Undergraduate Course Descriptions

Paul McGhee Division: Y10, Y12, Y13, Y17, Y18, Y19, Y20, Y23, Y26, Y27, Y28, Y41, Y42, Y62.

Courses are listed in numerical order by prefix.

Y10.0101/Introduction to Banking

Designed to introduce students to the role of banks and financial intermediaries. The fundamentals of banking are reviewed. Topics include monetary theory, interest rates, the securities and stock market, foreign exchange, the role of the Federal Reserve, the functions of the various financial markets, and the implications of risk and credit in a lending environment.

Y10.0102/Introduction to Investments

Prerequisites: Math I or Mathematical Reasoning and Principles of Accounting

Introduces the various types of investments employed by individuals and institutions. The purposes, advantages, and disadvantages of each are discussed. Topics include objectives and methods of investing, short- and long-term planning, forecasting and timing, and kinds of investments, including stock options and mutual funds.

Y10.0142/Principles of Accounting

Prerequisite: Math I or Mathematical Reasoning

The principles of double-entry systems, control accounts, and subsidiary records are reviewed and detailed. Emphasis is on worksheets and variations of systems, as well as accounting procedures involved with partnership and corporation capital accounts. End results of the accounting process, such as costs, financial relationships, financial analysis, taxes, and budgeting are investigated as a beginning to a managerial accounting approach.

Y10.0171/Intermediate Accounting

Prerequisite: Principles of Accounting

Designed to expand students’ understanding of accounting theory and practice, the course includes practice in the preparation of financial statements and a framework for their interpretation and analysis.

Y10.0172/Introduction to Finance

Prerequisites: Math I or Mathematical Reasoning and Principles of Accounting
An introduction to the study of corporate finance. Basic concepts are introduced with emphasis on working knowledge of organizational and financial structures, methods of financing, financial management, and planning. Investments and strategies, risk and growth, and money and banking are topics of study and discussion.

**Y10.0174/Budgetary Processes**

All business and not-for-profit organizations are controlled through effective budgeting based on realistic forecasting. This course gives nonfinancial managers a working knowledge of budget processes, from design through implementation and analysis.

**Y10.0301/Introduction to Macroeconomics**

*Prerequisite: Math I or Mathematical Reasoning*

Introduces the methods and disciplines of economics through an examination of the American system. Topics include: national income analysis, business fluctuations, fiscal policies, principles of money and banking, the economics of the corporation, and resource allocation.

**Y10.0341/Introduction to Microeconomics**

*Prerequisite: Math I, Mathematical Reasoning, or Introduction to Macroeconomics*

The study of economic theory and issues through the analysis of monopoly, the farm economy, labor relations, and international trade and finance. Various economic ideologies are investigated.

**Y10.0501/Cultural Diversity in Business**

*Prerequisite: Business Organization and Management*

Examines the dynamics of a multicultural society and its impact on the world of business. The nature of intercultural relations and commonly shared perceptions of various cultures are studied. Students learn the advantages and challenges of interacting in multicultural contexts through historical research, role-playing, and simulation.

**Y10.0504/Business Organization and Management**

Focuses on the processes and problems of competent management. Methods of setting and maintaining high performance standards and high productivity are discussed, along with the following topics: management structure; planning; organization; staffing; strategy formulation; decision making; leadership; and social responsibility.

**Y10.0543/Managerial Decision Making**

*Prerequisite: Business Organization and Management*

Principles and models of decision-making theory are presented and discussed. Decision making as an aspect of planning, as well as problem solving under conditions of risk and uncertainty are analyzed. A case study approach is used to develop individual critical and analytical skills.

**Y10.0544/Business Law**

An introduction to the legal and regulatory environment of business. Students examine the laws of contracts, property, sales, negotiable instruments, and the Uniform Commercial Code through conceptual study, case analysis, and legal research.

**Y10.0546/The Global Market**
Prerequisites: Introduction to Macroeconomics, Introduction to Microeconomics, and Principles of Marketing are recommended

An analysis and comparison of relevant theories through empirical study and research. The course examines the global market in terms of a constructive role for public policy in the manufacturing environment. New strategies for American companies producing and marketing worldwide are considered, as well as the research, development, and associated structural changes within industries and firms.

Y10.0548/Human Resources Management

Prerequisite: Business Organization and Management or Health Services Management

A comprehensive overview of personnel administration: the ability to handle the problems that affect personnel relationships. Topics covered are: recruitment, selection, induction, training, performance appraisals, wage problems (including evaluation), grievances, morale, safety, fringe benefits, and turnover.

Y10.0553/Business Communication

Prerequisite: Writing Workshop I

In this course, students learn how to increase their communication effectiveness for business and professional goals. Students focus on the strategic implications of communication for modern organizations. A variety of assignments are given to stress the following communication competencies: written, spoken, and nonverbal communication basics for business; effective team communication strategies; communication choices for varied business tasks; informative, persuasive, and collaborative presentations; and communications techniques for advanced projects, such as senior projects and internships. Written and oral presentations are an integral part of the course.

Y10.0562/Human Resource Leadership and Strategies

Prerequisite: Human Resource Management

This course prepares students for organizational leadership in the field of Human Resource/Personnel Management, with particular reference to the challenges of international settings, international career development, and the achievement of strategic impact in this functional area of management. In addition to acquiring survey-level appreciation of all major applied tasks in the field, each participant will develop a distinctive competence on one of the four major sub-field areas—Staffing (HR planning, recruitment, selection and development of employees), Compensation (job evaluation, pay policy, incentive pay and benefits design and administration), Job/Work Analysis and Design, and Employee Rights & Influence Management (e.g., individual and collective legal rights and firm-level policies). Lectures, discussion and individual field research projects will be undertaken so as to develop skill in mounting both tactical and strategic critiques of actual firm practices, with particular reference to linkages between HRM policies and practices, on the one hand, and leadership modes and competitive strategies, on the other.

Y10.0563/Work Analysis and Design

Prerequisite: Human Resource Management

This course is concerned with applied theory, strategies, operational issues and research related to conducting job analyses. Individual job description and specification development is emphasized but "macro" concerns of organizational design are also considered. Emphasis is placed on using appropriate techniques to acquire, measure, assess, and use information gathered in the work place. The course also explores and develops consulting skills used in the HR field. Students learn to use work analysis modeling techniques to support decision-making in job and organizational
design and specification, performance appraisal and development, program evaluation (e.g., training initiatives), and other HRM tasks. Specific strategies and methods are compared and critically analyzed.

**Y10.0564/Recruitment, Selection and Career Development**

*Prerequisite: Human Resource Management*

This course teaches principle and analytical methods associated with the HR sub-field of "staffing"; specifically recruitment, selection and career development. Topics include external and internal labor market analysis, application of formal job analysis to recruitment and selection techniques and decision-making, as well as principles of effective organizational and occupational career development. Included is the application of quantitative forecasting methods. Insights are drawn from industrial and organizational psychology, behavioral economics, labor economics, public relations, public policy, and employment law.

**Y10.0565/Compensation Management**

*Prerequisite: Human Resource Management*

This course teaches analytical methods associated with the HR sub-field of "compensation"; specifically, salaries, incentive pay, and benefits management. Topics include the design and implementation of basic pay systems (pay-for-the-job), incentive pay schemes (pay-for-performance), and employment benefits; together with the use of Human Resource Information sub-systems in support of these tasks. Emphasis is placed on the concept of total compensation across these decision-making areas, in relation to both HR and general competitive strategy.

**Y10.0913/Employment Law and Rights**

*Prerequisite: None*

In this course, students will learn the laws of hiring, promotion, recruitment and discharge; anti-discrimination and harassment laws; time and leave laws; worker safety and injury compensation; immigration controls; class actions; dispute resolution; and labor relations in unionized environments. These topics are presented with readings from the text, using real-life cases and maximizing student discussion. The class will also use current legal materials to keep students up-to-date in this quickly changing field.

**Y10.0566/Human Resource Technology and Policy**

*Prerequisite: Business Organization and Management*

This course examines and critically analyzes alternative approaches to the selection or design and use of Human Resource Information Systems (HRIS) from a general managerial perspective. Emphasis is placed on HRIS choice in relation to levels of integration with other (non-HRM) organizational information systems.

**Y10.0567/International Human Resource Management**

*Prerequisite: Organizational Behavior*

The general objective of this course is to equip a manager to respond effectively and comprehensively to the demands of IHRM. Knowledge of strategic choices in Staffing, Compensation, Performance Appraisal, and Labor Relations is developed, primarily on the basis of selected readings on these topics. Skill in diagnosing the origins of HR problems in international settings and responding effectively to it is also developed, primarily through the use of case materials. Finally, participants will demonstrate expertise in a discrete IHRM problem or issue associated with one or another of the strategic or tactical HRM tasks addressed by the course.
Y10.0573/Business Ethics

Prerequisites: Business Organization and Management or three years of business experience

A discussion of the corporation’s role in, and relationship to, society. What are the social responsibilities of business? What is the corporation’s responsibility to its clients, customers, and employees? What are the ethics that act as the guiding principles and values of most organizations? The case study approach is used. Guest lecturers present specific issues and students are required to read, analyze, and write reflective responses.

Y10.0574/Internship in Business

Prerequisites: 30 credits and approval of the program director (in addition, certain internships may require completion of specific courses)

The internship provides an opportunity for students to gain experience and knowledge through fieldwork in a corporation or organization in the public or private sector. An internship coordinator assists students in locating appropriate fieldwork assignments. Students are required to complete a minimum of 90 hours of fieldwork under the guidance of a fieldwork supervisor. In addition, they meet regularly with the internship coordinator, maintain a journal, and submit a final project or paper.

Y10.0576/Current Topics in Business

Prerequisites: Business Organization and Management, 3.0 grade point average, and 30 credits in Paul McGhee Division

An opportunity for in-depth study of special topics in business management and leadership. Students are expected to understand and apply the basic theories and concepts of business management and economics. Topics vary. Refer to the semester schedule for announcement of the specific topic of study.

Y10.0578/Strategic Planning and Analysis

Prerequisites: Principles of Accounting and Introduction to Finance

This course looks at the competitive advantages associated with strategic planning, reporting, and analysis. An emphasis on the quantitative analysis aspects of financial planning, budgeting, accounting, forecasting, cost/benefit analysis, auditing, and the company financial report will help the student understand the importance of having an informed basis for organizational decision making. Both service and manufacturing industries will be studied with special attention given to understanding and interpreting statistical and financial company reports.

Y10.0579/Comparative Management and Leadership

Prerequisite: Business Organization and Management

Analyzes the management systems of a variety of nations. Students explore how variations in cultural, societal, and political leadership influence organizational and managerial dynamics.

Y10.0583/International Trade and Investment

Prerequisites: Introduction to Microeconomics and Introduction to Macroeconomics

Balancing political-economic and behavioral analysis, this course has three objectives. The first is to develop knowledge of the political-economic contexts of strategic managerial decision-making in foreign direct investment (FDI) and international trade. Emphasis is placed on aggregate bilateral contexts such as the European Union vis-à-vis other regional-trade
entities (e.g., NAFTA and the Southern Africa Development Union) and industry-level considerations. Second, participants will develop skills in assessing desirable institutional qualities of foreign direct investment vehicles such as international joint ventures and the negotiation of same. The third objective of the course is to develop knowledge of behavioral problems and issues associated with bicultural/intercultural organizations. In this context, participants will acquire knowledge of structural and procedural responses in selected policy-making domains and functional areas of international management.

Y10.0584/Comparative Political Economy

Prerequisite: None

This course provides an applied understanding of international business and trade, with an emphasis on the generation of competitive opportunities on the basis of such an understanding. Specifically, traditional economic and behavioral science understanding of such diverse topics as overseas investment, the political economy of international business, and economic behavior are presented from relatively novel (but rigorous) new perspectives—the political economy of the so-called “global” economy and behavioral economics.

Y10.0567/International Human Resource Management

Prerequisite: Organizational Behavior

The general objective of this course is to equip a manager to respond effectively and comprehensively to the demands of IHRM. Knowledge of strategic choices in Staffing, Compensation, Performance Appraisal, and Labor Relations is developed, primarily on the basis of selected readings on these topics. Skills in diagnosing the origins of HR problems in international settings and responding effectively to it is also developed, primarily through the use of case materials. Finally, participants will demonstrate expertise in a discrete IHRM problem or issue associated with one or another of the strategic or tactical HRM tasks addressed by the course.

Y10.0585/International Entrepreneurship

Prerequisite: Principles of Marketing

International Business is no longer the (almost) exclusive domain of large multinational corporations. Increasingly, small “start-up” firms are having a significant impact on cross-border commerce. Reflecting this development, this course has two main goals. The first is to help students understand the particular challenges of entrepreneurial action in international context. The second is to provide an educational vehicle for developing a draft international business plan for future use in seeking venture capital and other support. To that end, objectives include familiarization with all the classical elements of a Business Plan and development of skill in understanding the factors that venture capitalists look for in evaluating such plans. Students critically analyze entrepreneurial ventures from history and field’s literature to identify causal factors in success or failure of such ventures. They learn to identify the distinctive bases of sustainable competitive advantage that are essential to the success of an entrepreneurial firm, never more crucially than in international context.

Y10.0586/International Leadership

Prerequisite: Business Organization and Management

This course addresses the challenge of extending, unilaterally or by way of alliances, a discrete leadership doctrine into the international agenda. It is said that “nothing fails like success” and this is too often the case for leaders whose success in cultivating a given leadership doctrine domestically is matched only by the futility of their efforts to accomplish the same in overseas operations. More optimistically, an individual leader who has been relatively stymied in a given domestic market for leadership may find her forte in the international arena. The goal of the course is to extend
the best lessons of general management and leadership thought into international business, whilst culling those “best practices” that may be simply dysfunctional abroad.

Y10.0702/Database Design

Focuses on data modeling techniques that will identify and structure all requisite data items for efficient storage and retrieval. The student also learns the SQL query language to develop answers to business questions based on the stored data. Hands-on exercises use Microsoft Access.

Y10.0703/Introduction to Business Computing

(Course may be waived with master teacher approval)

This first course introduces the student to computer hardware components and to the role of operating systems software. Included is a hands-on exploration of Microsoft Windows. The student learns how to use a spreadsheet program to solve many real-world business problems. Hands-on exercises use Microsoft Excel.

Y10.0709/Technology Integration

Explains how information technology can successfully integrate multiple business functions, such as finance, accounting, human resources, statistical analysis, marketing, and operations. The focus is on the various aspects of decision making with regard to data analysis and corporate information integration. The course will demonstrate the critical nature of information integration as a vital corporate resource.

Y10.0710/Project and Innovation Management

Prerequisite: Organizational Behavior or Business Organization and Management

Due to changes in business practices and the rapid introduction of new business tools and applications into the market, today’s challenge for the project manager is to understand how to incorporate technology innovation into an already existing technical framework, which will enable the team to meet organizational needs. This course provides students with the understanding and skills to follow a course of action that will result in a successful implementation of appropriate technology that meets organizational needs and causes minimal disruptions and frustrations.

Y10.0711/Digital Imaging

Prerequisite: None

This course will examine the techniques and equipment necessary to capture, enhance and display or print images. Most lectures will consist of hands-on-demonstrations showing step-by-step what is necessary. Once the processes of electronic capture have been fully explored, image editing software capabilities will be discussed. How to correct common images flaws will be demonstrated. Images will examined and then corrected, if necessary, for Noise, Dynamic Range, Coloration Lens Aberrations, etc. Each student will then utilize the techniques shown to create an image portfolio of their own.

Y10.0712/Customer Relations and Technology Management

Prerequisite: Principles of Marketing

This course provides students with an introduction and analysis of the major business strategies and technologies companies are using to communicate interactively with existing and potential customers. Specific attention is given to the switch from technology-facilitated to technology-enabled customer relations and the management of the technological
systems that enable this switch. Frequently case studies and guest speakers are used to develop a deeper understanding of the design and implementation of digital direct marketing and advertising strategies within different types of businesses.

