorance have contributed to how these topics have been studied and understood. Students will also explore ways in which we can work individually and together to promote social change to advance the equality of all people.

CENG 250 Advocacy and Social Change **3 credits**

This course addresses the question "What kinds of advocacy facilitates equitable and sustainable social change? Using a social justice framework, the course explores issues targeted by advocacy work such as inequality, injustice and oppression. The course will also examine ways in which we can work to promote social change and growth in an effort to advance the equality of all people. This course draws on research and writings from various academic disciplines and will integrate information from academia, media, news and personal experience into our discussion.

CENG 300 Human Rights in Theory and Practice **3 credits**

This interdisciplinary course will explore the development and conception of the construct of "human rights." It will introduce major theoretical perspectives and debates in the study of human rights. It will seek to understand human rights issues paying particular consideration to how race, sexuality, class, and other factors create differences among groups of people. Students will also learn about significant historical and contemporary human rights driven social movements both locally and globally.

CENG 310 Social Entrepreneurship **3 credits**

Social entrepreneurship is a new and fast growing field of academic study and real world practice. In essence, social entrepreneurship is doing well financially by creatively solving social issues. This course introduces students to both theory and practice of social entrepreneurship through highly experiential, interactive, and collaborative workshops. Working in a team and on a social issues they care about, students will learn system thinking skills., entrepreneurial mindset, skills, and tools to start up their own social venture or work in a social business.

CENG 311 Human Centered Design **3 credits**

In this course, students will leverage the Human Centered Design process to develop strategic design solutions to complex problems, while considering real-life constraints such as technical feasibility, business viability, sustainability, and ethics. Students will drive a project from conception to completion to explore how the design process is informed by technical, engineering, and business techniques while maintaining a design and user-driven approach to problem-solving

CENG 312 Digital Storytelling & Reporting **3 credits**

This course will prepare students to design marketing materials and impact reports to promote, monitor and evaluate social innovation initiatives. Students will use digital technologies as tools for creative multimedia storytelling for the purposes of awareness, advocacy, fundraising and impact reporting. Students will learn the skills and tools needed to tell meaningful stories using symbolic and emotional appeals, think critically about the issues involved with evaluating programs and apply various types of tools to visualize their work. This may include brochures, public service announcements, video appeals, data visualizations or infographics, annual reports, and more. This course will include an applied project conducted for a community organization.

CENG 350 Social Inequalities and Health Equity **3 credits**

Social, cultural, historical, political, economic, and environmental factors have led to unjust health outcomes for specific population groups in the U.S. This course will provide students with an overview of current literature on health disparities, examine theoretical frameworks to understand health disparities, and analyze approaches and interventions that promote health equity. Prerequisite: CENG 150, CENG 250

CENG 360 Feminist Theory **3 credits**

This course is an overview of contemporary feminist theories that have shaped feminist thought and actions since the mid-19th century. The readings, lectures, and assignments in this course focus on some of the main theories, methodologies, epistemologies, and social movements in the field of women's and gender studies. The class material addresses some of the main issues in feminist thought from both US-based and global perspectives. This reflects the increasing trend towards more inclusive feminisms that reflect multiple geographic and socio-economic perspectives. The seminar and discussion-based format of the course challenges students to raise questions, challenge assumptions, and seek answers about contested history and current status of feminist theory. Prerequisite: CENG 160

CENG 395 Special Topics in Community Engagement **3 credits**

This course will be home to special topics courses that will serve as electives in the minor

CENG 396 Special Topics in Women's and Gender Studies **3 credits**

This course will be home to special topics courses that will serve as electives in the minor

CENG 450 Community Engagement Seminar **3 credits**

This field-based mentor-led seminar is designed to give the student practice working within a community leading a social change project. The seminar will cover a broad range of topics and responsibilities including, but not limited to: leadership, program development, advocacy, legal issues and responsibilities, the role of building community relations, and professional development. Collaboration with community members is considered vital and necessary for the student's professional development during the experience. The on-site mentor will assist the student by providing opportunities that coincide with the student's identified objectives and goals. A log and project will be completed during the seminar. Prerequisite: CENG 150, CENG 250

CMPS – APPLIED COMPUTER SCIENCE

NOTE: Due to the dynamic nature of this ever changing field of study, courses are updated frequently. Please consult the actual degree requirements for the most recent course requirements that are available in the office of the Rowland School of Business.

CMPS 101 Introduction to Applied Computer Science **3 credits**

This course covers foundational concepts and technologies in Applied Computer Science, as it relates to business. A broad overview of the field will be provided, with important concepts covered in more depth. Topics covered include, but are not limited to, decision support systems, data analytics, AI (Artificial Intelligence) and machine learning, cybersecurity, databases and SQL, software development, blockchains and related technologies.

CMPS 160 Databases **3 credits**

This Database course surveys topics in database systems. The course emphasizes the effective use of database (management) systems. Topics include access methods, data models, query languages, database design, query optimization, concurrency control, recovery, security, integrity, client-server architecture, and distributed database systems. Hands-on use will be a key part of the course.

CMPS 161 Networking and Security **3 credits**

This course introduces basic networking and security concepts. It serves as a precursor to the more advanced and specialized networking and security courses. Coverage of topics focuses on identifying and understanding the nomenclature of hardware and software use in modern networks.

CMPS 162 Introduction to Programming **3 credits**

This course introduces basic programming concepts. Hands on programming will be a key part of the course. The course is designed to teach and reinforce basic programming techniques and strategies.

CMPS 163 Business Analytics **3 credits**

This course will provide you with concepts and tools to utilize data for making informed business decisions. We will start with the raw data and work our way to conclusions and examine all the intermediate steps in detail. Topics such as data collection, model selection, built-in assumptions, and uncertainty will be at the core of the course. You will familiarize yourself with tools to apply these concepts in practice.

CMPS 214 MicroComputing I **3 credits**

An introduction to spreadsheet, database management and communication software. A thorough understanding is achieved through laboratory assignments.

CMPS 216 MicroComputing II **3 credits**

Advanced topics in word processing, spreadsheet, database, and presentation management software. A thorough understanding is achieved through laboratory assignments. Prerequisite: CMPS 214.

CMPS 260 Data Structures **3 credits**

In this course fundamental data structures will be explored that are indispensable when programming. Some major areas are objects, lists, arrays, stacks, queues, and more. Tradeoffs in terms of computational complexity and operations on these data structures are also discussed. Prerequisites: CMPS 162.

CMPS 261 Server Management **3 credits**

In this course, students will learn how to administer a server. This ranges from installing an operating system, remotely installing software packages through a package manager, configuring the system, managing security and encryption, back-ups, to shell scripting. A big component of this course is lab work. Prerequisites: CMPS 162.

CMPS 262 Advanced Programming **3 credits**

This course continues where CMPS 162 and CMPS 260 leave off. The focus will be on problem solving but with a much higher difficulty level. The students will be required to write programs that involve multiple units of organization, e.g., classes. Several advanced algorithms will be discussed and should be implemented by the students. Prerequisites: CMPS 260.

CMPS 263 Cybercrime **3 credits**

The course provides an overview of the types of crimes that occur on online, how they are conducted and by whom. It will introduce students to technologies to be used throughout this course and future courses. Prerequisite: CMPS 161

CMPS 300 Information Technology for Managers **3 credits**

The course focuses on the computerized and Web-based systems used in business. Topics covered will include knowledge management, customer relationship management, enterprise resource management, and supply chain management.

CMPS 330 Electronic Commerce I **3 credits**

This course provides information and analysis of e-commerce. Course topics include – e-commerce business models, e-commerce infrastructure, implementing an e-commerce website, e-commerce security and payment systems, e-commerce marketing concepts, ethical, social and political e-commerce issues, social networks, and how highly portable, place-aware, always-with-you personal devices are expanding the e-commerce environment.

CMPS 355, CMPS 356 Internship in Computer Science I, II **3 credits**

Part-time job experience approved by the department in a local business or industrial firm. Method of evaluation is agreed upon by the departmental and job-site supervisors. May include periodic reports, a day-by-day journal, computer programs with documentation, user's manuals and/or demonstrations. Prerequisites: Junior Standing and permission.

