Courses offered fall, spring and/or summer are so noted. To determine availability of courses not so designated, please check with the office of the dean.

**Accounting**

**ACCT1131**
3 Credits
*Accounting I*
The theory of debit and credit, journalizing, posting to general and subsidiary ledgers, the preparation of working papers, balance sheets, income statements and statements of owner's equity; adjusting, closing and reversing entries; accounting in business and manufacturing concerns.
*Fall*

**ACCT1132**
3 Credits
*Accounting II*
Accounting data in formulating managerial decision analysis and interpreting financial statements; the nature, source and flow of funds; the preparation of fund statements; the safeguarding of assets; special problems in cash, payroll and sales taxes, investments, fixed assets and liabilities. Prerequisite: ACCT1131 Accounting I.
*Spring*

**ACCT1133**
3 Credits
*Business Law I*
An analysis of fundamental branches of law under which business enterprises are organized and activities conducted; state and federal laws and administrative agency regulations that authorize, limit or control the conduct of business.
*Spring*

**Anthropology**

**ANTH2511**
3 Credits
*Urban Life: The Anthropology of the City*
How do anthropologists study cities in the past, present and future? What makes a city a city? The students will learn how to look at cities and analyze some aspect of city behavior anthropologically. The class will also look at strategies people — as individuals and in groups — use to cope with the demands posed by urban environments. Subjects will include culture, class, gender, ethics, institutions and urbanism in world perspective.

**ANTH2515**
3 Credits
*Cyber Technology: Introduction to Cultural Anthropology for a Global Age*
This course is about the relationship between people and technology in the contemporary world. Topics will include the evolution of technology from stone tools to nanotechnologies; the use of social media for the “Arab Spring”; cyber-bullying, online ethics and education; artificial intelligence and moral values; information technology and public dissemination; and the debate on how digital media builds or hinders communities. The course project will center on the creation of an ethnographic “digital artifact” for the web — building upon course themes that involve text, image and sound.

**Biography**

**BIOL1108**
3 Credits
*Ecology for Life: Building a Lifestyle for a Sustainable Planet*
This course will provide the student with a basis for making lifestyle choices that are consistent with the goal of building a society that sustains the resources of earth for future generations. Both a survey of the principles of environmental science and practical applications will be covered. Group laboratory exercises, individual exploration of internet resources and live and moderated online discussions will supplement conventional content delivery.
*Fall, Spring*

**BUSI10405**
0 Credits
*Financial Management*
This course highlights and introduces the principles and concepts employed in the accounting, forecasting and budgetary areas of a hospitality business. It primarily focuses on assessing financial information to increase the students’ understanding, knowledge and skills throughout the financial managerial decision-making process.

**BUSI2162**
3 Credits
*Business Management and Entrepreneurship*
The course will provide a balanced introduction to both entrepreneurship and small-business
management with a focus on achieving and maintaining a sustainable competitive advantage as a small organization. Current issues, including global opportunities, service, quality and technology are highlighted throughout the class. Students will create an online business plan for their own business as a final project.

BUSI2450
3 Credits
Seminar on Business in the 21st Century
History of business, business gurus past and present, the new politics of business, global diversity, digital capital: the internet, new marketing, business values, power of knowledge, Eastern management practices and business decisions to remember.

BUSI2460
3 Credits
Corporate Governance
This course explores how America’s corporations are governed. Primary emphasis is on the roles of shareholders, officers and directors. Other topics include accountants and auditors, investment banks and securities analysts and the Securities and Exchange Commission.

BUSI2540
3 Credits
Risk Management and Insurance
The course is geared toward consumers, providing students with a broad, descriptive survey of the insurance field, covering topics such as legal aspects, life and health and property and liability. Also included in the class is how to incorporate a stronger business-risk management component while maintaining a consumer orientation. Finally covered are aspects of insurance contracts and the insurance industry, providing a substantially more conceptual analysis and attention to business-risk management and public policy issues that exist in the current business world.

BUSI2545
3 Credits
Integrated Risk Management: Techniques and Strategies for Managing Corporate Risk
Over the years, risk management has developed separately in both the insurance and financial fields. Today, the two are finding value in each other’s tools and techniques. Integrated risk management combines the best of the two notions of risk management — insurance and financial — to develop solutions ideal for today’s complex risk environment. Tools go beyond hedging strategies to also examine leveraging post-loss financing and contingent financing.

BUSI2550
3 Credits
Data Communications and Computer Networks for Business
This course maintains a balanced approach between the technical and practical aspects of data communications, providing a solid understanding not only of how things work, but of how they can be applied to create business solutions. Updated to reflect new technologies, this class covers current concepts such as voiceover wireless LAN, convergence, MPLS (Multiprotocol Label Switching) and PPP (Point-to-Point Protocol), while maintaining the pedagogical elements that have been successful for students in the past.

BUSI2555
3 Credits
Inside the Art Market
Large fortunes have been made buying and selling artwork. Increasingly, the wealthiest person from every country diversify their portfolios by investing in art (alongside more conventional investments in stocks, bonds, real estate, etc.). One would expect old art, accepted by historians, to be the most lucrative but, surprisingly, contemporary art (produced after World War II) is the most expensive and sought-after segment of the art marketplace. This course examines how the art world operates — how art is produced, branded, collected, valued and sold on the international market. (Equivalent to ART2555 Inside the Art Market.)

BUSI2565
3 Credits
Fundamentals of Entrepreneurship
Have you ever dreamed of being your own boss? This course will cover the basic steps required to establish and successfully operate a new business. Topics include business-idea generation and initial evaluation, basic financial considerations, building a business plan, setting up the business, marketing and operations and exit strategy.

BUSI2640
3 Credits
Principles of Marketing
The course will familiarize students with the basic concepts and tools of modern marketing. Students will learn the basic ingredients — product, price, distribution and promotion — of effective marketing decisions. The course will also consider the importance of environmental factors, especially those driven by cultural, regulatory, competitive or technological forces. Other topics include consumer behavior, market research, market segmentation and product positioning.

BUSI2645
3 Credits
Principles of Management
An introduction to management concepts and the role of management in business and other organizations. Designed for potential and new managers, the course focuses on the essential managerial functions — planning, organizing, motivating, communicating, directing, decision making, staffing — and how they relate to one another. A learner-centered, problem-based approach is used with an emphasis on the development of skills necessary to achieve success in a wide variety of organizations in the public and private sectors. Students will gain a solid grasp of how effective managers coordinate human resources and their own skills to contribute to the mission of an organization.

BUSI2646
3 Credits
Advanced Business Practices
Topics include: employee-management issues, marketing development and implementation, pricing products and services, distribution, promotional techniques, financial management and technology and management information.

BUSI2648
3 Credits
Comparative Buyer Behavior
Buyer motivation and behavior in Latino commercial activity in America; complexities of the Latino marketplace; advertising and media influences on purchasing decisions; consumer-affairs issues; interdisciplinary approach incorporating economic, social and psychological aspects; impact of e-commerce and the internet; and other considerations.

BUSI2650
3 Credits
The Business of Media
This course is designed to provide students with an appreciation of how various forms of media (print, electronic, entertainment, etc.) function as a business. The course examines how changes in technology, consumer behavior and deregulation have transformed the media industry and its production, distribution and consumption of content in a digital environment. Media issues, practices, trends and models are examined.

BUSI3001
3 Credits
Personnel Administration
This course will examine personnel management: supervision, oversight, management and leadership among individuals in the workplace as it relates to such issues as alcoholism, drug addiction in the work setting, workplace vio-
lence, harassment, lack of diversity, developing environmentally friendly policies and the need to meet global challenges. This will be accomplished via case-study analysis, in-class participation and interaction with peers and the faculty. This course can be repeated as topics change.

BUSI3045
3 Credits
Human Resources Management
This course will use case studies, lectures, assigned readings and recent rulings. State and Federal Court decisions that impact public, private and not-for-profit sector organizations will be thoroughly examined.

BUSI3050
3 Credits
Legal Issues in Human Resource Management
Theories and practices of human-resources administration, formulation and application of human-resources policies for a cohesive workforce within an organization. Job analysis and evaluation, recruiting, selecting and training employees and executive development.

BUSI3200
3 Credits
Topics in Leadership I
This course will examine changing topics in leadership. Students will examine current practices and policies which promote high-impact leadership.

BUSI3210
3 Credits
Career Management Seminar
Career management seminar in Latino workforce; theory for career problem solving and decision making; an interdisciplinary approach to influence career planning and management interventions; understanding the steps leading to employability; and other considerations pertinent to career development. Prerequisites: ENGL1003 Introduction to Academic Writing and ENGL1004 Introduction to Academic Writing II. Corequisites: SPCH1111 Standard American-spoken English and SPCH1112 Standard American Speech Patterns.

BUSI3620
3 Credits
Human Resource Systems
New approaches and techniques in human resource systems go beyond the theories and principles of personnel administration. A hands-on experience that utilizes case studies in each topic allows students to devise solutions. This course will use case studies, lectures, assigned readings and recent rulings. State and Federal Court decisions that impact public, private and not-for-profit sector organizations will be thoroughly examined.

BUSI3645
3 Credits
Principles of Management II
This course presents a thorough and systematic coverage of management theory and practice, from a macroeconomics approach. Thus, providing students with the most current and up-to-date account of the changes taking place in the world of business management such as effective communication, managing conflict, politics and negotiation and using advanced information technology. Prerequisite: BUSI2645 Principles of Management.

BUSI3850
3 Credits
Business Practicum
Practical work placement of at least 150 hours in areas related to business studies. This placement is formally evaluated for academic credit by an academic adviser and will be based on an evaluation from the workplace, regular assignments and completion of a final report.

BUSI4200
3 Credits
Topics in Leadership II
Continued discussion and active collaboration regarding policies and practices which promote high-impact leadership. This course may be repeated for credit.

COMM1111
3 Credits
Introduction to Corporate Communications
Examination of contemporary communications practices and techniques in a distinctly corporate environment; problems, situations and opportunities unique to large and complex business organizations; incorporation of emerging technologies; communication and global economic interdependence; discussion of necessary financial, organizational and human resource commitments. Fall, Spring

COMM1115
3 Credits
Principles and Processes of Adult Learning
Theories of adult learning and goal creation. Comparing prior study skills with present courses. The course assesses skills in critical thinking, mathematics, writing and computer literacy. The course covers the challenges and the opportunities that diversity and multiculturalism present when returning to the classroom. Finally, the course will help adult learners with informational literacy to adapt to the changing world of education.

COMM2140
3 Credits
New Technologies in Communication
An examination of new and incipient technologies in the communications industries: the internet, e-commerce, e-publishing, videoconferencing and the development of "electronic villages"; the expansion of asynchronous and synchronous corporate training programs; technology as a communication aid for handicapped individuals; social, economic and cultural ramifications of technological changes in communications.

COMM2240
3 Credits
Blogging: Sharing Ideas in Web 2.0
While many people consider blogging an enjoyable way to stay in touch with friends and family, a growing number of people and organizations recognize the "blogosphere" as a new venue for communicating and collaborating in an instantaneous, relevant and, in some cases, profitable manner. The advent of Web 2.0 and social-networking tools provide a global audience, as well as global participation in varied fields, including business, politics, education and news media. The course examines the history and features of a web log (blog) and its evolving applications.

COMM2862
3 Credits
Communication Through Social Media
Using the various applications, this class will explore the contemporary tools for social-media communications in business, education and for personal use, i.e., LinkedIn, Pinterest, Facebook, etc.

COMM3051
3 Credits
Digital Storytelling
Create stories, presentations and more using 21st-century technology and media as a means of communication, promoting learning and enhancing critical thinking skills in both the educational and global business environments. This course includes media literacy, copyright and Fair Use Practices.
Communications

Anthony J. Petrocelli College of Continuing Studies
Florham Campus, Metropolitan Campus, Vancouver Campus and Wroxton College

COMM3118 3 Credits
Social Media — Branding and Leading in the Digital World
Understanding and using best practices in social media marketing for branding and implementing an effective branding strategy. During this course, students will explore how to listen and monitor online competition and manage various online tools and processes for effective communication.

COMM3143 3 Credits
Internet Research and Communication
As an introduction to the structure, function and impact of the internet on research and communication, students will acquire information fluency (learn to find, analyze and effectively use information sources in select domains). The course will use basic research tools, including scanning and surveys.

COMM3144 3 Credits
Visual and Media Literacy
This course introduces the visual “ecology” (the role of media and visual image) in contemporary culture. Students will critique and manipulate representations among multiple media.

COMM3145 3 Credits
Digitization, Visualization and Presentation
An introduction to the method and purpose of digitization using basic visualization tools to manipulate and display both data, images and representations to accelerate cognitive learning and enhance one’s ability to persuade others.

COMM3146 3 Credits
Interactive Communication and Networking
This course explores networking and cyber tools (groupware) to enhance collaboration skills, support diversity and build intellectual capital.

COMM3147 3 Credits
Organization Development and Strategy
This course introduces organizational dynamics, quality-process improvement practices, the role of technology on competitive strategy and professional leadership responsibility.

COMM3148 3 Credits
Self Knowledge, Action Research and Intellectual Capital
Students will learn to understand personal learning styles, their impact on groups and their importance in the workplace; develop learning plans; know “how to learn”; and understand experiential and collaborative learning in order to create organizational and domain knowledge.

COMM3150 3 Credits
Professional Presentations
Advanced communication techniques in the professional environment, collaborative presentations, effective written and oral styles and audience analysis, among other topics. *Fall, Spring*

COMM3111 3 Credits
Customer Service
This course will focus on the theory of customer service and the practices that “best-in-class” companies apply to differentiate themselves from the competition. The course includes practical information and activities designed to teach students how to respond to customers, resolve problems and provide quality customer service. *Fall, Spring*

COMM3312 3 Credits
Mass Media: The Home Front
The course is designed to provide students a forum through which they will experience authentic examples of the major media of mass communication during World War II as presented to American audiences on the home front. Through examples of original broadcasts of newscasts, feature films, short subjects, print media, animation and radio, students will gain an understanding of mass communication and how it was designed to influence, inform and entertain its intended audience, the American public.

COMM3313 3 Credits
Mass Media: Television
Through original media, this course illustrates the history and impact of television as a medium of mass communication. The course covers various genres of television programming from the post-war years through the 1970s. Genres discussed include news and politics, comedy/variety, drama, adventure and science fiction, with special attention given to notable television pioneers (personalities) such as Edward R. Murrow, Walter Cronkite, Milton Berle, Rod Serling and Ed Sullivan.

COMM3314 3 Credits
Research in a Digital World
Introduction to and manipulation of research and communication using the digital diversity of research materials. These will include using the internet, the library’s online databases, the “invisible” web, library catalog sites, blogs, wikis and probably more. Students acquire search and evaluation skills (learn to find, analyze and effectively use information sources). Each student will also be expected to write annotations and explanations of his/her sources. This material is spaced out over the semester so that assembly is made relatively simple and the process progressive. Each student will be engaged in a semester-long project on a subject of his/her choice as guided and approved by the professor.

COMM3322 3 Credits
Customer Service for Help-desk Professionals
This course is designed to provide individuals interested in the field of technical customer support with a guide to the “soft skills” and the “self-management skills” needed to deliver excellent customer support at the help desk. It provides the student with a better understanding of what a career in customer support would entail with strong real-world computer support, examples, case studies and exercises.

COMM3324 3 Credits
Intercultural Communication in the Global Workplace
This course offers students the solid theoretical foundation they need, and a highly engaging writing style filled with personal examples culled from the personal experience of living and working abroad. The course zeroes in on the specific needs of a firm, from broad cultural and business values to the influence of culture on negotiations, to the structure of the firm. Part of the course focuses on applying cultural concepts to real-life situations. It also emphasizes teamwork in intercultural groups. Legal issues in intercultural business communication are covered extensively. The first part of the course contains a detailed discussion of cultural values that influence intercultural business communication.

COMM3329 3 Credits
Communication in a Changing World
A new course for the basic distance-learning class, this course is distinguished by its emphasis on ethics and civility in communication; its original, comprehensive and integrated treatment of computer-mediated communication; and its authentic, engaging examples drawn frequently from popular culture. The course regards communication as integral to the development of students as responsible citizens in a diverse world. Its goal is to help create good communicators who are skilled in their construction, presentation, understanding and evaluation of messages, and who also have the knowledge and willingness to take responsibility for their communication behaviors.
COMMS331
3 Credits
Leadership Communication
This course guides current and potential leaders in developing the communication capabilities needed to lead organizations effectively. It brings together managerial communication and concepts of emotional intelligence to create a new model of communication skills and strategies for corporate leaders. It begins with sections on the core communication skills of developing strategy, analyzing an audience, writing all types of business documents and correspondence and designing and delivering effective PowerPoint presentations—all from a leadership perspective. The course takes students through sections on emotional intelligence, cultural literacy and meeting management and team leadership before concluding with chapters on internal and external organizational communication.

COMMS840
3 Credits
Media Ethics
Examination of ethics in print and broadcast media using current news articles, programming, video portrayal and commercials. Students participate in collaborative activities and reviews of contemporary topics. Emphasis on class discussion and critical review.

COMMS850
3 Credits
Communications Practicum
Practical work placement of at least 150 hours in areas related to communication studies. This placement is formally evaluated for academic credit by an academic adviser and will be based on an evaluation from the workplace, regular assignments and completion of a final report.

Computer Management

MIS1135
3 Credits
Introduction to Computers
An overview of computers. Topics include hardware, software components, word processing, spreadsheets, databases, email and the internet. Fall, Spring

MIS2111
3 Credits
The Internet, E-commerce and Technology
This course will cover various topics relating to competitive advantages in today's global markets. Discussion includes: internet strategies, electronic business concepts, total quality management (TQM), profit implications in the leveraging of intellectual property and management adaptation to and adoption of emerging technologies. Fall, Spring

ECON1122
3 Credits
Microeconomics
The analytical and practical applications of microeconomics; problems of consumer behavior and demand; the allocation of resources of production; and factor pricing and market conduct under pure competition, imperfect competition, oligopoly and monopoly. Fall, Spring

ECON2291
3 Credits
Environmental and Ecological Economics
The economic forces underlying environmental problems, elements of demography and population policy, waste disposal, the cost of clean water, cost-benefit analysis, materialism and attempts by industry to comply with and avoid existing laws. Summer I

IBUS2261
3 Credits
Managerial Economics
The application of economic analysis to business decisions involving risk, uncertainty and forecasting. Prerequisites: ECON1121 Macroeconomics and ECON1122 Microeconomics. Fall, Spring

English and Literature

ENGL0097
3 Credits*
Basic English
Stresses the structure of the language and the basics of grammar, standard usage, vocabulary building, reading comprehension and fundamental writing skills; course work focuses on the production of clear and effective paragraphs. Fall, Spring

ENGL1000
1 Credit
Developing Academic Skills
This interdisciplinary course focuses on the development of essential academic and interpersonal skills and strategies which facilitate academic learning. Topics include: study techniques, note-taking, time management, test preparation, test-taking, critical thinking and decision-making skills, motivation, stress management, relaxation techniques, learning styles, library and internet research and advocacy skills. Classroom instruction, discussion and application. For Educational Opportunity Fund students only. Corequisite: PADM1001 Leadership Seminar.

*Prerequisite credits that do not count toward graduation nor are they averaged into the cumulative grade point ratio (CGPR).
Course Descriptions

English and Literature

Anthony J. Petrocelli College of Continuing Studies
Florham Campus, Metropolitan Campus, Vancouver Campus and Wroxton College

ENGL1002
1 Credit
Developing Academic Skills II
This interdisciplinary course focuses on providing students with advanced academic and psychosocial skills and strategies that are essential to their academic success and personal development. Topics include self-assessment and self-monitoring; critical thinking; college reading; research libraries and information literacy; inquiry into personal, academic and societal values; exploration of career opportunities; and their academic and social requirements. Classroom instruction, discussion and application. For Educational Opportunity Fund students only. Prerequisite: ENGL1000 Developing Academic Skills.

ENGL1003
3 Credits
Introduction to Academic Writing
An introductory course in essentials of effective English writing, including exercises in grammar, idiomatic expression, organization of ideas, contemporary usage and rhetorical styles. Prerequisite: ENGL1111 Literature and Composition I.

ENGL1004
3 Credits
Introduction to Academic Writing II
This course is a continuation of ENGL1003 Introduction to Academic Writing. The course expands the students' writing experience in different modes of essay writing, basic report writing and interpretive writing after reading selected stories from the textbook. Prerequisite: ENGL1003 Introduction to Academic Writing.

ENGL1006
1 Credit
Critical Reading and Critical Thinking
The practice of close reading of academic texts, with focus on analysis, annotation in grammar, comprehension and insightful questioning; emphasis also on making interdisciplinary connections; class discussion, journal keeping and essay writing.

ENGL1101
3 Credits
English Composition I
Intensive study and practice in expository writing; readings to stimulate student writing are drawn primarily from the essay. Fall, Spring

ENGL1102
3 Credits
English Composition II
Intensive study and practice in critical writing, emphasizing documentation and the process of research; readings are drawn primarily from poetry, the essay and short works of fiction and drama. Prerequisite: ENGL1101 English Composition I. Fall, Spring

ENGL1111
3 Credits
Literature and Composition I
Principles of grammar, rhetoric and style; expository writing; introduction to literary forms, especially short fiction. Prerequisite to all other English courses. Fall

ENGL1112
3 Credits
Literature and Composition II
Expository writing; literary criticism; introduction to literary forms, especially drama, poetry and the novel; research techniques. Prerequisite: ENGL1111 Literature and Composition I. Fall

ENGL2209
3 Credits
Business Communications
Clear and effective business communication, both oral and written. Appropriate style, tone and organization for reports, memos and letters.