**Y10.0713/Data Management**

*Prerequisite: Business Organization and Management*

This course provides students with a thorough understanding of the data lifecycle within business. Students will learn principles and practices associated with the development and management of business modeling, data preparation, data warehousing, and data mining solutions. Using case studies and homework, students will apply principles learned from readings and class discussion to the solution of business scenarios. The development of metadata repositories will also be investigated.

**Y10.0714/IT Finance and Strategy**

*Prerequisite: Introduction to Finance*

This course provides students with a detailed and in-depth investigation into the cost-justification of IT spending and the integration of information technologies into business strategy. Students are introduced to the financial models used to evaluate IT spending, the process of business strategy formulation, and the specific role of IT in business strategy. The skills needed to assess new and emerging information and communication technologies are also reviewed. Frequently, case studies are used to apply principles to business scenarios.

**Y10.0715/Knowledge Management and Decision Support**

*Prerequisite: Business Organization and Management*

Through an investigation of knowledge management and decision support systems, this course provides students with an introduction to the use of information and communication technologies to facilitate business intelligence. Principles of knowledge management and decision support are covered and their relationship to management decision making are reviewed. The role of information and communication technologies in facilitating knowledge management and decision support are explored in detail. Throughout the course, case studies are used to apply principles and technologies to a variety of real world scenario.

**Y10.0716/Mobile and Ubiquitous Technologies for Business**

*Prerequisite: Principles of Marketing*

Students are introduced to the strategic use of mobile and ubiquitous technologies in business. Specific attention is given to the diverse use of these technologies by domestic and international organizations to augment internal communication, improve communication and interaction with customers, and enter new markets. Through readings and case studies, topics covered include overview of technologies and network design, m-commerce, mobile marketing, and an investigation into the existing and anticipated effects of mobile and ubiquitous technologies on everyday life.

**Y10.0717/Supply Chain Integration**

*Prerequisite: Business Organization and Management*

This course is an overview of supply chain management and the use of information and communication technology to create, facilitate, and strengthen relationships between business partners. Topics include broad and in-depth coverage of business-to-business (B2B) supply chain business models and technologies. In addition to readings and homework, case studies will be used to develop B2B decision-making skills for managers. New and emerging technologies related to supply chain integration are
investigated.

**Y10.0718/Technological Entrepreneurship**

*Prerequisite: Principles of Marketing*

Principles and models of technological entrepreneurship inside and outside of the corporate environment are investigated. Specific attention is given to understanding and interpreting the cultural and psychological contexts through which technology is diffused and adopted by the general public and within organizations. Strategies for marketing and selling new technological innovations are also investigated. Through readings, class discussions, case studies, and guest speakers, students will develop the knowledge and skills needed to execute entrepreneurial activities on their own or within their work environment.

**Y10.0742/Systems Analysis**

Focuses on the concepts and techniques involved in analyzing, designing, and documenting the requirements for business information systems. Topics include feasibility, justification, specifications, design, implementation, equipment selection, documentation, and performance evaluation.

**Y10.0743/Local Area Networks**

Focuses on the benefits and problems in installing and using local area networks. LAN standards; LAN connectivity; and LAN administration issues are explored in detail. The functionality of a network operating system and a comparative analysis of available systems are also key topics.

**Y10.0746/Advanced Business Computing**

*Prerequisite: Introduction to Business Computing or permission of master teacher*

Focuses on Visual Basic for Applications (VBA). An initial introduction to programming principles provides the methodology for writing Microsoft Office VBA macros. Hands-on assignments demonstrate how VBA macros enhance the problem-solving capabilities of Microsoft Office for the business user.

**Y10.0747/Multimedia Presentations**

This course directs the student’s efforts in using the multimedia capabilities of the PC to develop more effective business presentations, instructional materials, computer games, etc. Particular attention is given to integrating digital video, audio, and computer animation into attention-getting presentations.

**Y10.0750/Fundamentals of Media Relations**

*Prerequisite: Principles of Marketing*

Explores the dissemination and management of public information in the corporate environment. For many organizations both print and broadcast media are integral parts of the day-to-day business operation, particularly in moments of crisis. This course examines the relationship of the media to business organizations; reactive vs. proactive media relations; effective message and meaning making; and interview techniques. Role-play and seminar approaches are used. Guest speakers include representatives from government, nonprofit, and profit organizations.

**Y10.0771/Management Information Systems**

*Prerequisite: Business Organization and Management*
Focuses on the information needs at each level of management in a corporation and how these needs must be met by an integrated information system. The tasks necessary in the development, maintenance, and operation of the information system are defined.

**Y10.0920/Consumer Behavior**

**Prerequisite: Principles of Marketing**

Consumer Behavior focuses on the study of psychological, sociological, economic and other dimensions influencing consumer behavior and how these factors are used to develop marketing strategies. Students will learn how and why consumers behave by examining how they use products to define themselves and how this self-definition affects attention and perception, motivation to buy, memory for brands, product and advertising awareness, brand attitudes, product judgment and choice, customer satisfaction and brand loyalty. In uncovering answers to these questions, students will develop a deep understanding of the psychological basis of consumer behavior within its self-defining context, while developing a customer analysis ‘toolbox’ for making informed decisions about marketing strategy based on how consumers use products to create, define and enhance their self-identities.

**Y10.0921/Direct Marketing**

**Prerequisite: Principles of Marketing**

Direct Marketing is designed to give students an overview of the principles associated with direct marketing and the practical experience concerned with direct marketing as a technique for developing customer-based marketing strategies. During the semester, students will be exposed to different types of collected and stored customer information and how to effectively use that information to create effective customer communications. Students will also be exposed to various successful direct marketing strategies being used today and the major issues facing direct marketers, such as the issue of privacy. Finally, students will gain real world experience by working with actual clients / businesses to develop a relevant direct marketing strategy. Students will be given the opportunity to work as part of a team and hone your presentation skills, the two most identified keys to success in today's business world.

**Y10.0922/Market and Managerial Research**

**Prerequisites: Principles of Marketing and Statistical Methods**

Market and Managerial Research integrates the study of marketing research with the study of consumer behavior for the purpose of developing information that supports managerial decision-making. The objective of this course is to provide an understanding of marketing research methods employed by well-managed firms. The course is aimed at managers who are the ultimate users of the research and consultants who assist managers in their decision-making. The course will focus on helping managers recognize the role of systematic information gathering and analysis in making marketing decisions, and develop an appreciation for the potential contributions and limitations of marketing research data. The material presented in this course will be in the context of an overall information system used by management to make strategic or operational decisions.

**Y10.0923/Product Management**

**Prerequisite: Principles of Marketing**

Product Management is designed to enhance student marketing skills and understanding of specific marketing topics, as well as larger issues of brand development. Accordingly, Product Management is organized around the product and brand management decisions that must be made to build and manage brand equity. The work of the product manager is to manage product and service offerings in the marketplace for the twin purposes of maximizing customer satisfaction and product profitability. This is called
managing the value exchange process. All business strategy is rooted in a
correct of value exchange, whether it is explicitly formulated or implied as
a pattern of business practices. Accordingly, this course will promote
product management as implementing business strategy in the
marketplace.

Y10.0924/Promotion and Sales Management

Prerequisite: Principles of Marketing

Promotional and Sales Management is designed to assist students in
integrating and applying philosophies and concepts for solving of problems
in promotion and sales. The course will present an analysis of marketing
systems, examining planning, implementing, and controlling a firm’s
personal selling and promotional functions. The role of selling in the
promotional mix and sales objectives of management in relation to the total
marketing program will be examined. Emphasis will be placed on the
integration of current and emerging ideas in the strategic development and
operations of the sales force. This course will also cover competitive and
customer needs analysis, idea identification, testing and refinement,
positioning products within their markets, forecasting volume, developing
introductory marketing launch strategies, conducting sensitivity analyses,
and managing the process and interfunctional project teams.

Y10.0925/Retail Marketing

Prerequisite: Principles of Marketing

Students taking Retail Marketing will study the retail industry from a
marketing perspective. The class will examine changes in consumer
demographics and retail formats that will determine shopping patterns for
the new millennium. Past, present and future innovative retail marketing
strategies will also be explored and the strategic issues that underpin retail-
marketing decision-making will be examined. This course takes an
integrated perspective of retail market planning and the development of
retail business areas such as, strategic deciding making, store image,
locational trends, merchandise assortment and pricing. Course discussions
are focused on understanding the role of retailing in the distribution of
goods, with particular attention to the management of retailing including
buying, selling, accounting, organization and legal considerations.

Y10.0926/Services Marketing

Prerequisite: Principles of Marketing

Services Marketing is the study of the characteristics of services, their
contribution to assorted economies, service quality, service customer
behavior and the relationship between organizational performance and
customer retention. The course will focus on a number of service
organizations such as theme parks, hair salons, banks, transportation
companies, hotels, hospitals, restaurants, insurance companies, law firms,
educational institutions, advertising agencies, consulting companies, and
other professional service firms that require a distinctive approach to
marketing strategy in development and execution. Services marketing
topics will include planning, delivering, and evaluating a firm’s performance
with respect to customer’s experiences. Understanding the development
and uniqueness of a service’s marketing program will be the objective for
study.

Y10.0927/Strategic International Marketing

Prerequisite: Principles of Marketing

The goal of this course is to enhance student understanding of Strategic
International Marketing, and its fundamental importance and contribution to
todays businesses or operation of any size. Course objectives include
providing a background in international business and economics, human
resources, cultural issues and interrelationships, and business decision
processes in product planning, marketing, and organizational planning,
structure, goals, and performance. These objectives of necessity also include development of strategic international managerial skills appropriate to strategic planning, marketing and sales policy, and implementation of the organizations goals. The increasing international and multinational nature of business activities drives the necessity to recognize the management aspects of this increasingly important field. Effort will be made to recognize current and evolving interests and trends.

**Y10.0941/Fundamentals of Advertising**

*Prerequisite: Principles of Marketing*

Designed to explore the role of advertising in marketing programs. The strategy and components of advertising campaigns are addressed as well as their planning, execution, and evaluation. The impact of today’s changing technology on the media is discussed.

**Y10.0942/Fundamentals of Public Relations**

*Prerequisite: Principles of Marketing*

Study the role of public relations in industry and other complex organizations. Students review and analyze the public relations process: planning, production, and evaluation. The functions and limitations of public relations are considered. Students are required to investigate the public relations program of a specific organization, as well as develop and write a campaign program.

**Y10.0943/Principles of Marketing**

Marketing as a system of satisfying customer wants is considered from the theoretical, as well as from the pragmatic viewpoint. Students study markets, products, and customer motivation, with emphasis on research and development and marketing management. In addition, students analyze the various marketing functions and apply theories and techniques to problems and cases taken from current marketing practice.

**Y10.0948/Advertising Campaigns**

*Prerequisite: Principles of Marketing*

This course is a comprehensive study of multimedia advertising campaigns. It focuses on developing research, creating strategy, media-mix selection, matching product with message, execution of campaign, and evaluation of campaign effectiveness. Students present individual and group projects culminating in formal in-class presentations.

**Y10.0949/Advertising Design and Layout**

*Prerequisite: Principles of Marketing*

An overview of the elements of design and layout utilized in the creation and production of integrated advertising materials. Students focus on the translation of ideas into effective advertising through the use of text, art, and/or photography. Focus is on advertisements, newsletters, brochures, and logos. Students will study and critique current professional designs, as well as learn basic concepts by planning, executing, and evaluating their own designs.

**Y10.0950/Advertising: Research, Planning, and Account Management**

*Prerequisite: Principles of Marketing, Organizational Behavior, or Business Organization and Management*

Utilizes research methodologies to understand consumer attitudes and behavior, as well as product/service research. The research process will be
studied with attention given to sampling procedures, survey research, data collection instruments, data analysis, and critiques of professional research. The course will explore techniques in proper planning and management of advertising accounts.

**Y10.0951/Corporate and Non-Profit Public Relations**

*Prerequisite: Organizational Behavior or Business Organization and Management*

This course covers trends and principles of writing for traditional business, as well as human and public service organizations. Unique issues for each sector will be explored; for example, non-profit's need for fund-raising practices. Common organizational public relations issues will be studied, such as crisis management, employee relations, communication problems, environmental concerns, press releases, resumes, and speeches.

**Y10.0952/Copywriting**

*Prerequisite: Principles of Marketing*

This course guides students through the critical thinking process and essential writing skills necessary for effective copywriting. The course will emphasize writing skills as the primary method of public communication through either print or broadcast media. Students will write one sentence, one paragraph, and one page of copy on a variety of topics. Focus will be on the selection of persuasive appeals and preparation of message.

**Y10.0953/Ethics and Social Responsibility in Advertising and Public Relations**

*Prerequisite: Principles of Marketing*

Examines the responsibility of the advertising and public relations professional to all stakeholders, including themselves, their client, and the community. Ethical and moral dilemmas will be presented in order for students to develop critical thinking skills regarding various concerns. Topics discussed will include: public's right to know, legal issues, public disclosure, privacy issues, and professional industry standards.

**Y10.0954/New Technologies for Advertising and Public Relations**

*Prerequisites: Principles of Marketing and Introduction to Business Computing or Advanced Business Computing*

Examines state-of-the-art technologies instrumental in successful advertising and public relations. The course will use both classroom and laboratory to cover emerging technologies in design. Students will develop expertise in the latest techniques associated with computer imaging, videography, lighting, sound, editing, and printing. The course will address message development/delivery, the role of technology in speed of message, message distortion, and the challenges demanded by these new technologies.

**Y10.0955/Political and Governmental Public Relations**

*Prerequisites: Organizational Behavior or Business Organization and Management*

Course emphasis is on American government and political public relations issues. Topics covered will include public opinion, managing the message, leadership communication, interest groups, community affairs, and governmental relations. Special attention will be given to the role of the press secretary, media consultant, pollster, and public affairs officer. Students will learn of the unique role of the public relations professional in regard to speaking engagements, speech preparation, and public events.
Y10.1101/Math I

Prerequisite: Placement Test

This is the first semester of a two-course sequence in elementary and intermediate algebra. Topics include: signed numbers, linear equations, linear inequalities; absolute value equations and inequalities; laws of exponents; polynomials; factoring; rational algebraic expressions; and graphs of linear equations and inequalities. Students may seek exemption from the course through testing. Credit will not be awarded if Mathematical Reasoning has been successfully completed.

Y10.1105/Mathematical Reasoning

Students who have taken Math I and Math II should not take this course.

This college-level algebra course will prepare students for precalculus with an emphasis on applications related to future academic and professional skills. Particular emphasis is placed on the application of algebraic techniques to a range of problems drawn from disciplines in the humanities, social sciences, general sciences, computer science, and business. The objective of the course is to develop proficiency with these quantitative techniques and explore the use of these techniques in problem solving. Covers the same quantitative skill sets in Math I and Math II.

Y10.1141/Math II

Prerequisite: Math I or Placement Test

This is the second course of a two-course sequence in algebra. Topics of study include: line equations; systems of two linear equations; rational exponents; radical expressions; radical equations; complex numbers and quadratic equations; graphs of quadratic functions; and quadratic inequalities. Students may seek exemption from the course through testing. Credit will not be awarded if Mathematical Reasoning has been successfully completed.

Y10.1171/Precalculus

Prerequisite: Math II or Mathematical Reasoning or placement test

Introduces precalculus math. Topics of study include: relations and function; the equation of a line; graphs of nonlinear functions; inverse, exponential, and logarithmic functions; trigonometric functions; solution of right triangles; polynomial equations; conic section; binomial theorem; sequences, series, and summation notation; matrices and determinants; and mathematical induction.

Y10.1172/Statistical Methods

Prerequisite: Math II or placement test

The theory and methods of measuring data. It covers basic descriptive statistics including: histograms, frequency distribution, frequency polygon, ogive, and measures of central location and dispersion. Probability and normal and binomial distributions are discussed.

Y10.1174/Algebra and Calculus with Applications to Business and Economics

Prerequisite: Precalculus or Placement Test


Y10.1301/Organizational Behavior
Human behavior and behavioral issues in organizations are studied from three perspectives, that of the individual, the group, and the large-scale structure. Topics include job satisfaction, team effectiveness, motivation, leadership, performance appraisal, communication, power and conflict, career dynamics, and organizational change. Extensive use is made of experiential learning and case studies, with occasional group work outside of class.