CMPS 360 Survey of Programming Languages **3 credits**

This course provides students with a wide array of programming languages and emphasizes strengths and weaknesses relative to a given problem. Students will work on a practical problem in a language of choice to gain real world experience. Prerequisites: CMPS 261, CMPS 262.

CMPS 361 Web Application Development **3 credits**

This course will provide a foundation in several facets of establishing and maintaining a website. This includes the latest advances in client side as well as server side technologies. The goal is to have students design, implement, and run advanced web applications. It will also cover in some detail the protocols required for web development. Prerequisites: CMPS 261, CMPS 262.

CMPS 362 Networking **3 credits**

Techniques for the design of computer networks beyond the user level are discussed. Perspectives on network design, estimation of traffic demand and application requirements, network cost analysis, topological design, and virtual network design, wireless network design issues are also discussed. Prerequisites: CMPS 161.

CMPS 363 Digital Security **3 credits**

This class will provide an overview of computer security. The concepts of security in the context of the digital world will be discussed. The nuts and bolts of threat prevention, detection and removal are discussed. The student will be required to use a lab environment to simulate troubleshooting, preventing and fixing problems. Prerequisites: CMPS 161.

CMPS 364 NoSQL Databases **3 credits**

This course explores modem databases that do not strictly follow the relational database design and SQL. Advantages and disadvantages will be discussed. Students will be required to work with at least one NoSQL databases and write a program that utilizes it. Prerequisites: CMPS 163, CMPS 261.

CMPS 365 Cyber Analysis **3 credits**

The goal of this course is an introduction into the dark web, sources for discovering sites, and security precautions. Topics include intelligence and analysis topics such as link analysis, clearnet, and dark targeting methodologies .Prereq: CMPS 263

CMPS 430 Electronic Commerce II **3 credits**

A continuation of Electronic Commerce I and may include some of the topics in Electronic Commerce I or an in-depth review of these topics. Prerequisite: CMPS 330.

CMPS 460 Mobile Application Development **3 credits**

In this course, students will learn how to develop applications for mobile devices. Mobile devices are more restricted in screen space but also have new opportunities such as built in GPS. This course requires completing a group project for a given mobile platform. Prerequisites: CMPS 361.

CMPS 461 Big Data Applications **3 credits**

This course continues where CMPS 364 leaves off and focuses on architectures and implementations that are able to handle large data sets. For this course several tools will be applied to real data sets. Prerequisites: CMPS 364.

CMPS 462 Data Mining **3 credits**

A follow up course on CMPS 163 that is much more technical. In addition to a mathematical understanding of algorithms this course also lets students implement their own algorithms. Prerequisites: CMPS 163, CMPS 261, and CMPS 262.

CMPS 463 Entrepreneurship for Software Developers **3 credits**

Course in which students will learn how to commercialize their ideas and software into a profitable business. The focus is on customer development, i.e., acquiring customers, and uses the lean business model canvas. The essential element of this course is to create a prototype and investigate whether a customer base can be identified. Prerequisites: CMPS 163 and CMPS 361.

CMPS 464 Software Development for E-Commerce **3 credits**

The course will give students a clear understanding of the field of electronic commerce. Included will be the fundamental business processes/plans that are necessary to understand before conducting electronic commerce. The student will learn principles underlying the construction of data driven systems, particularly relational ones, and apply these principles to an actual semester long group project. The project is a good sized one, and provides an opportunity ty for the application of software engineering principles. Prerequisites: CMPS 163 and CMPS 361.

CMPS 465 Cybersecurity Policy **3 credits**

Presents corporate and national cybersecurity considerations, such as privacy, intellectual property, cybercrime, and infrastructure protection. Students will learn and demonstrate effective management and communication skills through case study-analysis, class discussion, and effective cybersecurity policy development. Prereq: CMPS 365

CMPS 480 Senior Project **4 credits**

In this course the student will demonstrate their mastery of material undertaken in coursework by selecting and creating a programming solution to a significant business application. The group will work together to construct their solution and present a working model of their problem to the class. This project is designed to give the student a hands-on demonstration of their coursework suitable for a portfolio of accomplishments. Prerequisites: All I.T. Core Classes.

CMPS 194, CMPS 294
Selected Topics **1-6 credits**

CMPS 295, CMPS 395, CMPS 495
Selected Topics in Applied Computer Science I, II, III **1-6 credits**

CMPS 296, CMPS 396, CMPS 496
Independent Study in Applied Computer Science I, II, III **1-6 credits**

ECON – ECONOMICS

ECON 201 Principles of Economics/Macroeconomics **3 credits**

This course provides the foundational principles for the understanding how an economy operates domestically and interacts with the rest of the world, considering the current high level of economic interdependency among countries due to globalization. Moreover, students will gain a critical knowledge and analytical tools of economics as applied by private consumers and investors, and by governments using fiscal and monetary policies. Essential topics to be dis-cussed and analyzed include determinants of total production, employment and inflation, equilibrium in an open economy, government policies to promote economic growth and recovery from recessions, and the main economic challenges of the world economy, including the significant differences in economic development.

ECON 202 Principles of Economics/Microeconomics **3 credits**

This course provides the foundational principles for economic transactions and determination of prices in the marketplace. It delivers key economic insights for an individual or organization's ability to financially succeed in a world that is becoming more integrated and competitive every day. Moreover, this course discusses the demand and supply models for a variety of market structures ranging from perfectly competitive markets to monopolies and oligopolies. The role of government in the marketplace is also examined. The above impact both national and international markets, such as the world oil market and other markets for natural resources, goods, and services that are of great importance to our country and the world.

ECON 203 Economic History of the United States **3 credits**

A study of the evolutionary development of the United States from the colonial subsistence level to the present day.

ECON 205 Survey of Economic Thought **3 credits**

This course will introduce students to the ideas of major figures from antiquity to the present times and explore the reasons such ideas revolutionized the field of economics. Moreover, the major schools of economic setting will be examined. Prerequisites: ECON 201, ECON 202.

ECON 306 Economics of Money and Banking **3 credits**

The functioning of our monetary and banking system and the possible effects of monetary policy on the economy. Examines the ways domestic monetary policies affect global financial markets and international monetary arrangements. Prerequisite: ECON 201 or ECON 202.

ECON 310 Intermediate Price Theory **3 credits**

An insight into the determination of prices and quantities under various types of market conditions. Prerequisite: ECON 202.

ECON 350 ECON Internship I **3 credits**

ECON Internship I provides students with hands-on experience in the economics and finance profession. Students gain practical experience, enhance skills learned in the classroom, and acquire contacts with professionals in the field. This course requires students to complete 150 hours in the field, be evaluated by their supervisor and prepare a report. Students must be approved prior to beginning their internship and should have a GPA of 3.0 or higher. Dual listed as FIN 350 FIN Internship I. Prerequisite: Economics and Finance major with approval.

ECON 380 ECON Cooperative Education I **3 credits**

ECON Cooperative Education I provides students with hands on experience in the economics and finance profession. Students gain practical experience, enhance skills learned in the classroom, and acquire contacts with professionals in the field. This course requires the student to complete 480 hours in the field, be evaluated by an on-site supervisor and supervising faculty member, and prepare a comprehensive written report. Students must be approved prior to beginning their co-op and should have a GPA or higher. This is a Pass/Fail course. Dual listed as FIN 380 Cooperative Education I. Prerequisites: FIN 306 and permission from instructor.

ECON 405 Comparative Economic Systems **3 credits**

This class provides a comparative and contrasting perspective of different economic systems. It explores the way economies function under the umbrella of different philosophies, institutions and processes. Prerequisites: ECON 201, ECON 202.

ECON 417 Economic Growth and Development **3 credits**

An analysis of theories of economic growth and development will be presented here. An attempt will be made to explore the dynamics of various countries at different stages of development so as to determine effective and efficient ways that may contribute to more advanced rates of growth especially for the lesser developed and developing countries. Prerequisites: ECON 201, ECON 202, ECON 310.