ENGL2211
3 Credits
Masterpieces of Literature I
Readings in Greek, Roman and Hebrew masterpieces. Fall

ENGL2212
3 Credits
Masterpieces of Literature II
Reading in medieval, renaissance and modern masterpieces. Spring

ENGL2221
3 Credits
Sports and the Athlete in American Literature
The sports figure and athlete as literary figures; the metaphorical/symbolic use of the sports theme by American writers. Readings from Twain, Hemingway, Updike, Malamud and others. Fall, Spring, Summer

ENGL2224
3 Credits
Career Women in Literature and Films of the 1940s and 1950s
Career women in American popular and literary culture during the 1940s and 1950s, as portrayed in films, novels and short fiction; the influence of the Depression, World War II and the emerging women's movement; films discussed include “Mildred Pierce,” “All About Eve,” “Adam's Rib,” “A Star Is Born” and “Snake Pit.” Fall, Spring

ENGL2227
3 Credits
CyberVoices: Internet Literary Communities
CyberVoices students will visit various internet literary communities, including electronic magazines (zines), chat rooms and web rings and explore the dynamics of these writer communities and read their members' short fiction, poetry and essays. Through assigned readings, students will begin by learning the fundamentals of each literary genre so that, when reading cyber literary works, they will do so with an adequate level of sophistication and discrimination.

ENGL2251
3 Credits
African-American Literature
A survey of the writings of black Americans, with emphasis on the Harlem Renaissance and major figures. Readings from Richard Wright, Gwendolyn Brooks, Ralph Ellison, Langston Hughes, Zora Reale Hurston and others. Fall, Spring, Summer

ENGL2254
3 Credits
A Literary Tour of New York City
Take a virtual tour of literary New York (with a side trip to New Jersey)! In this course, students will read and discuss one or two short stories a week — some classic, some destined to be classics — and follow in the footsteps of authors and their characters as they walk the streets of New York (and yes, some streets in New Jersey). In-depth online discussion of a variety of literary issues raised in the stories including focus on the New York and New Jersey locations described. Prerequisite: ENGL1111 Literature and Composition I.

ENGL2257
3 Credits
Italian-American Literature: In and Out of the Kitchen
This course will introduce students to Italian-American literature beyond the Mafia and other common (mis)interpretations of everyday Italian-American life that are often portrayed in film. Through verse and prose, students will read examples of female voices that sway toward the kitchen and family. They will consider tradition, culture, assimilation, gender, stereotypes and the male gaze. By the end of the course, students will have an understanding of the Italian-American women's experience and voice, which will allow them to later expand their understanding of the male and female immigrant experience in America.
ENGL2241
3 Credits
Politics in Modern Literature
Political ideology in 20th-century fiction and drama. Among others, readings from Orwell, Dostoevsky, Koestler, Malraux, Silone, Mailer, Brecht, Claudel and Sartre. Fall, Spring, Summer

ENGL2257
3 Credits
American Literature
Significant works and authors in American literature from the colonial period through the 20th century. Writers of the 19th century will be stressed.

ENGL2259
3 Credits
Creative Writing
A workshop in imaginative literature providing sustained practice in individual writing projects. Summer

ENGL2261
3 Credits
Strategies and Skills for Academic Success
An interdisciplinary course focusing on the development of skills in college writing, computation, reading comprehension, vocabulary, terminology, logical thinking, study techniques, note-taking, time management and library use. Classroom instruction, workshop sessions, field trips, computer-assisted instruction and individual tutoring. Summer

ENGL2294
2 or 3 Credits
Speech
Voice and diction; practice in enunciation, production of voice tone and the sounds of standard English speech.
Fall

ENGL2811
3 Credits
Women Voices International Survey
Through novels, short stories and nonfiction, students are offered an international survey of attitudes, perceptions and ideals of women from 11th-century Japan to 20th-century Nigeria. Discussions explore the status of women as well as promote an understanding of common themes found in all cultures.

ENGL2822
3 Credits
Modern Drama
Plays by the greatest dramatists of the 20th century. Class discussion and short critical essays about a number of these plays.
Fall

ENGL2824
3 Credits
Popular Literature
This course examines various popular literary genres which may include the Gothic narrative, mystery, science fiction, fantasy, romance, best-seller, nonfiction bestseller and Young Adult Fiction, which tends to be a cross-generational phenomenon, among others. Topics that may be considered will be what makes something “popular,” development of these popular genres, meanings and messages characteristically embedded in the various popular genres, stereotypes, popular images, the significance and values associated with so-called “high” and “low” and “middle-brow” literature, context of the popular narrative, revelation of its time/culture/belief system within the text and narrative patterns characteristic of popular genres. A film adaptation may be investigated as well as a type of popular literature.

ENGL3000
3 Credits
Steps in Research and Writing
This course will define students’ techniques in developing writing for varied purposes, especially for research. An introduction to the various types of research papers and content to be presented. Style and organization of writing a paper, locating and evaluating information from traditional library resources and online databases, primary sources and the internet will be explored.

ENGL3100
3 Credits
Introduction to Memoir Writing
Everyone has a unique story to tell about their past as they remember it. A memoir takes real events from one’s life and conveys them through a fictional style of writing. This course consists of reading and analyzing popular memoirs while building the skills necessary to complete one’s own memoir. Literary styling and the ability to critique writing are used throughout the course. Prerequisite: ENGL1102 English Composition II or equivalent.

ENGL3111
3 Credits
Food Writing
Do you enjoy reading food magazines and talking about what you ate or are planning to eat? This course will focus on how to write precisely about food. Taste, restaurant environment and the history of the dishes will be considered in pieces. (No cooking skills required!) Ultimately, good writing is the basis for any strong piece of writing, and the skills developed in this class can be transferred to other subjects. Readings will include published magazine articles as well as a current book on the subject.

ENGL3121
3 Credits
Detective Fiction
Readings in classic detective fiction as well as critical readings analyzing the genre. An investigation of the way well-known detective writers such as Edgar Allan Poe, Arthur Conan Doyle and Agatha Christie, among others, have shaped the genre of detective fiction with attention to classic literary strategies and structure.

ENGL3131
3 Credits
20th-century American Worker in Literature
Students will explore three American novels focusing on the world of work in America during the first half of the 20th century. Students will read Upton Sinclair’s The Jungle, John Steinbeck’s The Grapes of Wrath and Sloan Wilson’s The Man in the Gray Flannel Suit and discuss these works in their social, historical and political contexts.

ENGL3141
3 Credits
Travel Writing
The art and practice of travel writing, explored through contemporary travel essays. The class will write and discuss a range of essays — from personal essays to commercial reviews. Students will write about where they are, where they have been or where they would like to be. Prerequisite: ENGL1112 Literature and Composition II or equivalent.

Course Descriptions

English as a Second Language

ENGL3100
3 Credits
Steps in Research and Writing
This course will define students’ techniques in developing writing for varied purposes, especially for research. An introduction to the various types of research papers and content to be presented. Style and organization of writing a paper, locating and evaluating information from traditional library resources and online databases, primary sources and the internet will be explored.

ENGL3111
3 Credits
Introduction to Memoir Writing
Everyone has a unique story to tell about their past as they remember it. A memoir takes real events from one’s life and conveys them through a fictional style of writing. This course consists of reading and analyzing popular memoirs while building the skills necessary to complete one’s own memoir. Literary styling and the ability to critique writing are used throughout the course. Prerequisite: ENGL1102 English Composition II or equivalent.

ENGL3121
3 Credits
Detective Fiction
Readings in classic detective fiction as well as critical readings analyzing the genre. An investigation of the way well-known detective writers such as Edgar Allan Poe, Arthur Conan Doyle and Agatha Christie, among others, have shaped the genre of detective fiction with attention to classic literary strategies and structure.

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3 Credits
20th-century American Worker in Literature
Students will explore three American novels focusing on the world of work in America during the first half of the 20th century. Students will read Upton Sinclair’s The Jungle, John Steinbeck’s The Grapes of Wrath and Sloan Wilson’s The Man in the Gray Flannel Suit and discuss these works in their social, historical and political contexts.

ENGL3141
3 Credits
Travel Writing
The art and practice of travel writing, explored through contemporary travel essays. The class will write and discuss a range of essays — from personal essays to commercial reviews. Students will write about where they are, where they have been or where they would like to be. Prerequisite: ENGL1112 Literature and Composition II or equivalent.

English as a Second Language

ESL0101
0 Credits
Speaking and Structure Practice
This course combines creative and dynamic learning activities with grammar study and listening exercises to improve students’ ability to communicate in English.

ESL0102
0 Credits
Reading and Writing
Instructors help students with reading comprehension, writing styles and sentence structure using a wide variety of topics and themes. Materials include textbooks, short stories, newspapers and magazines.
Course Descriptions

English as a Second Language

Anthony J. Petrocelli College of Continuing Studies
Florham Campus, Metropolitan Campus, Vancouver Campus and Wroxton College

ESL0105
0 Credits
Guided Research
Students approach research topics in various fields of study, generating ideas, collecting information, framing a thesis statement, developing an outline and finally writing a research paper.

ESL0104
0 Credits
Speaking and Structural Practice II
This course continues the grammar study begun in ESL0101 Speaking and Structure Practice via dynamic learning activities and listening exercises to improve a student’s ability to communicate orally in English. Prerequisite: ESL0101 Speaking and Structure Practice.

ESL0105
0 Credits
Reading and Writing II
A continuation of ESL0102 Reading and Writing consisting of the study of reading comprehension and writing styles using a wide variety of topics and themes. Materials include textbooks, short stories, newspapers and other print media. Prerequisite: ESL0102 Reading and Writing.

ESL0106
0 Credits
Guided Research II
A continuation of ESL0103 Guided Research in terms of the study of research and information literacy, including thesis statements, outline writing and research paper writing. Prerequisite: ESL0103 Guided Research.

ESL0107
0 Credits
Speaking and Structural Practice III
This course continues the grammar study begun in ESL0101 Speaking and Structure Practice and continued in ESL0104 Speaking and Structural Practice II via dynamic learning activities and listening exercises to improve a student’s ability to communicate orally in English. Prerequisite: ESL0104 Speaking and Structural Practice II.

ESL0108
0 Credits
Reading and Writing III
A continuation of ESL0105 Reading and Writing II consisting of the study of reading comprehension and writing styles using a wide variety of topics and themes. Materials include textbooks, short stories, newspapers and other print media. Prerequisite: ESL0105 Reading and Writing II.

ESL0109
0 Credits
Guided Research III
A continuation of ESL0106 Guided Research II in terms of the study of research and information literacy, including thesis statements, outline writing and research paper writing.

ESL0110
0 Credits
Speaking and Structural Practice IV
This course continues the grammar study begun in ESL0101 Speaking and Structure Practice and continued in ESL0104 Speaking and Structural Practice II and ESL0107 Speaking and Structural Practice III via dynamic learning activities and listening exercises to improve a student’s ability to communicate orally in English.

ESL0111
0 Credits
Reading and Writing IV
A continuation of ESL0108 Reading and Writing III consisting of the study of reading comprehension and writing styles using a wide variety of topics and themes. Materials include textbooks, short stories, newspapers and other print media.

ESL0112
0 Credits
Guided Research IV
A continuation of ESL0109 Guided Research III in terms of the study of research and information literacy, including thesis statements, outline writing and research paper writing.

ESL0113
0 Credits
Speaking and Structural Practice V
This course continues the grammar study begun in ESL0101 Speaking and Structure Practice and continued in ESL0104, ESL0107 and ESL0110 Speaking and Structural Practice II, III and IV via dynamic learning activities and listening exercises to improve a student’s ability to communicate orally in English.

ESL0114
0 Credits
Reading and Writing V
A continuation of ESL0111 Reading and Writing IV consisting of the study of reading comprehension and writing style using a wide variety of topics and themes. Materials include textbooks, short stories, newspapers and other print media.

ESL0115
0 Credits
Guided Research V
A continuation of ESL0112 Guided Research IV in terms of the study of research and information literacy, including thesis statements, outline writing and research paper writing.

ESL0116
0 Credits
Speaking and Structural Practice VI
This course continues the grammar study begun in ESL0101 Speaking and Structure Practice and continued in ESL0104, ESL0107, ESL0110 and ESL0113 Speaking and Structural Practice II, III, IV and V via dynamic learning activities and learning exercises to improve a student’s ability to communicate orally in English.

ESL0117
0 Credits
Reading and Writing VI
A continuation of ESL0114 Reading and Writing V consisting of the study of reading comprehension and writing style using a wide variety of topics and themes. Materials include textbooks, short stories, newspapers and other print media.

ESL0118
0 Credits
Guided Research VI
A continuation of ESL0115 Guided Research V in terms of the study of research and information literacy, including thesis statements, outline writing and research paper writing.

ESL0120
0 Credits
U.S. Business ESL — Writing/Grammar
Advanced-level ESL writing and grammar with a focus on U.S. business. Materials include textbooks, newspaper articles, case studies and multimedia tools.

ESL0121
0 Credits
U.S. Business ESL — Listening
Advanced-level ESL listening with a focus on U.S. business via dynamic learning activities and listening exercises.

ESL0122
0 Credits
U.S. Business ESL — Speaking
Advanced-level ESL speaking and pronunciation with a focus on U.S. business via dynamic learning exercises to improve a student’s ability to communicate orally in English.

ESL0123
0 Credits
U.S. History ESL — Writing/Grammar
Intermediate-level ESL writing and grammar with a focus on U.S. history. Materials include textbooks, newspaper articles, case studies and multimedia tools.
American Film and Culture ESL — Writing/Grammar
Beginner-level ESL writing and grammar with a focus on American culture through the use of films linked to American history and American cultural icons. Films include “Some Like It Hot,” “Shane,” “The Best Years of Our Lives” and “In the Heat of the Night.”

ESL1030
0 Credits
American Film and Culture ESL — Listening
ESL listening with a focus on American culture through the use of films linked to American history and American cultural icons. Films include “Some Like It Hot,” “Shane,” “The Best Years of Our Lives” and “In the Heat of the Night.”

ESL1031
0 Credits
American Film and Culture ESL — Speaking
ESL speaking and pronunciation with a focus on American culture through the use of films linked to American history and American cultural icons. Films include “Some Like It Hot,” “Shane,” “The Best Years of Our Lives” and “In the Heat of the Night.”

ESL0124
0 Credits
U.S. History ESL — Listening
Intermediate-level ESL listening with a focus on U.S. history via dynamic learning activities and listening exercises.

ESL0125
0 Credits
U.S. History ESL — Speaking
Intermediate-level ESL speaking and pronunciation with a focus on U.S. history via dynamic learning exercises to improve a student’s ability to communicate orally in English.

ESL0126
0 Credits
U.S. Culture ESL — Writing/ Grammar
Beginner-level ESL writing and grammar with a focus on U.S. culture. Materials include textbooks, newspaper articles, case studies and multimedia tools.

ESL0127
0 Credits
U.S. Culture ESL — Listening
Beginner-level ESL listening with a focus on U.S. culture via dynamic learning activities and listening exercises.

ESL0128
0 Credits
U.S. Culture ESL — Speaking
Beginner-level ESL speaking and pronunciation with a focus on U.S. culture via dynamic learning exercises to improve a student’s ability to communicate orally in English.

ESL0129
0 Credits
American Film and Culture ESL — Writing/Grammar
ESL writing and grammar with a focus on American culture through the use of films linked to American history and American cultural icons. Films include “Some Like It Hot,” “Shane,” “The Best Years of Our Lives” and “In the Heat of the Night.”

ESL0130
0 Credits
American Film and Culture ESL — Listening
ESL listening with a focus on American culture through the use of films linked to American history and American cultural icons. Films include “Some Like It Hot,” “Shane,” “The Best Years of Our Lives” and “In the Heat of the Night.”

ESL0131
0 Credits
American Film and Culture ESL — Speaking
ESL speaking and pronunciation with a focus on American culture through the use of films linked to American history and American cultural icons. Films include “Some Like It Hot,” “Shane,” “The Best Years of Our Lives” and “In the Heat of the Night.”

ESL0132
0 Credits
TOEFL ESL — Writing/ Grammar
ESL writing and grammar with a focus on TOEFL reading comprehension, vocabulary and composition.

ESL0133
0 Credits
TOEFL ESL — Listening
ESL listening with a focus on TOEFL via dynamic learning activities and listening exercises.

ESL0134
0 Credits
TOEFL ESL — Speaking
ESL speaking and pronunciation with a focus on TOEFL via dynamic learning activities and listening exercises.

ESL0135
0 Credits
TOEFL ESL — Listening
ESL listening with a focus on TOEFL via dynamic learning activities and listening exercises.

ESL0136
0 Credits
Short Stories and Songs ESL — Writing/ Grammar
ESL writing and grammar with a focus on American short story writers such as O. Henry, Nathaniel Hawthorne, Edgar Allan Poe, Mark Twain, Maya Angelou, Sandra Cisneros and others. Students also will work with lyrics of contemporary songs.

ESL0137
0 Credits
Short Stories and Songs ESL — Listening
ESL listening with a focus on American short story writers such as O. Henry, Nathaniel Hawthorne, Edgar Allan Poe, Mark Twain, Maya Angelou, Sandra Cisneros and others. Students also will work with lyrics of contemporary songs.

ESL0140
0 Credits
Conversation in English
Students will demonstrate the ability to read and speak English appropriately so they can serve as language and literary models for their community. Students will participate actively in responding to topics introduced during classroom discussions.

ESL1301
3 Credits
Effective Business Communication
This course uses a workshop approach to focus on clear and concise writing, vocabulary and oral communication for international students looking to do business with multinational organizations. The course will introduce the basics of good business writing, including papers using the APA format, documenting sources and internet usage, as well as the culture and etiquette of business. (Equivalent to HRTM 1301 Effective Business Communication.)

Fall, Spring

Environmental Science

ENVR1104
3 Credits
Principles of Physical Geography
This course studies the major elements of the natural environment and their interrelation. The principles and processes essential to the understanding of the natural environmental system and their significance are stressed. The elements studied include: atmosphere, weather and climate, continents, landforms, river systems, ocean currents and tides, soils, vegetation, animal and marine life. Non-laboratory science only.

ENVR3001
3 Credits
Principles of Energy
An introduction to the production of conventional and alternative energy resources. Topics include renewable energy resources (solar, wind, hydro, biomass, geothermal); passive and active solar-energy building designs; and home-energy efficiency, nuclear power and fossil fuels (coal, oil and natural gas). Modern approaches to energy efficiency and electricity production and storage (e.g., hydrogen fuel cells) and the effects of energy use on the environment will also be examined.
Course Descriptions

Finance • Fine Arts

Anthony J. Petrocelli College of Continuing Studies
Florham Campus, Metropolitan Campus, Vancouver Campus and Wroxton College

Finance

FIN2201
3 Credits
Business Finance I
Financial management, funding, assets and liabilities, financial analysis and planning, financial services, budgeting, capital and other relevant topics will be covered.

FIN2202
3 Credits
Business Finance II
Principles of valuation; capital budgeting, risk analysis, dividend policy, corporate mergers and other reorganizations; and securities, managing working capital, capital structuring, analysis of financial statements and related topics. Prerequisite: FIN2201 Business Finance I.

FIN2203
3 Credits
Personal Finance
Efficient management of personal and family finances; family financial planning; tax, insurance, mortgage and investment issues; protection of assets and credit management; and retirement and estate planning.

FIN2211
3 Credits
Real Estate Finance and Investments
The course is designed to be authoritative, rigorous and trustworthy, making it a classic in the field. It will provide students with the tools they need to understand and analyze real estate markets and the investment alternatives available to both debt and equity investors.

Fine Arts

ART1061
2 or 3 Credits
Cultural Arts
Studies in the fine arts, complemented by visits to the theater, opera, ballet and art museums. Fall, Spring

ART1062
3 Credits
Latino Cultural Arts
This course is an overview of the cultural and artistic contributions of the Latin-American countries. Topics include art from the Mesopotamia, Inca, Mayan and Aztec civilizations; colonial-era and social revolution art; modern surrealism; and national symbolism.

ART1071
2 or 3 Credits
Film and Society
The film from the earliest years to the present, as a reflection of the social, political and psycho-

logical ideas defining the modern world; the film as an art form.

Fall, Spring

ART1110
3 Credits
New York Art World
This course acquaints students with the unique stimulus that only firsthand encounters with actual art objects can provide. It includes extensive field-trip experiences to New York City museums and galleries.

ART2071
3 Credits
Films of John Ford and the American Landscape
The films of John Ford with emphasis on his vision of the American frontier and the American personality; the director as artist; screening and discussion of “Grapes of Wrath,” “My Darling Clementine,” “Fort Apache,” “The Searchers” and others. Fall, Spring, Summer

ART2075
3 Credits
Approach to Latin-American Art
This course will provide students with an understanding of Latin-American artistic movements, the history of major tendencies in Latin-American art and its relationship to Latin-American political and social structures.