**Y10.1902/Workplace Issues, Rights, and Responsibilities**

The evolution of workplace dynamics is rapidly changing. The debate is divergent, ranging from sexual harassment awareness to affirmative action. More attention is also being directed toward workplace violence, negligent living, age discrimination, and employee-at-will doctrines. The emergence of shareholder pressure has created healthy debate in the area of corporate responsibility. Moreover, the escalation of downsizing, rightsizing, and capsizing has forever changed the fabric of the world of business.

**Y10.1971/Independent Study**

*Prerequisites:* 30 credits of course work (of which at least 10 must be in McGhee), 3.0 grade point average, no incomplete grades at the time of registration, and approval of program director

Independent investigation of selected topics outside the boundaries of the classroom. Its purpose is to allow students to pursue specialized interests, within the framework of the curriculum, that are not available in existing courses. Although student-directed, participants work closely with a faculty mentor who guides and evaluates their work.

**Y10.3000/Fundamentals of Interactive Multimedia**

Describes interactive multimedia and how it affects the traditional modes of communication. Examines technology, publishing, entertainment, education, and information dissemination in this new form, and focuses on CD-ROM (games and publishing), the Internet (primarily the World Wide Web), and other online services. Most sessions feature a guest speaker from a media production center and product and process demonstrations. Some classes meet in multimedia studios and other technical facilities to familiarize students with real-world situations. Students gain the knowledge and ability to go online.

**Y10.7991/Senior Project: Seminar (Leadership and Management Studies)**

*Prerequisites:* Completion of at least 90 credits and 12 credits of concentration course work

The graduation project consists of either a seminar project or an internship. The seminar allows students to develop a project under the guidance of a faculty mentor. The seminar requires regular class attendance to discuss projects and to document them, as well as individual meetings with the mentor. The projects themselves may be in one of the degree’s various concentration areas. Projects must be the student’s individual, original work and include the product, the technical documentation, and a learning experience essay summarizing the process and skills used. The internship provides an opportunity for students to use knowledge gained in their major combined with the knowledge provided by professionals in a variety of industry settings. Students are required to complete a minimum of 100 hours during the semester to earn four credits. (Students' full-time jobs cannot serve as internships.) In addition to hours at their placement, they meet regularly with the internship coordinator, maintain weekly logs or journals, and complete a final learning experience essay summarizing the outcome, including samples of work completed.

**Y10.7992/Senior Project: Internship (Leadership and Management Studies)**

*Prerequisites:* Completion of at least 90 credits and 12 credits of
The graduation project consists of either a seminar project or an internship. The seminar allows students to develop a project under the guidance of a faculty mentor. The seminar requires regular class attendance to discuss projects and to document them, as well as individual meetings with the mentor. The projects themselves may be in one of the degree’s various concentration areas. Projects must be the student’s individual, original work and include the product, the technical documentation, and a learning experience essay summarizing the process and skills used. The internship provides an opportunity for students to use knowledge gained in their major combined with the knowledge provided by professionals in a variety of industry settings. Students are required to complete a minimum of 100 hours during the semester to earn four credits. (Students’ full-time jobs cannot serve as internships.) In addition to hours at their placement, they meet regularly with the internship coordinator, maintain weekly logs or journals, and complete a final learning experience essay summarizing the outcome, including samples of work completed.

Y12.1000/Introduction to Programming Using C

A thorough introduction to basic computer hardware and software concepts, operating systems, and how an application program executes within an operating system. You are not expected to have any previous knowledge of programming, but should have some facility with computers. Write C programs that execute sections of code multiple times using loop statements and several program modules called functions, which are combined together into a complete program. Develop an understanding of how data can be stored and retrieved from memory and disks using standard C library functions. Only selected C statements are discussed in this class. For comprehensive coverage, refer to C Programming, Parts I and II.

Y12.1001/C Programming, Part I

Prerequisite: Knowledge of a procedural programming language (Basic, Pascal, etc.)

In this introduction to the C programming language, we focus on the structure and syntax of C, including a detailed study of data structures and flow control, I/O, functions, operations, pointers, and the standard C function libraries.

Y12.1002/C Programming (UNIX), Part II

Prerequisite: C Programming, Part I

A review of data types, operators, and expressions precedes a detailed discussion of the C language, with emphasis on portability in general and the ANSI/ISO standard in particular. Structured programming techniques are discussed, as well as the use of advanced data structures, including linked lists and binary trees, dynamic memory allocation, and recursion. A thorough exploration of pointers to—and arrays of—all data types is also provided.

Y12.1003/Object-Oriented Programming in C++, Part I

Prerequisite: C Programming, Part I

This two-part course provides complete coverage of the syntax and semantics of the C++ language. Emphasis is on acquiring a solid foundation in C++ language features while developing an understanding of object-oriented principles necessary for successful use of the language. Part I topics include references, constants, inlines, overloading, classes, members, constructors, destructors, scope, encapsulation, data abstraction, and type safety. Students develop practical skills through hands-on work in the language.

Y12.1004/Object-Oriented Programming in C++, Part II
This course continues coverage of C++ and object-oriented principles. Topics covered include virtual functions, inheritance, and the design of polymorphic classes, exception handling, I/O streams, and run-time type identification. Templates are covered in depth. Common traps and pitfalls are discussed. Emphasis is on a hands-on, design-driven approach to appropriate and effective use of the language. Students design and implement C++ classes and a practical application.

Y12.1005/UNIX Operating Systems

Covers the general-purpose UNIX utilities for searching, sorting, merging, editing, formatting, and printing data. Individual utilities are connected together with pipes and other forms of I/O redirection, and run as a group by means of shellescripts. Students edit files (including HTML World Wide Web pages) with the text editor, and search through data using regular expressions. This course does not cover the kernel or UNIX internals.

Y12.1006/Object-Oriented Analysis and Design

Prerequisite: C Programming, Part I or Object-Oriented Programming in C++, Part I or documented equivalent knowledge

Introduces the fundamental concepts of object-oriented analysis (OOA), design (OOD), and programming (OOP), and how object-oriented languages differ from procedural languages. Notation is used to teach the concepts of abstraction, encapsulation, modularity, hierarchy, and polymorphism. This course is designed for both programmers and analysts. No coding is required; however, prior experience in a modern general-purpose programming language (C, C++, Smalltalk, Ada) is expected.

Y12.1007/Introduction to Programming Using Java

This is a course for those with no prior programming experience. Students learn the fundamental concepts of object-oriented computer programming using Java. It does not provide complete coverage of the Java language or of Web application development and is not appropriate for computer neophytes. Upon successful completion of this course, students are prepared to enter Java I.

Y12.1008/Java II

Prerequisite: Java I or documented equivalent knowledge

This course is designed for programmers already familiar with Java. Topics include: JavaBeans, security, swing components, collections framework, input method framework, drag-and-drop data transfer, JDBC, Java Archive (JAR), file streams.

Y12.1009/Networking and UNIX

Prerequisites: UNIX Operating System and UNIX System Administration

This course is intended for students interested in understanding and developing UNIX networking software and managing UNIX computer networks. It covers the principles, protocols, and design of UNIX computer networks and the development of UNIX networking software. Topics include: network principles and topology, networking protocols in UNIX with an emphasis on TCP/IP, a review of the architecture of network interconnections, and much more.

Y12.1010/UNIX System Administration

Prerequisite: UNIX Operating System

This course provides students with the knowledge needed for the
administration of a stand-alone or networked UNIX computer system and its peripherals. The course covers both versions of UNIX, BSD, and System V. Topics include: UNIX system and network overview, system start-up and shutdown, UNIX file systems, user account management, system security, system backup, and much more.

Y12.1011/UNIX System Internals

Prerequisite: UNIX Operating System (may be taken concurrently), UNIX System Administration and C Programming, Part I or equivalent knowledge

This course provides a study of the internal design of the UNIX operating system. Emphasis is placed on the kernel of UNIX and its relation to the programming interface. Topics include: process management and inter-process communication, the I/O subsystem, device drivers, memory management, file system design, and systems calls.

Y12.1200/Fundamentals of Electronic Commerce

Prerequisite: Strong working end-user knowledge of the World Wide Web

This course examines the impact of emerging technologies on how we conduct business in a "wired" world. Topics include: ingredients of a commerce-enabled Web site from hardware and software to necessary operational processes; copyright, authentication, encryption, certification, and security; online payment strategies (SET, e-cash, check, and charge); companies offering e-business solutions; e-commerce business models, including development costs, ongoing operations, and marketing; impact of e-commerce on the traditional marketplace; and potential future commerce scenarios.

Y12.1201/Data Communications

Provides students with an in-depth study of data communications and local area network systems. Topics include: fundamental concepts of data communication; communication standards, including communication codes, protocols, and network architecture; bridges, routers, and gateways; and computer environments.

Y12.1202/E-enterprise Technologies and Applications

(Formerly Business Applications for Networks)

Internet-based technologies and their associated applications have become ever more ubiquitous in use across every human endeavor. These technologies and applications, when used appropriately, can be tremendous strategic assets for a wide range of organizations. Better understand the opportunity and leverage these technologies and applications in a business environment. This course provides a thorough introduction to the fundamental Internet-based protocols, technologies, applications, services, network architecture, business issues, security, and future developments, as well as their impact on business.

Y12.1203 Client/Server Concepts and Features

Prerequisite: Database Design or programming experience and use of an operating system

Introduces the distributed processing model known as client/server systems. Students learn from examples of client and server hardware, operating systems, network components, middle-ware, client and server applications, front-end client applications, and back-end server applications. Students also learn the differences and advantages of the client/server over the mainframe-centric model, participate in the implementation of a client/server system, and administer and troubleshoot a client/server system.

Y12.1205/Internetworking Fundamentals
This course lays the foundations of network technology principles that other courses build upon. It provides a thorough understanding of how the basic networking components work, and how they are put together to implement a system. Topics include: data communications—protocols and OSI reference model; physical communication options—wire and wireless, modems, interface standards, and multiplexing communication links; LANs and their interconnections; WANs; routers and Internetworking—strategies, advantages, and pitfalls; application support protocols; network operating systems—UNIX and NT; and network management.

**Y12.1206/Hands-on Internetworking with Bridges and Routers Intensive**

*Prerequisite: Internetworking Fundamentals or equivalent experience*

This intensive lecture and lab course provides practical guidance on various aspects of Internetworking using bridges and routers. Emphasis on case studies enables the student to configure a multi-protocol Internet work. Lab exercises involve bandwidth estimation, WAN technology selection, configuration of bridges and routers, network protocols setup, IP addressing, provision of resilience, and support for large PC communities. Topics include: ethernet and token ring bridging and associated protocols; exploring distance vector issues; design for network resilience; routing the network layer, routing protocols; designing Internet works; coexisting with multi-protocol Internet works; and interconnection and building global networks.

**Y12.1207/Fundamentals of Customer Relationship Management (CRM) and Personalization**

*Prerequisite: Principles of Marketing*

This course is designed to provide the student with a fundamental technical and practical background in CRM and personalization. Topics include: CRM implementation; e-customer service, e-support, best practices; call centers/help desk/knowledge base/Internet integration; data warehousing/ERP/Internet CRM integration; portals; getting/keeping/retaining customers; outsourcing of CRM; understanding the total customer experience; extranets/intranets; costs and benefits of CRM; interrelationship selling; partner relationship management; and much more. The course also consists of lectures and labs for students to get hands-on experience with the technology behind CRM.

**Y12.1208/Intensive Network Applications and Security**

*Prerequisites: Intensive Network Management, Performance Optimization, and Emerging Technologies*

This lecture and laboratory intensive analyzes risks to your system and implements a workable security policy that protects your information assets from potential intrusion, corruption, or theft. Through live demonstrations and practical case studies, you learn how to deploy appropriate countermeasures to thwart potential attacks. We investigate different vendor hardware and software solutions to network security and firewalls implementation, with special emphasis on CISCO products. Topics include: establishing Internet and systems security; UNIX/NT Internet gateways—points of vulnerability; deterring masquerades, and ensuring authenticity; prevention of eavesdropping; avoiding denial of service attacks; encryption, tools to gauge defenses, firewalls; and the development of security policy.

**Y12.1209/Intensive Network Management, Performance Optimization, and Emerging Technologies**

*Prerequisites: Network Applications and Hands-on Internetworking with Bridges and Routers or TCP/IP Network Administration in UNIX and NT Intensive*

This lecture/lab intensive course provides a thorough understanding of how to effectively employ the tools available for network management; identify
potential bottlenecks in the network; optimize the performance in your organization’s Internet work; and troubleshoot your LAN/WAN problems. Students learn how to evaluate an organization’s integrated data and telecom needs and develop a strategy to achieve optimum balance between cost, security, and performance. Course workshops reinforce your understanding of evolving high-speed options and solutions, matching technologies to meet the specific performance, security, and cost constraints of your company.

Y12.1210/LAN Administration for Windows 2000 (Intensive)

Prerequisite: LAN Workstation Fundamentals or documented equivalent knowledge

This hands-on intensive course prepares students to install Microsoft Windows 2000 professional and server; manage and troubleshoot hardware devices and drivers; monitor and optimize system performance and reliability; configure and troubleshoot the desktop environment; implement, manage, and troubleshoot network protocol services; and administer Active Directory security solutions. Students install, configure, manage, and troubleshoot DNS, DHCP, RAS, WINS, IP Routing, Network Address Translation, and Certificate Services.

Y12.1211/LAN Workstation Fundamentals

This course provides students with the knowledge and skills necessary for setting up and operating a personal computer for use as a LAN workstation. Course work lays the technical groundwork for advanced studies in networking, programming, and industry certifications, such as Microsoft, Novell, or COMPTIA. Troubleshooting methodologies, as well as technical support tips, tricks, and traps are also covered.

Y12.1212/b2b E-Commerce (Value-Chain Integration)

This course provides a detailed understanding of ERP and how it is implemented; how the Internet and ERP, are combined to produce b2b e-commerce; how, where, and why EDI is used in the process; electronic catalogs and updates; approval and procedural processes; and integration of master contracts into ERP, and along with other contracts. Systems such as SAP, Oracle, BAAN, and PeopleSoft are explored, as well as e-commerce as systems integration using Ariba, JD Edwards, Netscape, and others. Case studies.

Y12.1214/Advertising and Electronic Commerce

Prerequisites: Principles of Marketing and Fundamentals of Electronic Commerce

This course provides a basis for understanding the interrelationships between Internet technologies and advertising. It outlines the different technical options for advertising, describes tools for evaluating your advertising, and provides guidelines on how to use Internet technologies to develop an effective campaign.

Y12.1215/Legal Issues in Electronic Commerce

This course discusses significant areas of law that have an impact on the world of electronic commerce. Topics include: commercial law; jurisdiction over Internet-based activity; intellectual property law; the protection of databases and collections of information; the domain names system; privacy and related rights; the online contracting environment.

Y12.1230/Oracle Database Administration

Prerequisite: Oracle Fundamentals or documented equivalent knowledge

This course covers the essentials of database administration in an Oracle environment. Students learn how to do storage allocation for databases and
to create new databases. In addition, user administration issues addressed include adding new users to a database and the security and privilege issues involved. The course concludes with a section on database tuning and monitoring from the systems aspect.

**Y12.1232/Oracle Fundamentals**

This course presents an introduction to the Oracle relational database management system. Students work with an interactive tool (SQL*PLUS) and learn to create simple and complex select statements to query the database and format that output with Oracle’s commands. Students also learn how to manipulate data with insert, update, and delete statements; create database objects including tables (with constraints), views, sequence generators and indexes; and create PL/SQL blocks. Access to Oracle is provided through the campus network.

**Y12.1235/Oracle Forms and Reports**

*Prerequisite: Oracle Fundamentals or a working knowledge of Oracle’s SQL and PL/SQL*

Students are introduced to two of Oracle’s development tools—forms and reports. In a hands-on approach, students learn the fundamentals and create forms, which make up the basis for the development of applications. Students also learn to create and manipulate various types of reports, as well as integrate the tools with each.