ECON 418 Modern Economic Thought **3 credits**

This is a more advanced, more thorough and more analytical approach to the ECON 205-Survey of Economic Thought class. The fundamental ideas of the major schools of economic thought will be examined so as to determine their impacts on economic policies, Austrian, Marxist, Keynesian, Neo-Classical and Institutional perspectives will be analyzed systematically. Policy discussions and applications of these economic ideas will be pursued in the current economic environment. Prerequisites: ECON 201, ECON 202,ECON 205.

ECON 419 Economics of Social Issues **3 credits**

The course explores social issues such as poverty, government controls, crime, pollution, education, market imperfections and their impact on the economy. A policy approach will be used to see how the impacts of problems can be minimized or solved so as to enhance social and individual wellbeing. Prerequisites: ECON 201, ECON 202.

ECON 421 International Economics **3 credits**

A study of international trade covering topics such as absolute and comparative costs, factor movements, balance of payments, barriers of trade, the impact of exchange rate fluctuations on trade and multinational corporate issues. Prerequisite: ECON 201 or ECON 202.

ECON 431 International Finance **3 credits**

This class examines aspects of the international financial arena. It explores systematically the ways corporations function in the international financial setting. It examines the role international financial institutions and the significance of exchange rate fluctuations in corporate behavior and performance. Prerequisites: ECON 201, ECON 202.

ECON 460 ECON Internship II **3 credits**

The second ECON Internship course provides students with enhanced hands-on experience in the economics and finance profession. Students gain practical experience, enhance skills learned in the classroom, and acquire contacts with professionals in the field. This course requires students to complete 150 hours in the field, be evaluated by their supervisor and prepare a report. Students must be approved prior to beginning their internship and should have a GPA or 3.0 or higher. This is a Pass/Fail. Dual listed as FIN 460 FIN Internship II. Prerequisite: ECON 350 and Economics and Finance major with approval.

ECON 462 ECON Internship III **3 credits**

The third ECON Internship course provides students with enhanced hands-on experience in the economics and finance profession. Students continue to gain practical experience, enhance additional skills learned in the classroom, and acquire more extensive contacts with professionals in the field. This course requires students to complete 150 hours in the field, be evaluated by their supervisor and prepare a report. Students must be approved prior to beginning their internship and should have a GPA of 3.0 or higher. The is a Pass/Fail course. Dual listed as FIN 461 FIN Internship III. Prerequisite: ECON 460 and Economics and Finance major with approval.

ECON 480 ECON Cooperative Education II **3 credits**

The second ECON Cooperative Education provides students with enhanced hands-on experience in the economics and finance profession. Students gain practical experience, enhance skills learned in the classroom, and acquire contacts with professionals in the field. This course requires the student to complete 480 hours in the field, be evaluated by an on-site supervising faculty member, and prepare a comprehensive written report. Students must be approved prior to beginning their co-op and should have a GPA of 3.0 or higher. This is a Pass/Fail Course. Dual listed as FIN 480 Cooperative Education II. Prerequisites: ECON 380 and permission from instructor.

ECON 194, ECON 294 Selected Topics **1-6 credits**

ECON 295, ECON 395, ECON 495 Special Topics in Economics I, II, III **1-6 credits**

ECON 296, ECON 396, ECON 496
Independent Study in Economics I, II, III **1-6 credits**

Special topics in economics have included: Forensic Economics, Economics of Investment, Economics and the Law, Current Economic Issues, Practical Economics in the Workplace.

FIN – FINANCE

FIN 200 Introduction to Financial Management **3 credits**

This course explores the fundamental quantitative and behavioral economics concepts and tools of modern financial and business decision-making in the domestic and global financial environment. Prerequisites: MATH 180

FIN 300 Financial Management **3 credits**

Financial Management explores the fundamental quantitative and behavioral economics concepts and tools of modern financial and business decision making in the domestic and global financial environment. Prerequisites: ACCT 210, MATH 180

FIN 306 Economics of Money & Banking **3 credits**

The functioning of our monetary and banking system and the possible effects of monetary policy on the economy. Examines the ways domestic monetary policies affect global financial markets and international monetary arrangements.

FIN 426 Investments **3 credits**

An analysis of securities and principles governing the management of investment assets from the perspective of issuers, investors, and the financial markets. Topics include: investment securities(types, structure, valuation), capital markets (primary, secondary), measurement of investment risk and return, modern portfolio theory, asset allocation, and financial engineering.

FIN 431 International Finance **3 credits**

This class examines aspects of the international financial arena. It explores systematically the way corporations function in the international financial setting. It examines the role international financial institutions and the significance of exchange rate fluctuations in corporate behavior and performance. Prerequisites: ECON 201, 202, FIN 300.

FIN 461 Risk Management **3 credits**

Risk management will enable organizations to identify strategies so as to deal effectively with risky possibilities that can impact detrimentally the organization. Management techniques and strategies covering credit, market, operational, and reputational risks will be discussed to preserve an organization's value. Such strategies may include hedging, insurance, contingent financing, and changes in organizational design that will enable an organization to overcome shocks of both a domestic and global nature. Prerequisites: ECON 201, 202, FIN 300.

FIN 295, FIN 395, FIN 495 Special Topics in Finance I, II, and II **1-6 credits**

FIN 296, FIN 396, FIN 496 Independent Study in Finance I, II, and II **1-6 credits**

HRM – HUMAN RESOURCES MANAGEMENT

HRM 205 People and the Environment **3 credits**

This course provides the students with a comprehensive experience of business through an exploration of the foundations of ethical leadership and decision making; inclusion, and belonging initiatives and practices; an understanding of organizational behavior at the individual, group, process, and organizational level; an in-depth exploration of HR practices as applied to business, and an overarching in depth understanding of the factors, forces, and context of a global world. Competencies developed: HR Expertise, Business Acumen, Leadership & Navigation, Relationship Management, Communication, Ethical Practices, Inclusion & Diversity.

HRM 207 Human Resources Management **3 credits**

Overview of HR functions with a focus on: recruitment and selection processes, performance appraisal systems, and compensation & benefit systems, EEOC compliance, employee relations and discipline Prerequisites: PSYC 150.

HRM 215 Human Capital **3 credits**

The study of psychological principles used in Human Resource Management. The course will provide the student with a working knowledge of individual and group levels of organizational behavior and how to effectively manage the various types of behavior within an organizational setting. Topics explored in the course include, but are not limited to, individual and group behavior, organizational culture and structure, and processes as they relate to performance and satisfaction in organizations. Topics under discussion at the individual level will include: attitudes, personalities, perception, motivation, diversity, and ethics. Topics under discussion at the group level will include: organizational culture and structure, communication, decision making processes, conflict management, change, and stress, and group dynamics. Competencies developed: Business Acumen, Leadership & Navigation, Relationship Management, Communication, Ethical Practices, Inclusion & Diversity. Dual listed with PSYC 215. Prerequisite: PSYC 150.

HRM 220 Employee Life Cycle **3 credits**

An in-depth examination of HR functions and competencies critical for successful navigation, design and implementation of effective practices in an employee's life cycle. Functions explored include but are not limited to, recruitment, selection, onboarding, performance management and evaluation, training and development, career development, and separation. Regulations and other legal considerations within the employee life cycle; EEOC, OSHA, FLSA, etc. will be examined. Competencies developed: HR Expertise, Business Acumen, Leadership & Navigation, Relationship Management, Communication, Ethical Practices, Inclusion & Diversity.

HRM 305 Regulations in the Workplace **3 credits**

Covers major employment, labor and discrimination laws and regulations governing the workplace. Develops an understanding of the practical application of workplace regulations on day-to-day human resources operations and ways to minimize a company's exposure to lawsuits and charges with emphases on case study discussion, practical examples and use of extensive resource materials. SHRM Competencies will be addressed in this course including but not limited to HR Expertise and Critical Evaluation. Prerequisite: BMGT 201.

HRM 316 Labor and Management Relations **3 credits**

This course reviews the history and evolution of American labor unions, including industrial relations problems. The course will explore the concept of collective bargaining by focusing on the formation of labor unions, the passing of the National Labor Relations Act, and the development of subsequent labor laws. The components of a labor agreement, including the relative positions of management and the union in negotiations, will be discussed. U.S. employment law will also be covered. Prerequisite: HRM 220.