ART2081
3 Credits
History on Film
Historical events and personalities as seen through the filter of the film industry; issues of historical accuracy and artistic license; political, social and cultural factors; films include both current and past productions. The course may be repeated for credit. (Equivalent to HUMN2081 History on Film.) Fall, Spring, Summer

ART2082
3 Credits
Shakespeare on Film
Shakespeare’s plays as rendered on film by the British and American film industries; films with Olivier, Welles, Branagh, Brando, Gielgud, Richardson and Cugney, among others, screened and discussed. Fall, Spring, Summer

ART2083
3 Credits
Crime Literature and Film
Hollywood translates American crime literature, fact and fiction, into film. Screenings and discussion of films representative of various cultural periods. Films include “Maltese Falcon,” “Blue Dahlia,” “Desperate Hours,” “Bonnie and Clyde,” “In Cold Blood,” “Goodfellas” and “Fargo.” Fall, Spring, Summer

ART2085
3 Credits
Cinematic History: Films of the 1950s
Cinematic experiences, historical perspectives and movie techniques are examined in the decade encompassing discovery of the art of moving pictures. The films of the period will cover the actors of the decade, the films and topics that were relevant to the time period, the directors and their message, societal moods and ideologies, as well as the “movie houses” that presented these timeless classics.

ART2091
3 Credits
American Cinema/American Culture
This course offers a cultural examination of the American moviemaking industry, with particular attention to the economic and aesthetic institution of Hollywood. It covers the birth of American cinema as it was known then and as it is known today. Movies, which include all aspects of the “creation process,” are examined and are related to culture in the 20th and 21st centuries.

ART2211
3 Credits
History of Photography from Daguerreotype to Digital
This course follows the history of the early pioneers of photography and traces the technical advancements up to and including modern digital imaging. In addition to the historical aspect of the photographic medium, the course will also cover the basic elements of design, composition and camera manipulation that go into the creation of a good photographic image.

ART2411
3 Credits
Art History: Renaissance to Contemporary
In order to help students gain a greater appreciation of the fine arts, this course will consider how artists of the past (and present) viewed the world and communicated their visions. Students will learn to critically describe and analyze visual objects using art-historical vocabulary and methodologies. Students will utilize a variety of online media resources and gain significant experience in improving their writing through peer and instructor feedback.

ART2535
3 Credits
Inside the Art Market
Large fortunes have been made buying and selling artwork. Increasingly, the wealthiest person from every country diversify their portfolios by investing in art (alongside more conventional investments in stocks, bonds, real estate, etc.). One would expect old art, accepted by histori-
ans, to be the most lucrative but, surprisingly, contemporary art (produced after World War II) is the most expensive and sought-after segment of the art marketplace. This course examines how the art world operates — how art is produced, branded, collected, valued and sold on the international market. (Equivalent to BUSI2555 Inside the Art Market.)

ART2650
3 Credits
**Cinematic History: Films of the 1930s**
Cinematic experiences, historical perspectives and movie techniques are examined in the decade encompassing discovery of the art of moving pictures. The films of the period will cover the actors of the decade, the films and topics that were relevant to the time period, the directors and their messages, societal moods and ideologies, as well as the “movie houses” that presented these timeless classics.

ART2655
3 Credits
**Cinematic History: Films of the New Millennium**
Cinematic experiences, current perspectives and movie techniques are examined as today’s filmmakers mold and shape the vision for societal views of the present. The films of the period will cover the actors of the time, the films and topics that are relevant to the time period known as the New Millennium. Directors and their messages, as well as current societal moods and ideologies, will be examined and discussed.

**History**

HIST1123
3 Credits
**Business History**
The evolution of business institutions from the period of the ancient Greeks to present multinational corporations; topics include medieval concepts, the Protestant ethic, capitalism, the age of business expansionism and the advent of the big firm of modern business.

Spring

HIST2115
3 Credits
**The Revolutionary Nation: U.S. History I**
The history of the United States can be classified overall theme of revolution and social upheaval that will be discussed and debated in detail. Thus, students will gain a better understanding of America’s past as not merely a chronological chain of events, but as a malleable and active discussion on change and progress.

HIST2116
3 Credits
**The Revolutionary Nation: U.S. History II**
This course is the second part of a two-semester sequence that examines American history from the perspective of its numerous upheavals and revolutions in ideals and actions. Students will gain a better understanding of America’s past, not merely as a chronological chain of events, but as a malleable and active discussion on change and progress beginning with the Gilded Age and ending with the current day. Prerequisite: HIST2115 The Revolutionary Nation: U.S. History I.

HIST2118
3 Credits
**Ethical Issues in History**
Examines critical ethical debates that have shaped the American mind for more than 200 years. Ethical debates occur in historical places and contexts and have changed American conception of ethics and morality. Issues may include religious tolerance, slavery and anti-slavery, civil rights, feminism, privacy, labor and capital multiculturalism.

HIST2231
3 Credits
**The Heritage of the Past I**
Basic topics of Western civilization, origin of the universe and man, dynamics of civilization, the ancient Middle East, Greco-Roman civilization, the development of Christianity and the Middle Ages.

Fall

HIST2232
3 Credits
**The Heritage of the Past II**
Basic topics in Western civilization, the Renaissance, Reformations, the Enlightenment, the French Revolution and the Age of Napoleon, 19th-century national and ideological revolutions, the Industrial Revolution and the roots of the 20th century. Prerequisite: HIST2231 The Heritage of the Past I.

Spring

HIST2233
3 Credits
**The Modern World**
World history from 1848 to the present day. Topics include imperialism, World War I, the emergence of totalitarian systems, World War II, the Cold War, postwar decolonization and the challenges of our time.

*Fall, Spring*
Course Descriptions

Honors • Hotel and Restaurant Management

Anthony J. Petrocelli College of Continuing Studies
Florham Campus, Metropolitan Campus, Vancouver Campus and Wroxton College

HIST2852
3 Credits
Modern Cultural History
A presentation and analysis of Western cultural concepts, trends and issues and their relationship to and effect upon political and economic developments. This concentration will develop, in depth, culture and ideology in relation to modern society.

HIST2853
3 Credits
The Political Vision of Abraham Lincoln
An examination of Abraham Lincoln’s views on the American experiment; his understanding of the dynamics of politics; his positions on major issues; his political campaigns; his creative use of language to define America and American values; his legacy and importance today.

HIST4562
3 Credits
Leadership of the Founding Fathers
This course will examine 10 of the nation’s founding fathers — their lives, their roles in the development of the early government and the impact their individual leadership still has on the United States today. (Equivalent to PADM4562 Leadership of the Founding Fathers.)

Honors

HON2251
3 Credits
Honors Seminar
An interdisciplinary seminar that focuses on a single topic or theme, examining it from a variety of academic perspectives, including literature, philosophy, psychology, history, economics, fine arts and science. Special features include guest lectures, panel discussions, field trips, independent study and films.

Hotel and Restaurant Management

International School of Hospitality and Tourism Management

Core Courses

HRTM2210
3 Credits
Sales and Marketing for Hospitality Managers
This course provides hospitality students with an understanding of marketing plans, market segmentation, positioning, sales strategies, consumer behavior, advertising and promotion, pricing theory and group sales as they apply to the hospitality industry.

HRTM2211
3 Credits
Accounting for Hospitality Managers
This course emphasizes specific accounting information and procedures needed by hospitality students to become productive managers. Topics include Uniform System of Accounts, budgeting, cost behavior and standard costs as related to various areas of the industry. Prerequisite: ACCT2021 Introductory Financial Accounting.

HRTM2223
3 Credits
Quantity Food Production
Management of volume food production in catering, health care, institutional, commissary and airline applications. Menu and production planning and organization, control, analysis and performance improvement are emphasized.

HRTM2225
3 Credits
Sustainability and Ecotourism
This course will introduce tenets of sustainability and how environmental organizations, local communities, businesses and governments can work together to benefit from natural resources while preserving them. The concept and origins of ecotourism will be critically examined. Ecotourism as a source of foreign exchange will be explored and how tourism businesses can benefit from sustainable tourism development.

HRTM3108
3 Credits
Nutrition, Sanitation and Food Safety
This course is designed to provide students with the basic food-service knowledge needed to supervise staff in this segment of the hospitality industry. Students gain an understanding of food-borne illness and prevention of it. Additional topics covered include: food spoilage, storage, transportation, government regulations and sanitation codes. This course will also focus on basic nutrition information necessary for the food-service professional in any environment. What are the legal and ethical responsibilities to guests?

HRTM3209
3 Credits
Human Resource Management
A comprehensive approach to the management of human resources and supervision in hospitality organizations. The course includes techniques of labor planning, job specifying, scheduling, dealing with organized labor, training, supervising, motivating and improving productivity.

HRTM4109
3 Credits
Hospitality Operations Tactics and Strategy
The objective of this assimilative course is to provide juniors and seniors with a reflective and action-oriented experience in the hospitality/strategic-management process. In addition to traditional classroom activities, students will work with a virtual learning technology known as HOTs (Hotel Operations Tactics and Strategy). It is a unique tool for management training and development which is currently utilized by many major hospitality corporations. Students will simulate the operation of a full-service hotel in a variety of competitive environments. Through the simulation of realistic business situations, HOTs provides learning with an opportunity to analyze the cause and effect of decisions in the areas of business planning, operations, finance and revenue management, cost control, sales and marketing, customer service and human resources.

HRTM4114
3 Credits
Research in Ethical Management
This research-based course will focus on managing in the hospitality and tourism fields in an ethical manner. The course will begin with the fundamentals of research writing and the peer-review process. Several experts have been enlisted to create an exceptional learning experience in topical areas for students about to embark on their hospitality careers. For hotel and restaurant majors or permission of the instructor.

HRTM4204
3 Credits
Property Management
Hospitality facilities and systems are studied, stressing the roles of the manager in designing, maintaining and troubleshooting the operations. Competencies are developed in organization of property management records and routines; protection of public and employee comfort, health and safety; conservation of physical assets; productivity standards; training; specific building facilities; land-use planning; and engineering utility systems.
Hotel and Restaurant Management

Anthony J. Petrocelli College of Continuing Studies
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Course Descriptions

**HRTM4280**
3 Credits
**Domestic and International Tourism**
Provides an overview of the theoretical and practical applications of travel and tourism as it relates to the domestic and international marketing and management.

**Professional Development Series**

**HRTM101**
1 Credit
**Work Term Experience I**
This summer work experience is the first of three and represents 400 of the 1,200 hours of approved fieldwork experience in the hospitality industry.

**HRTM1100**
1 Credit
**Professional Development Sequence (PDS) Work Experience 1**
The Professional Development Sequence (PDS) Work Experience 1 is an introductory, one-credit work experience course designed to provide students with the opportunity to apply theoretical, classroom course work to "real-life" hospitality employment. Regardless of whether students have worked previously in the industry or they are embarking on their first job, this experience requires them to complete 400 hours of employment and is typically completed during the summer. Students choose their own place of employment after being prepared during the spring-semester PDS class to construct a résumé, explore and develop interpersonal skills and practice interview techniques.

**HRTM1101**
1 Credit
**Career Orientation and Professional Development**
Provides an overview of various hospitality management career areas, defines professionalism and investigates each student’s specific interests in relation to these areas. This course includes a lab experience.

**HRTM1102**
1 Credit
**Professional Skill Development**
Students develop job-acquisition, problem-solving, interpersonal, stress and time-management skills and prepare for a monitored work experience, generally in the following summer (400 hours). This course includes a lab experience.

**HRTM2011**
1 Credit
**Work Term Experience II**
This summer work experience is the second of three and represents 400 of the 1,200 hours of approved fieldwork experience in the hospitality industry.

**HRTM2100**
1 Credit
**Professional Development Sequence (PDS) Work Experience 2**
The Professional Development Sequence (PDS) Work Experience 2 is an intermediate, one-credit work experience course designed to build on students' previous work experiences and accumulating hospitality-related course work. Students will complete the same model of 400 hours of employment at locations of their choosing, with an emphasis placed on not necessarily returning to both the previous employers and position. Instead, at this level, students are asked to seek positions that require them to move toward managerial responsibilities. Students are asked to examine the management and leadership styles demonstrated by employers and compare and contrast some of the theoretical models of management and leadership that were introduced in the classroom. Students prepare for this experience by undertaking PDS classes in both the fall and spring semesters, which focus on leadership and legal issues relative to the hospitality industry.

**HRTM2103**
2 Credits
**Management Values and Professional Standards**
Focuses on management and attitudes consistent with professional standards and the manager's role in the business and community. This course includes a lab experience.

**HRTM2104**
2 Credits
**The Hospitality Manager and Law**
Students examine various legal considerations in a professional hospitality management environment and prepare for a monitored work experience, generally in the following summer (400 hours). This course includes a lab experience.

**HRTM2500**
0 Credits
**Professional Development Sequence (PDS) Lab**
Provides specific time slots for Professional Development Sequence (PDS) activities concurrent with formal classes. Students may register for this class multiple times throughout their education at FDU. Corequisites: HRTM1101 Career Orientation and Professional Development, HRTM1102 Professional Skill Development, HRTM2103 Management Values and Professional Standards, HRTM2104 The Hospitality Manager and Law, HRTM3105 Managerial Challenges in the Workplace, HRTM3106 The Manager and the Group: Work Experience, HRTM4107 Concepts in Transportation and Travel and HRTM4108 Global Issues in Hospitality Management.

**HRTM3011**
1 Credit
**Work Term Experience III**
This summer work experience is the last of three and represents 400 of the 1,200 hours of approved fieldwork experience in the hospitality industry.

**HRTM3100**
1 Credit
**Professional Development Sequence (PDS) Work Experience 3**
The Professional Development Sequence (PDS) Work Experience 3 is an advanced, one-credit work experience course also designed to build on students' previous work experiences and accumulating hospitality-related course work. Students will complete the same model of 400 hours of employment at locations of their choosing, with an emphasis placed on not necessarily returning to both the previous employers and position. At this level, students are fully immersed in hospitality course work, and are beginning to consider their specific area of career interests as they begin their transition toward graduation or graduate school. The students' interpersonal skills have been refined and course work has become more sophisticated, preparing them to think about advanced issues such as total quality management (TQM), cultural diversity in the workplace, leadership paradigms, etc. Students prepare for this experience by undertaking PDS classes in both the fall and spring semesters, which focus on business issues relative to the hospitality industry.

**HRTM3101**
2 Credits
**Professional Development Sequence (PDS) Work Experience in China**
This two-credit, work-experience course is designed to build on students’ previous work experience and accumulating hospitality-based course work. Students will complete 800 hours of employment with the Intercontinental Hotel in Chengdu, China.

**HRTM3105**
1 Credit
**Managerial Challenges in the Workplace**
Focuses on professionalism applied to the workplace, emphasizing contemporary issues, challenges and opportunities. This course includes a lab experience.

**HRTM3106**
1 Credit
**The Manager and the Group: Work Experience**
Focuses on professionalism with an emphasis on leadership development and preparation for a monitored work experience, generally in the following summer (400 hours). This course includes a lab experience.
Course Descriptions

Hotel and Restaurant Management

Anthony J. Petrocelli College of Continuing Studies
Florham Campus, Metropolitan Campus, Vancouver Campus and Wroxton College

HRTM2253  3 Credits
Guest Service Strategies
This course examines the role and responsibilities of hospitality employees in creating and sustaining quality guest relationships. Commonly used customer relationship management (CRM) software utilized in the industry will be taught as will specific guest-relations strategies.

HRTM4107  2 Credits
Concepts in Transportation and Travel
Various modes of transportation are studied with specific emphasis on their impact on travel and hospitality. Transportation and travel and their interactions with the hospitality industry are studied as models of the manager's role and responsibilities in a highly regulated society. This course includes a lab experience.

Spring

HRTM4108  2 Credits
Global Issues in Hospitality Management
Management approaches, techniques and strategies as practiced in the United States in specific hospitality areas such as human resources, systems organization and planning, control and analysis are examined and contrasted with their counterparts abroad. The course requires participation in class sessions and conferences abroad for which there is a surcharge. This course includes a lab experience.

Spring

HRTM4112  3 Credits
Hospitality in China
This course will examine the growth and context of hospitality, particularly restaurants and hotels in China. General concepts, techniques and strategies in the organization and management of operations such as business systems, standards, controls, marketing and product delivery will be explored. Emphasis is on quality assurance, customer satisfaction and process improvement.

HRTM4200  2 Credits
International Cultural Seminar
This course will explore intercultural communication and how cultural differences between selected countries in the European Union and the United States impact the hospitality and tourism industry relative to individual, team and organizational performance. Students are required to research and deliver a comprehensive term project on the role of intercultural communication in the United States including the influence of stereotyping, demography and globalization.

Casino and Gaming Management

HRTM2250  3 Credits
Casino Management
This course analyzes casino and gaming management as a discipline and introduces students to a more traditional theoretical approach of strategic market planning and then places the different aspects of casinos within that framework. Students will study the history of gaming and gaming development, casino organization and operation, the mathematics of casino games and casino management, as part of the broader study of hospitality management. This course first explores the casino's external environments and external environment influences and their impact on the consumers and the competition. The course then moves to the internal control factors of product, price, place and promotions, and concludes with a discussion of the future of gaming.

HRTM3233  3 Credits
Casino Games Operations
This course explores the rules and operating concepts of casino slot machines and table games such as blackjack, baccarat, poker, craps and roulette. It also encompasses an in-depth examination of the various methods used to protect casino table games and slot machines. Methods used to eliminate or mitigate cheating along with various methods of detection and internal controls used by casinos are introduced.

HRTM4232  3 Credits
Mathematics of Casino Games
This course will introduce the mathematical and logical framework of the casino operation. Skills will be developed to conduct analysis such as the techniques and methods utilized in computing the probabilities, expected outcomes and house percentages of casino games. Students will learn to compare and contrast casino game rules and payoff odds. Students will relate the casino operations’ mathematics to the overall profitability of the casino and generate strategies to increase gaming revenue.

HRTM4238  3 Credits
Gaming Regulations and Control
The course will examine various forms of casino gaming and the political/economic background of casino gaming and the effects of casino gaming on communities, lifestyles and value systems. The course explores gaming regulations and controls in the global marketplace. Students will compare, contrast and analyze gaming jurisdiction regulations and rules to determine the political, cultural and societal impact of casino gaming. Students will be exposed to the historical, legal and regulatory environment of casino gaming.

HRTM4239  3 Credits
Gaming Analytics
This course on casino-gaming analysis will explore different analytical techniques and methods utilized by casino operators to evaluate guest behaviors and determine strategies to maximize efficiency and consumer loyalty. Students will examine common analytical techniques and key metric indicators utilized in making decisions about strategic initiatives employed by global gaming organizations.

Food-service Management

HRTM2212  3 Credits
Dining Service and Etiquette
This course familiarizes students with service and dining skills needed in a dining room and in other hospitality sites. Areas covered include service techniques for food and beverage, including French, Russian, Butler and American. Also what should a server know and what should a diner expect? Topics included are table setting, personal dining etiquette and business social skills.

Fall, Spring

HRTM2230  3 Credits
Introduction to the Study of Wine
This course provides an overview of various topics related to wine. These include: history, production, service and distribution. Open to nonhospitality majors.

HRTM2235  3 Credits
Nutrition for Hospitality Managers
Provides an overview of nutrition principles for hospitality managers and other individuals working in a service environment.

Fall, Spring

HRTM2260  3 Credits
Events Planning
A systematic approach to the process of planning and executing a corporate or social event in a hotel environment. It includes a comprehensive understanding of the event from point of sale through its conclusion.

HRTM3203  3 Credits
Food and Beverage Management
The course emphasizes the food and beverage concepts essential to all hospitality managers. Areas such as menu planning, beverage operations, food-production systems, food-service and delivery systems are studied. Prerequisites: HRTM2211 Accounting for Hospitality Managers and MIS1135 Introduction to Computers
or MIS1045 Information Technology for Business.

HRTM3206
3 Credits
Spirits and Beverage Management
This course is intended to provide students with product knowledge on alcoholic beverages. The course will also provide current information regarding management skills required of a bar/beverage manager.

Fee

Lodging Management

HRTM1301
3 Credits
Effective Business Communication
This course uses a workshop approach to focus on clear and concise writing, vocabulary and oral communication for international students looking to do business with multinational organizations. The course will introduce the basics of good business writing, including papers using the APA format, documenting sources and Internet usage, as well as the culture and etiquette of business. (Equivalent to ESL1301 Effective Business Communication.)
Fall, Spring

HRTM2209
3 Credits
Conflict Resolution and Collaborative Negotiation
This experiential course helps participants develop skills in collaborative negotiation and conflict resolution in hospitality settings. The course considers how differences such as world view, class, power, culture, race and gender can affect the conflict resolution and negotiation process.
Fee

HRTM2213
3 Credits
International Human Resources
This course discusses expatriate behavior, culture of the host countries and repatriation to parent countries and provides a global experience for the student considering accepting an assignment with a multinational corporation.
Fall, Spring

HRTM2221
3 Credits
Rooms Division Management
Front-office relations to other departments, functions of the front office, sales and marketing in the front office, reservations, the guest cycle and reports and statistics unique to the front office. Discussion of the functions of housekeeping, the responsibilities of the housekeeper and manager, systems for cleaning rooms and public areas and housekeeping relations with other departments.