**Y12.1242/Database Management Systems**

*Prerequisite: Introduction to Programming (Using C)*

This course covers the logical structure and physical implementation of database management systems. Topics include: the application of data models and dictionaries in data file design; database models (hierarchical, network, and relational); data structure concepts; access and storage methods; data administration; and security and integrity fundamentals.

**Y12.1245/Oracle Advanced Tuning and Administration**

An introduction to a series of tuning steps useful in improving the performance of the Oracle9i Server, focusing on the database rather than specific operating system performance issues. Practical experience is acquired by tuning an Oracle database through hands-on exercises as well as lecture materials. Using a variety of tools, experience an interactive workshop that provides participants the opportunity to walk through real-world performance tuning scenarios, problem diagnosis, troubleshooting, performance enhancement, and the development of monitoring scripts.

**Y12.1400/Multimedia Content for the World Wide Web Intensive**

*Prerequisites: Web Page Development with HTML and Introduction to the Macintosh Operating System or documented equivalent knowledge*

This course is for those with basic HTML skills who are interested in learning to create interactive multimedia content for the Web. The class focuses on the proper methods of creating images, preparing sound, animation, and video content for distribution via helper applications, in-line viewing, and streaming. Among the technologies considered are real audio and video, Shockwave, QuickTime video and VR, MPEG, interactive video, Dynamic HTML, VRML, and Flash. In addition to Photoshop and Illustrator, applications covered include Macromedia Director, After Effects, Premiere, Dreamweaver, SoundEdit, DeBabelizer, and a host of smaller, more specialized utilities and programs.

**Y12.1401/Intensive Multimedia**

*Prerequisite: Working knowledge of the Macintosh operating system or Introduction to Macintosh Operating System*
This course develops core concepts and practical skills in multimedia design and production. Practical experience is offered in project planning and development, including design, production, prototyping, testing, and publishing. The course provides effective techniques for preparing graphics, animation, text, digital audio, and video for multimedia applications, including CD-ROM titles, Web sites, marketing presentations, and interactive kiosks. Among the key software tools explored are Director, Photoshop, Illustrator, Premiere, After Effects, SoundEdit 16, Dreamweaver, and Flash. Web design and development issues include HTML basics, Dynamic HTML, Java, JavaScript, Shockwave, streaming audio and video, and QuickTime VR. The course is conducted in a Mac-based lab with Windows workstations in support. Also examined are systems configuration and hardware requirements of the multiplatform digital production studio.

Y12.1402/Java I

Prerequisite: Introduction to Programming Java or documented equivalent knowledge

Java is a platform-neutral, object-oriented, and secure programming language that is quickly becoming the standard for creating interactive content on the World Wide Web. This course provides a survey of the Java programming language. Topics include: classes and objects; inheritance; interfaces; exception handling; applets; strings; input/output; utility classes; Java architecture; garbage collection; and other Java features.

Y12.1404/Multimedia Graphic Design

Prerequisite: Working knowledge of Mac or Windows System

Effective design of a multimedia project is a critical factor to its usability, effectiveness, and commercial success. This course presents principles for effective interactive design of multimedia applications and World Wide Web sites. Several major categories of multimedia products are analyzed to demonstrate factors contributing to good or poor design. The focus is on screen layout, choice of background, and textures and typography. Additional topics covered include use of video and animation in the design preparation of graphic files, and imaginative use of clip art and photographic material.

Y12.1406/JavaScript

Prerequisite: HTML using tags as a text editor, not simply authoring tools

JavaScript is a semi-object-oriented scripting language for creating dynamic, interactive content in otherwise static HTML pages. This course explores developing advanced graphic user interfaces and interactive information processing "in-line" on Web pages.

Y12.1407/XML for Java Developers

Prerequisites: Web Page Development with HTML (IBM), Java I, JavaScript, and the ability to cope with evolving state-of-the-market XML tools

XML is a platform-independent data representation, which may be viewed as a simplified version of SGML designed for the Web. Students learn how to specify and manipulate XML data from Java programs using existing implement actions of the current W3C specifications of the Domain Object Model (DOM) and Simple API for XML (SAX).

Y12.1408/XML for Web Page Development

Prerequisites: Web Page Development with HTML (IBM), JavaScript, and the ability to cope with evolving state-of-the-market XML tools

The extensible Markup Language (XML) is a platform-independent data representation, which may be viewed as a simplified version of SGML designed for the Web. This course provides an in-depth coverage of XML’s
Presentation Oriented Publishing (POP) capabilities. Students learn how to write well-formed and valid XML documents, how to develop their own markup languages by creating Document Types Definitions (DTDs), and how to create XSL and DSSSL style sheets to dynamically publish XML documents.

**Y12.1600/Introduction to the Macintosh Operating System**

This hands-on course offers an intensive study of the Macintosh and what it can do. Topics include the Macintosh operating system, hardware and expansion capabilities, purchasing a Macintosh, and a brief history of the Macintosh. Required for Multimedia Production Technologies.

**Y12.1602/Macromedia Director**

*Prerequisite: Multimedia Production Tools*

Using Macromedia Director, students develop multimedia applications with concentration on content. This course begins with a review of using Director and techniques for bringing sound, photographs, and moving images into multimedia presentations. Adobe Photoshop, SoundEdit 16, Adobe Premiere, Adobe Illustrator, and other software packages are covered as they relate to Director. The second half of the course focuses on programming in Lingo. Interactive design, graphic design, and aesthetic issues for multimedia are discussed throughout the course.

**Y12.1604/Web Page Development with HTML**

*Online section offered*

HTML is the primary method of creating multimedia documents for the World Wide Web. This course enables students with no previous Internet experience to create hypermedia "pages" suitable for distribution via the Web. The course covers background information and theory and basic and intermediate levels. Hands-on experience is provided. A publishable homepage or other web documents are produced by participants.

**Y12.1605/Adobe After Effects**

After Effects is the desktop standard for composing video footage and still images and creating 2-D animation and special effects for film, broadcast, and multimedia. This hands-on course begins with a review of the salient features of QuickTime and preparing media in Photoshop, Premiere, and Illustrator. Students go on to master features such as animated masks, motion control, time stretching and remapping, the use of alpha channels, filters (including third-party filters for particle effects), audio, keying effects, and transfer modes. Flowcharting, storyboarding, optimizing production, compression, and the rendering process are examined in depth.

**Y12.1606/Advanced Macromedia Flash with Action Script (Flash II)**

*Prerequisites: Flash I or equivalent experience and a solid understanding of HTML.*

This class goes beyond Flash's basic animation capabilities to explore interactive features and high-level site integration strategies. Topics include movie clips, layers and levels, properties and variables, FS Commands, and Generator. Students are shown how to integrate Flash with HTML preprocessors or "middleware," using either Cold Fusion or PHP, and how to use JavaScript-enabled communication between the Web page and Flash, as well as between Flash movies. Some exposure to JavaScript or another Web scripting language such as VBScript is helpful.

**Y12.1607/Dreamweaver/Fireworks**

*Prerequisite: Web Page Development with HTML or documented equivalent knowledge*
This course covers Web page production, taking advantage of the features that enhance creativity, efficiency, and workflow. Students learn how to use Dreamweaver to prototype a site, how to create and effectively use libraries and templates, and how and when to structure pages with tables, frames, and layers. Dreamweaver behaviors and style sheets are covered, as is the use of Fireworks as an integral part of Dreamweaver site production.

Y12.1609/Dynamic Web Pages with Flash

Prerequisites: Basic HTML and familiarity with Adobe Illustrator.

Add motion, interactivity, and sophisticated, low-bandwidth visual effects to your Web pages using Macromedia’s popular, vector-based animation tool Flash. This hands-on class covers all the major strategies of Flash, as well as the effective use of audio and bitmapped images, file preparation and optimization, and integrating Flash into Web pages. Sections for Mac and IBM users.

Y12.1610/Web Design with Macromedia

Prerequisite: Multimedia Content for the World Wide Web or Intensive Multimedia or Macromedia Director

The content of the course covers structure of the Lingo programming language, Director Multi-user Server used to create peer-to-peer applications such as chat programs and multi-user network games. The new 3-D features of Director 8.5 are covered as well. This class is conducted as a lecture/demo; example files are posted on a course Web site that students can download before or after class.

Y12.1611/Streaming Video with Real Media/Windows Media

This course gives students a thorough understanding of the formats, programming skills, and various architectures for the development of video on the Web. It covers models for presenting material using Flash, moving images, sound, and Web pages, and the development process from conception and acquisition, to production, storage, and delivery. The equipment and tools used to create and manipulate visual images are examined, as well as the technologies for digitalizing, storing, accessing, and delivering streaming media. Each student produces a series of Web pages incorporating audio and video elements using QuickTime, Real Media, or Windows Media technologies. (Lecture and Lab Recitation)

Y13.1971/Independent Study

Prerequisites: 30 credits of course work (of which at least 10 must be in McGhee), 3.0 grade point average, no incomplete grades at the time of registration, and approval of program director

Independent investigation of selected topics outside the boundaries of the classroom. Its purpose is to allow students to pursue specialized interests, within the framework of the curriculum, that are not available in existing courses. Although student-directed, participants work closely with a faculty mentor who guides and evaluates their work.

Y13.2001/Fundamentals of Biology

(Formerly Fundamentals of Biology I and II)

Fundamental principles and processes of biological science. The course includes the following topics: evolution and diversity of species; chemical processes and the cellular basis of life; digestive system and nutrition; photosynthesis and cellular respiration; Mendelian, human, and molecular genetics; and reproduction and development. The required 0-credit lab and 0-credit recitation complements and reinforces the lecture material.

Y13.2104/Physical Science: Health Care
Prerequisite: Math 1

Combines basic principles of physics and chemistry that are relevant to the health sciences. Areas to be examined include atomic theory, chemical interactions, periodic table, principles of resistance, compliance, flow, density, and surface tension. The gas laws are emphasized along with the laws of Dalton, Henry, Poiseuille, Bernouli, and La Place. In each case, the material is presented in the context of healthcare or related to the work of the healthcare practitioner.

Y13.2201/Oral Communications

A study of the dynamics of the communications process and a workshop in developing effective interpersonal skills. Emphasis is on a wide range of behaviors and situations from one-to-one interactions to formal presentations in a cross-cultural context.

Y13.2561/Patient and Family Rights in Healthcare

Provides a framework for understanding the legal rights of patients and families and skills for effectively negotiating the healthcare system. Topics include: the history of the patient’s bill of rights; the rights of family surrogates, JCAHO/ NYDOH standards and regulations; culture of care giving; conflict/complaint resolution; mediating bio-ethical issues; patient/physician relationships; and the liaison role of healthcare consumer advocates.

Y13.2601/Healthcare Management: Managing Providers, Payers, and Patients in a System in Flux

As the reshaped American healthcare system shifts to preventive medicine and embraces managed care concepts, there is an ongoing struggle to create a cost-effective system without eroding the high standard of quality care that has been set. In this foundation course, students study the organization and structure of our healthcare system and options that pave the way for the emerging one. Merging theoretical constructs and practical application, students develop an understanding of the healthcare workplace and their place in it.

Y13.2603/Foundations of Healthcare Studies

An interdisciplinary course that focuses on issues and techniques in healthcare delivery for a variety of healthcare majors. Topics include the healthcare delivery system; medical terminology; interpersonal communications; medical-legal issues; patient assessment; and critical thinking as it relates to community health, healthcare advocacy, long-term care, patient care, infection control, and Occupational Safety and Health Administration standards.

Y13.2608/Multicultural Issues in Healthcare

Designed to recognize and to respect cultural differences and to augment the professional’s sensitivity to some of the many ways an understanding of cultural, class, and ethnic differences affect health-centered encounters. The course focuses on those areas of healthcare (pain, staff relations, dietary practices, death and dying, and mental health) where cultural differences create conflicts and misunderstandings that often result in the provision of less than optimal medical care.

Y13.2610/Computer Applications in Healthcare Administration

The delivery of health services has become an information intensive process. Computer-based software is being used to measure clinical outcomes to improve quality of care, identify health insurance coverage, track costs, and schedule appointments. This course provides students with knowledge to assist them in understanding the design, evaluation, selection, and utilization of computer applications in healthcare. The course reviews state-of-the-art computer-based healthcare applications and describes how computer applications can support high quality patient care.
and improve management decisions in healthcare organizations.

**Y13.2668/Nutrition**

Fundamental knowledge, theory, research, and problems. History of nutrition, adequate diets for all ages, dietary adaptations, and world problems in nutrition are considered. (For dental hygiene students only)

**Y13.2670/Legal Aspects of Healthcare**

Many decisions that healthcare professionals must make each day are affected by legal principles and have potential legal consequences. Because the law is in a constant state of flux, healthcare management students must possess a basic knowledge of the law as it applies to their areas of responsibility. This course provides a working knowledge of health law and a background on a wide variety of healthcare topics, enabling students to deal with common legal and practical problems facing the healthcare industry.

**Y13.2671/Internship in Health Services I**

*Prerequisites: Completion of at least 53 credits in the Required/Concentration courses; Approval of the master teacher of Healthcare Management or the Coordinator of the Allied Health Programs is required*

The internship provides an opportunity for students to gain hands-on experience in healthcare management and use the knowledge provided by the internship supervisors to enhance their professional development. Students are required to complete a minimum of 50 hours for each two credits of internship. Students also meet regularly with the internship coordinator, maintain a weekly journal, and write a summary report of the experience. The internship is offered Monday to Friday during business hours only.

**Y13.2672/Internship in Health Services II**

*Prerequisite: Internship in Health Services I*

*See description for Internship in Health Services I.*

**Y13.2673/Financial Management of Health Services**

*Prerequisites: Principles of Accounting and Health Services Management*

The practical applications of financial management concepts and frameworks as well as the conceptual foundations of financing healthcare in a dynamically changing environment are studied. This includes healthcare cost and reimbursement systems; insurance issues; the roles of budgeting and accounts; the multifunctionality of financial services within a healthcare institution; and the implications of future trends in healthcare financing.

**Y13.2674/Seminar in Healthcare Management**

*Prerequisite: 48 credits of major requirements and concentration courses*

Policy changes and the changing needs of society make it essential that health services managers develop an awareness of how these factors affect the healthcare industry. Presented by faculty and guest speakers, this course provides an analysis of current policy issues in healthcare delivery. The course explores issues such as financing healthcare, recently enacted and proposed legislation, management issues, and future trends in organizational behavior.

**Y13.2676/Topics in Healthcare Management**

Each semester that this course is offered it will explore a different topic in
healthcare management as it applies to healthcare to date. Topics will include complementary/alternative medicine, health policy, healthcare technology and delivery systems, healthcare risk management, professional ethics, and the politics of healthcare.

Y13.2849/Mental Health Issues of Children and Adults

Mental illness among adults and children has become a serious public health problem in the United States. Selected topics for discussion include a comparative analysis of the U.S. mental health system and other nations, socioeconomic/cultural/regional influences on mental health, legislation affecting mental health, and treatment modalities.

Y13.3241/Musculoskeletal Systems

Emphasis is on the musculoskeletal system including the joint and ligamentous systems. The anatomical structures are presented by an initial discussion of the essential components of each system. An introductory lecture provides an overview of anatomical reference points to clarify terms discussed in the lecture material. The principles of levers, kinematics, kinetics, and forces are presented. The laboratory component of this course consists of familiarizing the students with the anatomical structures through the use of models, charts, and practical demonstrations.

Y13.3245/Anatomy and Physiology for Allied Health

This course is a study of human anatomy and physiology, including all systems of the body, designed for students entering an Allied Health program. The anatomy and physiology of the integumentary, skeletal, joints, muscular, and nervous systems are presented in detail. Access to the Internet is required.