HRM 318 Experiential Learning Experience in Human Resource Management **3 credits**

An Experiential Learning Experience (ELE) enables the student to demonstrate their ability to apply knowledge and theory learned in the classroom. ELE also provides skill development through professional initiatives. Project based ELE is a common development tool used in many organizations. Students will build valuable experiences through projects and special initiatives within an organization or community. This course requires students to complete a project or special initiative that exemplifies the application of HR best practices. The student will provide weekly updates to the instructor and a final paper. Students must be approved prior to the beginning of their experience. This is a Pass/Fail course. Course Prerequisites: HRM 220. Students must have completed at least 60 credit hours (jr class standing). Transfer students must have completed at least one semester at PPU. Students only earn credit for the ELE during the semester it is completed. Experiential Learning Experience must be approved by the Director of the HR Management program.

HRM 319 Current Topics in Human Resources Management **3 credits**

In-depth study into current topics that impact how organizations properly address and manage HR processes, thereby enabling the organization to obtain desired goals and address sustainability. The SHRM competency of Global and Cultural Effectiveness will be included in the course content. Prerequisite: HRM 220

HRM 320 HR Data Analysis **3 credits**

HR Data Analysis will investigate and evaluate the various systems and tools commonly used by organizations to extract and analyze data, and in strategic organizational decision-making to enhance organizational success and sustainability. Students will examine and develop the skills required to extract and analyze HR data. Students will apply these newly developed skills to analyze the impact on organizational success, strategic decision-making, and sustainability. The SHRM competency,

Critical Evaluation, and Analytical Aptitude will be included in the course content. Prerequisites: MATH 175, MATH 180, CMPS 101, CMPS 163.

HRM 330 Compensation and Benefits **3 credits**

Covers compensation theory and the major employment and labor laws and regulations affecting compensation. Topics include, but are not limited to, defined benefit/defined contribution retirement programs and fringe benefit plans. SHRM Competencies will be addressed in this course including but not limited to HR Expertise. Prerequisite: HRM 220

HRM 342 Research Methods in a Business Environment **3 credits**

This course explores various qualitative and quantitative research methods, experimental controls, data analysis, and scientific communication used in a business environment. Upon completion of the course, students will know how to formulate research questions, select the appropriate research methodology, collect and analyze data, and communicate findings and recommendations. The SHRM competencies will be addressed in this course, including but not limited to Critical Evaluation. Dual listed with BMGT 342 and MKTS 342. Pre-requisite: MATH 175.

HRM 416 Strategic Human Resource Management **3 credits**

This course delves into HR processes from a strategic level. Focus will be on Human Resource Management as a Business Partner for the design and implementation of organizational processes to achieve corporate goals and improve efficiencies. Topics under discussion include: workforce planning, labor forecasting, talent management, HR technology, metrics and analytics, onboarding, succession planning and strategic HR. The SHRM competencies, consultation, business acumen, and leadership and navigation, will be included in the course content. Prerequisite: HRM 220, HRM 320, HRM 330

HRM 420 SHRM CP Professional Certification Prep (Capstone) **3 credits**

This course is the capstone course taken by all Human Resource Management majors. The course is structured as a comprehensive process that allows students to synthesize all Human Resources knowledge, competencies and capabilities learned during their academic career. The course will encompass all areas required by the Human Resource professional certifying bodies, HRCI, and SHRM for academic alignment. Knowledge, competencies, and capabilities are categorized into three areas people, organizations, and the workplace. Prerequisites: HRM 316, HRM 416.

LEAD – LEADERSHIP

LEAD 110 Introduction to the Study of Leadership **3 credits**

Lays the foundation for an academic study of leadership as a process in organizations. Key terms, concepts and theories are presented and examined to serve as tools for subsequent analysis and application. Considerable attention is given to the historical evolution of leadership as a focus of study as well as individual, situational, transactional and transformational approaches.

LEAD 140 Leadership Skills **3 credits**

Provides students with feedback on their own leadership style through leadership instruments, exercises and feedback. Course will include measurement and skill development in personality, critical thinking, decision-making, communication, conflict-management, contingency leadership (LPC), and other key areas.

LEAD 210 The Face of Leadership **3 credits**

This is a highly interactive course that allows the student to explore the phenomenon of leadership through film, theater, and literature (novel, poetry, epic, history, and biography). Students will view selected works through the lens of current models of organizational leadership in order to make statements, evaluations, and prescriptions for their own practical application of leadership. Students may be asked to spend time out of the classroom viewing films or attending productions at the Pittsburgh Playhouse. Prerequisite: LEAD 110.

LEAD 215 Introduction to Interpersonal Communications for Leaders **3 credits**

This course introduces communication theory, models and application. Students will explore and identify personal style, assess impact and opportunities for communicating across perceived barriers.

LEAD 305 Organizational Communications for Leaders **3 credits**

This course offers leadership students the opportunity to examine how leaders in organizations share information with members of the internal community and with those outside of the organization. Communication styles as they relate to

leadership roles within the organization are discussed as well as using communication to facilitate change with an organization. Topics will include effective personal communication skills, audience analysis, written and electronic communication and the development of successful listening skills.

LEAD 312 Leadership: Confluence of Emotional and Cultural Acumen **3 credits**

Students will explore the concepts of emotional intelligence and cultural intelligence and consider their level of EI/CI as they complete instruments, exercises and gain insight on the various styles of leadership that do not sacrifice the essential connections that binds a network or system of people. This course will facilitate students in understanding, recognizing, and honing these skills as well as the application of EI/CI to advancing organizational change.

LEAD 315 Leading Organizational Change **3 credits**

Examines the role of the leader as change agent within an organization. Students will develop mastery in visioning, the action-research process, strategic leadership, consensus building, conflict management, overcoming resistance to change, performance evaluation, and selected organization development interventions.

LEAD 317 Understanding Gender and Power: Gender, Dynamics in Leadership **3 credits**

This course explores four frames of gender: (1) fix women, (2) celebrate differences, (3) create equal opportunities, and (4) revise the work culture. Leadership majors will explore the nuances of gender in the workplace; looking not only at women's issues – gender will be viewed as a central organizational element and the implications for women, men and how the meaning of work is being (re)defined. Students will examine how power is used and the dis-interpreted in the context of women: women as well as men: men, and women: men; on how career-goals and strategies are developed, and how the changing roles of women and men are impacting the essence of work, health benefits and more.

LEAD 405 Leadership Skills for Emerging Leaders **3 credits**

Provides students with feedback on their own leadership style through leadership instruments, assessments and exercises. Course will include measurement and skill development in personality, critical thinking, decision-making, vertical and horizontal communication strategies, leader communication styles within the context of leadership and organizational models, and conflict-management, with attention to critical aspects of growth, change, adult development, underlying abilities, and competencies needed to lead effectively in diverse organizations.

LEAD 410 Ethical Leadership: Challenges Facing 21st Century Leaders **3 credits**

This course incorporates organizational studies and ethical leadership challenges; includes exploration of leadership challenges within multinational organizations. Students will examine the codes of ethics found in various organizational environments, consider the complexity of multinational organizations and cultural expectations, and the impact of moral values on decisions in the organization with emphasis on the ethical dilemmas that leaders and followers face--including political, legal, social, and environmental issues.

LEAD 415 Systems Thinking for Emerging Leaders **3 credits**

Demonstrates the interdependency of the human-eco system, the necessity for leaders to understand complexities, and the need to discern and convey simplicities. This introduction to systems thinking requires a holistic frame of reference that will facilitate leadership students' peel away at the layers of perceptions, anchors, and self-inflicted barriers.

LEAD 417 Problem-solving and Strategic Planning Techniques for Leaders **3 credits**

Analyzes the role and responsibilities of leaders in the development of organizational strategic initiatives. Leadership students have an opportunity to learn how decision and choice theory are applied to problem identification and problem solving, assessing both individual and organizational needs, the alignment of human and capital resources, organizational climate, and the identification of key actors and stakeholders within an organization to develop and implement strategic initiatives.

LEAD 445 Career Development and Succession Strategies for Leaders **3 credits**

In this course, students will analyze the role and responsibility of leaders in creating talent-driven cultures and research organizations that employ strategic, systematic strategies designed to develop leadership competencies. Based on research, assessments and feedback, students will present their leader-portfolio and talent-driven model.