HRTM2224
3 Credits
The Professional Meeting Market
This survey course provides a comprehensive overview of the meeting-planning business, including the corporate, incentive, association, convention and trade show areas. Topics cover program development and budgeting, negotiations and contractual issues, participant profiling, site selection, the planning process, menu planning, technology options, safety and security, cultural protocol of international meetings and the use of outside vendors. This course also looks at meeting planning through the eyes of the end-user as well as the supplier, their relationship to each other and the needs of each to quantify results and manage resources to ensure mutual success. Guest speakers, handouts and interactive discussions of current meeting trends provide each student with an understanding of meeting planning as a business as well as a possible career choice.
Spring

HRTM2236
3 Credits
Cultural Tourism of Latin America and Cuba
This course will explore the region of Latin America with a focus on Cuba, in the role that cultural tourism plays as a pathway for foreign recreation, local entrepreneurship and political stability. The class will analyze the encounter of foreign visitors with local populations, ecology and the cultural imaginaries and identities born of those interactions. Specifically, this course examines the way in which culture is crafted, performed and marketed to visitors keeping with (and, at times, in opposition to) their own culturally shaped notions of authenticity, purity, preservation and desire. It will also question the reliance of particular modes of cultural and recreational tourism (including architectural, music and dance tourism and sex tourism) as viable/ethical forms of sustainable development. Finally, students will reflect on tourism’s conflicting role as a force for political and economic advancement on the one hand and regression on the other (or both).

HRTM3004
3 Credits
Introduction to Franchising
Franchising in the hospitality industry is designed to provide students with an understanding and appreciation of the role that franchising plays in the hospitality industry. The course will review the franchising model from the perspective of both the franchisor and franchisee, highlighting the importance of the symbiotic relationship. Focus will be placed on the selection process, the contract process and the roles and responsibilities of each of the parties in the relationship. On a macro level, the impact of franchising on the overall economy also will be discussed.

HRTM3207
3 Credits
Lodging Operations and Revenue Management
Techniques and strategies in the organization and management of hospitality systems such as business, finance, marketing, reservations, food service, guest service, supply and control are studied. The course emphasizes quality assurance, guest satisfaction and process improvement.

HRTM3234
3 Credits
Social Media in the Hospitality Industry
This course is designed to teach students the conceptual foundation and practical techniques necessary for creating a comprehensive and effective social media marketing plan after a detailed study of the social media marketing, goals and strategies. In addition, extensive consideration will be given to monitoring and measuring the progress made in reaching social media goals. The most useful quantitative and qualitative social media measurements are introduced and explained in detail.

HRTM3250
3 Credits
Club Management
This course introduces the hospitality student to the unique world of private club management. Emphasis is given to the analysis of skills required in managing different club operational areas such as human resources, food and beverage, information systems and excellence in service.
Fall, Spring

HRTM3252
3 Credits
Spanish for Hospitality Managers — Study Abroad
This course provides hospitality students an opportunity to enhance their Spanish language skills. Classes will be held in a practical setting with major emphasis on learning terms and Spanish jargon utilized in hospitality businesses and necessary for the interaction with Spanish-speaking employees. Prerequisites: SPAN2103, SPAN2104 Intermediate Spanish I and II.
Spring
Fee

HRTM3500
3 Credits
Meeting and Conference Planning Management
This course provides an overview of the meeting and conference planning segments of the hospitality industry. Specific emphasis is placed on the selling, planning, organizing and operating of meeting and conference facilities from a management perspective.
Course Descriptions

Humanities

Anthony J. Petrocelli College of Continuing Studies
Florham Campus, Metropolitan Campus, Vancouver Campus and Wroxton College

HRTM4101
3 Credits
Sustainable Tourism Development
The course will examine the role international organizations such as the International Monetary Fund (IMF) and the World Bank play in the development of tourism in developing countries as a source of foreign exchange. The impact of mass tourism in a sustainable manner will also be studied. A trip to Costa Rica will introduce a model for sustainable tourism development in action.

HRTM4110
5 Credits
New Venture Management in the Hospitality Industry
The course is designed to encourage students to net upon their entrepreneurial ideas in the hospitality business. The course will teach the fundamental concepts of how to start and run a successful hospitality business. Individuals/learners will develop an understanding of business plans, budget analysis, legal review and how to evaluate new ventures. Prerequisites: Hospitality Core Courses.

HRTM4111
3 Credits
Global Issues and Tourism
This course will examine the impact of globalization on the practice of tourism and its development. The impact globalization has on human resources, the sustainability of tourism development, the utilization of technology for tourism operations and the impact on the environment.

HRTM4112
3 Credits
Topics in Quality and Revenue Management
This course explores the theories and best practices in quality and revenue management with an emphasis on Cendant Hotel Division constructs. Students will be exposed to guest speakers and panel discussions featuring subject-matter experts from across the span of Cendant Hotel Division. Revenue management is a vital process and it often determines the success or failure of a hospitality/service enterprise. Cendant Hotel Division revenue management schema will be identified. Students will gain a practical understanding of pricing/capacity utilization and RevPar optimization. Market-performance measurement tools such as the STAR and Host reports will be reviewed and linked to Cendant Hotel Division contexts. Total quality management and continuous improvement are essential ingredients in successful hospitality enterprises. To this extent, the course will examine theories and applications across the contexts and brands of Cendant Hotel Division.

HRTM4113
3 Credits
Topics in Diversity
This course explores the theories and best practices in diversity management with an emphasis on Cendant Hotel Division constructs. Students will be exposed to guest speakers and panel discussions featuring subject-matter experts from across the span of Cendant Hotel Division. For Cendant employees only.

HRTM4227
3 Credits
Seminar in Lodging Management
Current issues in lodging management are examined.

HUMAN2015
1 Credit
Spanish Immersion Class
Come live the best Spanish learning experience. Learn fast, speak now, hablare ya! Learning Spanish or expanding current language skills can open many doors for students, whether they are doing business internationally, they want to improve customer service in their businesses or even if they are just traveling to another country. In fact, knowing a few phrases in the local language can improve one’s travel experience immeasurably. Communicate with fellow students and instructors easily, and, most importantly, perform one’s skills with native speakers of the language through hands-on practice. Learn Spanish in a fun setting. The course focuses on experiencing the Spanish language through fun communication strategies, amusing discussions, vocabulary that people will use, listening and real social situations.

HUMAN2016
3 Credits
Introduction to Spanish Literature and Rhetoric
Introduction to Spanish literature; examination of current critical and theoretical approaches to Cervantes and other classics; introduction to the use of persuasive Spanish; continued studies in Spanish grammar, composition, syntax and rhetoric for academic purposes, with literary illustration. Prerequisite: intermediate-level knowledge of Spanish.

HUMAN2081
3 Credits
History on Film
Historical events and personalities as seen through the filter of the film industry; issues of historical accuracy and artistic license; political, social and cultural factors; films include both current and past productions. The course may be repeated for credit. (Equivalent to ART2081 History on Film.)

HUMAN2205
3 Credits
World Food and Culture
This course is a study of international foods and cultures and their influence in the humanities and social sciences. Through the use of text, research articles, films and various media, students will examine food patterns of the world from a cultural, geographical, anthropological and historical perspective as it relates to the evolution and advancement of the human condition.

HUMAN2211
3 Credits
Technology and Literature
The image of the scientist in literature: hero, villain and madman; the scientist/engineer as creative writer; scientific writing as objective and subjective expression.

HUMAN2216
3 Credits
Understanding Human Diversity
Americans live in an increasingly diverse society within a global economy. Understanding and valuing the diversity of others will contribute to the student’s strategies for successfully dealing with diversity in personal and social contexts. The course will focus on issues of class, ethnicity and gender in a global society.

HUMAN2221
3 Credits
The Travel Writer: From Herodotus to Therooux
Travel writing as unique literary expression; the travel writer as observer and cultural influence. Readings from historical sources and from more modern travelers such as Cooper, Twain, Orwell, Waugh, Hemingway and Steinbeck.

HUMAN2241
3 Credits
Greek Civilization
This course will explore the history and culture of Greece during the fifth century BC. Topics will include Greek constitutional history (especially the development of Greek democracy), the Persian Wars, the rise of the Athenian Empire and the Peloponnesian Wars.
HUMN2250
3 Credits
**History of Global Warfare**
In this course students will examine the changing nature of war in western civilization and its relationship to the development of various cultures and societies. Rather than focus simply on winners and losers, the focus will be on the relationship between wars and the culture, laws, governments and societies of those involved and affected.

HUMN2252
3 Credits
**How Soccer Explains the World: Sports, Nationalism and Globalization in the Modern World**
The global power of soccer might be a little hard for Americans — living in a country that often views the game with the same skepticism used for the metric system — to grasp fully. But in Europe, South America and elsewhere, soccer is not merely a pastime but often an expression of the social, economic, political and racial composition of the communities that host both the teams and their throngs of enthusiastic fans. Yet some say the United States is the most sports-crazy society in the world, with nearly every sport ever invented being played here. What do sports say about societies and cultures, about globalization? Soccer is not the only sport with such powerful impact in the modern world, and the class will explore others as well, especially baseball.

HUMN2281
3 Credits
**Christianity: Foundation and Early History**
The course will trace the foundation of Christianity and its growth through the reign of Constantine (306–337 A.D.). Topics include origins of the religion within the Jewish tradition, the background of the Roman Empire, the early Christian/Pagan Dialogue and persecutions and its evolution into a state religion.

HUMN2510
3 Credits
**War on Film**

HUMN2511
3 Credits
**Sports on Film**
Sports, whether on an organized and professional level, the scholastic and intercollegiate levels, on a Little League field — or disorganized in a playground — has become the subject of cultural inquiry, exploration and criticism. Some of the more creative and interesting examinations of the meaning of sports in people’s lives have been on film. Sports as a builder or revealer of character; sports as an obsession; sports as a metaphor for political, economic, ethnic and racial conflict or war itself; sports as an agent of corruption — all these aspects and more have provided subject matter for great sports films. This course will examine films like “Knute Rockne — All American” (1940), “The Pride of the Yankees” (1942), “Body and Soul” (1947), “Jim Thorpe — All American” (1951), “Brian’s Song” (1971), “Rocky” (1976), “The Natural” (1984), “Hoosiers” (1986), “A League of Their Own” (1992), “When We Were Kings” (1996), “Miracle” (2004), “Cinderella Man” (2005), “The Express” (2008) and others in light of these considerations.

HUMN2512
3 Credits
**Culture and Conflict in the Middle East**
Cultural realities in the contemporary Middle East; religion, social, political and economic determinants in Middle Eastern culture; revolution and change; the Arab Spring, clash of cultures and sects; the Arab world and modernity.

HUMN3000
3 Credits
**Dealing with Diversity**
This course will explore demographic stereotypes among various American cultural groups. Students will be challenged to think through the various definitions of feminism, race, multiculturalism, social class, gender issues and diversity from a cross-cultural perspective. The class also will reflect on the significance of these topics and how they have shaped the lives of today’s American groups. Students will be challenged to think about their personal experiences in reference to course topics and gain a better understanding of self. Prerequisites: ENGL1101 English Composition I and ENGL1102 English Composition II. Only for University partnership students.

HUMN3002
3 Credits
**Table Talk: The Literature of Food**
This course will examine the writings of various chefs, food-industry gurus and those whose lives have an effect on the restaurants, menus and food environs. The purpose is to reexamine what influenced these notable chefs and food-industry personnel as well as the outcomes of their journey in the food industry.
diversity and in a world that is increasingly global, who decides what constitutes “cultural literacy”? And isn’t it really “cross-cultural literacy” that is called for in today’s world? If so, how should “cross-cultural literacy” be defined? This course will explore these questions and help build the class’s own Dictionary of Cultural Literacy.

HUMN3540
3 Credits
Portraits of Power: Leaders on Film

HUMN4210
3 Credits
Violence and Culture: World of Entertainment, Film, TV and Video Games
This is a thought-provoking look at the complexity and contradiction involved in violence within society through an examination of the impact of the film, television and video game industries on violence in society. This course will examine the industry — from cartoons to video games.

HUMN4590
3 Credits
REL1113
Religion and Terrorism
Religion has a significant impact on cultures and even governments. Historically, there have been periods of time when religion has been the basis of conflict and wars. This course will investigate how religion has been linked to terrorism. (Equivalent to PADM4590 Religion and Terrorism.)

Information Systems
MIS2101
3 Credits
Management Information System
Course is an overview of information systems specifically addressing their management and the current technology. The evolving role of information systems and related technology within a business organization are studied. The learning process is enhanced by using spreadsheet and database management software on personal computers for business applications.

MIS2110
3 Credits
New Perspectives on the Internet
This course offers challenging projects and key reinforcement exercises. This is a “browser-generic” full-semester course on the internet that takes a step-by-step approach to basics through more advanced internet concepts. New interior design helps students easily identify the case and the steps necessary to complete the course effectively. It offers coverage of the different email packages including Netscape Messenger, Microsoft Outlook Express, Hotmail and Eudora. Designed for adult learners who want to get more “user friendly” with the internet.

MIS2121
3 Credits
Introduction to Adobe Photoshop®
The course covers the introductory to intermediate aspects of the powerful photo-restoration and creation software. This application is used in graphical and multimedia areas of print and video. The areas covered in the course include color techniques, working with layers, special effects and filters, creating web documents, manipulating colors and creating clipping groups. Hands-on laboratories offered online will be utilized to teach these techniques. Fall, Spring

MIS2123
3 Credits
Office ®: Introductory Concepts
This course offers a step-by-step approach to learning the fundamentals of Microsoft Office ®. Contains 15 projects on computer concepts, Windows®, Word®, Excel®, Access®, PowerPoint, Outlook® and Office Integration®. Includes sufficient material for a first course on Office® applications. Projects and exercises take full advantage of the new features of Office®. Introduction to computers section has been revised to start students with the most up-to-date introduction to computer concepts.

MIS2131
3 Credits
Introduction to Final Cut® Pro
This course is designed to work with the Apple system. Final Cut Pro® is the predominant video-editing system for professional editors. The software covers areas including video intake, video cutting, video effects, video compression and video output. The class will utilize labs and video-creation techniques used in the professional industry. Layering, cutting and color manipulation will be covered. Fall, Spring
MIS2141  
3 Credits  
**Advanced Adobe Photoshop®**  
Advanced Adobe Photoshop® creative workshop not only shows the latest and more advanced features of the software, but it also gives the student practical applications of the features, including new creative options to produce the highest-quality image for print, the web and anywhere else. Prerequisite: MIS2121 Introduction to Adobe Photoshop®.

MIS2151  
3 Credits  
**Electronic Commerce and Beyond: Special Topics for a Global Marketplace**  
This course addresses the use of e-commerce technologies for competitive advantage within a global market economy. Emphasis is placed on the ramifications of the use of a business tool that does away with the old notions of time and space. Interaction of students with international companies and business professionals in other countries through the virtual environment will give them the advantage of a real-world view of a globally-connected economy and provide concrete examples of how business can take advantage of this web of connections for substantial growth, progress, success and profit. Topics to be discussed include e-commerce basics and components; e-commerce strategy; e-commerce web-presence development; online marketing; online security; online legalities.  
*Fall, Spring*

MIS2161  
3 Credits  
**Introduction to Adobe Premiere® Pro**  
This course offers complete coverage of basic to advanced Premiere® skills such as animating clips and using advanced video-effect techniques to create polished, professional-looking videos. This course includes video effects, animation, editing and more. A full-color Director’s Cut sidebar teaches students about editing techniques used in classic films like “The Godfather” and “The Birds.” Numerous end-of-unit exercises and projects throughout the text provide not only additional opportunities for practice and reinforcement but also a way to build a student’s portfolio.

MIS2171  
3 Credits  
**Creating E-portfolios**  
Learn to increase efficiency in the office, classroom, organization and beyond in this course designed to utilize the latest in production technology. Get started with the latest technological advancements in multimedia and produce documents and outputs designed for the web and more. Organize work and assignments in media-rich PDF Portfolios. Improve collaboration and security using powerful commenting tools and password protection. Easily bring together documents, spreadsheets, presentations, webpages, videos, photos and more in a polished PDF file or PDF Portfolio. Prerequisite: MIS1135 Introduction to Computers or equivalent.

MIS2181  
3 Credits  
**Global Information Technology**  
This course will review and discuss information-management strategies as they pertain to global markets and operations. Operation-technology requirements in various global locations will be explored. This involves an external and internal information analysis, which would explore technology concepts, human resource requirements and the integration of all components to achieve a successful outcome.

MIS2191  
3 Credits  
**Digital Design for Business**  
The ever-increasing demand for high-quality documents in print and on the internet requires a new set of graphics related to technological skills. The resulting computer-generated images should enhance a document’s appearance and reinforce its overall message to the audience. In this course, students will study the history of digital design, learn the basic design principles of contrast, repetition, alignment and proximity, and apply these principles to various print, presentation and web documents.

MIS2245  
3 Credits  
**Current Technology Issues**  
This course explores a variety of issues involving the social, environmental, economic and political impact of technology. Specific content may vary from semester to semester.

MIS3125  
3 Credits  
**Adobe Illustrator®: Advanced Artistic Design**  
The course is designed to take the basic features of Adobe Illustrator® and bring them to a more advanced area. Areas included are: using the new symbol feature to create and update repeating elements quickly, transforming images and designing objects with the improved liquify tool, mastering Adobe Illustrator® quickly and easily through example projects and applying the great variety of Illustrator features to the students’ work.

MIS3131  
3 Credits  
**Adobe Web Collection**  
Part of a Design Professional Series, this course offers basic to more advanced skills in Adobe Photoshop® 7.0, LiveMotion® 2.0 and GoLive® 6.0, making it a great reference for the future. Coverage includes image editing, animation and website design and development as well as the integration of all three applications. Full-color coverage of basic through more advanced features makes it a great reference for future use. Dual-platform instruction for both Mac and PC. Clear focus on how multimedia is taught in the classroom. Provides in-depth explanation behind the skills — answers the “why.”

MIS3141  
3 Credits  
**Office®: Advanced Concepts**  
MIS3142  
3 Credits  
Information Security  
The course introduces the concepts of information security, the security assessment and the implementation of security via minimal technical terminology and acronyms to appeal to a broader audience. It includes real-world examples and case studies for illustrations. Hands-on projects help to shape the scope of information security, and its application in the business world today.

MIS3151  
3 Credits  
Office®: Post-advanced Concepts  
This course covers more advanced Microsoft Office® functionality for skilled users including working with master documents, working with macros and Visual Basic for applications, formula auditing, date validation, complex problem solving, pivot charts, importing data, administering a database system and creating self-running presentations. Designed to prepare the student for MOUS Certification. Prerequisite: MIS3141 Office®: Advanced Concepts.

MIS3161  
3 Credits  
Multimedia for the Web  
This comprehensive course covers introductory multimedia concepts. It gives students a solid foundation in the planning process and design considerations, while covering industry standard applications and emerging technologies. It is designed to cover both theory and practical applications for web design, implementation and creation. FDU NetID (formerly Webmail) account required.

MIS3165  
3 Credits  
Principles of Web Design  
The course will help students build their HTML (Hypertext Markup Language) skills to enhance webpages and gain a critical eye for evaluating website design. Updated for the latest web-design technologies, this course has increased coverage of XHTML (Extensible Hypertext Markup Language) and Cascading Style Sheets to keep the curriculum up to date. Screenshots and browser information reflect the latest, most current web trends and technology. This class will provide the solid foundation needed to help students build successful websites.

MIS3171  
3 Credits  
Database Security and Auditing  
This course is separated into three sections: security, auditing and implementation. Students will fully understand how to implement database security on modern business databases using practical scenarios and step-by-step examples throughout the course. Each topic provides students with exercises and hands-on projects to reinforce and showcase the topics learned. The final project allows the students to apply their knowledge in a presentation of four real-world cases using security and auditing.

INFO3850  
3 Credits  
Applied Technology Practicum  
Practical work placement of at least 150 hours in areas related to applied technology studies. This placement is formally evaluated for academic credit by an academic adviser and will be based on an evaluation from the workplace, regular assignments and completion of a final report.

Interdisciplinary Studies

INTER1007  
3 Credits  
Gender and Identity  
This course looks at gender studies from an interdisciplinary lens. Disciplines the class will uncover include, but are not limited to, science, art, literature, history and sociology. This course will take into consideration the meaning of identity and gender cross-culturally. It will also look at the decline of tradition and the continuum of sexuality.

INTER1008  
3 Credits  
Women and Leadership  
This course is designed to empower women to create their own unique leadership style while recognizing challenges to women in leadership positions and developing strategies to overcome or circumvent them.

INTER1009  
3 Credits  
Perspectives on the Individual  
The purpose of this course is to stimulate personal reflection by carefully examining situations in which individuals struggle to come to grips with some very important features of self — integrity, purity of heart, the ability to make choices. Individuals seek to find meaning in their consciousness of their own mortality and to forge understandings of themselves through consciousness of their relation to nature. The effects of genetics, internal conflict, the totalitarian state and social prejudice pose challenges to the very survival of the individual self, but the challenges show individuals’ courage to grow and to survive. Readings include Plato’s Apology and Crito, Gilgamesh, Freud’s Civilization and Its Discontents, Atwood’s The Handmaid’s Tale, Wiesel’s Night and Haley’s The Autobiography of Malcolm X.

INTER1100  
1 Credit  
Introduction to Interdisciplinary Studies I  
In a world of specialists, why interdisciplinary studies? The definition, history, reasons for and significance of an interdisciplinary approach to knowledge, problem solving and decision making in a complex world.