Y13.3901/Abdominal Sonography I

Stresses the correct identification, interpretation, and recording of the relevant sonographic images for a correct diagnosis. The normal sonographic anatomy and the alteration of this anatomy in a variety of pathologic conditions are presented. Basic structures in the abdominal cavity, retroperitoneal cavity, and superficial organs sonographic characteristics are described and displayed. (Diagnostic Medical Sonography students only)

Y13.3902/Cross-sectional Anatomy (DMS)

Familiarizes the student with cross-sectional images of the human abdominal and pelvic cavity through the use of sonographic images, diagrams, and images of cadaver slices. Common terms used in sonography, such as sonolucent, anechoic, homogeneous, heterogeneous, cystic, and solid, are defined. Cross-sectional anatomy (including transverse, longitudinal, and oblique) sections of the body are analyzed in depth. (Diagnostic Medical Sonography students only)

Y13.3905/Obstetrical/Gynecological Sonography I

Acquaints the student with sonographic terms, reference planes, and basic anatomy of the female pelvis in both the gravid and nongravid states. The specific identification, interpretation and recording of the relevant sonographic images needed to provide correct diagnoses are discussed. Normal and pathologic anatomy and vascularity of the gravid and nongravid uterus, ovaries, adnexa, bladder, and pelvic musculature, as well as the developing fetus as they appear sonographically are presented. Sonographic appearance of congenital anomalies of the pelvis is also described. (Diagnostic Medical Sonography students only)

Y13.3906/Cardiovascular Principles I

The anatomy, physiology, and hemodynamics of the cardiovascular system are presented, along with the basics of electrocardiography (EKG) and
phonocardiography. EKG and phonocardiographic data are correlated with the various echocardiographic studies and the significance of the findings discussed. (Diagnostic Medical Sonography students only)

Y13.3907/Sonographic Physics I (DMS)

The main focus of the course is on tissue properties and the interaction with sound waves, attenuation, impedance, reflection, refraction, scattering, and gain setting. Transducer function and an introduction to transducer design and Doppler are included. (Diagnostic Medical Sonography students only)

Y13.3908/Abdominal Clinical Medicine (DMS)

Prerequisites: Abdominal Sonography I and Cross-sectional Anatomy

Focuses on the etiology and epidemiology of diseases found in the abdominal cavity. Symptomology, laboratory findings, and clinical findings that relate to the sonographic examination are detailed, as well as other diagnostic procedures and treatment and their relevance to a complete diagnostic sonographic examination. (Diagnostic Medical Sonography students only)

Y13.3909/Obstetrics and Gynecology/Clinical Medicine

The etiology, epidemiology, and sequelae of disease processes of the female reproductive system, as well as embryogenesis (normal and abnormal development), are taught. Other diagnostic procedures that provide helpful clinical information are studied and compared with sonography. Clinical and laboratory findings necessary for the performance of an appropriate sonographic examination are discussed. (Diagnostic Medical Sonography students only)

Y13.3911/Abdominal Sonography II

Prerequisite: Abdominal/Clinical Medicine

Provides an intensive overview of abdominal and retroperitoneal sonography, integrating cross-sectional imaging, color flow and Doppler studies, clinical findings, and sonographic presentation of normal and abnormal states. Focuses on case reviews, incorporating sonographic images with other diagnostic modalities and the final diagnosis. (Diagnostic Medical Sonography students only)

Y13.3912/Superficial Structures and Neurosonography (DMS)

Prerequisite: Clinical I (DMS)

Familiarizes the student with the skills needed for special examinations, such as the sonographic evaluation of the breast (standards and nomenclature), scrotum, thyroid, parathyroid, prostate, neonatal heads, and musculoskeletal examinations. Anatomy and pathology, sonographic appearance including color flow and Doppler, scanning technique and protocols are described, as well as the understanding of the images necessary for diagnosis. (Diagnostic Medical Sonography students only)

Y13.3913/Echocardiography (DMS)

Combines a lecture series with hands-on lab sessions. Introduces sonographic terms, reference planes, and basic anatomy used in echocardiography. The anatomy of the heart and related structures as seen on the M-mode and two-dimensional echocardiograms are described. Discussion of abnormal/pathologic motion patterns and anatomy and correlated with the electrical timing of the heart. The lab sessions use hands-on training to teach echocardiographic scanning techniques, proper care of the ultrasound equipment, patient positioning, and transducer placement (Diagnostic Medical Sonography students only)
Y13.3915/Obstetrical/Gynecological Sonography II

Intensive overview of obstetrics and gynecology integrating cross-sectional anatomy, fetal anomalies with clinical findings, sonographic presentation, color flow, and Doppler studies. (Diagnostic Medical Sonography students only)

Y13.3916/Cardiovascular Principles II

Prerequisites: Cardiovascular Principles I and Echocardiography

Abnormal EKGS, cardiac catheterization, and principles of hemodynamics are presented. Valvular diseases, prosthetic valves, pericardial disease, and disturbances of coronary blood flow and its effect on heart function are detailed. (Diagnostic Medical Sonography students only)

Y13.3917/Sonographic Physics II (DMS)

Prerequisites: Sonographic Physics and Clinical II (DMS)

An in-depth presentation of the nature and components of these systems. The pulser, receiver, memory, and display and their integration and interaction in a functioning system are described. Various types of instrumentation, the design and function of ultrasound imaging systems, the importance of sensitivity controls, transducer assembly, sound beams, and focusing are thoroughly discussed. Transducer selection, comparison of transducer types and arrays, their advantages and disadvantages, biological effects, and the AIUM testing objects are also covered. (Diagnostic Medical Sonography students only)

Y13.3918/Cardiology

Prerequisite: Cardiovascular Principles II

A comprehensive description of the etiology and epidemiology of the diseases affecting the heart and related structures is presented. (Diagnostic Medical Sonography students only)

Y13.3920/Vascular Sonography (DMS)

Prerequisites: Sonographic Physics I and Clinical II (DMS) and Doppler Echocardiography

This course delivers an understanding of duplex ultrasound for the investigation of the extracranial circulation of the brain, venous, and arterial circulation of the lower extremities. Normal and pathological situations are discussed in correlation with physical and clinical findings. Classroom demonstrations to enhance scanning techniques and instrumentation are also included. Limited hands-on instruction. (Diagnostic Medical Sonography students only)

Y13.3921/Clinical Applications (DMS)

Prerequisites: Cardiology and Sonographic Physics II

New sonographic applications, including sonographic physics and instrumentation update. Review of physics and instrumentation following ARDMS guidelines is presented using videotapes, slides, discussions, case reviews, and mock registry examinations. (Diagnostic Medical Sonography students only)

Y13.3923/Doppler Echocardiography (DMS)

Prerequisite: Clinical II (DMS)

The principles of pulsed, continuous, and color Doppler echocardiography
are presented with an emphasis on the physics and potential benefits of these techniques. An intensive overview of echocardiography, stress echocardiograms, TEE, clinical findings, Doppler, and color flow Doppler, including images and case studies, is given. (Diagnostic Medical Sonography students only)

Y13.3924/Clinical I (DMS)

Prerequisites: Abdominal Sonography I, Cross-sectional Anatomy, Obstetrical/Gynecological Sonography I, Echocardiography, Cardiovascular Principles I, and Scanning Techniques

Consists of hands-on clinical sessions accompanied by weekly seminars. Clinical training consists of supervised "hands-on" work with patients, discussion of cases with sonographers and physicians, and exposure to a variety of duties necessary to function in a clinical facility. State-of-the-art equipment from various manufacturers is available for student use. Seminars consist of organized reading sessions using images and unusual cases to improve the interpretive skills of the student. Students present cases and a journal article for critical review by instructors and their peers. Students’ communication skills and understanding of continuing educational requirements are fostered along with their didactic and practical knowledge.

Y13.3925/Clinical II (DMS)

Prerequisites: Clinical I (Diagnostic Medical Sonography); Sonograph Physics, Abdominal/Clinical Medicine (DMS); Obstetrics and Gynecology/Clinical Medicine; and Cardiovascular Principles II

See course description for Clinical I (Diagnostic Medical Sonography).

The seminars for Clinical II consist of discussions for sharing clinical experiences, problems, and concerns. Professionalism and growth of sonography are included.

Y13.3926/Clinical III (DMS)

Prerequisites: Clinical II (Diagnostic Medical Sonography), Doppler Echocardiography, and Superficial Structures and Neurosonography

See course description for Clinical I (Diagnostic Medical Sonography).

Y13.3927/Clinical IV (DMS)

Prerequisites: Clinical III (Diagnostic Medical Sonography), Obstetrical/Gynecological Sonography II, Abdominal Sonography II, Vascular Sonography (Diagnostic Medical Sonography), and Cardiology

See course description for Clinical I (Diagnostic Medical Sonography).

Y17.1971/Independent Study

Prerequisites: 30 credits of course work (of which at least 10 must be in McGhee), 3.0 grade point average, no incomplete grades at the time of registration, and approval of program director

Independent investigation of selected topics outside the boundaries of the classroom. Its purpose is to allow students to pursue specialized interests, within the framework of the curriculum, that are not available in existing courses. Although student-directed, participants work closely with a faculty mentor who guides and evaluates their work.

Y17.2601/Community Health and Medical Care

Prerequisite: Healthcare Management
This survey course considers the role and purpose of community health in the changing healthcare environment. Specific areas of study include assessing community needs; identifying health promotion initiatives as an extension of psychological, social, and medical care needs of health and disease; and epidemiology.

**Y17.2605/Customer Service Management in Healthcare Organizations**

Customer satisfaction has become one of the approaches used to manage competition in the healthcare industry. This course examines the strategies used in maintaining a high level of customer satisfaction: effective communication and conflict management, continuous service improvement, sensitivity to cultural differences, and the use of other operational strategies to strengthen customer relations.

**Y17.2610/Managing Ambulatory Care and Private Practice Settings**

The varied settings for ambulatory care delivery and the growth of these services has been a direct result of a shift in the balance between inpatient and outpatient services. Other trends in the healthcare environment have also increased the number and variety of private practice settings. Discussions focus on reasons for the growth of ambulatory services, types of ambulatory and private practice settings, and the management of these settings.

**Y17.2650/Long-Term Care: From Fragmentation to a Continuum of Healthcare Services**

The course content provides a framework for understanding how the present ragged pieces can be molded into a rational system for the future. Students explore the continuum of long-term care services (adult day care, community-based outreach services, senior housing, assisted living, short-term rehabilitation programs, sub-acute care, and hospice care); laws and regulatory codes; marketing alternative long-term care models; and managing in long-term care services.

**Y17.2678/Healthcare Organization and the Government’s Role**

*Prerequisites: Community Health and Medical Care; Healthcare Management*

Introduces the components of the health services delivery system in the United States with emphasis on the government's role as provider, financier, regulator, and planner. Topics include training and deployment of health personnel; organization of service in ambulatory care, hospital, and long-term care settings; and analysis of government programs and initiatives.

**Y17.2679/Research Methods for Health Services**

*Prerequisites: Statistical Methods and Healthcare Management*

Research contributes to the development of health and human services professionals and the delivery of healthcare. This course provides an awareness of how different types of research are conducted, and a framework for attaining a high level of competency in conducting and reading health and human services related research. Elements of the research process—recognition of questions/problems that need to be researched, research methods and techniques, sampling procedures, selecting and developing data collection instruments, data collection, and data analysis—are discussed. Students are guided through an investigation in an area of interest.

**Y17.2682/CQI/TQM: Quality Improvement in Healthcare**

CQI/TQM is a scientific methodology, as well as management style, that involves staff at all levels within an organization. As such, it offers...
healthcare organizations the opportunity to provide cost-effective care, increase productivity, and improve care and service. Students learn to utilize the tools and approaches in CQI/TQM to assess and improve an organization’s structure, process, and outcome of care and services. Topics include benchmarking, change management, clinical pathways, and practice guidelines.

**Y17.6474/Contemporary Ethical Issues**

The complex interaction of ethical commitments on both personal and professional levels imposes significant decision-making obligations on managers, administrators, and staff in the workplace. In addition to ethical elements found in the work environment, individuals carry their own values, morals, and ethics. In a seminar format using case studies, students explore a cross section of current ethical issues. Students have the opportunity to examine diverse ethical theories and reflect on how they may apply these principles in their organizational and personal lives.

**Y18.1010/LAN Intensive Project**

*Prerequisite: LAN Administration for Windows 2000 Intensive*

This course allows the student to apply the knowledge learned in the intensive course, LAN Administration for Windows 2000, to a self-developed project monitored by a faculty mentor.

**Y18.1020/Multimedia Intensive Project**

*Prerequisite: Multimedia Content for the World Wide Web Intensive or Intensive Multimedia*

This course allows the student to apply the knowledge learned in either of the Multimedia courses by completing a self-developed project monitored by a faculty mentor.

**Y18.7991/Senior Project: Seminar (Information Systems Management)**

*Prerequisites: Completion of at least 90 credits and 12 credits of concentration course work*

The graduation project consists of either a seminar project or an internship. The seminar allows students to develop a project under the guidance of a faculty mentor. The seminar requires regular class attendance to discuss projects and to document them, as well as individual meetings with the mentor. The projects themselves may be in one of the degree’s various concentration areas. Projects must be the student’s individual, original work and include the product, the technical documentation, and a learning experience essay summarizing the process and skills used. The internship provides an opportunity for students to use knowledge gained in their major combined with the knowledge provided by professionals in a variety of industry settings. Students are required to complete a minimum of 100 hours during the semester to earn four credits. (Students’ full-time jobs cannot serve as internships.) In addition to hours at their placement, they meet regularly with the internship coordinator, maintain weekly logs or journals, and complete a final learning experience essay summarizing the outcome, including samples of work completed.

**Y18.7992/Senior Project: Internship (Information Systems Management)**

*Prerequisites: Completion of at least 90 credits and 12 credits of concentration course work*

The graduation project consists of either a seminar project or an internship. The seminar allows students to develop a project under the guidance of a faculty mentor. The seminar requires regular class attendance to discuss projects and to document them, as well as individual meetings with the
mentor. The projects themselves may be in one of the degree's various concentration areas. Projects must be the student's individual, original work and include the product, the technical documentation, and a learning experience essay summarizing the process and skills used. The internship provides an opportunity for students to use knowledge gained in their major combined with the knowledge provided by professionals in a variety of industry settings. Students are required to complete a minimum of 100 hours during the semester to earn four credits. (Students' full-time jobs cannot serve as internships.) In addition to hours at their placement, they meet regularly with the internship coordinator, maintain weekly logs or journals, and complete a final learning experience essay summarizing the outcome, including samples of work completed.

**Y19.0312/Political Economy of Digital Media**

This course provides a political economy foundation to study modern media and telecommunications industries. It will address such issues as transborder data flows, offshore manufacture of electronic devices, and the privatization of broadcasting and telecommunications. An important aspect of the course will be an examination of capital markets and their influence on telecommunications networks, digital television, and cinema productions. Also of importance will be antitrust issues such as corporate mergers, oligopolistic industry structures, vertical integration of media companies, and the cross-ownership of media companies.

**Y19.1013/History of Telecommunications and Media**

A detailed chronology of communications technologies will be provided including print, telegraphy, telephony, radio, television, data communications, and the Internet. Emphasis will be on how these technologies were funded and shaped by commercial and financial forces, as well as by government and military support. It will also endeavor to specify the linkages between communications technologies and social concerns involving culture, economics, education and politics. Of particular interest for discussion will be the notion of "public interest."

**Y19.2200/Special Topics in Digital Communications and Media**

*Prerequisite: 8 credits in the concentration or permission of the instructor*

This specialized artistic genre combines typographic and cinematographic design skills with the ability to set up the mood and expectation of the audience without giving away the plot. The course will combine screening, lecture and hands-on projects. The course analyzes work from leading designers Screenings span from Saul Bass' work (Psycho) to Kyle Cooper (Spiderman 2)—from optical to digital effects. The hands-on work explores the technical challenges of working in film resolution, and students will create their own title design and animation.

**Y19.2201/Digital Television**

As part of the Telecommunications Act of 1995, the FCC mandated and scheduled the rollout of digital television (DTV). In a controversial move, the Act provided additional spectrum to broadcasters to help them in the transition. This course covers multipoint distribution systems (MMDS), local multipoint distribution systems (LMDS) interactive video and digital services (IVDS).