LEAD 194, LEAD 294 Selected Topics **1-6 credits**

LEAD 395, 495 Special Topics in Leadership **3 credits**

MKTS – MARKETING and SALES

MKTS 205 Principles of Marketing and Sales **3 credits**

This foundational marketing and sales course introduces students to the principles and practices of marketing and sales, including and its foundations in influence and persuasion, including the marketing mix, environment, research, strategy, planning, and digital applications. Students will explore careers and gain an understanding of the dynamic role of marketing and sales in organizations and in society.

MKTS 206 Professional Selling **3 credits**

This foundational selling course takes a holistic approach to selling and the sales process, emphasizing sales strategies and techniques from a need-satisfaction perspective. Topics will include sales careers, the role of sales in an organization, communication and influence skills, ethics and social responsibility, and the selling process. Students will have an opportunity to apply the selling process, including pre-call research, prospecting, uncovering needs and buying motives, presenting sales messages, negotiating, and gaining commitment through exercises and role-plays. Prerequisite: MKTS 205 or SAEM 202.

MKTS 210 Digital Marketing **3 credits**

The internet and related technology skills are required by most business today – particularly in the realm of marketing. You'll learn the basic language of the online marketing ecosystem including advertising, search engine optimization/management, analytics, content development/deployment and social media. This is a hybrid course, combining online learning with in-person implementation of learning with real clients during our class time. Dual Listed with SAEM 210. Prerequisites: SAEM 202 or BMGT 205.

MKTS 211 Digital Customer Experience **3 credits**

This course focuses on the current and future state of digital across industries. You'll learn the basic language of the digital world, and learn and explore the key drivers of Digital Customer Experience(CS) across industries to create value for an organization. Topics will include career opportunities, customer experience, conversion and testing, agile/product methodology, and the role of data, AI/ML. Prerequisite: MKTS 205 or SAEM 202

MKTS 280 Marketing Career Prep **1 credit**

This class will prepare students for entry into the professional world of marketing and sales by developing foundational skills in interviewing and marketing themselves utilizing resumes, cover letters, social media, and e-portfolios. Prerequisites: Marketing & Sales Major, MKTS 205.

MKTS 303 Integrated Marketing Promotion **3 credits**

This course explores for-profit and not-for-profit business organizations including the Sports, Arts, and Entertainment sectors both as vehicles for product services of advertising and public relations as well as entities that are in constant need of advertising and public relations. Course covers strategies/tactics for promoting via advertising, public relations, and social media. Course also explores sponsorship, public relations plans, crisis public relations and social media. Prereq: MKTS 205 or SAEM 202.

MKTS 304 International Marketing **3 credits**

An introduction to the tools and techniques for successful competition in the international marketplace. Clarification of such issues as marketing objectives; environmental and competitors' analyses; and product, pricing and promotion strategies applicable to a variety of national settings. Prerequisite: BMGT 205, BMGT 303.

MKTS 305 Buyer Behavior **3 credits**

Understanding decision processes and the buying behavior of consumers and organizations guides development of marketing and sales initiatives. In this course, concepts, theories, and frameworks will be introduced to understand buyer behavior and its implications for marketing and sales decision-making. Prerequisite: MKTS 205

MKTS 306 Advanced Selling **3 credits**

Building on the foundational class, this course will focus on advanced instruction in selling techniques with an emphasis on needs analysis, buying motives, influence, and creative problem-solving, preparing students for success in entry-level professional selling positions. It will provide an opportunity for students to apply selling skills through extensive role-playing and practical application. Prerequisites: MKTS 205, MKTS 206.

MKTS 310 Personal Branding & Business Development **3 credits**

Marketing and selling oneself is important in many aspects of personal and professional development, particularly in

the fields of marketing and sales. In this course, students will build their own professional personal brand and conduct business with appropriate and expected etiquette. Marketing and sales concepts and theories, including the marketing mix and sales process, will be used for personal brand development and business development. Prerequisites: MKTS Major, MKTS 205, MKTS 206.

MKTS 311 Marketing Research and Analytics **3 credits**

This course emphasizes the role of systematic information gathering and analysis for marketing decision-making with an emphasis on the analysis and interpretation of primary and secondary data. Principles of marketing analytics will be covered, with a focus on translating data into meaningful business insights and strategy. Data privacy and ethics will also be considered. Case studies and/or client-based projects will be utilized. Prerequisites: MKTS 205

MKTS 320 Creativity and Product Innovation **3 credits**

Innovation is essential to the long-term success- and even survival- of most organizations. Effective, ethical marketing offerings solve problems and satisfy needs, and ongoing product development efforts require creativity and innovation. This course introduces and explores innovation as a management process, investigating the role of creativity in innovation, value creation through innovation and product development, and the product development process. Prerequisite: MKTS 205

MKTS 330 Playhouse Practicum **3 credits**

Experiential Learning enables students to demonstrate their ability to apply knowledge and theory learned in the classroom while providing skill development through professional-level application. In this course, students will apply marketing/sales skills through experiential learning in conjunction with the Pittsburgh Playhouse. This is a hybrid course that will meet in person and include online and virtual components and requires custom scheduling with the Playhouse. Prerequisites: MKTS 205, MKTS 206, or instructor/director permissions.

MKTS 335 Sponsorship in Marketing & Sales **3 credits**

In this course, students will learn about the business of corporate sponsorships, their value to sports, arts, and entertainment organizations, and their ability to create brand affinity for the sponsoring organization. Prerequisite: MKTS 205.

MKTS 341 Research Methods in a Business Environment **3 credits**

This course explores various qualitative and quantitative research methods, experimental controls, data analysis, and scientific communication used in a business environment. Upon completion of the course, students will know how to formulate research questions, select the appropriate research methodology, collect and analyze data, and communicate findings and recommendations. The SHRM competencies will be addressed in this course including but not limited to Critical Evaluation. Dual listed with BMGT 342 and HRM 342. Pre-requisite: MATH 175, BMGT 221.

MKTS 345 Influencer Marketing **3 credits**

Incorporating influencers into a marketing campaign involves strategy, planning, and execution. This course delves into the dynamic world of influencer marketing from multiple perspectives: influencers, brands, and agencies, considering how it can be employed to influence buyer behavior, build brand awareness, and drive sales, aligning with business goals. Students will explore the influencer landscape, including the roles and challenges faced by unrepresented and represented talent, brands running influencer campaigns, and agencies managing talent and campaigns. Prerequisite: MKTS 205.

MKTS 350 Marketing and Sales Experiential Learning **3 credits**

Experiential learning enables you to demonstrate your ability to apply knowledge and theory learned in the classroom while providing skill development through professional-level application. You will build valuable experience with a project or initiative through an organization, community, or competition. This course requires you to complete a project or initiative that exemplifies the application of marketing/sales best practices along with weekly updates to the instructor and a final report. This is a Pass/Fail course. Prerequisites MKTS 205 and MKTS 206. Students must have completed at least 60 hours. Transfer students must also have completed at least one semester at Point Park University. The experience must be approved by the Director of the Marketing and Sales Program.

MKTS 355 Internship I **3 credits**

Internships provide students with hands-on experience in marketing/sales. Students gain practical experience, enhance skills learned in the classroom, and acquire professional contacts. Qualifying internships include on-site professional marketing and/or sales experiences in commercial, institutional, governmental, or not-for-profit organizations. Specific requirements and methods of evaluation will be determined by the supervising faculty and the internship site supervisor at the cooperating site. Reporting requirements may include daily journal entries or weekly/biweekly updates, and a portfolio or final report, along with internship site supervisor evaluations. A three credit internship is equivalent to a minimum 150

hours of work over the course of a semester. To receive credit, students must register for an internship course period to the start date of their internship. Prerequisites: MKTS 205, 206

MKTS 356 Internship II **3 credits**

Internships provide students with hands-on experience in marketing/sales. Students gain practical experience, enhance skills learned in the classroom, and acquire professional contacts. Qualifying internships include on-site professional marketing and/or sales experiences in commercial, institutional, governmental, or not-for-profit organizations. Specific requirements and methods of evaluation will be determined by the supervising faculty and the internship site supervisor at the cooperating site. Reporting requirements may include daily journal entries or weekly/biweekly updates, and a portfolio or final report, along with internship site supervisor evaluations. A three credit internship is equivalent to a minimum 150 hours of work over the course of a semester. To receive credit, students must register for an internship course period to the start date of their internship. Prerequisites: MKTS 205, 206, 355

MKTS 395 Special Topics in Marketing and Sales **3 credits**

MKTS 406 Sales Management **3 credits**

Effective sales management is integral to an organization's success. This course provides a framework for the integration of sales within the organization's overall marketing effort. Emphasis will be placed on designing, organizing, developing, and directing a sales force ethically and responsibly, with a focus on problem-solving and critical thinking. Prerequisites: MKTS 205, MKTS206.