INTER1121  
3 Credits  
The Image of the Artist in Film  
Students will examine cinematic representations of artists. With their English professor, students will explore the filmmakers’ narrative techniques, processes of biographical selection and employment of or arguments against stereotypes. With their psychology professor, students will investigate psychological theories relevant to the personalities and works of the artists. With both professors, students will confront the complexities of creative representation.

INTER2007  
3 Credits  
Language, Logic and Culture Seminar  
Expository writing and research methods correlated with an investigation of the interrelations of language, logic and culture, with readings in disciplines such as cultural studies, philosophy, linguistics and psychology. Prerequisite: 6 credits of any first-year English writing or composition course.

INTER2008  
3 Credits  
Literature and Culture Seminar  
Expository writing and research methods correlated with an investigation of literature as an expression of culture, with readings in disciplines such as philosophy, history, anthropology and linguistics. Prerequisite: 6 credits of any first-year English writing or composition course.
INTER2012
3 Credits
Evolutionary Psychology
What makes humans different from other animals? The class will explore topics such as self-awareness, culture, sociality, language, art, morality and cognition (knowing and thinking) from the perspectives of philosophy, literature, psychology and neuroscience. Prerequisite: INTER3001 Evolution, Ecology and Climate Change.
Spring

INTER2013
3 Credits
The American Experience
Citizens of the United States have had, since the country’s beginning, a vision of the future which has in its various meanings come to be called The American Dream. This course explores this idea through four questions: Who is to be included in and who is excluded from the Dream? Can the individual’s pursuit of the Dream be harmonized with the claims of the state? Does American art expose a melancholy tension in The American Dream, a tension between nostalgia for the past and a lust for innovation? Lastly, how do the aspects of the Dream that stress wealth, fame and power affect the polity and image of America in the world? Texts include the U.S. Constitution, Franklin’s autobiography, selections from de Tocqueville’s Democracy in America, Narrative of the Life of Frederick Douglass: An American Slave, The Great Gatsby and selections of the artwork from the Whitney Museum of American Art’s collection, The American Effect.

INTER2015
3 Credits
Studies in Women’s Leadership
This course explores women in power and highlights the strategies and the steps women must take to turn an interest in leadership positions. It also takes a look at current topics in leadership studies.

INTER2016
3 Credits
Gender and Diversity in the Workplace
This course discusses the concepts of gender, diversity and inclusion in the workplace. Inequality and subordination of roles are discussed throughout the semester.

INTER2017
3 Credits
Cultural Difference
As workers, people must deal with cultural difference and understanding. This course engages the differences and similarities of cultures across the globe. A cross-cultural purview of difference might challenge what students believe to be similar and different.

INTER2019
3 Credits
Art and Religion
An analysis of art and architecture from the world’s major religions with an emphasis on the evolution and commonality of art and symbolism across time and belief.

INTER2020
3 Credits
Creativity and the Arts
A course on the psychology and philosophy of creativity, imagination and beauty in the arts and nature — their sources in the mind/brain and their meaning in people’s lives.

INTER2022
3 Credits
Design and Culture Seminar II
A continuation of INTER2021 Design and Culture Seminar I, this course should be taken concurrently with INTER2024 Design and Culture Workshop II.

INTER2023
3 Credits
Design and Culture Workshop I
To gain a fuller understanding of the elements of design employed in various cultures, students will create work in the style of the cultures examined in INTER2021 Design and Culture Seminar I. No prior knowledge of computer graphics is required. Instruction in using graphics software will be provided as necessary.
Fall

INTER2024
3 Credits
Design and Culture Workshop II
This course is a continuation of INTER2023 Design and Culture Workshop I and should be taken concurrently with INTER2022 Design and Culture Seminar II.
Spring

INTER2025
3 Credits
Music and Culture
This course will examine how music is an expression of culture. It will take a cross-cultural and cross-disciplinary approach to looking at music and cultures that thrive on music. No prior musical knowledge is necessary for this course. The course objective is to develop a competency in examining culture through the lens of music makers and production.

INTER2026
3 Credits
Drugs, Alcohol and Addiction
Anything that we tangibly or psychologically consume can affect and influence how we think, feel and behave. Legal or not, we alter our brains by what we choose to feed it. In our increasingly complex society a number of questions abound. It is now vitally important that we safeguard ourselves with at least a basic understanding of the psychoactive effects of drugs, nutrients and other potentially addictive vehicles. This course aims to do just that. Additionally, be prepared to be armed with the awareness, skills and know-how needed to make your brain and body function optimally. Learn the difference between a stimulant and a depressant. Discover why the line of food and drugs is becoming increasingly blurred. Find out how the contents of our physical and mental diets impact our understanding of the world. Explore this journey of hidden surprises. The wisdom offered in this course may one day save your life.

INTER2041
3 Credits
Technology and Literature
The image of the scientist in literature: hero, villain and madman; the scientist/engineer as creative writer; scientific writing as objective and subjective expression. (Equivalent to HUMN2211 Technology and Literature.)
Fall, Spring

INTER2101
3 Credits
Globalization: Nature, Causes and Consequences
What is globalization? Is it something new? Can it be defined? What exactly is happening in the world economy, culture, social relations and the environment? To understand these issues, the methods of the historian, artist, economist, sociologist and natural scientist will be employed.
Fall

INTER2103
3 Credits
Ethics, Human Rights and Globalization Seminar
Has globalization created the need for a global ethic? If so, what would such an ethic entail? Do rich individuals, communities, nations and/or multinational corporations have an obligation to help poor nations develop their economies? What, if anything, is wrong with large inequalities of income, wealth, property and power? Are Western nations adopting a form of “cultural imperialism” when they push their values on non-Western cultures? These questions, among others, are explored in the process of understanding and integrating the insights of important economists, philosophers, ethicists, business management experts, industrial psychologists and social and political theorists. Ancient and modern works will be used to
examine the nature of justice, freedom and equality in a global context.

INTER2107
3 Credits
Real World Statistics
This course will focus on developing the students’ mathematical and statistical literacy as applied to real-world problems.

INTER2121
3 Credits
Objects of Desire in Film
Film as an artistic expression occupies a unique and privileged place among the arts of our time. If it is true, as it has so often been said, that rock and roll is the soundtrack of our lives, then films are the montage. This course will develop an elementary understanding of the language of film, allow the class to discuss selected current and classical films and pry out some of their significance to the times.

Fall, Spring

INTER2125
3 Credits
The Nature of Evil
An interdisciplinary course that helps students examine the complexities of “evil,” a word we freely use without being able to pinpoint its meaning. By looking through various lenses — psychology, religion, literature, sociology — students will gain a more thoughtful appreciation of the definition of evil and perhaps a greater awareness of how humankind has had to confront evil throughout history.

Fall

INTER2201
3 Credits
Technology and Modern Medicine
An examination of the impact of technology on modern medicine; advances in diagnosis and treatment of disease; recent developments in fiber optics, computerized imaging, robotics, endoscopy; drug and radiation treatment; DNA and gene therapy; social and ethical considerations.

INTER3001
3 Credits
Evolution, Ecology and Climate Change
Nature and culture are opposites, or are they? Is the very concept of nature a cultural construct? Or isn’t it? Is nature the same thing for the scientist, artist, poet, naturalist and philosopher? Do the world’s religions understand nature in the same way?

INTER3005
1 Credit
Introduction to Interdisciplinary Studies II
A more detailed investigation than INTER1100. Introduction to Interdisciplinary Studies I of ways of knowing, problem solving and decision making. An investigation of the subject matter and methods of the liberal arts, sciences and professions vital to life in a globalized world. Why should students care to know? Prerequisite: INTER1100 Introduction to Interdisciplinary Studies I.

INTER3011
3 Credits
Perspectives on Globalization
This online course will examine the historic, economic, political, technological, social and cultural dimensions of globalization. It will address questions such as: What is globalization? Is globalization something new? When did it start? To what extent have technology, free-market ideology, multinational corporations, state actions and human nature been instrumental in causing globalization? What are its effects on the distribution of power, income and wealth within and among nations, on the family, on workers and working conditions, on the environment, on local cultures, etc.? The responses to globalization also will be examined. Prerequisite: A course in economics or the permission of the instructor.

INTER3015
3 Credits
Legal Issues in Gender Studies
Gender equality provides an essential context and precondition for inclusive human development. This course delves into legal issues that encompass the terms gender and gendered space.

INTER3016
3 Credits
Women and Power
The dynamics of power are situational, cultural, developmental, political, economic and gendered. This course explores the dynamics of power in their many forms as they relate to women in leadership positions.

INTER3017
3 Credits
Leadership Development
This course is designed to uncover the specific strengths and qualities of the individual as they intersect and support attitudes of and roles in leadership positions. Students in this class will develop inventories of their strengths and weaknesses as they relate to their specific goals for a future leadership position.

INTER3018
3 Credits
Career Planning for Women in Leadership
The students in this course will engage with the myriad options available to them as women seeking a leadership position. The course includes a semester-long project that is designed to allow students to develop a personalized career plan, including benchmarks and evaluation tools to help the student measure, reflect upon and adapt to changing circumstances.

INTER3041
3 Credits
Technology and Values
The course will include, but not be limited to, a short history of industrial and postindustrial technology, technology as value neutral and value-laden, positive and negative ethical consequences of technology, ethical challenges created by technology (e.g., genetic engineering, cloning, artificial intelligence), ethics and responsibility in a high-tech age and humanism vs. science and technology. Ethical issues in a computerized society (e.g., privacy, private property, power concerns related to the global information highway, quality of work, work possibilities in a computer age and computers and the self) will also be examined. (Equivalent to PHIL3310 Human Perspectives in a Computerized Society. Credit cannot be given for both courses.)

Fall, Spring

INTER3100
3 Credits
Introduction to Organizational Development
Organizational Development (OD) is a field that provides skills to future leaders to create successful organizations and high-performing teams. Students will learn the history of OD, develop self-awareness and learn management skills.

INTER4000
1 Credit
Introduction to Interdisciplinary Research
This course explores the nature, methods and importance of interdisciplinary research. It will prepare students for their capstone experience. Prerequisites: completion of 75 credits and junior standing.

INTER4001
3 Credits
Senior Capstone Experience I
A required course for majors in interdisciplinary studies. Students, under the supervision of a faculty member, will prepare an individual or group project as a culmination of their studies.

INTER4002
3 Credits
Senior Capstone Experience II
An elective for students who wish to further develop and expand their work in INTER4001 Senior Capstone Experience I. Prerequisite: INTER4001 Senior Capstone Experience I.
unique aspects of leadership in the business world. Students will also explore the parallels, overlap and divergences of alternative forms of both business and non-business leadership positions. Specific business leaders and their styles will be emphasized and studied.

INTER4400
3 Credits
Integrated Learning Project
After sessions on methodology, expectations and evaluation, students will write analytic reports that synthesize materials covered in courses completed toward a specialization and/or certificate, combining it with experiences gained outside of the classroom in an organizational setting. The objective of the report is for students to demonstrate a deepened and enhanced understanding of their chosen specialization. Note: B.A. in interdisciplinary studies only.

INTER4438
3 Credits
Ethics and Public Affairs
This course explores the nature and validity of moral arguments for contemporary public policy issues, such as abortion, capital punishment, racial profiling and the rules of war.

INTER4439
3 Credits
Questioning Religion
Discussion of readings from atheists, skeptics, saints, scoffers, believers, doubters, scientists and theologians to explore issues of doubt and faith, reason and religion, for and against the major religious traditions — and in people's own lives.

INTER4505
3 Credits
Psychology of Terrorism
An in-depth analysis of terrorism, the terrorists' beliefs and reasons for actions against a certain group or government agency both here and abroad. What beliefs cause terrorist practices and the psychology of the suicide bomber syndrome. (Equivalent to PADM4503 Psychology of Terrorism.)

International Business

IBUS2252
3 Credits
Latin America and the Global International Trade
This course will provide an analysis and understanding of the new international trade in a global economy, its impact on the economies of Latin-American countries and how they may benefit from this new economic reality.

Law

LAW2151
3 Credits
Principles of Immigration Laws
The study of U.S. immigration laws. The course will examine the impact of U.S. immigration laws on business decisions for employment strategies. Visas and immigration consequences of criminal activities will be covered. Current and proposed legislation will be discussed.

LAW2152
3 Credits
Introduction to Criminal Law
This course provides the philosophical and historical background of the agencies that comprise the criminal justice system. It focuses on the development of justice and law, crime and punishment, the administration of laws, the agencies' functions, career orientation and public relations.

LAW3001
3 Credits
Advanced Business Law
This course will focus on corporate law, contracts, commercial leases and employment law. The class will analyze cases related to these subject matters as well as the practical aspects related to the legal issues in these areas.

LAW3002
3 Credits
Family Law, Divorce and Custody
This course will focus on the grounds for divorce in the states of New York and New Jersey; equitable distribution; and issues related to child custody, alimony and child support. Other parental-right issues and adoption will also be discussed.

Management

MGMT1110
3 Credits
Business in a Global Society
A survey of the functions and operations of business organizations in a global marketplace. Organizational structure, operations and financing of business firms are studied in light of the legal, social, regulatory and environmental issues affecting business on a global basis. Critical thinking, communication, research and problem-solving skills are emphasized in individual and group settings.

MGMT1111
3 Credits
Introduction to Business Management
The principles of management: planning, organizing, staffing, directing and controlling public
and private organizations; the functions common to all managers; communication, motivation and decision making.

**Fall**

MGMT3105  
3 Credits  
Money Laundering and the Finance of Terror  
This course will examine the history of money laundering and terrorist financing with the impact on the global economy. The purpose is to examine the evolution of the financial activity involved to disguise criminal funds.

**Spring**

MGMT3111  
3 Credits  
Management and Labor  
This course will establish a framework for the analysis of labor-relations problem; appreciation of the role of management and labor in our society; an understanding of the grievance, mediation and arbitration procedures; an analysis of the changing role of labor; and the concept of participatory or shared management.

MGMT3200  
3 Credits  
Contemporary Managerial Issues  
This course allows for the presentation and discussion of current managerial issues. All aspects of management are potentially included in the course content, i.e. managing teams, human resource management, ethics, organizational behavior, etc. Topics change; may be repeated for credit.

**Marketing**

MKTG2050  
3 Credits  
Introduction to Marketing Management  
The development of comprehensive marketing programs and managerial techniques, including assessment of the environment, target markets, roles forecasts, advertising and promotional strategies, budgeting and marketing objectives, among other topics.

MKTG2040  
3 Credits  
Advertising and Promotion  
As the field of advertising and promotion continues to dramatically change since the dominant days of high-powered Madison Avenue agencies, marketers must look beyond traditional media in order to achieve success. In order to best communicate with consumers, advertisers must utilize a myriad of tools (advertising, public relations, direct marketing, interactive/internet marketing, sales promotion and personal selling). The course underscores the importance of recognizing that a firm must use all promotional tools available to convey a unified message to the consumer.

MKTG2050  
3 Credits  
Search-engine Marketing  
Based on real-world case studies and interviews with experts at Google, Yahoo!, Microsoft and other top search-engine companies, this course reveals how to exploit technical web marketing tools to reach customers and increase sales. This is the definitive class to search-engine optimization (SEO), pay-per-click (PPC) advertising and web analytics — the three critical tools marketing experts need to understand as marketing and sales move to the internet.

**Mathematics**

MATH0096  
3 Credits  
Basic Mathematics  
Basic computational skills and basic numerical concepts; includes basic arithmetical concepts, real numbers, linear equations, polynomials, quadratic equations and introductory algebra.

MATH0097  
3 Credits  
Basic Algebra  
Set of real numbers, linear equations and inequalities, relations and functions, graphing of linear systems, polynomials, relational expressions, quadratic equations and functions.

MATH1005  
4 Credits  
College Algebra  
Signed numbers, algebraic expressions, factoring, fractions, first-degree equations, radicals, graphical methods, quadratic equations, quadratic systems, variation, binomial theorem. Prerequisites: elementary algebra and geometry.

**MATH1106**  
4 Credits  
Trigonometry  
Solutions of right triangles by natural functions, logarithms, solution of right triangles using logarithms, functions of angles in any quadrant, solution of oblique triangles, trigonometric identities, variation, graphs of trigonometric functions, inverse functions, trigonometric equations. Prerequisites: intermediate algebra and plane geometry.

Spring, Summer I

MATH1111  
3 Credits  
Introduction to Mathematics I  
The metric system and exponential notation, set theory, symbolic logic, numeration systems, number theory.

Fall

MATH1112  
3 Credits  
Introduction to Mathematics II  
Graphing and linear programming, counting, permutations, combinations, probability, statistics.

Spring

MATH1131  
3 Credits  
College Mathematics I  
Set theory, number sets, coordinate geometry, matrices, number theory.

Fall, Spring

MATH1132  
3 Credits  
College Mathematics II  
Permutations, combinations, probability, introductory concepts in statistics, descriptive measures of central location, normal curve.

Fall, Spring

MATH1135  
3 Credits  
Mathematics and Civilization  
This course will study the development of mathematics from number systems through algebra, geometry, probability and statistics. It will explore the relationship between the needs of society and the mathematics needed to satisfy those needs. By the end of the course, the student will be proficient in elementary algebra and geometry, be able to grasp mathematical reasoning and have a practical grasp of probability and statistics. For adult learners only. Prerequisite: department chair approval.

MATH1141  
3 Credits  
Introduction to Mathematical Methods  
Linear and nonlinear equations and functions, exponential and logarithmic functions, simple
and compound interest, annuities, matrices and simultaneous equations, sets, introduction to calculus. Prerequisites: two years of college preparatory mathematics.

**Fall, Spring**

**MATH1142**

**Introduction to Statistics**

Collection and presentation of data; descriptive measures; sets; probability theory; random variables; mathematical expectations; discrete and continuous probability distributions, including Binomial, Poisson and Normal; sampling distributions; introduction to regression and correlations. Prerequisite: MATH1141 Introduction to Mathematical Methods or equivalent.

**Fall, Spring**

**MATH1143**

**Statistical Application of Business**

Estimation, Type I and II errors, testing of hypotheses, analysis of variance, regression and correlation, time series analysis, index numbers, parameter and interval estimation. Prerequisite: MATH1142 Introduction to Statistics.

**Fall, Spring**

**MATH2153**

**Production Techniques**

An analysis of production techniques. The elements of production including capital, machines, methods, management and human resources are considered. Quantitative techniques such as inventory models, linear programming, scheduling, PERT and queuing theory are investigated.

**Fall**

**Music**

**MUSIC1029**

**The Latino Musical Revolution**

This course offers a historical overview of Latino music, including a closer look at musical text and musicians. Primarily, however, course materials and discussions will center around an attempt to gain a deeper understanding of the origins of the music, what inspired the changes, and the social context and cultural/political significance throughout the 20th century to today. Students will examine the works in which Latino music reflects the rich culture from which it is born, as well as artists’ attempts to affirm ethnic and racial identities, to influence U.S. pop culture and music and to illustrate a realistic portrait of gender, racial and class relations.

**Philosophy**

**PHIL1101**

**Introduction to Logic**

The nature and functions of language, semantic fallacies, truth and validity, principles of correct reasoning, types of propositions and their logical relations, immediate inferences and syllogistic reasoning, formal fallacies, empirical knowledge and the principle of causality.

**Spring, Summer I**

**PHIL1178**

**Philosophy of Literature**

The types of rational justification found in literature; philosophical opinions expressed by famous writers; literary works of philosophical significance.

**Interession**

**PHIL2255**

**Business Ethics**

Ethical theories and moral concepts in their application to business. Moral issues in regard to justice, social responsibility, regulation vs. free enterprise, the right of consumers, corruption and conflict of interest, advertising, environmental and ecological problems.

**Fall, Spring**

**PHIL2258**

**Ethical and Moral Analysis in the Sciences**

This course will introduce students to the field of ethics through discussion of different ethical theories. Students will also formulate ethical principles relevant to medical practice, doctor-patient relationships and related areas of concern.

**Fall, Spring**

**PHIL2261**

**Ethical Issues in Computer Information Technology**

This course provides a foundation for understanding the legal and ethical issues that have arisen as a result of the use of computer information technology. Current topics such as identity theft, employee surveillance, freedom of expression, computer crime, copyright infringement, social networking and the ethics of information technology corporations will be examined to better prepare individuals for making decisions in today's workplace.

**POL2266**

**Cuba: What Future?**

This course presents a historical overview of Fidel Castro's Cuba and focuses on current challenges in its imminent transition. It focuses on salient topics such as the U.S. embargo, Cuba's political and economic future and the political strength and views of the Cuban-American community.
**Course Descriptions**

**Psychology**

Anthony J. Petrocelli College of Continuing Studies
Florham Campus, Metropolitan Campus, Vancouver Campus and Wroxton College

**POLS3003**
3 Credits
**Contemporary Issues in Law and Society**
This course will examine a diverse array of issues related to topics associated with the laws by which people govern themselves individually and as a society. The class will explore topics via case studies and current readings, examining how laws affect everyday life, as well as society as a whole. Students will develop critical, analytical thinking skills as they examine the laws and judicial system which serve them through collaborative activities and class requirements.