**Y19.2202/Digital Cinema Distribution**

The digitization, distribution, and exhibition of end-to-end digital movies represent a dramatic new trend in the movie industry. This course will compare and contrast the traditional film distribution business with the new advances in digital cinema. Issues regarding compression techniques, encryption, transmission, piracy, resolution, and projection will be covered. Industry systems such as QuVIS, Grass Valley Group (GVG), Technicolor Digital Cinema (TDC), and/or others that obtain critical market share will be examined.
Y19.2203/Digital Audio Broadcasting

Traditional radio stations are being challenged by new audio services being provided over the Internet, cable television, and other technologies such as satellites. Streaming technologies are available that allow widespread diffusion of radio programming over digital networks. This course covers the basics of digital audio production and broadcasting and explores new developments in audio broadcasting.

Y19.2204/Programming for Interactivity

Prerequisite: Fundamentals Of Interactive Multimedia or permission of the instructor

Interaction has overtaken calculation as the user's primary interest in computer activity. Instead of the serial process of turning data inputs into newly formed data outputs, interactive programming focuses on computing as dynamic two-way environments operating in a wide range of digital media from animation to games, web applications, and wireless devices. The first part of the course surveys the transformation of software programming through several stages: from the software contractor working on large mainframes, to the software products industry that took shape with more robust mainframes and minicomputers, to the personal computer software market that matured in the 1980s. The second part of the course surveys programming and scripting languages such as Java, PERL, XML, ActiveX, JavaScript and VBscript that have become crucial for interactive programming. A major component of the class will be in-class laboratories where the student will engage in collaborative work on program development, with an emphasis on student-student interaction and student-student teaching, facilitated and enriched by the course staff.

Y19.2205/Broadband Networks

From the perspective of the "user," this course will explore the high-bandwidth telecommunications options available to the corporate and government "user," as well as the home consumer and teleworker. It will compare circuit-switching, packet-switching, and asynchronous transfer mode (ATM) networks used by major telecommunications carriers. Cable networks, ISDN, and ADSL, G.lite, and DSL will be discussed, as well as LANs, MANs, and WANs.

Y19.2206/Digital Telelearning

Prerequisite: Broadband Networks

This is a survey course covering the technologies and techniques associated with the delivery of educational experiences and instruction over multimedia communications networks. The course will survey technologies like Lotusnotes, WebCT, and Realpresenter. Additional topics will include intellectual property rights, social implications, impact on traditional education, educational quality, and institutional branding.

Y19.2207/International Communications

This course covers the flow of data, films, and news, between and within countries. It approaches the topic using historical and contemporary theories about development, international trade, and political economy development.

Y19.2208/Remote Sensing and Surveillance

The course covers the promises and perils of new remote sensing and surveillance technologies. These include commercially available satellites, closed circuit cameras, and Internet-based Web surveillance services.

Y19.2209/Sound Design in Post Production

Prerequisite: Media Convergence and Production or Film Production 1
This beginning sound design class will give students the ability to create multi-layered sound tracks for their computer animations, graphics or live action video. Tailored for the beginner, it will cover the basics of sound recording, editing, design, and final mixing. Students will also learn to develop an appreciation for excellent sound design through the use of supplied examples by recognized experts in the field and their own and classmates work. They will develop their “ear” for sound just as they have been developing their eye for graphic design. The class will consist of lecture, viewing sessions of examples, and hands-on tutorials. Students will be expected to create sound tracks for videos that they already have or are supplied by the teacher outside of class. They will also be expected to work together as teams, fostering the concept of collaboration upon which so much of the movie industry is based. The class will focus on three main topics: recording techniques and acoustics, editing and final mixing.

Y19.2210/Wireless Communications

Extensive technologies have been developed to modulate electromagnetic radiation so that it can carry useful information. This course will cover the use of wireless communications for services such as mobile telephony and e-commerce. It will cover the FCC and ITU allocations of radio spectrum and technological standards such as CDMA and TDMA. It will also discuss 2nd (2G) and 3rd (3G) generation wireless transmission standards with a specific focus on new 3G standards such as WML (Wireless Markup Language) and WAP (Wireless Application Protocol). It will also cover the auctioning of public spectrum for wireless services.

Y19.2212/Telecommunications Technology and Regulations

This course provides an overview of the relationship between telecommunications technologies and government regulation. Relevant topics include the importance of ARPANET and NSFNET, network protocols, and government policies leading to e-commerce on the Internet. Its primary focus will be on the Federal Communications Commission (FCC) and its influence on the emergence and regulation of such technology industry sectors as broadcasting, data, satellites, voice, and wireless. Other topics will include the role of the congressional subcommittees, industry lobbyists, and public utilities commissions.

Y19.2220/Digital Media Management I

Prerequisite: None

This course begins the preparation of undergraduates for management positions in industries implementing, planning, and producing broadcast and interactive digital communications. These would include a wide variety of digital media sectors such as cable television, cinema production and distribution, music production and distribution, magazine, newspaper publishing, website production, and other new digital media.

The students are first introduced to the technological domains of the digital media industry (transmission, storage, interactivity, processing, capture and design) through collaborative research and presentations designed to foster teamwork as well as expertise. The second part of the course addresses major issues of concern to digital media management such as legal, security, performance measurements, and information policy issues relevant to managers working with digital media.

Y19.2221/Digital Media Management II

Prerequisite: Digital Media Management I

Digital Media Management is the coordination and control of the people and processes involved in the creation, storage, transmission, and processing of digital content. This second course in the series covers advanced issues that confront digital media managers.

The first part of the course investigates the different responsibilities of managers in the digital media industries such analyzing media markets,
managing personal, raising capital, enhancing innovation, setting information policy, and developing appropriate measures for media consumption. The second part of the course will cover phases of project management cycles such as feasibility, analysis, design, production, implementation and evaluation. Project teams are formed in the class and team members are assigned the role of project manager, designer, programmer or instructional designer/tester and work through all the phases required to develop the media project. Students are given access to on-line presentation areas, group discussion areas and chat areas to facilitate communication and collaboration.

**Y19.2222/Collaboration Technologies**

*Prerequisite: None*

This course looks to study and enhance organizational and teamwork synergies through the use of digital collaboration technologies. It introduces issues, benefits, theories and methodologies related to collaborative technologies increasingly critical to the management of modern organizational settings and participation in interactive teams. In today’s complex global economy, group projects and teamwork take on increased significance. Group participants are often distributed across space as well as time, requiring new ways to communicate and interact. Collaboration technologies can enhance team and workplace cooperation and effectiveness. They offer the ability to communicate and edit complex information within groups and to customers, to organize thoughts and ideas, to coordinate learning, and to manage information for meetings, presentations, projects, proposals, research, etc. This course strives to apply the principles of organizational communications to the topics of collaboration and teamwork.

**Y19.2223/Communications Technology and Law**

*Prerequisite: None*

This course examines the relationship between communications technologies (particularly new digital media and e-commerce technologies) and the legal system. Three broad areas of technology: print, broadcasting, and telecommunications have emerged in close relationship to laws and regulatory institutions. More recently, digital convergence has raised strong concerns about intellectual property (patents, trade secrets, copyrights and trademarks). E-commerce opportunities have proliferated but not without raising additional concerns regarding contractual obligations, software licensing, cybertorts and product liability, as well as privacy.

**Y19.2241/Drawing for Computer Artists and Animators**

*Prerequisite: None*

While the computer’s ability to construct complex models or calculate intricate motion paths is undisputed, it cannot replace traditional drawing and observation skills. While some drawing will accompany you throughout your studies, this class will give you a dense introduction to basic skills. We will move from perspective, light and shadow to figurative motion sketches, character development and storyboarding. In the last part of the class you will transfer your drawing skills into the digital realm using various painting programs. Class time will be divided into critique and/or discussion, lecture and drawing.

**Y19.2230/Introduction to Computer Animation**

Create animated models and visual effects just as major film companies do using Maya. Learn advanced procedural modeling and animation techniques, the basics for creating complex character behavior, and how to build realistic skin and muscle responses. Produce super effects like fire, explosions, steam, smoke, and secondary motion caused by collision. Get hands-on experience in interactive 3-D real-time sculpting using Artisan and a solid grounding in MEL, Maya’s scripting language.
Y19.2231/Intermediate Computer Animation

Prerequisite: Introduction to Computer Animation

Take modeling, animation, lighting, rendering, and particle effects to the next level with Maya’s more advanced features. Explore a wide variety of subjects, such as layered deformations, lattice control, and advanced inverse kinematics. Focus on soft body dynamics, particles, and optical effects through in-depth study of advanced rendering and modeling features. Course work and hands-on experience further develop your mastery of MEL and the Artisan tool set.

Y19.2232/Advanced Computer Animation

Prerequisite: Intermediate Computer Animation

Take your experience to the next level using the advanced features of 3-D computer animation and modeling with Maya, including Artisan, MEL, and Maya F/X. We cover advanced modeling, animation, particle systems, rendering, and more. Produce projects that utilize dynamics, soft bodies, and advanced character animation techniques to create professional animations. You are required to submit a high-level final project at the course’s end.

Y19.2233/Advanced Compositing and Visual Effects

Students learn to process and manipulate large volumes of images quickly while maintaining the highest degree of quality. Shake offers a wide range of 2-D features for film, broadcast, interactive games, and multimedia effects applications. Shake merges compositing, color correction, image transformation, and special effects tools to enable the creation of compelling imagery. Focusing on compositing for design, every aspect of compositing is covered in respect to productivity and image quality. Subjects include alpha channels, color processing, layering, transformations, and animations.

Y19.2234/Visionary Concepts and Development in Motion Arts

Prerequisite: History and Theory of the Media

This is a theoretical class addressing topics in esthetics, ethics, visionary concepts and developments. The class is divided into three modules: The first is a study of media acceptance and the changing role of art, craft, design and technology in society. It focuses on the early 20th century to research possible common structures, their success or speculation on the lack thereof. The second module builds on these findings and compares them to current challenges of traditional notions of aesthetics, technology, their distribution and/or economics in the digital domain. The third module consists of play with existing ideas to extrapolate a possible future and to think 'out-of-the-box' to arrive at an individual or collaborative concept.

Y19.2235/Introduction to Motion Design

Prerequisite: Broadcast Graphics or Digital Production for the Entertainment Industry

In this introductory course, students use Adobe After Effects Production Bundle to create motion graphics and visual effects for film, video, multimedia, and broadband. Students learn the basics of the program structure to explore the strengths in compositing, design tools, effects sweetening, and nonlinear animation. Topics include project organization, video signal theory, layering, animation, working with audio, roto-scoping, keying, tracking, text design, and filtered effects.

Y19.2236/Intermediate Motion Design

Prerequisite: Introduction to Adobe After Effects for Production
In this intermediate course, students delve deeper into the After Effects tool chest and video on the desktop environment. Students explore the use of advanced animation controls. Topics include: the use of expressions, parenting, 3-D controls, lighting, audio, compositing, and plug-in effects to produce a wide variety of layered composites. Students learn to look at several current designs and decipher ways to recreate them in After Effects. A final project utilizing the components of the production bundle, filter packages, animation controls, and rendering gives the student the opportunity to produce a high-quality presentation piece for their reel.

**Y19.2237/Broadcast Design and Typography**

In this course, students use the latest professional software to learn a strong sense of design and television production techniques. Both 3-D and 2-D graphic visualization procedures are used to create the graphic look, feel, and subtext of a show. All sports, news, or entertainment programs use a complete range of images, including bugs, chyrons, moving backgrounds, show openings, credits, titles, promos, and virtual sets, which are essential to any successful project. Topics include: graphics production for sports and news, integration of live video, digital video affects, text animation, and virtual scene design techniques.

**Y19.2238/Media Convergence and Production**

This hands-on course covers the theory and practice of the digital production process. This is a fast-paced overview for all film, video, animation, and visual effects professionals who need high-level applications using a variety of digital tools. The course covers storyboards, live-action shooting, analog-to-digital conversion, creation of 2-D and 3-D elements, compositing, special effects, and editing. The integration of various software programs is stressed. Students produce a final digital project and record it to videotape.

**Y19.2239/History of Special Effects in Cinema**

Special effects, creating fantasy and plausible reality, are essential to cinema. This survey spans from pioneering magician Georges Méliès to today’s digital artists. Although it covers many films, the course emphasizes techniques in adventure, horror, and fantasy. Effects studied range from staged disasters to monsters to seemingly mundane realities. Students learn all the major techniques and interpret effects vis-à-vis storytelling, style, and meaning. We adopt practical approaches to film history, giving students a database of influential images while examining contexts of how effects work in films.

**Y19.5201/Narrative Theory and Screenwriting**

*Prerequisite: History and Theory of the Media*

This course focuses on the study and practice of the fundamentals of narrative, visual storytelling, and dramatic writing for dramatic animation, film and television. Narrative strategies for writing characterization, dialogue, pacing, setting, and structure will be examined through exemplary films, television, and screenwriting exercises. Screenwriters will have the option of adapting a work in the public domain or writing an original script. Screenwriting software will be a focus of analysis and instrument of production.

**Y19.7991/Senior Project: Seminar (Digital Communications and Media)**

*Prerequisites: Completion of at least 90 credits and 12 credits of concentration course work*

The graduation project consists of either a seminar project or an internship. The seminar allows students to develop a project under the guidance of a faculty mentor. The seminar requires regular class attendance to discuss projects and to document them, as well as individual meetings with the mentor. The projects themselves may be in one of the degree’s various
concentration areas. Projects must be the student’s individual, original work and include the product, the technical documentation, and a learning experience essay summarizing the process and skills used. The internship provides an opportunity for students to use knowledge gained in their major combined with the knowledge provided by professionals in a variety of industry settings. Students are required to complete a minimum of 100 hours during the semester to earn four credits. (Students’ full-time jobs cannot serve as internships.) In addition to hours at their placement, they meet regularly with the internship coordinator, maintain weekly logs or journals, and complete a final learning experience essay summarizing the outcome, including samples of work completed.

Y19.7992/Senior Project: Internship (Digital Communications and Media)

Prerequisites: Completion of at least 90 credits and 12 credits of concentration course work

The graduation project consists of either a seminar project or an internship. The seminar allows students to develop a project under the guidance of a faculty mentor. The seminar requires regular class attendance to discuss projects and to document them, as well as individual meetings with the mentor. The projects themselves may be in one of the degree’s various concentration areas. Projects must be the student’s individual, original work and include the product, the technical documentation, and a learning experience essay summarizing the process and skills used. The internship provides an opportunity for students to use knowledge gained in their major combined with the knowledge provided by professionals in a variety of industry settings. Students are required to complete a minimum of 100 hours during the semester to earn four credits. (Students’ full-time jobs cannot serve as internships.) In addition to hours at their placement, they meet regularly with the internship coordinator, maintain weekly logs or journals, and complete a final learning experience essay summarizing the outcome, including samples of work completed.

Y20.3203/Global Ecology

An exploration of the earth as a total ecosystem and the effects of human behavior on its future well-being. Topics include how to ensure regular replenishment of natural resources, immediate and long-term effects of pollution and toxic waste, the habitability of cities, the population explosion, and global warming.

Y20.3207/Stars, Planets, and Life

Deals with the history of events in the cosmos leading up to the formation of the solar system and the appearance of life on the earth. Topics include the origin of the universe; the birth and death of stars; properties of the earth, moon, Mars, and Venus as observed by earth-bound and spacecraft observations; the origin and history of life on the earth; the impact of astronomical and geological changes on biological evolution; life and intelligence in the cosmos; and philosophical implications in the synthesis of astronomy, earth sciences, and the history of life.

Y20.3215/Biology of Hunger and Population

This course explores human population change and the challenge to improve the quantity and quality of food crops. Topics include: contemporary issues in plant genetics, crop biotechnology and the genetic modification of food crops; the consequences of local and global hunger and the increasing gap between the affluent and the poor; and ethical and human rights issues in population policy, food production, and hunger.

Y26.5078/Human Evolution and Prehistoric Archaeology

A synthetic and analytic study of the biological, behavioral, and cultural origins of humans. The course covers modern evolutionary theory, analysis of the fossil evidence for human evolution, human biological variation, and the origins and early development of culture. Theories, methods, and data
from physical anthropology, archaeology, and human biology are used to illustrate major issues in the biological and cultural evolution of humans.

Y20.5003/Cultural Anthropology

An introduction to the basic concepts, aims, and findings of cultural anthropology. The course analyzes the forces that shape and define family systems and sex roles, political and economic institutions, and religious and ritual behavior. Using a variety of ethnographic examples, the course explores the similarities and differences of peoples and cultures around the world.