MKTS 410 Technology/Innovation in Mktg. & Sales **3 credits**

In marketing and sales, both strategy and implementation are significantly impacted by technology and digital tools, and this course will explore new and existing technologies to better prepare students to enter these dynamic fields. Prerequisites: KTS 205, MKTS 206.

MKTS 415 Advanced Digitial Marketing **3 credits**

This advanced digital marketing course hones high-impact skills that directly translate to professional outcomes, equipping participants to execute complex strategies with confidence. Ideal for those with foundational knowledge, it covers advanced techniques in content strategy, data analysis, SEO, and multi-channel marketing that are essential for driving measurable results. Through hands-on experience with industry tools and real-world scenarios, students master data-driven methods to enhance audience engagement and maximize campaign effectiveness. Interactive projects simulate real professional challenges, allowing students to build portfolio-ready deliverables that showcase their expertise. Collaboration and feedback sessions foster a learning community, providing insights and networking opportunities with peers. By course end, participants will be empowered to navigate and excel in the demands of high-level digital marketing roles. Prerequisites: MKTS 205, MKTS 210.

MKTS 420 Strategic Marketing and Sales Management **3 credits**

Effective marketing and sales management, along with collaboration and alignment of marketing and sales strategy and planning, is integral to an organization's success. This course focuses on strategically managing and leading marketing and sales efforts from the perspective of a decision-maker, synthesizing marketing and sales with the organization's overall strategy. Emphasis will be placed on ethics and social responsibly, with a focus on problem-solving and critical thinking. Prerequisites: MKTS 205, MKTS 206, MKTS 210, MKTS 341.

PADM – PUBLIC ADMINISTRATION

PADM 105 Applied Public Administration Workshops **1-6 credits**

To increase professional competency in field situations, intensive weekend workshops are offered primarily on a non-degree, no-credit basis. However, they can be applied as advanced standing credit to the Public Administration degree program.

PADM 205 Urban Politics **3 credits**

This course identifies and explores the political, governmental and community conceptualizations of problems and solutions in an urban environment. The course will focus on the interaction between elected officials, community groups and government leaders. Pre-requisite: POLS 202.

PADM 206 Non-Profit Organizations **3 credits**

This course is an introduction to leadership in nonprofit organizations (NPO). Topics include the theoretical, historical and legal foundations of NPOs, governance, fundraising, accountability, personnel and ethics.

PADM 210 Public Administration **3 credits**

This course is an intensive study of governmental and non-profit organizations, including organizational structures and functions, including planning, budget, finance, management and leadership. The course emphasizes the interaction and interrelationship of agencies and administrators at all levels of government and the non-profit sector.

PADM 211 Principles of Management **3 credits**

Emphasis on the major theories and functions of management. Students develop an understanding of why management is needed in all organizations and what constitutes good management. Dual listed as BMGT 208. Pre-requisite: BMGT 101 or PADM 210.

PADM 214 Public Budgeting and Finance **3 credits**

This course addresses the principles of governmental and non-profit organizations' revenue, expenditure and budgeting. A special focus is placed on the planning and management aspects of budgeting, and the associated measurements and evaluation. Pre-requisite: PADM 210 or PADM 206 or permission.

PADM 301 Operational Methods for Public Management **3 credits**

This course applies quantitative analysis and forecasting methods to plan and evaluate decisions in public agencies. Additional topics include basic research design and techniques, and reading and interpreting research findings. Pre-requisites: PADM 210 and MATH 150; ECON 201 or 202 or permission of the instructor..

PADM 302 Leading Organizational Change **3 credits**

Examines the role of the leader as change agent within an organization. Students will develop knowledge and skills in strategic leadership, consensus building, conflict management, overcoming resistance to change, performance evaluation, and selected organization development interventions. Dual listed as LEAD 315.

PADM 303 Policy and Decision Analysis **3 credits**

This course will cover quantitative, qualitative and mixed-methods approaches to defining, structuring, analyzing and evaluating policies and decisions in government and non-profit agencies. Pre-requisites: PADM 210 and MATH 150 (or greater) or permission of the instructor.

PADM 308 Theories of Public Organization **3 credits**

Organizational structure affects the function and performance of public agencies. Topics in this course include the elements, concepts and principles of organizational theories and leadership development in government and non-profit agencies. Pre-requisite: PADM 210 or BMGT 208 or permission.

PADM 311 Special Employee Relations in Public Agencies **3 credits**

This course includes the legal and managerial considerations regarding human resources and employee relations in government and non-profit agencies. Special emphasis will be on civil service employees and those represented by collective bargaining units, including negotiation and dispute resolution processes. Additional topics include special personnel relationships, such as contract and temporary employees, and volunteers in public service. Pre-requisite: PADM 210 or PADM 206 or BMGT 207 or BMGT 208 or permission.

PADM 312 Introduction to Administrative Law **3 credits**

This course provides a foundation in constitutional, statutory, common and agency-made law as it applies to the powers, procedures and judicial review of public agencies. Prerequisite: PADM 210 or BMGT 201 or POLS 209.

PADM 314 Public Budgeting and Finance II **3 credits**

This course is a continuation of PADM214 and focuses on gathering and analyzing data to build and present line item and program budgets, narratives and presentations. This course will include the use of computer spreadsheet applications (such as MS Excel). Prerequisite: PADM 214 or permission of instructor.

PADM 317 Legal Aspects of Nonprofit Organizations **3 credits**

This course presents an overview of the legal and ethical issues confronting non-profit organizations. Prerequisites: PADM 206 or PADM 210 or permission.

PADM 320 Emergency and Disaster Preparedness **3 credits**

Emergencies and disasters affect the business, non-profit and governmental sectors, as well as residents, customers and employees. This course will introduce the student to the types of disasters faced by the community and the preparedness measures necessary for organizational continuity of operations and business recovery. Dual listed as BMGT 222.

PADM 322 Disaster Planning and Control **3 credits**

This course examines the concepts and principles of community risk assessment and response to and recovery from natural and man-made disasters. The focus of the course will be on the legal and organizational frameworks, roles and responsibilities of public, non-profit and private agencies in preparedness and response. Pre-requisite: PADM 210; PADM 222 or permission.

PADM 330 Fire and Emergency Services Administration **3 credits**

This course is designed to be a progressive primer for students who want more knowledge about fire and emergency services administration. The course demonstrates the importance of the following skills, necessary to manage and lead a fire and emergency services department through the challenges and changes of the 21st century. Prerequisite: Junior Standing or prior Fire/EMS experience.

PADM 331 Political and Legal Foundations of Fire Protection **3 credits**

This course examines the legal aspects of the fire service and the political and social impacts of legal issues. This course 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: Junior status or prior Fire/EMS experience.

PADM 332 Fire Prevention Organization and Management **3 credits**

This course examines the factors that shape fire risk and the tools for fire prevention, including risk reduction education, codes and standards, inspection and plans review, fire investigation, research, master planning, various types of influences, and strategies. Prerequisite: Junior Standing or prior Fire/EMS experience.

PADM 335 Personnel Management for Fire and Emergency Services **3 credits**

The course examines relationships and issues in personnel administration and human resource development within the context of fire-related organizations, including personnel management, organizational development, productivity, recruitment and selection, performance management systems, disciple and collective bargaining. Prerequisite: Junior Standing or prior Fire/EMS experience.