**POLS3005**
3 Credits
**Contemporary Issues in Law and Society II**
This course will examine a diverse array of issues related to topics associated with the laws by which people govern themselves individually and as a society. The class will explore topics via case studies and current readings, examining how laws affect everyday life, as well as society as a whole. Students will develop critical, analytical thinking skills as they examine the laws and judicial system which serve them through collaborative activities and class requirements. Readings will vary. Course topics vary each offering; may be repeated for credit. The course extends the topics of POLS3003 Contemporary Issues in Law and Society.

**POLS3006**
3 Credits
**Deceit, Fraud and Identity Theft**
This course will examine the different types of fraud and their effects on society and the individual. The crimes to be covered include identity theft, insurance fraud, bank fraud, credit-card fraud and employee theft. While learning the different types of fraud, the class will also cover how to avoid being a victim.

**POLS3009**
3 Credits
**Financial Institutions, Criminals, Terrorism and Money Laundering**
This course will examine the role that corporations have played in corporate fraud, money laundering and terrorist financing with the impact on the global economy. The purpose is to examine the evolution of the financial activity involved to disguise criminal funds and the responsibility of the corporations. Examining the lessons learned from recent corporate activity, e.g., banking and investment industries (Wells Fargo, Bernie Madoff, etc.), the pharmaceutical industry (Mylan, Martin Shkreli, etc.).

**POLS3801**
3 Credits
**Government and Political Systems**
This course will explore fundamental concepts of governmental and political systems in various countries. It will introduce students to the role governments play in identifying and addressing issues that impact their citizens. The impact of the political system on governments and its actions will also be investigated. (Satisfies the international-perspective course requirement in the B.A. in individualized studies degree program or may be used as an elective.)

**POLS3802**
3 Credits
**Civil Leadership and Political Empowerment**
With this class, students will deepen their understanding of how the economic and political landscapes of New Jersey and, more generally, the United States can generate opportunities for Hispanic participation and representation.

**POLS4510**
3 Credits
**Emergency Management and Public Policy**
Develop an understanding of how social science can be used as a basis for modifying public policy in relation to emergency management.

**Psychology**

**PSYC1141**
3 Credits
**Psychology I**
Topics in developmental, abnormal and experimental psychology. Fall, Spring

**PSYC1142**
3 Credits
**Psychology II**
An expansion of basic principles of psychology. Topics include learning, motivation, perception, stress and sensation.

**PSYC1143**
3 Credits
**Parenting 101: Effective Child-rearing**
Theoretical, research and applied topics in parenting. Parenting infants through adolescents. Includes family communication systems, child and adolescent development, cultural child-rearing practices, intergenerational parenting, legal issues, parenting exceptional children and current topics.

**PSYC1173**
3 Credits
**Group Dynamics**
The process and dynamics of the small group studied via the development of the group and the solution of problems arising in that development. Spring

**PSYC1801**
1 Credit
**Careers and Life**
An examination of viable careers in the 21st century with a focus on the life skills that are necessary to be competitive in the future job market.

**PSYC1802**
3 Credits
**Career Development: Theory and Reality**
Factors in establishing, changing or confirming career goals; skills development for ongoing careers and life planning; exercises to promote the development of academic, interpersonal and job-readiness skills; analysis of appropriate sources of information.

**PSYC2001**
3 Credits
**Psychology for Success**
This course is designed to increase students’ success in school, at work and in their personal lives via assigned readings, class activities and discussions that focus on topics such as self-awareness, self-esteem, self-motivation, self-discipline, positive thinking, goals and obstacles, managing resources and communication and relationships. Techniques of developing skills toward achieving goals will be illustrated to enhance students’ success.

**PSYC2002**
3 Credits
**Child and Adolescent Development**
The growth and development of children in terms of sensorimotor, intellectual and social behavior; the child in family, school and community. Prerequisite: PSYC1141 Psychology I. Fall
PSYC2006
3 Credits
Emotionally Healthy Lifestyles
The course will provide students with the opportunity to examine stress at home, at work and in the community. It will explore the physical and emotional impact of stress on the mind and body. Effective and empirically supported coping strategies will be presented in detail.

PSYC3009
3 Credits
Street Drugs: Types and Treatments
This class is focused on the types and actions of representative street drugs (stimulants, depressants and hallucinogens). Course materials include explanations of how drugs of abuse work in the human brain, the variety of drugs of abuse, their classification(s) and the drugs’ origins. Materials will highlight drug use as a disease, including tolerance, dependence, withdrawal and brain reward. Materials covered will not include legal prescription medications, caffeine, alcohol or nicotine.

PSYC3010
3 Credits
Greater Than 50 Human Senses
This course develops an understanding of the variety of the greater than 50 human sensory systems. The class will review their underlying anatomy, functional limits, ranges and their exploration from historical origins to recent research evidence. It will also review the experimental and theoretical evidence of how perception is believed to be generated and, lastly, to address how alterations in one’s senses reveal how brains function to construct one’s subjective reality.

Public Administration

PADM1001
1 Credit
Leadership Seminar
This course will provide students with the opportunity to develop their academic and social leadership skills. Participation in experiential learning activities and challenging service project learning will allow students to practice key success and leadership concepts and develop essential hands-on skills. Students will examine exemplary leadership practices: model the way, inspire a shared vision, challenge the process, enable others to act and encourage the spirit and the heart. Self-assessment, awareness, communication skills, performance appraisal, personal responsibility, perseverance and values clarification are typical of the skills examined and practiced. The importance of volunteerism and community service is also emphasized as it relates to leadership and the students’ development of their sense of meeting or purpose. Corequisite: ENGL1002 Developing Academic Skills.

PADM1002
1 Credit
Leadership Seminar II
This course will provide students with the opportunity to further develop and enhance their academic and social leadership skills. Participation in experiential learning activities and challenging service project learning will allow students to practice key success and leadership concepts and develop essential hands-on skills. Students will examine exemplary leadership practices: model the way, inspire a shared vision, challenge the process, enable others to act and encourage the spirit and the heart. Self-assessment, awareness, communication skills, performance appraisal, personal responsibility, perseverance and values clarification are typical of the skills examined and practiced. The importance of volunteerism and community service is also emphasized as it relates to leadership and the students’ development of their sense of meeting or purpose. Corequisite: ENGL1002 Developing Academic Skills II.

PADM1003
1 Credit
Sophomore Leadership Seminar
This course will provide students with the opportunity to further develop and enhance their academic and social leadership skills. This course is a continuation of PADM1001, PADM 1002 Leadership Seminar I, II. Participation in experiential-learning activities and challenging service-project learning will allow students to continue to practice key success and leadership concepts and develop essential hands-on skills. Students will examine historical and contemporary concepts of leadership. Students will explore the traits, strategies and techniques that define leadership. Selected case studies will be analyzed and applied to actual situations in the contemporary world.

PADM1004
1 Credit
Sophomore Leadership Seminar II
This course will provide students with the opportunity to further develop and enhance their academic and social leadership skills. This course is a continuation of PADM1003 Sophomore Leadership Seminar. Participation in experiential-learning activities and challenging service-project learning will allow students to continue to practice key success and leadership concepts and develop essential hands-on skills. Students will continue to examine historical and contemporary concepts of leadership, with particular emphasis on women and leadership. Students will explore the traits, strategies and techniques that define leadership. Selected case studies will be analyzed and applied to actual situations in the contemporary world. Students will engage in a dialogue on educating women for leadership.

PADM1005
2 Credits
Leadership Seminar V
This course will provide students with the opportunity to increase self-awareness and self-knowledge in a group context, with particular emphasis on how to improve one’s interpersonal skills. Emphasis is placed on self-leadership, team dynamics and a learning-community approach to project management. Leadership principles learned in prior courses form the foundation for a large community-service project. Challenging projects provide real-world leadership practice and critical hands-on skills. Participants will continue to develop their mentoring skills, while working with students in the other leadership courses. Reflection on one’s individual behavior and group performance allow participants to increase personal competence and team-management skills. The importance of volunteerism and community service is also a major emphasis.

PADM1006
2 Credits
Leadership Seminar VI
This course will continue to provide students with the opportunity to increase self-awareness and self-knowledge in a group context, with particular emphasis on how to improve one’s interpersonal skills. Emphasis is placed on self-leadership, team dynamics and a learning-community approach to project management. Leadership principles learned in prior courses form the foundation for a large community-service project. Challenging projects provide real-world leadership practice and critical hands-on skills. Participants will continue to develop their mentoring skills, while working with students in the other leadership courses. Students will also consider leadership ethics and personal conduct. Reflection on one’s individual behavior and group performance allow participants to increase personal competence and team-management skills. The importance of volunteerism and community service remains a major emphasis. Note: For Educational Opportunity Fund students.

PADM1102
3 Credits
Computers, Crime and Forensics: Today’s Criminal Investigation
If students have been fascinated by the television show “CSI” or have ever thought of being a crime-scene technician or criminal investigator, this seminar will enhance their interest as they receive a firsthand account of the step-by-step problems and procedures of a criminal investigation of crimes ranging from theft to homicide.

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Course Descriptions

Public Administration

Anthony J. Petrocelli College of Continuing Studies
Florham Campus, Metropolitan Campus, Vancouver Campus and Wroxton College

PADM1115
3 Credits
**Latino Promise® Leadership Seminar**
The course gives Latino Promise® students an in-depth view of what it takes to succeed in life by meeting with successful Hispanic leaders from the fields of business, politics and the arts. The students will also explore these worlds by visiting and observing successful Latinos in their environment. The goal is to create Latino leaders for the future.

PADM1116
3 Credits
**Latino Promise® Leadership Seminar II**
The course will explore Hispanic leadership on a national level. The students will interact with Hispanic leaders who have an impact on business, art, sciences and government on a national level. The class will include trips to the U.S. Capitol, U.S. Supreme Court, Philadelphia, Boston and New York. Prerequisite: PADM1115 Latino Promise® Leadership Seminar.

PADM1117
3 Credits
**Sophomore Latino Leadership Seminar — Project I**
The course will build on the fundamental principles learned in the first-year Latino Leadership Seminar courses and apply them to local communities and volunteer organizations. Problem solving, conflict resolution, public speaking and strategic planning are some of the skills learned in the first part of the Sophomore Latino Leadership Seminar.

PADM1118
1 Credit
**Sophomore Latino Leadership Seminar — Project II**
This course continues to apply PADM1115 Latino Promise® Leadership Seminar strategies to local communities and volunteer organizations. Self-assessment, communication techniques and personal responsibility are skills that are examined and practiced.

PADM1119
1 Credit
**Junior Latino Leadership Seminar I**
This course will focus on improving students’ public-speaking skills. Students will learn to overcome public-speaking anxiety, organize their ideas and maximize their effectiveness in audience communication. Speeches by world-renowned leaders will be used to illustrate these techniques.

PADM1120
1 Credit
**Junior Latino Leadership Seminar II**
Continuation of PADM1119 Junior Latino Leadership Seminar I with a focus on public-speaking skills through preparation and presentations of speeches.

PADM1121
1 Credit
**Senior Latino Leadership Seminar Project I**
The capstone Latino Leadership Seminar with advanced projects with leadership strategies learned in all previous seminars.

PADM1122
1 Credit
**Senior Latino Leadership Seminar Project II**
The final Latino Leadership Seminar Project that culminates the entire advanced leadership series learned in all previous seminars.

PADM1123
1 Credit
**Career Exploration and Planning**
This course is designed to assist students in self-assessment, career exploration, development and management. Students will participate in learning experiences and activities, tailored to individual needs and designed to promote their career development.

PADM1124
1 Credit
**Veteran New Student Seminar**
The purpose of this course is to provide student-veterans with a learning experience that supports their transition from military to civilian and college life. Topics such as academic success, self-care and planning one’s education, career and future will be emphasized.

PADM2247
3 Credits
**Law Enforcement Report Writing**
An intensive course focused on the skills involved with note taking, interviewing and law-enforcement professionals in the preparation of reports. Particular emphasis will be placed on report procedures and the technical writing skills required of law-enforcement officers, security personnel, corrections officers, probation officers and scientific personnel.

PADM3300
3 Credits
**Public Policy and Administration**
This course provides students with an overview of public policy and administration in the United States, including the formulation, implementation and assessment of public policy initiatives at the national, state and local levels.

PADM3301
3 Credits
**Public Sector Budgeting**
In this course, students learn the theoretical foundations and the practice of various approaches to governmental budgeting, with particular attention to the role of the budget as a policy instrument.

PADM3302
3 Credits
**Ethics and Values in the Public Service Administration**
In this course, students examine various theories of values and ethical systems, with a view toward understanding the influence of ethics and values on public service administration.

PADM3303
3 Credits
**Public Personnel Administration**
Students are introduced to public personnel administration at the national, state and local levels of government, including the history and development of civil service and the merit principle, the functions and operations of a public personnel system and basic concepts and techniques in public personnel administration.

PADM3304
3 Credits
**Public Sector Collective Bargaining and Labor Relations**
This course examines collective bargaining and contract administration in the public sector, including grievance arbitration, with special emphasis on the implications of collective bargaining for public sector managers and employees of public service organizations.

PADM3305
3 Credits
**Local Government Administration**
Students are familiarized with the structure, functions and administrative processes of municipal and county governments, including taxing and spending powers, service delivery systems and political and legal constraints facing government administrators.

PADM3306
3 Credits
**Health Care Management**
This course provides an overview of how health care institutions are organized and governed; the role of the management staff, physicians, nurses and other clinical and support staff, and the effective operation of the management systems. This course will equip students with a strong foundational understanding of the American health care system, along with the basic management skills to make informed decisions to improve the quality and cost of the health care you or your organization provides.

PADM3307
3 Credits
**Compliance, Regulatory and Legal Issues in Health Care**
This course covers the broad range of topics affected by health law and regulation ranging from patient rights to corporate responsibilities. Public and private health-care regulatory agencies are examined as well as their impact on the operation of health care as a business. Legal
issues ranging from professional malpractice to corporate wrongdoing are also discussed. This course will provide a foundational understanding of health-care advocacy, law, regulatory issues as well as compliance.

**PADM340**
3 Credits
**Inside the United Nations**

**PADM342**
3 Credits
**Comparative Leadership Studies**
This course uses case studies to explore leadership theories and their practices throughout the world. Public, private and not-for-profit leaders throughout the world will be the subject of discussions and research. Students will be expected to select two government, business, military or religious leaders who are from different countries to study.

**PADM345**
3 Credits
**Personnel Administration**
Personnel administration is examined for public, not-for-profit and private sector organizations. The functions and operations of personnel systems are studied through the use of case studies, lectures and contemporary events.

**PADM340**
3 Credits
**Administrative Law**
This course examines the law and legal principles governing the administration and regulation of government agencies. Focus is on the administrative rules, regulations and procedures of government agencies and bodies and the scope of agency authority. Emphasis is on how administrative agencies implement legislative policy through rule-making and enforcement as well as the judicial review of administrative-agency action; legislative and executive control of administrative action; legislative and executive control of administrative action; and the forms and organization of administrative agencies.

**PADM3410**
3 Credits
**Leadership, Change and Lifestyle Modifications**
This course will provide the students the opportunity to explore areas that will assist the individual with balancing the workforce demands with beneficial lifestyle choices. Topics will include: leadership qualities, personal and global sustainability habits, community responsibilities, personal and professional goal setting, nutrition and exercise, self care and stress-management techniques.

**PADM3801**
3 Credits
**Basic Chinese Language and Culture I**
Within a global context, the course will allow students to achieve a basic understanding of the written and spoken Chinese languages. Also, the important and practical aspects of Chinese culture will be presented, especially as they relate to the workplace.

**PADM3802**
3 Credits
**Introduction to Networking and Internet Traffic Flow**
Students will learn the basic structure of the internet and the fundamental concepts behind networks, both large and small. The course also includes the basic concepts of how devices communicate on the internet and how the physical components such as routers, switches, firewalls, web servers and DNS make up the backbone of the internet. This is a hands-on course that emphasizes lab-based learning.

**PADM3803**
3 Credits
**Cyber Law**
This course provides students with a grounding in the fundamental aspects of the sophisticated field of cyber law. Students will learn how to protect organizations from potential legal liabilities by implementing the best possible legal practices.

**PADM3850**
3 Credits
**Global Culture for Public Services**
The course delineates the aspects of global culture, including linguistics, which are relevant to and assist in, the dimensions and responsibilities of the areas of public service. Emphasis is placed also on the effects of globalization on public service and its various components.

**PADM4000**
1 Credit
**Curricular Practical Training**
This one-credit independent study is designed primarily for undergraduate international students but may apply to any student wishing to engage in a paid internship. Students are expected to comply with the internship guidelines and meet any other requirements that may apply. This class allows students to experience the work environment while completing their studies in the appropriate Anthony J. Petrocelli College of Continuing Studies program.

**PADM4400**
3 Credits
**Seminar on Leadership Development**
In this seminar, participants study leadership theories in their application to employment settings, with a view toward developing their individual leadership skills.

**PADM4412**
3 Credits
**Building Personal Leadership**
This course explores situational leadership from a theoretical and practical view. Students apply the situational leadership model to instances with which the students are familiar to improve their skills for diagnosing readiness of the followers. Case studies, group projects and role playing will be used in the course.

**PADM4501**
3 Credits
**Terrorism and Emergency Management**
Examine terrorism in the context of emergency management. Definition of what terrorism is and why politically motivated acts of violence occur. Explore the ideological forces behind terrorism and provide an overview of terrorist groups and their intimidation and fear tactics, examine weapons of mass destruction and focus on the history of counterterrorism legislation.

**PADM4502**
3 Credits
**Counterterrorism and Response**
Examine effective methods of counterterrorism, response to reduce the effects locally, nationally and globally. Examine the history of terrorism in the United States of America, in other parts of the world, the motivation behind violence, how to prepare for effective response and to reduce the severity and extent of destruction.

**PADM4503**
3 Credits
**Weapons of Mass Destruction: Political Issues**
Examine the types and methods of distribution of weapons of mass destruction and the effect and message the terrorist is attempting to deliver. The most effective target the terrorist may identify and the desire to cripple certain industries, communications and travel and important political figures to make the strongest statement.
Public Administration

Anthony J. Petrocelli College of Continuing Studies
Florham Campus, Metropolitan Campus, Vancouver Campus and Wroxton College

PADM4504
3 Credits
Hazardous Risk Analysis
Examine how to identify the most vulnerable and/or most damaging target the terrorist may focus upon to cause the widest and most damaging interference with normal operation of a certain area or industry. By using the mitigation and preparedness process, safety measures may be put into place to reduce or eliminate a certain target from experiencing loss or damage.

PADM4505
3 Credits
Psychology of Terrorism
An in-depth analysis of terrorism, the terrorists’ beliefs and reasons for actions against a certain group or government agency both here and abroad. What beliefs or causes the terrorists practice and the psychology of the suicide-bomber syndrome.

PADM4506
3 Credits
Domestic Preparedness for Terrorism and Catastrophic Emergencies
What can be done to prepare cities and communities from suffering the effects of a violent attack? What measures can be put into place to recover quickly and efficiently with the least loss of life and property? An in-depth analysis of terrorism, the terrorists’ beliefs and reasons for actions against a certain group or government agency both here and abroad and what beliefs or causes does the terrorist practice and the psychology of the suicide-bomber syndrome are explained.

Spring

PADM4507
3 Credits
Business and Industry Crisis Administration
This course identifies, examines and integrates the diverse crisis-management, disaster-recovery and organizational-continuity issues facing the private-sector organization. The main focus will be on crisis management, disaster recovery, organization and continuity/resumption of business.

Fall

PADM4508
3 Credits
Technology and Emergency Management
This course will clarify the nature and extent of emerging technology, demonstrate its use in emergency management in relationship to mitigation, preparedness, response and recovery; and examine the problems and issues associated with the emerging technology and address the problems.

PADM4509
3 Credits
Political and Policy Basis of Emergency Management
To introduce the concepts and basic descriptive information about the political system and processes and demonstrate how political policies and procedures affect the role of emergency management.

PADM4510
3 Credits
Principles and Practices of Mitigating Hazards
To provide an understanding of the principles and practices of hazard mitigation in the United States on all levels of government in relationship to preventing future and recurring losses of life and property. To familiarize students with the tools, resources, techniques, programs, etc., to be used in hazard mitigation.

PADM4511
3 Credits
Social Dimensions of Disaster
To develop skills in applying sociological principles and research methodology to the practice of emergency management. To acquire an introduction to current research pertaining to the sociological aspects of disaster. To develop an understanding of how social science can be used as a basis for modifying public policy in relation to emergency management.

PADM4512
3 Credits
Safety and Emergency Administration
An overview of emergency management and an in-depth analysis of planning and administration of emergency management for the public and not-for-profit sectors. Identification of resources, natural and manmade disasters, Federal Emergency Management Agency (FEMA) and state agencies, Occupational Safety and Health Administration (OSHA) and Public Employees' Occupational Safety and Health Act (PEOSH) regulations, incident (event) command procedure and safety in the work environment.

PADM4513
3 Credits
Emergency Management: Principles and Application for the Tourism, Hospitality and Travel Industries
This course considers the policy and behavioral issues with regard to emergency management and tourism in the broadest sense. It introduces emergency managers to issues, needs and planning that is relevant to this important sector of community life.

PADM4515
3 Credits
Advanced Fire Administration
Examines organization and management in the fire service, including new technologies, changing organizational structures, personnel and equipment, municipal fire protection planning, manpower and training and financial management.