Y20.5011/World Cultures: Africa

An interdisciplinary course that examines elements of continuity and change in African civilization. Using the methods and insights of history, anthropology, and other social sciences, this course explores the assimilation of indigenous, Arab, Islamic, and Western traditions in the formation of modern Africa. Examples drawn from various nations and ethnic groups are used to highlight important social, economic, political, and religious trends on the continent.

Y20.5012/World Cultures: Middle East

A descriptive and analytic survey of the cultures and peoples of Southwest Asia and North Africa. Unifying themes and contrasting elements are explored in a multidisciplinary approach that focuses on the role of Islam in the development of the region, social structure and gender relations, contemporary political and economic issues, and social and cultural transformations.

Y20.5013/World Cultures: Asia

A thematic and comparative survey of cultures and societies of Central, South, Southeast, and East Asia. The course draws on contributions from both the humanities and social sciences to form an understanding of the forces that have shaped the civilizations of Asia. Special emphasis is placed on the analysis of cultural systems, social structures, religion and ideology, and the rapid development of East Asian economies and societies.

Y20.5014/World Cultures: Latin America and the Caribbean

An historic and comparative study of the cultures and societies of Central and South America and the Caribbean region. Hispanic, native, and Afro-Creole cultures are analyzed with special emphasis on ethnicity, class, and nationhood. This course also reviews the historical factors that shaped and defined contemporary Latin and Caribbean cultures, including the Iberian conquest and the marginalization of indigenous peoples, the slave trade and the plantation economy, and the problems of post-colonial development.

Y26.5065/Language and Society

A sociological and anthropological study of the significance of language and symbols as specific human characteristics, exploring the relationships between linguistic structure and patterns of culture, theories of language acquisition, and current questions surrounding dialect, bilingualism, and literacy. Popular formulations are examined in terms of the scholarly debates over the influences of race, ethnicity, nationality, and gender of language and communication. Students are introduced to the methods of sociolinguistic study.

Y20.5241/Foundations of the Creative Process

Prerequisite: Writing Workshop I

In this course, which is required of students planning a creative writing concentration and open to all that are interested, students explore the nature and significance of creative processes. Guest writers present their
work and discuss the ways in which that work comes into being. Guests include writers in all genres and artists who use writing in socially significant ways. Students participate in a variety of exercises designed to develop voice, illuminate process, and create familiarity with a variety of formal possibilities. The final product of the course is a portfolio.

Y20.5411/The Arts: Jazz

It can be argued that jazz is America’s classical music and its one unique contribution to musical idiom. This course investigates the development and history of jazz and includes live performances and demonstrations by distinguished members of the jazz community.

Y20.5414/The Arts: Photography Without a Darkroom

This non-darkroom class explores the photograph’s ability to convey ideas and tell stories. Weekly assignments enable students to become proficient image-makers, developing a relationship to the world through the lens of their camera. The class increases one’s visual awareness. Students better understand what makes a successful photograph by discussing and implementing aesthetic, technical, and editorial concepts.

Y20.5417/The Arts: Drawing

This studio art course introduces students to a variety of drawing techniques involving pencil, ink, charcoal, and other drawing materials. Students also are encouraged to think about ways of seeing, and to consider how works of art can be used to express different forms of vision.

Y20.5421/Roots of American Music

Explores the historical and aesthetic bases of music styles established and developed in the United States. Topics range from Native American ritual to African-American music and from the Americanization of European classical music to the Jazz Age and the early recording industry.

Y20.5422/New York City Architecture

Focuses on the architectural history of New York and the city’s unique mix of public and private buildings. Field trips, walking tours, and museum visits are included.

Y20.5427/Midtown Architectural Landmarks

Develops the student’s visual understanding and appreciation of the special character of the architecture of New York City. The primary focus is on the past and current architectural styles found between Central Park South and 34th Street. Commercial, residential, and cultural landmarks are highlighted and discussed in depth.

Y20.5430/History of Art: Earliest Times Through the Middle Ages

Introduces the student to the art and architecture created in Europe from prehistoric times to the end of the Middle Ages (including the Greek, Roman, Romanesque, and Gothic periods). Works are studied not only for their style, but also for their meaning within their historical context, so that the student may better understand the relationship between the two. (Internet access is essential)

Y20.5431/History of Art: Renaissance to Modern

Begins with a study of the art of 14th-century Italy and concludes with a survey of late 20th-century art and architecture. An appreciation of style is fostered by a formalistic analysis of the works. An understanding of the history of art is prompted through examination of the social and political context in which the art was produced. (Internet access is essential)
**Y20.5432/The Arts: Collage and Mixed Media**

This studio art course teaches students how to appreciate the technical aspects of various media. It offers the student a hands-on approach to the study of artistic production. The history and conceptualization of collage are covered. No previous studio experience is necessary.

**Y20.5434/The Arts: Drawing, Expression, Space, and Form**

Explore ways to articulate and build visual space through the various conceptual uses of drawing. Techniques range from drawing the still life to abstraction.

**Y20.5436/The Arts: Fundamentals of Painting and Design**

The focus of this course is to approach painting (pastel, watercolor, or acrylic) as individual expression, exploring personal style to enhance creativity and artistic expression. Topics include subject matter, composition, color, and the use of various materials. No prior art training is required.

**Y20.5438/History of Music**

Examines approximately 1,000 years of Western music history, starting in medieval Europe and culminating here in New York City today. Students learn to identify, articulate, and describe what they hear in genres, ranging from chants to madrigals, and opera to pop music.

**Y20.5441/Visual Expressions in Society**

Images are everywhere in contemporary society. In such an environment they often become mere background noise and are rarely viewed critically. What purpose do these images serve? How does the style of their presentation affect their meaning? Employing a wide range of imagery including painting, sculpture, architecture, public monuments, photography, film, and graphic design, this course will address these questions. The course’s aim is to develop a visual literacy by teaching the student how to read and decipher the social and cultural messages of images that lie hidden beneath their aesthetic surfaces.

**Y20.5804/Renaissance to Revolution**

Explores the foundations of modern civilization from the Renaissance through the social and intellectual revolutions of the mid-19th century. Topics include the awakening of humanist values, the fragmentation of Christendom, the development of early capitalist society, the consolidation of absolute monarchies, the rise of modern constitutional reform and political liberalism, the new sciences of the Enlightenment, the American and French Revolutions, and industrialization.

**Y20.5820/The American Experience**

Examines the social, cultural, political, ecological, and economic forces that created the American nation and shaped its development from European colonization to the end of the Cold War. Major themes and issues discussed include Puritanism, slavery and race, the American Revolution, feminism, the Civil War and Reconstruction, immigration and industrialization, the Great Depression and reform, the World Wars, the Cold War, counterculture and the 1960s, and the rise of neoconservatism.

**Y20.5821/Classical and Medieval World**

This course considers the foundation of the political, intellectual, and social structures of the West. Topics include the development of Mediterranean urban society, the rise of Alexander and the spread of Hellenism, the imperial development and disintegration of Rome, the rise of Catholicism and Islam, and the emergence of feudal Europe.
Y20.5822/Contemporary World

A historical survey of events and trends since 1875. Major themes and issues include imperialism; the emergence of the U.S. as a world power; the Great Depression; the two World Wars; the Cold War; Vietnam and the 1960s; the rise of the European Union; the changing power structure and economies of China, Japan, and other Pacific Rim countries; and the dissolution of the Communist world.

Y20.6002/History and Theory of the Media

A survey designed to introduce students to the general history of the mass media and to familiarize them with the major approaches used to study mass communication in contemporary society. Exposes students to different perspectives in the field of mass communication and provides them with the broad philosophical and historical background and the basic theoretical tools needed to analyze the institutions, forms, and content of the media.

Y20.6003/Reading Visual Images

Prerequisite: Writing Workshop I

We live in a world surrounded by images, more now at the beginning of the 21st century than ever before in history. This makes a systematic approach to understanding, organizing, and reading visual information all the more important. This course proposes to construct a method whereby we may approach and evaluate visual experience. Not an abstract exercise, we select works of art in film, painting, photography, and architecture to illustrate just how we can read a visual image. Internet access is essential.

Y20.6201/Major 20th-Century Writers

Examines literature from a variety of cultural and historical perspectives. Works are selected from the literatures of China, Egypt, Palestine, Mexico, the Caribbean, Nigeria, and the Navajo Nation. Emphasis is on these major non-Western literary works of the 20th century, and students compare them with one or two works by Western writers.

Y20.6209/oral Traditions into Literature

Many cultures depend on oral poetry or narrative for the knowledge that is broadly called "literary." Students examine the cultural contexts and performance aspects of various oral traditions and the implications of their transformation into written literature. Native American, African, South American, Caribbean, and Celtic storytelling traditions may be explored.

Y20.6241/Introduction to Literature: The Craft of Reading

Prerequisite: Writing Workshop II

This course is an introduction to literary analysis for students who want to learn to read literature more attentively and with more sophistication. It focuses primarily on learning to do close textual analysis of three major forms of literature: poetry, drama, and fiction. This course brings students greater cultural awareness, as well as analytical skills applicable in any situation requiring active listening, active reading, or active seeing.

Y20.6401/Critical Thinking

This required course introduces students to the life of the mind. Students will learn the fundamental questions to ask of texts, images, politics, and institutions in order to be both informed citizens and successful students. They will learn various strategies for analyzing the structure of arguments, how audiences are manipulated, and how institutions function. Students will read texts that challenge them to reexamine the cultural realities we often take for granted.
Y20.6403/Foundations of Philosophical Thought

An introduction to philosophy, using the original writings of several philosophers from the ancient and medieval periods, focusing on the origins and development of Western philosophy among the ancient Greeks. Students typically examine works by pre-Socratic writers, Socrates, Plato, and Aristotle, and move on to the works by modern philosophers such as Descartes, Spinoza, Locke, Hume, and Kant.

Y20.6602/Modern Political Thought

The course begins with Machiavelli and analyzes much of the seminal thought that gave rise to our present political world. Hobbes, Locke, Rousseau, and Marx are among the theorists studied.

Y20.6604/American Politics

The American political system is studied from a variety of viewpoints—the intent of the Constitution, the influence of interest groups, the roles of the political parties, and the values and political behavior of the American people—and through an examination of key political issues, such as minority rights, federal-state relations, and free speech.

Y20.6605/International Relations

Introduces core concepts and theories of international politics; includes an analysis of selected international crises and the examination of issues such as the relation between power and security, the problem of order in an “anarchic” system, the causes of conflict and the bases of cooperation in a globalized world of integrated markets and national economies.

Y20.6680/Introduction to Public Administration

This introductory course explores governance processes, public policies, and institutional programs. From a multidisciplinary perspective, it will examine the issues essential to public service organizations and the importance of public policy at the local, state, national and international levels. It will cover the general nature and environment of public administration, including organizational concepts, political theory, decision-making and the policy process, personnel systems, budgeting, and intergovernmental relations.

Y20.6801/Introduction to Psychology

The field of psychology encompasses scientific research on the mind and behavior, as well as applications of psychological research to the diagnosis, assessment, and treatment of psychological disorders. Its topics range from the level of molecules in the brain to the level of individual, cultural, and national differences. This course provides an overview of the theoretical underpinnings of psychology and reviews the results of classic studies and current research in the major areas of the field. Students gain an understanding of major themes and controversies within psychology, such as debates over nature vs. nurture, analytic vs. holistic processing, and continuity vs. change.

Y20.7003/Judaism, Christianity, and Islam

A comparative study of the major revelational religions of the West, their origins, and evolution. Specific themes explored are the meaning of salvation and paradise, the establishment of the reign of God in human society, the role of prophecy in monotheistic religion, reformation and renewal, and the modern resurgence of fundamentalism. Readings include the Torah and the Prophets, the Gospels and Epistles, the Qur’an, and selected commentaries.

Y20.7004/Comparative Eastern Religions

A comparative study of the major Asian religious and philosophical
traditions, under the headings of Hinduism, Buddhism, Confucianism, and Taoism. Emphasis is placed on primary sources in translation, on the context in which the religion/philosophy arose, and on the interrelationship and cross-influences among the various perspectives. Concepts of the Absolute, views of human nature and society, and attitudes toward the future are identified and compared.

**Y20.7201/Introduction to Sociology**

A study of society, groups, and culture, and an introduction to sociological theory as a means for interpreting and understanding human behavior and the human condition. Topics of discussion include: the process of social and cultural change, social structure and stratification, roles and gender, the family, and social control.

**Y20.7401/Women, Gender, and Society**

Discusses issues of sex and gender as they are examined by current scholarship in women’s and gender studies. Introduces interdisciplinary research on gender and sexuality as it relates to such fields as biology, anthropology, literature, demography, sociology, and semiotics. Students are oriented to the fundamental debates, trends, and schools of thought within the scope of the discipline.

**Y20.7501/Intensive Writing**

The course introduces the rigors of academic reading and writing by helping students develop and sharpen their skills through practice and reflection. To this end, students work closely with instructors and in-class tutors to engage in pre-writing, drafting, conferring, revising, and editing activities. Students also read and analyze various texts to help them generate ideas, focus their thoughts, and familiarize themselves with Standard English practices.

**Y20.7502/Writing Workshop I**

**Prerequisite: Placement Essay**

This course is concerned with the interrelationship between writing and reading—both of which are processes of thinking and discovering ideas. Writing is presented as an ongoing evolutionary process. The class emphasizes strategies for generating and clarifying ideas; refining analytical thinking; using evidence effectively; controlling detail and generalization; and developing a sense of audience. Finally, students become familiar with the skills needed for library research.

**Y20.7503/Writing Workshop II**

**Prerequisite: Placement Essay or Writing Workshop I**

This second-level course stresses analytical thinking and the use of evidence in the context of research and other scholarly writing. Students expand their understanding of the purposes and processes of research by developing a formal investigatory paper. In this way, students develop familiarity with the conventions of academic discourse. Frequent written assignments, as well as the workshop structure help students build fluency.

**Y20.7600/Introduction to Technical Writing**

This course introduces students to the skills in writing increasingly needed by industries and businesses that rely on technology. The course addresses strategies common to effective professional and technical writing, including analyzing problems and audiences, choosing effective rhetorical strategies, planning carefully and logically, achieving precision and clarity, and attending to issues of ethics and legality. Students will learn to construct materials such as résumés and cover letters for the job search, as well as proposals, reports, and professional presentation materials. Students will also be expected to develop rudimentary skills in document design,
collaborative project management, and international communications.

**Y20.7601/Editing Technical and Scientific Documents**

All technical writers, no matter what their area of specialization, must be able to effectively edit their own work and the work of others. This course covers editing strategies applicable to editing both onscreen and hardcopy materials. The comprehensive editing section covers matters of style, visual design, and social and global contexts. The copyediting section covers basic errors in grammar, usage, punctuation, and quantitative expressions. Students learn the copymarking symbols commonly used in copyediting and proofreading. The course also covers legal and ethical issues, as well as effective management of client or writer relations. A series of editing exercises gives students practical experience in applying what they have learned.

**Y23.5241/Prose Studio**

*Prerequisite: Introduction to Literature*

Introduces students to the basic elements of prose fiction and nonfiction, including the development of narrative, the effect of point of view, the creation of convincing dialogue or effective use of quotation, and the control of tone and theme. The course is conducted as a studio, with emphasis on writing in and out of class. Students comment on one another’s work. In addition, students also read contemporary and classic prose, particularly short stories and essays.

**Y23.5242/Poetry Studio**

*Prerequisites: Writing Workshop II and Introduction to Literature and Foundations of the Creative Process*

Students experiment with fundamental components of poetry and become acquainted with both "received" and "organic" forms. Students also read extensively to develop familiarity with the major strains of the American poetic idiom. Students are expected to read extensively, write in and out of class, and comment constructively on one another’s work.

**Y23.5243/Performance Studio**

*Prerequisite: Introduction to Literature*

Introduces writing for theater and for more experimental "performance" modes. The class is structured as a studio in which students write in and out of class and provide constructive criticism of classmates’ work. By the end of the semester, students write either a complete play or performance text. The course concludes with a public reading or performance. Students also read and analyze selected plays and scripts by noted authors.