PADM 336 Community Planning and Risk Reduction **3 credits**

This course provides a theoretical framework for understanding the ethical. Sociological, organizational, political and legal components of community planning and risk reduction. Topics include comprehensive planning, zoning, building, fire and life safety codes. Pre-requisite: PADM 210 or permission

PADM 340 Foundations of Emergency Medical Services **3 credits**

An overview of the design and operation of emergency medical services (EMS) systems, delivery of services, and the echelons of care. The history of EMS, the interface of public and private organizations and review of the various personnel who comprise these systems will be examined in relation to their impact on the health care delivery system. Prerequisite: Junior Standing or prior Fire/EMS experience.

PADM 341 EMS Management **3 credits**

This course provides the emergency medical services (EMS) leader with the knowledge, skills and abilities necessary for high performance services. Topics include interagency relations, strategic planning, personnel development, fleet management, data collection, communications and incident management for private, government and volunteer-based services. Prerequisites: Junior Standing or prior Fire/EMS experience.

PADM 342 EMS Community Risk Reduction **3 credits**

This course explores the health and injury risks faced by our communities, the demands they place on the emergency medical service (EMS) system, and public education and prevention strategies to reduce their impact. Topics include determining and understanding community demographics, morbidity and mortality studies, emergency care resources and effective communication of risk and prevention. Prerequisite: Junior Standing or prior Fire/EMS experience.

PADM 345 EMS Safety and Risk Management **3 credits**

This course introduces the student to the risk management principles of an EMS agency. The emphasis is on safety

from the perspective of the field provider. Prerequisite: Junior Standing or prior Fire/EMS experience.

PADM 346 Legal, Political, and Regulatory Issues in EMS **3 credits**

This course examines the legal aspects of emergency medical services (EMS) and the political and social impacts of legal issues. This course includes a review of the American legal system and in-depth coverage of legal and political issues involving operations, personnel, healthcare regulations, reimbursement and insurance. Prerequisite: Junior Standing or prior Fire/EMS experience.

PADM 381 History Perspective & Reading **3 credits**

This course will explore historical events and individuals who shaped leadership, organizational and commerce practices of a variety of organizational types. A special focus is placed on the role of history's transferrable lessons to modern organizations.

PADM 405 Leading Nonprofit Organizations **3 credits**

Examines approaches to leading non-profit organizations. In this course, students will explore the key tenets of mission-focused leadership, how non-profit organizations build capacity, organize volunteers, create strategic alliances, develop fundraising strategies, and optimize community as well as board member relationships. Prerequisite: PADM 214, PADM 317 and SAEM 440.

PADM 410 Advanced Seminar in Applied Public Management **3 credits**

Designed to capstone other course in the PADM major, this course presents advanced applications of the principles of public administration. Prerequisites: Junior Standing and five courses in Public Administration.

PADM 411 Public Administration Internship **3 credits**

A field experience in areas directly related to public sector employment. Evaluated on a satisfactory/unsatisfactory basis, proficiency requirements are determined through a student contract with the supervising faculty member. Offered during the Fall and Spring terms. Prerequisites: Junior Standing and five courses in Public Administration.

PADM 430 Applications of Fire Research **3 credits**

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: Senior Standing and PADM 301 or PADM 303, or permission of instructor.

PADM 440 EMS Quality and Performance Management **3 credits**

How do we know that emergency medical services (EMS) are meeting the standards and needs of the community? The course includes quantitative, qualitative and mixed methods research approaches, applies to quality assurance, program evaluation and customer service to validate and improve patient care and transport. Prerequisite: Senior Standing and PADM 301 or PADM 303, or permission of instructor.

PADM 194, PADM 294 Selected Topics **1-6 credits**

PADM 295, PADM 395, PADM 495 Special Topics in Public Administration I, II, III **1-6 credits**

PADM 296, PADM 396, PADM 496 Independent Study in Public Administration I, II, III **1-6 credits**

SAEM – SPORTS, ARTS AND ENTERTAINMENT MANAGEMENT

SAEM 101 Introduction to the SAE Business **3 credits**

SAEM 101 functions as an introduction to business basics (emphasis on entrepreneurial skills) within the context of the Sports, Arts and Entertainment industry. Students will receive an opportunity for experiential learning through a SAEM live event assignment and shadowing exercise.

SAEM 152 Business of Live Entertainment **3 credits**

This course will cover many facets of the Sports, Arts and Entertainment business, and students will comprehend how

live entertainment is a part of all of the disciplines. Highlights include training in the fundamentals of the entertainment business, which includes marketing, promotion, advertising, finance, theatre production, venue management, artist management, artist touring, the recording industry, ticketing operations, sponsorship and more Prerequisites: SAEM Major, SAEM 101.

SAEM 201 Event Management **3 credits**

This class will examine the foundation of sports, arts, and entertainment event management. Students will understand concept development, site selection, marketing, budgeting, sponsorship and volunteer management for events. This course will address major trends and successful business practices in event management today. Prerequisites: SAEM 101.

SAEM 202 Marketing and Promotion for SAEM **3 credits**

Students will be able to apply fundamental marketing and promotional concepts to the sports, arts and entertainment industry. Utilizing these theories, students will identify the consumer and product markets and develop appropriate marketing and promotional plans. Prerequisites: SAEM 101.

SAEM 210 Digital Marketing **3 credits**

The internet and related technology skills are required by most business today – particularly in the realm of marketing. You'll learn the basic language of the online marketing ecosystem including advertising, search engine optimization/management, analytics, content development/deployment and social media. This is a hybrid course, combining online learning with in-person implementation of learning with real clients during our class time. Dual Listed with BMGT 210. Prerequisites: SAEM 202 or MKTS 205.

SAEM 240 Performing Arts Presenting and Touring **3 credits**

This course will examine performing arts presenting and touring operations including for-profit and nonprofit entities including: theatres, dance ensembles, classical music, and opera. Prerequisites: SAEM/COPA Major, SAEM 202.

SAEM 250 Career Prep **1 credits**

This class will groom students for entry into the professional world by developing foundational skills in interviewing, and marketing themselves utilizing resumes, cover letters, social media, and e-portfolios. Prerequisites: SAEM Major, SAEM 101.

SAEM 260 Amateur Athletics **3 credits**

This course provides an overview of amateur athletics and the ideas of amateurism and professional athletics. Pros and cons of both entities will be examined. In addition to introducing administrative concepts that are integral to the successful development of a high performing athletic program. Information and positions other than coaching will be presented. Students will gain real life experience by speaking with athletic personnel, evaluating contest, and interviewing amateur players; as well as, former or modern day professional players. At successful course completion, students will know and understand the intricate business operations within an athletic department and professional sports. Students will become experts on amateur case studies through research and presentation.

SAEM 194, SAEM 294 Selected Topics **1-6 credits**

SAEM 300 Event Management II **3 credits**

Students will explore advanced strategies, industry trends, and practical applications to develop a comprehensive skill set essential for managing a wide range of events, from corporate conferences to large festivals. Students will be assigned to live events throughout the Pittsburgh area including Acrisure Stadium, Stage AE, PNC Park The Benedum Center and other event venues to receive hands-on experience. Prerequisite: SAEM 201

SAEM 301 Facilities and Venue Design **3 credits**

This course focuses on the principles and practices of operating Sports, Arts and Entertainment venues and recreational facilities. Emphasis is on the management of such facilities, in addition to security, staffing, operations, budgeting and other related areas. This course also focuses on the technical demands and methods for equipping and operating sports, arts and entertainment venue. Prerequisites: SAEM Major, SAEM 201, SAEM 202.

SAEM 303 Advertising, Public Relations &Social Media **3 credits**

This course explores Sports, Arts and Entertainment both as vehicles for product services of advertising and public relations as well as entities that are in constant need of advertising and public relations. Course covers strategies/tactics for promoting via advertising, public relations, and social media. Course also explores sponsorship, public relations plans, crisis public relations and social media. Prerequisites: SAEM Major, SAEM 201, SAEM 202.

SAEM 310 Personal Branding & Business Development **3 credits**

A business development career path includes opportunities in media supported advertising and sponsorships and live entertainment sponsorship, premium seating, ticketing. In this course you will build your own professional personal brand and conduct business with appropriate and expected etiquette. You'll learn to prospect, conduct a needs analysis, create and deliver a proposal and develop strong client relationships. Prerequisites: SAEM Major or Minor, SAEM 202.