PADM4516
3 Credits
Personnel Management for Emergency Services Community
This course examines issues and relationships in personnel administration and human resource development within the content of emergency services organizations. Topics include discussion of key concepts in personnel management, organizational development, productivity and motivation, recruitment and selection, performance management system discipline, workplace safety, resolving conflicts and grievances and collective bargaining.

PADM4518
3 Credits
Managerial Issues in Hazardous Materials
Examines regulatory issues; hazard analysis; multi-agency contingency planning; response personnel; multi-agency response resources; agency policies, procedures and implementation; public education and emergency information systems; health and safety; command-post dynamics; strategic and tactical considerations; recovery and termination procedures; and program evaluation.

PADM4522
3 Credits
Fire Prevention
Examines the administration, legal authority and compatibility with respect to state statutes, fire prevention code, fire safety code, enforcement and dealing with the construction of a board of appeals and hearings.

PADM4523
3 Credits
Fire Protection and Building Construction
Overview of BOCA building codes and enforcement, general building limits, types of construction, heights, area modifications, special uses and applications, occupant loads, means of egress, fire rating and construction, fire walls, fire areas, special hazards and finishes, overview of protection signaling and alarm systems.

PADM4527
3 Credits
Fire Protection Systems
The design, installation and maintenance of portable and fixed fire-suppression systems, including fire extinguishers, fire protection hydraulics and water supplies, test procedures, hydraulic calculations and flow through pumps, pipes and hoses.
PADM4534  3 Credits
**Fundamentals of Fire Investigation**
Examines the organization’s responsibilities and authority of the fire investigator, fire behavior, basics of construction as it relates to the investigator, basic electricity for the investigator, recognition of hazardous materials, examining and securing the fire scene, documenting, evidence collection and preservation, determination of the exterior and interior of the scene, determination of the area of origin, debris examination removal, reconstruction, determination of ignition source, interviewing and interrogating analysis of the findings and presentation.

PADM4536  3 Credits
**Motor Vehicle Fire Investigation**
Examines the method of evidence collection, documenting and preservation, determining the origin and cause of the fire, research in relationship to the vehicle manufacturer, recognizing the need for more qualified assistance to determine cause, interviewing and interrogation and investigation of the financial status of the victim.

PADM4537  3 Credits
**Transit System Safety**
The course promotes an understanding and implementation of the system-safety concept: people, procedures, facilities and environment. Students study organizational relationships, including coordination across functions and departments, and their impact on the safety department. The steps necessary in the development and implementation of a system-safety plan using engineering and behavioral safety approaches are applied.

PADM4538  3 Credits
**Transit System Security**
This course examines the tools needed to develop a system plan and implement the program, using resources to reduce crime and improve passenger and employee security. Included in the course are basic security terms, the five steps in threat and vulnerability identification and the resolution process. Assesses the security plan, design and construction, agency policies and procedures and various types of transit-security staffing.

PADM4539  3 Credits
**Effectively Managing Transit Emergencies**
The course examines the method used to develop and implement transit-emergency management and response programs, the nature of emergencies and disaster and emergency concepts.

PADM4540  3 Credits
**Transit Explosives Incident Management**
The course examines the preparation and initial-response planning to acts of terrorism, understanding how to implement the plan and the procedures to respond to an explosive incident. The identification and general security awareness in the transit environment, identification of flaws in facility or vehicle design and how to discourage criminal activity are addressed.

PADM4543  3 Credits
**Municipal Budgeting**
The course examines the budget function and process of county- and municipal-finance systems, the methods used to determine the needs of the community and individual agency, measuring the capability and benchmarking of the agency, preparing and presenting the budget and selling the budget and needs to the county or city administration.

PADM4544  3 Credits
**Geographical Information Systems and Emergency Response**
The implementation of geographical information systems (GIS) for mitigating planning, response and recovery for emergency responders. A general understanding and overview of what GIS is, how data is displayed and how to design and manage a database to assist in mitigation, preparedness and planning, response and recovery. Basic mapping concepts to deliver information in an easy-to-read display will enable the student to use real-time decision-making skills based on information gathered. Illustrations on how to use GIS in all phases of emergency service, including ingress/egress routes for evacuation efforts and quicker response.

PADM4545  3 Credits
**Effective Risk Communications for Leadership**
Developing better oral and writing skills with the use of modern technology, learning how to deal with the media as a public relations officer and to use the media as an effective tool, writing press releases, fostering good relationships with the media, developing better public relations skills to inform and educate the public and how to handle damage control.

PADM4547  3 Credits
**Global Issues in Health and Human Services**
This course is held in the United States with the option of taking the course overseas, when scheduled, including at FDU's Wroxton College in Oxfordshire, England. An instructor will facilitate guest lectures to provide information on relevant issues affecting clients of health and social service providers. Global differences in service priorities in the areas of health care, mental health, disease control, inoculations, geriatrics, domestic-violence prevention, child-abuse prevention, early childhood learning and services for persons with disabilities.

Fall, Spring, Summer

PADM4548  3 Credits
**Legal Issues in Health and Human Services Administration**
There are many legal issues specific to the health care and human services clients. This course provides an overview of the legal process and delves into patient rights, rights of the mentally ill, health care directives, family law, domestic violence laws and other relevant topics.

Fall, Spring, Summer

PADM4549  3 Credits
**Public Policy for the Health and Human Services Community**
Legislation and government policy have a major impact on program priorities and funding for special-needs populations. This course addresses the legislative process, how a bill is introduced, gatekeepers, special interest groups, political action committees, the media, research methods and the role of advocacy and lobbying within the political system.

Fall, Spring, Summer

PADM4550  3 Credits
**Program Design and Implementation for Health and Human Services Organizations**
Designing new programs to serve varied populations will be the focus of this course. The student will develop a program from idea to implementation, including conducting a needs analysis, drafting outcome measures, determining requirements and recommending a financing plan including the role of fundraising and grants from private and government sources.

Fall, Spring, Summer

PADM4551  3 Credits
**Budgeting and Finance for Health and Human Services Professionals**
This course provides students with an understanding of the fundamentals of budgeting and finance, budget preparation, distinctions between operating and capital budgets and the role of donations and grants from government and private foundation sources.

Fall, Spring, Summer
Course Descriptions

Public Administration

Anthony J. Petrocelli College of Continuing Studies
Florham Campus, Metropolitan Campus, Vancouver Campus and Wroxton College

PADM4552  3 Credits
Complementary and Integrative Medicine
The practice of medicine is changing. A new paradigm called integrative medicine is emerging. It is a holistic healing model that combines western (allopathic) medicine with complementary modalities. For health care professionals and lay persons seeking information, this course is designed to introduce students to what the National Center for Complementary and Alternative Medicine (NCCAM) refers to as CAM modalities. These include whole medical systems rooted in traditional practices as well as chiropractic, acupuncture, herbs, massage, foods and spirituality.
Fall, Spring, Summer

PADM4553  3 Credits
Foundations of Emergency Medical Service Administration
This course will introduce the basic management components of an emergency service system. Topics of discussion will include planning, budgeting and revenue sources, scheduling, team building, problem solving and communication, quality improvement, customer services, managing clinical matters, continuing education, medical control, managing a communication center, the role and impact of regulations, community development, developing a culture of excellence.

PADM4554  3 Credits
Quality Improvement for the Emergency Medical Services Community
Developing a comprehensive ongoing program of quality improvement for emergency management services organizations is a challenge to administrators. During this course, students will be introduced to both quantitative and qualitative methods of developing and implementing programs that utilize meaningful data and performance measurement, staff participation and quality benchmarking in the context of emergency management services provision.

PADM4555  3 Credits
Public Policy and Politics in Emergency Medical Services
Public policy and politics impact emergency management services delivery on many levels. Discussion and course work will examine how public policies are developed; how emergency management services organizations can initiate or become involved in the policy and political process; and the administrative or operational impact of recently adopted (or proposed) federal, state and local policies.

PADM4556  3 Credits
Legal Issues in Corrections
This course provides an overview of the legal policies and practices that govern adult correctional institutions; legal issues pertinent to facility operations and standard operating procedures; security, custody and control. The course reviews a history of correctional law and the evolution of prisoners’ rights; a review of the United States Supreme Court cases that directly impact on prisons and prisoners; due process; inmate lawsuits and requisite; and other relevant legal topics.

PADM4557  3 Credits
Inmate Behavior Management
The basic components of inmate behavior management provide the focus for this course. Topics include: assessing risk and needs of individual inmates and developing classification processes; supervising inmates; alternatives for engaging inmates in productive activities; expectations of inmate behavior and management; high-risk prisoners; security-threat groups; special-management prisoners; managing the first-time offender and different methods for addressing problems with the inmate population.

PADM4558  3 Credits
Critical Incident Management in Corrections
Critical incidents in a correctional setting require specific strategies. This course will investigate potential episodes and approaches to address resulting issues and concerns. The course of study includes: hostage situations, hostage survival for staff, suicides, terrorist situations, equipment- and training-needs assessment, emergency-response planning and protocol, tactical assault, critical-incident stress and coordinating outside-agency responses.

PADM4559  3 Credits
Health Issues in Correctional Institutions
This course addresses the various medical and mental health issues that may arise in a correctional setting. Topics will include: infectious diseases, substance abuse, sexually-transmitted diseases, tuberculosis, hepatitis, chronic physical illness, mental disorders, psychotropic medications, appropriate treatment options, acute medical care, care for the elderly inmate, special-needs offenders and suicide prevention.

PADM4560  3 Credits
Diversity in the Correctional Environment
Balancing and managing a diverse environment are important factors in a correctional environment. Issues such as multicultural values, gang behavior and mentality, extremists, the multiple offender, multigenerational populations, the antisocial personality in prison, staff and inmate subcultures, gender and race issues and cults will be explored.

PADM4561  3 Credits
School Emergency Management
Students will learn the principles of school safety and security essentials with a special focus on the security-assessment process, developing crisis preparedness and response guidelines, analyzing security issues and working collaboratively with students, parents, police and the community. The course also will examine specific security assessment components paramount to school emergency management, security policies and procedures, security staffing and operations, physical security, education, training and strategy.

PADM4562  3 Credits
Leadership of the Founding Fathers
This course will examine 10 of the nation’s founding fathers — their lives, their roles in the development of the early government and the impact their individual leadership still has on the United States today. (Equivalent to HIST4562 Leadership of the Founding Fathers.)

PADM4563  3 Credits
Violence and Culture
A thought-provoking look at the complexity and contradiction involved in violence within society through examination of global societies. The course will examine the contrasts between violent and nonviolent societies around the globe.

PADM4564  3 Credits
Managing Culture, Diversity and Change in the Global Workplace
Both the internal and external work environments of organizations in the United States are changing rapidly. Many of these changes require managers to understand how and why diversity influences organizational behavior. This course focuses on the sources of changes that necessitate the effective management of diversity; how work forces, constituencies, clients, consumers and markets are changing; and how more diverse work groups differ from relatively homogenous work groups. This course will emphasize culture and cultural differences in employee, management and organizational behavior.
Spring

PADM4565  3 Credits
White-collar Crime Issues
White-collar crime has both direct and indirect impacts on individuals. This course will examine
the nature of corporate and nonprofit white-collar criminal organizations. Students will gain an understanding of the nature and problems of white-collar crime as well as the detection and deterrence aspects of white-collar criminals, which will include criminal-liability sanctions and policing strategies. Areas to be addressed include: money laundering, securities fraud, political corruption, professional misconduct, organizational misconduct and numerous other related topics. This course will also explore legal, law enforcement and societal responses to white-collar crime.

PADM4566
3 Credits
Introduction to Cyber Crime and Computers
This is an introduction to the basics of cyber crime and computer forensics. This course will help the student define, categorize and fight cyber crime. The student will also have an understanding of what computer forensics is and its relation to solving cyber crime.

PADM4567
3 Credits
Introduction to Gangs and Gang Behavior
The growing phenomenon of street gangs in communities is a national concern. With the presence of gangs comes an increase not only in violent activity by the youths involved but also a general increase in criminal activity such as narcotics, theft and substance-abuse violations. The first step in initiating a program to combat gangs in the community is recognizing the problem and identifying the specific threat. This course acquaints the individual with the history and organization of gangs, legal definitions, identifiers, graffiti, hand signs and drug-dealing activities. It also explores local street gangs, nationally affiliated gangs, gangs within the prison system, the relationship between the Department of Corrections and Law Enforcement and gang investigations using the Racketeer Influenced and Corrupt Organizations (RICO) Act system.

PADM4568
3 Credits
Airport Operations Safety
In this course, students will have the opportunity to learn the principles related to airport operations and safety as it applies to day-to-day operations. Students will review the U.S. Federal Regulations as they apply to different aspects of airport operations and safety, airport operations procedures, airport security, Aircraft Rescue and Fire Fighting (ARFF) and related entities involved in airport mishaps. Textbook(s) and federal regulations will be utilized throughout this course and the body of knowledge elements required to complete airport operations safety.

PADM4569
3 Credits
Computer-incident Response and Handling
Coverage of computer-incident response and incident handling, including identifying sources of attacks and security breaches, analyzing security logs, recovering the systems to normal, performing post-mortem analysis and implementing and modifying security measures.

PADM4570
3 Credits
Human Resource and School Resource Officer
The establishment of an effective School Resource Officer (SRO) Program requires effective recruitment, selection and training. Although in other business arenas the human resource department has been responsible for these management initiatives, law enforcement has traditionally not utilized human resource theories to accomplish such initiatives. This course is designed to merge the two and examine the components of recruitment, selection, training and evaluations from a human resource perspective. Human resource theories will be studied, and upon completion of this course, attendees will have a working knowledge of the role of human resource and have a management program that can be implemented to create an effective system that includes the elements of recruitment, selection, training and evaluation of the SRO and the SRO Program.

PADM4571
3 Credits
Real Estate Law
Survey of the law affecting real estate transactions. Various forms of ownership, instruments of conveyancing, brokerage, Ohio real estate law, landlord-tenant relationships, fair-housing legislation and land-use control are covered. Emphasis will be put on housing discrimination, desegregation issues and methods of eliminating the effects of prior discrimination.

PADM4572
3 Credits
Security Concepts
In this course, students apply principles of management to security administration within the private sector and contract security. Topics include personnel management, security planning, organizational leadership, communication and recruitment and training.

PADM4573
3 Credits
Introduction to Security Management
This course includes basic information on asset management, physical security and human-resource safety, including information assets. The need for documentation of policies, standards and procedures to reduce issues is also reviewed.

PADM4574
3 Credits
Corporate Security and Loss Prevention
This course investigates methods for protecting critical business assets from a wide range of threats. This area requires the protection of people first and then the development of a comprehensive security plan.

PADM4575
3 Credits
Incident Command Systems
This course will explore incident command systems and their uses. The course will review the administrative, logistical, financial and reporting aspect related to incident operations. Incidents are varied in size from HazMat issues to planned events to accidents and multi-jurisdictional incidents, for example.

PADM4576
3 Credits
Threat Assessment
This course views assessment processes that focus on actions, communications and specific situations that an individual may pose a threat of violence.

PADM4577
3 Credits
Basics of Executive Protection
This course will explore the concepts of executive protection in various venues, including residence, travel and office. The course will explore the concepts and procedures for perimeter security, emergency or contingency planning and response procedures and other concerns for the individual charged with protection of the executive.

PADM4578
3 Credits
Fundamentals of Sustainability
This course will provide the fundamentals of what sustainability is and how it can be applied. Defining sustainability and identifying the key themes that are associated with them will provide the basis for making decisions in the area. As specific themes are explored, participants will learn why these themes are important and how they impact decision making as well as leadership roles in organizations.

PADM4579
3 Credits
Carbon Footprint and Climate Influence
Climate has been impacted by the increase in greenhouse gas. As participants seek to improve the climate, it is necessary to address issues such as greenhouse gas of organizations and individuals, also referred to as the carbon footprint. Organizations and individuals need to be aware of their emission sources and how to improve their climate action.
Clean and affordable energy sources are essential for sustainable development. Issues of ozone-layer depletion and global climate change have been associated with the use of certain energy sources such as gasoline and natural gas. This course will explore other sources of energy such as solar, wind and wave that can be utilized as a source of clean energy at a reasonable price.

PADM4580
3 Credits
Public-Private Partnerships
Environmental changes involve more than technology changes, regulations and awareness campaigns. Effective change of a large magnitude requires individuals with aligned goals to work in concert to make change happen. This course will explore the skills needed to develop effective partnerships as well as how processes can be developed through a partnership when organizations have similar goals.

PADM4581
3 Credits
Water, Ecosystems and Agriculture
Water, an essential element of life, covers more than two-thirds of the planet. It also links the forest ecosystem with the bays and estuaries as well as carrying nutrients and other biological organisms. This course explores the importance of water in the ecosystems and how these relate to agriculture. Laws, rules and regulations will also be studied. (Equivalent to SCIE2010 Contemporary Environmental Issues.)

PADM4582
3 Credits
Sustainable Design and Construction
As buildings are designed and built, they have an impact on the way people behave and live, and they also have an impact on the ecosystem in which they are situated. This course will explore sustainable products and designs used in domestic and commercial construction. Students will diagnose the potential economic, cultural and environmental concerns for such projects.

PADM4583
3 Credits
Brownfields Identification, Cleanup and Redevelopment
Environmental awareness and economic necessity have led to various laws and actions to correct industrial contamination of land. As a result of these activities, remediation, reclamation, reuse and redevelopment of land that was classified as brownfields have occurred in cities and mining areas. This course will explore the laws and their implications, how brownfields have been identified and cleaned up and redevelopment policies and actions.

PADM4584
3 Credits
Energy and the Environment
Clean and affordable energy sources are essential for sustainable development. Issues of ozone-layer depletion and global climate change have been associated with the use of certain energy sources such as gasoline and natural gas. This course will explore other sources of energy such as solar, wind and wave that can be utilized as a source of clean energy at a reasonable price.

PADM4585
3 Credits
Biodiversity: Its Concepts and Implications
The term biodiversity is used to describe the variety of all forms of life in a specific ecosystem. As the ecosystem changes, so do the forms of life in that system. This class will explore different methods for conservation of ecosystems and how such efforts have succeeded or failed.

PADM4586
3 Credits
The Green Movement: Past, Present and Future
Early in the 20th century, different advocates of the stewardship of the environment and the sustainable management of resources started the environmental movement. Through the last century, this movement has broadened its focus to a larger green movement. This course will explore the basis for the conservation movement and the evolution of the green movement. Some implications of the current policies and practices will provide insight into where this movement is going in the near future.

PADM4587
3 Credits
Introduction to Homeland Security
This course will explore the basic issues and concepts relative to homeland security from the domestic and international perspectives. Included in the course will be the sources and nature of threats, basic issues and national policies. The course will also study defense-strategy formulation.

PADM4588
3 Credits
Comparative Governmental Homeland Security Systems
The concept of homeland security and the evolution of these systems is relatively new, having developed as the United States developed its system. This course will investigate various national policies and practices.

PADM4589
3 Credits
Legal Issues in Homeland Security
The U.S. Constitution provides the framework for all laws in the United States, but there are state laws, executive orders, rules and regulations and other vehicles that establish a legal system. The threats of terrorism and natural disaster have impacted the legal base of American society. This course will explore legal issues in homeland security.

PADM4590
3 Credits
Religion and Terrorism
Religion has a significant impact on cultures and even governments. Historically, there have been periods of time when religion has been the basis of conflict and wars. This course will investigate how religion has been linked to terrorism. (Equivalent to HUMN4590 Religion and Terrorism.)

PADM4591
3 Credits
Changing Policing Philosophies: From Traditional Policing to Intelligence-led Policing
Police operations have changed significantly in the last decade. Where traditional police were common, law enforcement has moved from being reactive to proactive. The current model involves appropriate use of information and intelligence, and this course will explore this change as well as introduce students to intelligence-led policing.

PADM4592
3 Credits
Introduction to Network Security
A guide to network security is provided in this course. General security concepts discuss authentication methods, common network attacks and how to safeguard systems. Communication security covers remote access, email, the web, directory and file application of border controls such as DMZs, extranets and intranets. Operational security details disaster recovery, forensics and continuity. The lab component provides the student with hands-on experience with securing networks, intrusion detection and installing and configuring a wireless network.

PADM4593
3 Credits
Introduction to Computer Crime and Data Forensics
This is an introduction to the basics of cybercrime and computer forensics. This course will help the student define, categorize and fight cybercrime. The student will also have an understanding of what computer forensics are and their relation to solving cyber crimes.

PADM4594
3 Credits
Computer Networking and Data Communication: Implications for Law Enforcement
This is an introduction to the basics of computer networking and how data is communicated. The student will understand the concepts of computer networking and will be able to form a small workable network system. An understanding of how data is communicated from system to system and machine to machine will be gained. Coupling these two methods will help the student understand how the criminal element can use the system to commit crimes or to create havoc on a network. This understanding will be very important in computer forensics and cyber crime.
An implementation plan that will provide the organization is doing what it said it would do. This course is designed to look at how this process takes place in a not-for-profit organization.

PADM4600 3 Credits
Budgeting and Finance for Not-for-Profit Organizations
The areas of budgeting and finance are complex areas for any organization. In addition to the key elements of accounting and budgeting, there are other areas of concern, such as planning and control, auditing and linking the budget to the program and its outcomes. This course will explore the concepts used in the budgeting and finance process in not-for-profit organizations.