SAEM 320 Ticketing **3 credits**

This class will explain to students ticketing in the Sports, Arts and Entertainment industries. Emphasis will be on gaining expertise in various ticketing systems. Prerequisites: SAEM Major, SAEM 202.

SAEM 325 Fundraising from Crowdfunding to Proposal Writing **3 credits**

This course encompasses the fundamental theories behind designing a fundraising plan for nonprofit arts organizations, as well as practical experience in writing an annual fund appeal, researching foundations, composing a grant; and website and social media analysis. Techniques for soliciting various sources of contributed income will be discussed, including: individuals, corporations, foundations and government entities. Prerequisites: Open to all University majors; Junior Standing.

SAEM 330 Talent Booking Management **3 credits**

This course is designed for students interested in the musical talent management business. The industry will be covered from four major perspectives: (1) legal representation, (2) contract negotiations, (3) marketing and public relations support, and (4) all other services that managers provide their clients in this ever growing marketplace. The class will be provided with actual management projects throughout the semester with the on campus coffeehouse, Point Perk. Prerequisite: SAEM 152

SAEM 331 Production Tour Management **3 credits**

This course will explore the duties of a live entertainment production manager. What are the skill sets needed to work in this industry? How do you create a production crew that tours with a band? What are their responsibilities? How to interact with unions, and develop a tour budget? Prerequisites: SAEM 152.

SAEM 332 Emerging Trends in the Music Industry **3 credits**

In this course students will discover the process of how to effectively promote and sell music online. Students will be expected to demonstrate comprehension of the tools that are available to build an artist's fan base. Prerequisites: SAEM 334.

SAEM 333 Pioneer Records **3 credits**

Students will gain hands-on experience assisting the University's record label, Pioneer Records, in its effort to manage and promote each yearly artist in areas such as operations, studio recording, marketing(distribution to radio stations, graphic design, public relations, etc.) and booking. Prerequisite: SAEM 152

SAEM 335 Music Video Workshop **3 credits**

This hands-on project-based blended classroom course is designed for students interested in the creative and technical aspects of music video production. The course focuses on the entire process, from ideation to final edit, providing students with practical skills in conceptualizing, planning, shooting, and editing music videos. Through a combination of theoretical discussions, technical training, and hands-on projects, students will gain a comprehensive understanding of the music video production process. Student assessment in this workshop will be based on the completion of individual music video projects for Pioneer Records talent to be presented at the end of the semester.

SAEM 336 Music Marketing **3 credits**

The Music Marketing course provides a comprehensive exploration of the strategies and trends crucial for success in the music industry. Students will gain an in-depth understanding of the unique challenges and opportunities associated with marketing music, including artist promotion, music distribution, branding, and the impact of technology on the industry. Student will experience hands-on marketing of a major concert called Women Who Rock. Prerequisite: MKTS 205.

SAEM 350 Sports, Arts, and Entertainment Management Internship(s) **3-9-credits-each**

Internships provide students with hands on experience at sports, arts, and entertainment organizations. Students gain practical experience, enhance skills learned in the classroom, and acquire contacts with professionals in SAEM. This course

requires students to complete 150 hours in the field, be evaluated by their supervisors and prepare a report. For SAEM/COPA dual majors who are considering continuing for their MBA, a total of 250 hours is required. Students must be approved prior to beginning their internship and should have a Q.P.A. of 3.0 or higher. Prerequisites: SAEM major with approval; SAEM 250.

SAEM 362 Sports Management and Leadership **3 credits**

This course will help students understand the importance of leadership development, strategy and execution. Students will gain practical insights that can be applied to any sports organization that strives to operate on the principles of integrity. Prerequisites: SAEM Major, SAEM 250.

SAEM 401 Legal Aspects of Sports, Arts & Entertainment **3 credits**

Utilizing case law, this course will provide an in depth discussion of the role of the law in the sports, art and entertainment industry. Students will gain a comprehensive understanding of the SAE industry through in-class discussions, legal briefings, textbook and trade publications. Prerequisites: SAEM Major or Minor, BMGT 201, Junior Standing.

SAEM 420 Producing Commercial and Nonprofit Performing Arts **3 credits**

This course explores the business of producing Broadway, commercial theatre and dance, as well as nonprofit performing arts. Students will analyze best practices for producing including programming, raising capital, securing and scheduling venues, artistic and working with unions. Prerequisites: SAEM Major, SAEM 202, Junior Standing.

SAEM 460 Sports, Arts and Entertainment Management Internship II **3 credits**

Internships provide students with hands on experience at sports, arts, and entertainment organizations. Students gain practical experience, enhance skills learned in the classroom, and acquire contacts with professionals in SAEM. This course requires students to complete 150 hours in the field, be evaluated by their supervisor and prepare a report. For SAEM/COPA dual majors who are considering continuing for their MBA, a total of 250 house is required. Students must be approved prior to beginning their internship and should have a Q.P.A. of 3.0 or higher. Prerequisite: SAEM major with approval; SAEM 350.

SAEM 461 Sports, Arts and Entertainment Management Internship III **3 credits**

Internships provide students with hands on experience at sports, arts, and entertainment organizations. Students gain practical experience, enhance skills learned in the classroom, and acquire contacts with professionals in SAEM. This course requires students to complete 150 hours in the field, be evaluated by their supervisor and prepare a report. For SAEM/COPA dual majors who are considering continuing for their MBA, a total of 250 house is required. Students must be approved prior to beginning their internship and should have a Q.P.A. of 3.0 or higher. Prerequisite: SAEM major with approval; SAEM 460.

SAEM 480 SAEM Capstone: Business Models of SAE **3 credits**

This capstone class requires students to interpret knowledge gained throughout their coursework in the University core and SAEM program in order to conceptualize a business model canvas, analyze a company's business model, and to create a business plan for a theoretical sports, arts or entertainment related company. An e-portfolio will be utilized for assessment purposes. Prerequisites: SAEM Major, ACCT 220, 90+ Credits.

SPOR – SPORTS MANAGEMENT

SPOR 266 Sports Administration and Coaching **3 credits**

The Sports Administration & Coaching course explores the ethical, legal and professional challenges that occur in athletic administration and coaching. The course provides a comprehensive understanding of the principles and practices involved in managing sports organizations and coaching athletes. This program blends theoretical knowledge with practical skills to prepare students for leadership roles in the sports industry. Students will gain insights into sports management, marketing, finance, ethics, and effective coaching techniques. Prerequisite: SAEM 101.

SPOR 360 Sports Agents **3 credits**

This course is designed for students interested in the sports agent management business. The industry will be covered from four major perspectives: (1) Legal Representation, (2) contract negotiations, (3) marketing & public relations support, (4) all other services that agents provide their clients in this ever-growing marketplace. Prerequisites: SAEM Major, SAEM 250.

SPOR 366 Sports Sales **3 credits**

Sales are the lifeblood of a sports organization. This course focuses on the fundamentals of the sports ticket sales process and the sports sponsorship sales process. The course covers a range of topics from identifying the sales process to how to develop an effective sports sponsorship package. In addition, students will get hands-on experience selling professional sports tickets (Pittsburgh Pirates, Pittsburgh Penguins, Cleveland Cavaliers, etc.). Sports industry best practices and successful sales strategies will prepare students for a career in sports sales. Prerequisites: SAEM 310.

SPOR 367 Sports Marketing **3 credits**

Sports Marketing provides an in-depth exploration of the dynamic and evolving field of sports marketing, emphasizing strategies and tactics essential for success in the sports industry. Students will develop a comprehensive understanding of the unique challenges and opportunities assocmkiated with marketing sports entities, including Pittsburgh-based professional teams, collegiate athletics, and sporting events. Prerequisite: MKTS 205.

SPOR 390 Emerging Trends in Sports **3 credits**

This course explores the dynamic landscape of the sports industry, focusing on the latest trends that are shaping the future of sports. Students will explore various aspects of the sports world locally, nationally, and globally, including technological innovation, traditional and evolving revenue streams, the importance of diversity and inclusion in sports, and the positive impact of sports on a community. Prerequisite: SPOR 367.