PADM4601 3 Credits
Internship/Co-op
This course is a practical experience of previously learned skills and knowledge. The internship assignment will depend on the student’s background and specific goals. It will provide the student with an opportunity to work within a not-for-profit organization, which is helpful for those wishing to enter this field of employment.

PADM4602 3 Credits
Port, Bridge and Tunnel Security
In the current environment, there is the threat of terrorist activities that may target areas where the most human casualties and disruption to lives will occur and where concerns of safety and security are threatened. The transportation systems are major targets of terrorists. This course will explore the safety and security of the ports, bridges and tunnels throughout the country. Examples of issues involving other systems around the world will be used for discussions.

PADM4627 3 Credits
Introduction to Translation and Interpreting in a Health Care Setting
This course explores how translation and interpreting occurs in health care settings, especially in hospitals, medical offices and government agencies. Primary emphasis is on medical terminology and production of clear and accurate oral communication and written texts on medical topics. Other topics include comparative health care systems and practices, ethical and legal issues and career pathways.

PADM4628 3 Credits
Introduction to Translation and Interpreting in a Legal Setting
This course explores how translation and interpreting occurs in a legal setting especially in courtrooms, government agencies and law offices. Primary emphasis is on legal terminology and production of clear and accurate oral communication and written texts on legal topics. Other topics include comparative legal systems and practice, ethical and legal issues and career pathways.

PADM4640 3 Credits
Strategic Administration
Formulas and strategies to allow institutions, in both the corporate and public sectors, to adapt to inevitable changes in social, economic and technological landscapes. Specific techniques include forecasting the evaluation of trends and goal setting, with the objective of making the institution more viable and productive in ever-changing environments.

Science
SCIE2004 3 Credits
Science: Pollution, Prevention and Sustainability
The course focuses on environmental hazards and human health, pests and pest control, water pollution, municipal solid waste, hazardous chemicals, atmospheric pollution and a sustainable future.

SCIE2008 3 Credits
Chemistry in Everyday Life
Designed specifically for non-science majors, this course explains the importance of basic chemical principles and the impact they have on people’s daily lives within a framework of relevant, real-world applications. Included may be topics such as the nutritional basis of healthy living, medicines and drugs, pollution and the conservation of natural resources and the agricultural production of food for an ever-expanding world population.

SCIE2010 3 Credits
Contemporary Environmental Issues
Water, an essential element of life, covers more than two-thirds of the planet. It also links the forest ecosystem with the bays and estuaries as well as carrying nutrients and other biological organisms. This course explores the importance of water in the ecosystems and how these relate to agriculture. Laws, rules and regulations will also be studied. (Equivalent to PADM4581 Water, Ecosystems and Agriculture.)

SCIE2012 3 Credits
Conceptualizing Science Exploration
An introduction to the physical sciences geared towards the non-science student. This class is an introduction to critical thinking and a survey of
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Sociology

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modern science wrapped into one package. Students will learn what science really is and how to survey the world through the lens of scientific scrutiny. A foundation in the ideas of physics, geology and planetary science will be provided. While the course is largely conceptual, basic mathematical skills will be used.

SCIE2015
3 Credits
The Scientific Study of Yoga in the Modern World
This class will explore the history of yoga and the application of yogic philosophy in the context of today's society. The class will include the physical practice of hatha yoga, the study of basic anatomical principles in yogic postures, the kinesiology of the asana practice, the philosophy of the eight limbs of yoga and the practice of modern mindfulness.

SCIE2016
3 Credits
Modern Meditation Practices and the Relevance of Yoga in Today's World
This course will cover the physiology of the breath in reference to yogic meditation, the study of the nervous and endocrine systems and their response to stress, the neuroscience behind motivation and human behavior, the philosophy behind ancient yogic text and its pertinence to today's culture and the physical practice of restorative yoga.

Sociology

SO CI2241
3 Credits
Sociology I
An examination and application of basic sociological ideas; topics include education, urbanization, religion, culture, population, collective behavior, delinquency, social stratification, social organizations and associations.
Fall, Spring

SO CI2242
3 Credits
Sociology II
Role conflict and socialization; identification and definition of contemporary social problems, their causes, implications and possible solutions.
Spring, Even Years

SO CI2243
3 Credits
Cultural Studies: Science, Technology, Work and Belief
This course looks at different areas of culture and culture change, asking the question: “How did we get to where we are now in our lives, given the cultural foundations of the past?” It emphasizes the cultural forces exerted on people and their responses via work, technology and belief systems to those forces. This course, though framed in a traditional classroom format, will be highly participatory in nature. Student surveys, collaborative projects, journal-histories and observations are some of the ways in which active student response to ideas will shape the outcomes of this course.

SO CI2244
3 Credits
Society: Disaster and Disease
The influence of disease and other natural events on human history; political, social, cultural and military developments affected by plague, infection and natural disaster; human responses to such events.
Fall, Spring, Summer

SO CI2245
3 Credits
Crime Detection: A Historical Overview
An examination of how crime was prevented, detected, investigated and solved in other historical periods.
Fall, Spring, Summer

SO CI2246
3 Credits
Communications and Gender
This course will explore the differences and similarities in communication styles by gender, analyzing communication situations and the effect that culture and socialization play on the development of communication styles, behaviors and attitudes.
Fall, Spring, Summer

SO CI2247
3 Credits
Popular Culture
This course will be structured around the general framework of the text: Popular Culture. Aside from readings in the text, the class will experience films, music, television shows, advertising and popular literature. In addition, pop art will be discussed as the melding of fine art and mass culture, and dress will be explored as a form of popular material culture.
Fall, Spring

SO CI2250
3 Credits
Sociology of Small Groups
Microsociological analysis of group dynamics, interaction and social structure in personal and institutional settings in modern society with an emphasis on experiential learning.
Fall, Spring

SO CI2251
3 Credits
Race and Ethnicity
A theoretical and historical analysis of racial and ethnic groups in the United States with emphasis on the nature of social interaction and change. Attention will be paid to the themes of ethnic and cultural identity, cross-cultural communications, causes of ethnic conflict and problem-solving efforts. The course will also examine the history of immigration within the United States, and how diversity continues to influence life in the United States.

SO CI2252
3 Credits
Social Problems I
Examines the historical and sociological roots of critical social problems such as poverty, racism, sexism, crime, etc.

SO CI2253
3 Credits
Social Problems II
The second half of SO CI2252 Social Problems I continues the examination of the historical and sociological roots of critical social problems such as race, class and gender in the United States.

SO CI3 211
3 Credits
Political Sociology
Analysis of the major sociological variables associated with political decision making and other political processes.

SO CI3 246
3 Credits
Current Issues in U.S. Health Care
This course will focus on the United States health care system, emphasizing the major trends and issues that have led to the current deadlock over health care reform. The course takes a historical approach as it analyzes a variety of approaches to health care financing, delivery and reform. Although this course concentrates on the U.S. health care system, the systems of other nations will be reviewed for comparison.

SO CI33 70
3 Credits
Women and Work
This course will explore the ways in which gender affects paid and unpaid work, the kinds of occupations historically associated with each sex, changes in those gender-work patterns by marital and parental status, gains in occupational equality and persistent inequalities.

SO CI34 70
3 Credits
Modern Courtship and Marriage
Examines the way in which modern couples find each other, how marriage plans are made, experiences of marriage and eventual family formation, internet dating and the new rules for meeting potential partners.
## Speech

### SPCH1111
3 Credits
**Standard American-spoken English**
Standard American speech patterns and usages, including idiomatic expressions, figurative language, localisms, colloquialisms and regional dialects will be discussed. Concentration on the physiology, phonetics, word and sentence stress patterns and topical vocabularies from vocational to academic will also be covered.

### SPCH1112
3 Credits
**Standard American Speech Patterns**
Continued emphasis on speech patterns, usage, idioms, figurative language, regionalisms; focus on audition factors, such as rhythm, stress, intonation; vocabulary-building, reading comprehension; application to professional and academic settings. Prerequisite: SPCH1111

### SPAD1800, SPAD2800, SPAD3800, SPAD4800
1–3 Credits
**Independent Study**
Independent study in sports administration.

### SOCI3610
3 Credits
**Multicultural Perspectives**
Students will examine how cultural differences that result from race, class, gender and sexual orientation impact behaviors and attitudes. The existing systems of power and privilege that maintain the social constructions of race, gender and sexual orientation within the United States will be analyzed. Historical and current perspectives on race, class, gender and sexual orientation will be presented.

### SOCI4437
3 Credits
**Cultural Studies in the Dominican Republic**
This course, held in the Dominican Republic, will provide students with an opportunity to study aspects of Dominican culture including history, religion, folklore, gender roles, education and world of work. Students will explore cross-cultural comparisons of American and Dominican culture through arranged experiential activities and with experts from the Pontificia Universidad Católica Madre y Maestra.

### SPRING
Fee

## Sports Administration

### SPAD2004
3 Credits
**Introduction to Sports Administration**
This course provides an overview of the business and organizational facets of sports administration. As with any business or organization, there are administrative tasks required, such as planning, organizing, coordinating, controlling and budgeting. Topics include sports management, career potentials, marketing, public relations, event planning, facilities management and recreational offerings.

### SPAD2010
3 Credits
**Legal Aspects in Sports Administration**
This course explores legal concepts relative to sports administration. Topics include constitutional due process; athlete participation and eligibility requirements; contracts for facilities, coaching and employment; and tort laws applicable to participants and spectators. Case studies will be used.

### SPAD2012
3 Credits
**Nutrition and Wellness**
This course explores the theoretical and practical aspects of nutrition and its relationship to wellness. Topics include nutrition and disease, physical fitness, weight management, stress management, addictions and lifestyle and their relationship to wellness.

### SPAD2013
3 Credits
**Exercise Science for the Sports Administration Professional**
This course will expose the sports administration professional to all aspects of the exercise field including, but not limited to, the following: human anatomy, human physiology, the multiple disciplines and professions of the exercise science field and the common professional dynamics between sports administration professionals and exercise physiologists.

### SPAD2014
3 Credits
**Ethical Issues in Sports**
This course will investigate ethical issues in sports activities, including regulations of intercollegiate athletics as well as professional sports. Topics covered will include drug testing, academic requirements, Title IX, differences in National Collegiate Athletic Association divisions and financial concerns of the athlete. This course will use current case studies as well as lectures.

### SPAD2015
3 Credits
**Team Development**
The concept of team is critical to many sports activities, yet many groups of people do not develop into a cohesive team. This course will explore how to effectively develop teams for maximum performance.

### SPAD2016
3 Credits
**Stress Management**
This course will explore the effects of stress on the individual. Stress can be categorized as good stress and bad stress, and there is a need to understand how stressors can be understood and addressed.

### SPAD2017
3 Credits
**Safety, First Aid and Prevention of Injury**
This course will investigate how injuries can be prevented or reduced in the sports environment. The course will also address how to provide first aid if an individual is injured.

### SPAD2018
3 Credits
**Sports Internship**
This is a practical experience of previously learned skills and knowledge. The internship assignment will depend on the student’s background and goals.

### SPAD2019
3 Credits
**Sports, Marketing, Public Relations**
Concepts of marketing, promotions and public relations for various components of the sports industry; strategic planning and coordination of efforts; marketing strategies and varying consumer behaviors in different sports venues; social and economic issues related to buying and selling of sports; the inclusion of sponsorships and endorsements into marketing efforts.
Course Descriptions

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SPAD2020
3 Credits
**Fundraising in Sports**
An examination of the skills, strategies and techniques needed for successful fundraising and revenue generation, especially in collegiate and amateur athletic programs. Areas covered include donor characteristics and research, direct-mail strategies, phone solicitations, event and activity organization, gifts, corporate sponsorship, marketing plans and ethical and legal issues.

SPAD2021
3 Credits
**Strength and Conditioning**
This course will explore the theory and practice behind weight training and conditioning of sports participants. The course is designed to provide a comprehensive overview of strength and conditioning. Emphasis is placed on a basic understanding of nutrition, exercise technique, program design, organization and administration and testing and evaluation. Students will also explore the principles of supervising a safe training environment according to National Strength and Conditioning Association guidelines.

SPAD2022
3 Credits
**Facility Management**
Management of the various types of sports and recreational venues, facility operations, event planning and management, personnel and human-resource issues, budgeting and equipment purchasing, marketing of events, maintenance and inventory and regulation and safety issues.

SPAD2023
3 Credits
**Sport in Contemporary Society**
Sports are integrated into society and enjoyed throughout the world on a cultural and competitive level. This course examines the social, political, cultural, philosophical, psychological, historical and practical aspects of sport history and evolution. This course also allows students to identify the role of sport in contemporary society both nationally and internationally, through discussion of sports-related scenarios.

SPAD2024
3 Credits
**Economics and Finance in Sports**
Economics and financial markets impact all areas of people’s lives. This course will explore how these factors affect the sports and recreation communities. The topics include attendance and attendance modeling, salary structure and salary caps and financing stadiums, among others. The course also looks at the private versus public financing of sports teams and venues.

SPAD2025
3 Credits
**Global Perspectives in Sports**
Sports extend beyond national boundaries. This course will explore the sports from a global perspective by examining the similarities and differences between various national sport cultures. The course will also investigate the types of sports activities found in specific cultures in order to determine the potential for expansion of activities into other international venues.

SPAD2030
3 Credits
**Ultimate Sports Marketing**
Sports marketing is heralded as one of the most prestigious, exciting and popular fields in contemporary marketing. The number of related programs in colleges and universities has exploded, and companies tied with sports marketing handle thousands of avid career hopefuls each year. This course goes behind the scenes and outlines a strategic, integrated approach to effective and innovative sports marketing. It also provides detailed strategies on entering the sports-marketing field, acquiring funding, managing event logistics and more. This comprehensive class covers a wide range of topics including: use of the internet as a sports marketing tool, negotiations and contracts with sponsors and suppliers and specifics of licensing deals.

SPAD2032
3 Credits
**Sports and the Community**
This course will explore the relationship between sports teams and their surrounding communities. Course content focuses on customer/fan relations, effective communication, different ways to give back to the community and player interaction. The course aims to prepare students with a day-to-day glimpse into the community relations department of a sports team.

SPAD2033
3 Credits
**Exercise Physiology**
This course explores the human body’s response to exercise. As the body exercises, there are anatomical and physiological responses that impact specific cells, muscles, organs and the complete body.

SPAD3000
3 Credits
**Fiscal Concept in Sports**
This course is designed to provide an understanding of financial methods and procedures in the sports industry. Topics include the development and management of budgets, financial statements, fundraising, sponsorship, facility financing and economic impact. The financial concepts, theories and their application will be related to youth, high school, intercollegiate, professional and commercial sports organizations.

SPAD3001
3 Credits
**Theory, Philosophy and Principles of Coaching**
This course examines the challenges of the coaching profession and provides an overview of the concepts that are essential in the preparation of sport coaches. Students will evaluate the current theoretical perspectives and critically examine the current research in coaching sports. Topics include developing a coaching philosophy, evaluating theories in motivation, understanding team dynamics, communicating effectively and improving player performance.

SPAD3002
3 Credits
**Human Kinesiology**
This course is designed to provide an understanding of the principles of mechanics and anatomy in relation to human movement. Topics include motor behavior, biomechanics and physiology.

SPAD3003
3 Credits
**Sports and Society**
This course is designed to provide an understanding of the different sociological issues facing sports. Issues relating to race and ethnicity, gender, deviance, violence, politics, religion and future trends and how they relate to youth, high school, college and professional sports will be discussed.

SPAD3004
3 Credits
**Youth Program Administration**
This course is designed to provide the foundational knowledge of developing sustainable youth programming in a recreational or commercial setting. Students will learn the practices for recruiting, selecting, educating and evaluating coaches. Topics include youth philosophy, managing coaches, parents, risk, finances and events.
**Strength and Conditioning**

**SPA D3005**
3 Credits

Management in Athletic Training, Athletics and Health

This course will focus on the management concepts in athletic training. Students will study the standards, policies and practices, supervision and administration of athletic training and health-related programs. The course examines various issues, policies and procedures involved with the administration of athletic training in the traditional and nontraditional settings.

**SPA D3010**
1 Credit

**Job-search Strategies**

In addition to researching job requirements and projected opportunities, this class will explore how to develop appropriate documents to enable students to market themselves to potential employers, such as résumés and cover letters. Interviewing skills and how to effectively communicate and sell themselves will be included, as well as concepts of networking and social media. Note: This course must be taken before SPA D4001 Sports Internship II.

**SPA D3024**
3 Credits

Special Topics in Sports Industries

This special-topic course involves active learning in an appropriate sports venue. Industry specialists will focus on functions in sports organizations. The class will involve site visits as well as classroom activities. Students must attend all activities, including the class as well as the site visits that may be in the metropolitan area. They are expected to make their own arrangements for the site visits. This does not substitute as an internship. Prior to registration contact Dr. J.C. Kim, associate professor of sports administration and co-director of sports administration, or Dr. Robyn Lubisco, assistant professor of sports administration and co-director of sports administration for the specific site for the term.

**SPA D3030**
3 Credit

Human Resource Administration in Sports

The course will provide students an introduction in human resource administration in a sports environment. Students will explore practices involving employers and employee relationships and apply these concepts to the day-to-day practices and skills required of a manager in a sports organization. The content will focus on areas such as human resource policies, recruiting, hiring, job analysis, creating position descriptions, performance evaluation, training, career development and supervision of staff members and volunteers.

**SPA D4000**
3 Credits

International Sports Administration*

This course is a study-abroad course that includes exploring various issues related to the governance of international sport organizations and events throughout the world and their impact on operations and management within the sport industry. Areas covered include the Olympics, World Cup, Paralympics, international marketing, culture, politics and ethical dimensions. Students will gain a deeper understanding of the various facets of conducting sport business in the international marketplace. Students will be required to complete a research paper approved by the instructor after completing the course, and this paper will be used as a senior thesis. It will also be used as a writing sample for the learning-outcomes assessment.

**SPA D4001**
3 Credits

**Sports Internship II**

This is a practical experience of previously learned skills and knowledge. The internship assignment will depend on the student's background and goals and should be taken toward the end of the program. Prerequisite: SPA D3010 Job-search Strategies.

**SPA D4500**
3 Credits

Coaching Certification

This national certificate is offered through the National Federation of State High School Associations (NFHS). Students will be required to have satisfactory completion of the following four NFHS courses: Fundamentals of Coaching; First Aid, Health and Safety for Coaches; Concussion in Sports; and NCAA Eligibility. In addition, they will be required to complete a research assignment as determined by their instructor.

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*Students may substitute an independent research project approved by the program director if they are unable to travel with the class.*
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**Sustainability**

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**STRC3006**
3 Credits
**Lower Body Exercise Techniques and Program Design**

Technique, teaching methods, safety procedures and injury modifications for lower-body resistance training techniques.

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**STRC3007**
3 Credits
**Kinesiology**

Detailed study of the structure, function and kinesiology of each body region as well as quality-of-movement analysis. Prerequisite: STRC1001 Introduction to Strength and Conditioning.

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**STRC4007**
3 Credits
**Aerobic/Anaerobic Development**

Students will study the in-depth processes of both aerobic and anaerobic metabolism. Students can also expect to have to demonstrate this knowledge through the creation of a sports-specific condition program geared at enhancing cardiorespiratory reactioning as well as anaerobic/aerobic performance.

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**STRC4008**
3 Credits
**Internship in Strength and Conditioning I**

Students will continue their practical educational development in the field of strength and conditioning by completing an internship at a local facility. Topics include sports-specific exercise selection and programming, progressive overload, Russian conjugate and block training. Prerequisite: STRC3001 Clinical Experience in Strength and Conditioning I.

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**STRC4009**
3 Credits
**Internship in Strength and Conditioning II**

Students can expect to continue their practical education in strength and conditioning and can expect to study the following topics: Olympic lifting, periodization, undulating and step-variable periodization. Prerequisite: STRC4008 Internship in Strength and Conditioning I.

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**SUST1000**
3 Credits
**Introduction to Sustainability**

The fundamental dimensions of sustainability are: a) to look back to its ecological roots, which is a reminder of the uncomfortable topic of limits to the use of the earth’s resources; b) the unappreciated challenge of integrating one field, environmentalism, with two previously almost entirely separate ones: economy and human society; and yet another big challenge, the need for a new relationship between the world’s wealthier countries and those with severe poverty.

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**SUST1001**
3 Credits
**Environmental Science**

A foundation course for the sustainability curriculum. Through lectures, field trips and lab work, students will learn the basics of environmental science, the different sorts of environments, the relations between the human species and their surroundings. Community issues, future concerns and economic issues will be raised.

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**SUST3000**
3 Credits
**Geomapping GIS**

An interdisciplinary approach, GIS incorporates the collection and documentation of data with storage and retrieval components for analysis and discovery to implement critical decision-making techniques. First responders have access to life-saving and life-threatening information that is stored and retrieved from GIS. Using spatial-analysis tools like ArcGIS software, online map servers and database-management systems, students in this program will gain a different point of view from their general course of studies.

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**SUST4000**
3 Credits
**Environmental Policy/Law/Ethics**

This class will focus on the interrelationship of the environment (in its natural state) and humanity (as an embodiment of intelligent actors) acting upon the environment with consumptive and preservation forces leading to the establishment of rules, laws and policies to balance their coexistence.