**Y23.5247/Seminar in Reading and Writing**

*Prerequisite: One workshop-level Creative Writing course*

This advanced course is required for Creative Writing students and open to students in the Literature concentration. Students explore the problem of literary inspiration and influence. Students begin to understand their own work in terms of the forces (literary and other) that have shaped it. They begin to understand the way writers function within existing literary contexts. By the end of the semester each student will have defined a personal writing goal that can become the basis of a senior project.

**Y23.5270/Improvisational Writing Workshop**

*Prerequisites: Writing Workshop II, Foundations of Creative Process, and at least one studio course*
Develops the use of improvisational methods to generate and revise texts. Students explore the history and theory of various compositional methods and learn how to create their own compositional strategies. Students read and write extensively in and out of class.

**Y23.5271/Fiction Workshop**

*Prerequisite: Prose Studio or permission of instructor*

A workshop focused on developing the craft of fiction writing. Students aim to develop individuality of voice, style, and theme. Students are expected to read and write intensively and extensively.

**Y23.5272/Poetry Workshop**

*Prerequisite: Poetry Studio or permission of the instructor*

A workshop focused on developing the craft of poetry writing. Students aim to develop individuality of voice, style, and theme. Students are expected to read and write intensively and extensively.

**Y23.5273/Writing for the Theatre**

*Prerequisite: Performance Writing Studio or permission of the instructor*

A workshop for students who wish to revise a previously completed play or performance text or develop a new one. Discussion of technique is supplemented by analysis of published plays and live performances.

**Y23.5276/Editorial Conference**

*Prerequisite: Completion of at least one creative writing workshop or submission of a portfolio to the instructor*

Provides an opportunity for individual students to work with a faculty member to polish a piece of writing for publication. Students may take one two-credit editorial conference per semester. A maximum of three editorial conferences is allowed.

**Y23.5277/Creative Nonfiction Workshop**

*Prerequisite: Prose Studio*

Introduces students in both the humanities and social sciences to new forms of essay writing. In a workshop setting, students explore travel writing, cultural and political argumentation, the memoir, satire, autobiography, historical sketches, or other forms that grow from student interest. Students write extensively, and also read and analyze the works of representative essayists.

**Y23.5290/Special Topics in Creative Writing**

*Prerequisites: Foundations of the Creative Process, Introduction to Literature, and eight credits in the concentration or permission of the instructor*

Provides the opportunity for intensive study of specific topics in creative writing. It focuses on a different issue each time the course is offered. Students may take a maximum of four credits of Special Topics. The course schedule for each semester indicates the particular topic of study.

**Y23.5292/Summer Intensive Workshop in Creative Writing**

An intensive program designed for beginning and experienced poets and fiction writers who wish to develop and refine their craft. Offered to McGhee degree students and SCPS Writing Center postgraduate students. During a
two-week period, students spend time in daily improvisational workshops taught by McGhee faculty. These workshops help students find new ways of generating and revising text. Distinguished visiting writers (one in poetry; one in prose; one in creative nonfiction) lead craft workshops and provide private conferences. Additional readings, lectures, and social events are also sponsored. McGhee students must complete a portfolio in order to receive a grade. (Admission by application only)

Y23.5404/Seminar in Art History

Prerequisite: Lecture course on topic or permission of the instructor

This seminar provides the opportunity for intensive study of a narrowly focused topic. The course schedule for the semester indicates the specific subject, which is chosen from art history course topics of the previous year.

Y23.5406/Italian Renaissance Art and Architecture

The years between 1300 and 1550 saw the political and social reorganization of Italian life, including new ways of representing the image of that society in the visual arts. The sum of these changes constituted a cultural revolution described as “the Renaissance,” the tenets of which have dominated Western culture until the early twentieth century. This course takes a critical look at the dynamic interplay between the social, cultural and political institutions and the art and architecture produced in this period. The material is organized around a roughly chronological sequence and concentrates on the centers of Florence, Rome, Venice and the north Italian courts.

Y23.5407/Northern Renaissance Art and Architecture

This course focuses on the art of northern Europe in the fifteenth and sixteenth centuries, by examining how this visual culture helped to define and was influenced by its own cultural environment. The course takes a broad contextual approach to this period, situating its art within the major cultural and political developments of the era. The material is for the most part organized geographically—the Netherlands first, then Germany—reflecting the pre-eminence of Netherlandish art during the fifteenth century, and the dramatic emergence of the arts in Germany in the sixteenth century.

Y23.5410/African Art

From the Nubians in the Nile Valley to the Yoruba people in Nigeria, this course studies the style and iconography of the African peoples and nations. Primarily a study of sculpture, the course seeks to relate this art form to the people who created it, their history, myths, and rites.

Y23.5412/Asian Art

An exploration of the arts of China and Japan and the development of national styles through an understanding of the religious development in these regions. In addition to the sculpture and architecture, the course explores the subtlety of painting and prints, as well as the refinements in silks, porcelains, and bronzes. Finally, the course contrasts the Asian aesthetic with the occidental in purpose, subject, and feeling toward form.

Y23.5413/Islamic Art and Architecture

Between the middle of the 7th and 19th centuries, Islamic art developed in an expansive geographic area stretching from Spain in Europe to India and beyond in Asia, and from West Africa in the south to Central Asia in the north. This course surveys the chronological development of Islamic arts and explores the variations of regional styles. Architecture, the arts of the book, and decorative arts are discussed in their social contexts.

Y23.5416/Medieval Art and Architecture
Much of what is thought of as "Western Culture" was, in fact, formulated and codified in the period known today as the Middle Ages. Employing examples of architecture, sculpture, wall frescoes, mosaics, and manuscript illumination, this course is designed to introduce the art of this period from the late antique period through the Gothic—approximately the years A.D. 313 to 1500.

**Y20.5418/The Arts: Landscape Drawing**

This studio art course teaches students how to appreciate and draw the natural and man-made landscape of New York City, with particular emphasis on the dynamic tensions between architecture and the city’s parks and open spaces.

**Y23.5421/History of Photography**

Studies the history of photography in Europe and the United States through an exploration of the work of the great photographers, including Daguerre, Brady, Cameron, Stieglitz, Cartier-Bresson, Arbus, Penn, and Avedon. Emphasis is on understanding photography as a creative medium within the context of various modern art movements and the history of the period.

**Y23.5430/Twentieth-century Art and Architecture**

This course will study the European avant-gardes of the twentieth century and their work, modern art. Modern art is generally understood to be part of one great drive toward abstraction, often explained in terms of the pictorial and aesthetic purity of its form. This course will study this increasing abstraction in modern art, not as a single stylistic and aesthetic development, but as a series of heterogeneous experiments by distinct groups of artists, the avant-gardes. In this regard the course will focus on both the works of art and the wider cultural context in which they were created.

**Y23.5444/Ancient Art and Architecture**

The art and architecture of ancient Greece and Rome are studied from the Minoan period through the Age of Constantine. Formal development, technical innovation, and social context will be emphasized in this survey of the foundation of western art.

**Y23.5449/Baroque and Rococo Art**

Seventeenth- and 18th-century art in Italy, France, Spain, and northern Europe is the focus of this course. Among the major artists studied are Rembrandt, Hals, Rubens, Poussin, Bernini, and Watteau, whose works are considered in the context of the political, religious, and social issues of the era.

**Y23.5453/Art Since 1945**

An examination of the major postwar artists and movements, including pop art, minimalism, conceptual art, photo-realism, pattern and decoration, neo-expressionism, and appropriation. The course considers the transition from high modernism to postmodernism and the role of art criticism in relation to these art movements.

**Y23.5454/American Art and Architecture**

Explores artistic production in the United States from the 18th to 20th centuries. Portraiture, landscape, genre, and architecture are related to history, geography, and society so that the works can be seen in the context in which they were produced.

**Y23.5456/19th-Century Art and Architecture**

The conflicting aesthetics of the 19th century, from the high moral stance of
the neoclassicists to the romantic emphasis on the expressive and irrational mark two of the polarities studied in this course. From the high finish of the studio paintings of David and Ingres to the rapid, plein-air paintings of Monet and Pissarro, from religious art to Courbet’s Realist depictions, the overthrow of the reign of the academic Salon in France is traced to its ultimate demise in Post-Impressionism.

**Y23.5471/Art Theory and Criticism**

*Prerequisite: Eight credits in the concentration*

Critically examines the many ways in which art has been discussed in the Western tradition. This is done through reading primary sources from a broad spectrum of art historical periods, through comparative interpretations of individual works, and through an analysis of the Western canon itself. The course also includes segments on recent research, theory, and criticism in all fields, ranging from ancient to contemporary.

**Y23.5490/Special Topics in Art History**

*Prerequisite: Eight credits of course work in the concentration*

Provides the opportunity for intensive study of specific topics in art history. It focuses on a different theme or topic each time it is offered. The specific topic is listed in the semester’s course schedule.

**Y23.6001/Semiotics of Literature and Media**

*Prerequisites: Introduction to Literature or Reading Visual Images and at least one Media Studies or Literature concentration course*

Semiotics is the study of humanly created sign systems within specific discursive and cultural systems. A sign system can range from the way we choose to represent ourselves in clothing to the ways we represent ourselves in architecture; from language to cinema; from image to hypertext. Students examine specific systems within which human representations function. This seminar is intended as an advanced course for students of Media Studies, Literature, or Art History. Students read semioticians such as Roland Barthes, Umberto Eco, and Julia Kristeva, while preparing their own analyses of a particular semiotic system.

**Y23.6002/Media Genres I: The Story of Stories**

*Prerequisites: Reading Visual Images, History and Theory of the Media, and Introduction to Literature or permission of the instructor*

Investigates the historical relationship between human media and the literatures that are born in relation to these media. Beginning with oral media, continuing through the birth of writing, the alphabet, the printing press, early photography and early film, students will examine the cultural and literary changes effected by each medium.

**Y23.6003/Media Genres II: Exploding Genres**

*Prerequisites: Reading Visual Images, History and Theory of the Media, and Introduction to Literature or permission of the instructor*

While Media Genres II continues the examination of the interaction between media, culture, and literature, Media Genres I is not a prerequisite. This class focuses on 20th-century media, beginning with photography, film, radio, television, and ending with the explosion of genres on the Internet, including games, graphics, and open source literary creations.

**Y23.6004/Mind, Body, Media**

*Prerequisites: History and Theory of the Media and either Introduction to Literature or Reading Visual Images or permission of the instructor*
Throughout history and across cultures, notions of the interaction of mind and body have been mediated and transformed by technological and scientific discoveries. In this course, students explore the effects of language, technology, and media on our conceptions of mind and matter. How have scientific theories and inventions in communications interacted with institutions of religion, literature, education, and law to construct and validate as "real" specific notions of nature, of crime and punishment, of beauty, sexuality, or disease and health? Students read the primary work of germinal thinkers such as Plato, Descartes, Bacon, Newton, and Kuhn, and theorists such as Foucault, Scarry, Fox Keller, and Haraway.

**Y23.6005/Mass Media and American Popular Culture**

*Prerequisite: History and Theory of the Media*

Examines modern American popular culture as diverse associations and groupings of texts, images, genres, and representations across a spectrum of different media. Students explore definitions of popular culture and their theoretical contexts from a humanities perspective and are introduced to the interpretations, constructions, and uses of popular culture by various groups within discursive social spaces. Issues of power and knowledge, violence, race, gender, taste and style, consumption and production, and audience are discussed.

**Y23.6006/History of Film**

This course traces moving images from their earliest cultural contexts in Egyptian experiments with light, and continues by exploring the human compulsion to create moving images as they become, first, documentaries of their own processes and later feature productions. Students will trace the beginning of productions made without technology but the camera through to today’s digitized extravaganzas. As the moving image has evolved so to has the theory of its making and its technology along with our awareness of its impact on the culture. This course will trace the way moving images evolve new vocabularies of film language. Students will study documentaries, fictional films, and experimental films of individuals who made images come alive on screen.

**Y23.6009/Global Television**

*Prerequisite: Reading Visual Images*

Familiarizes students with the political-economic and technological forces that have driven the globalization of television. Looks at the organization of the international television market, the key players in the global exchange of television programming, and the ways in which television and the new media technologies have contributed to the creation of the "global village." Addresses the role of media globalization in redefining cultural boundaries and assesses the fears and hopes of nation-states and cultural minorities as they face changing local and global media landscapes.

**Y23.6030/Documentary Cinema**

The goal of this course is to provide students with the knowledge of the historical and social context that gave rise to documentaries of various styles and traditions in the United States as well as other western and non-western countries. It will provide students with analytical and critical tools for examining different styles and genres of non-fiction in terms of the question of "reality", the author’s voice, political persuasions and means of representation. Students will address questions such as what is non-fiction film and how do you represent reality? What is the history of documentary film? What are the different styles and genres of documentary?

**Y23.6090/Special Topics in Media Studies (Humanities)**

This course provides an opportunity for intensive study of specific topics in Media Studies. It focuses on a different theme each time it is offered. The course scheduled for the semester indicates the particular topic of study.
Y23.6205/Race in the Historical and Literary Imagination

An interdisciplinary course that examines representations of race and racism in a variety of historical and literary texts written from the Civil War to the present. The course situates readings in historical contexts, examining how figurative, metaphoric, and narrative patterns have shaped historical reality. Texts include novels, poems, humorous tracts, historical accounts, and contemporary journals.

Y23.6212/Modernism: The Literature of Alienation

Prerequisite: Introduction to Literature or permission of the instructor

Bursting from the corsets of Victorian constraint, the 20th century is said to have been the century of alienation, transformation, and disintegration. Yet, 20th-century writers were freed to create new forms, break conventional patterns, and explore new realms for meaning and new possibilities for writing. At its beginning, writers such as Stein, Joyce, and Eliot worked against the grain of received language, embodied ideas in new ways, and dismantled conventional language. At its midpoint, two world wars, world economic depression, the Holocaust, and Hiroshima—displayed daily in film and print—destroyed our confidence that language could ever be adequate to name human experience. Yet writers such as Faulkner, O’Connor, Yeats, Stevens, Hemingway, Beckett, Ellison, Baldwin, and Morrison each find new ways to reawaken our sense of ourselves in our world.

Y23.6215/Contemporary Arabic Literature

This course offers an overview of contemporary Arabic literature. Starting with pre-Islamic genres, we move to twentieth-century literature and read works by such seminal authors as Naguib Mahfouz, Mahmoud Darwish, and Adonis. We will examine a variety of themes that had important repercussions on the aesthetic and ideological development of Arabic literature. This course is divided into sections on East/West relations, Arab-Israel conflict, and women experiences.

Y23.6220/Performance: Comparative Genres

Prerequisite: Introduction to Literature or permission of faculty

Since performance contains both poetry and narration, the following questions then arise: What is performance, and how can we distinguish it from other forms of literature? What rules govern the various forms of theater and performance in different cultures? Topics include an examination of the relations between ritual, performance, or drama. Students both read and attend live performances from Greece, Britain, the United States, Japan, India, or Africa.

Y23.6221/Poetry: Comparative Genres

Prerequisite: Introduction to Literature or permission of faculty

The minute we begin speaking of poetry as a genre, we get into trouble. How are we to separate poetry from “epic,” or from “drama,” or from “narrative,” since those forms are often in what anyone would call “poetry”? In this course, we start with these problems, and discuss ways in which we recognize and analyze poetry in general and across different historical and cultural contexts. To investigate these questions, students engage some of the theoretical and historical debates that have defined poetry and the ways we read it.

Y23.6223/Epic: Comparative Genres

Prerequisite: Introduction to Literature or permission of the faculty

While this course emphasizes the epic, the problematic nature of the concept of “genre” asks that we study the historical and developmental controversies that have emerged from the very idea of “epic.” What, in fact,
is epic? What particular skills do we need to read and understand the qualities that distinguish the epic from other modes of story telling? What distinguishes it from other forms of narrative poetry? This course focuses on the social and historical conditions from which the concepts of epic emerge and evolve.

Y23.6224/Narrative: Comparative Genres

Prerequisite: Introduction to Literature or permission of instructor

Because storytelling is the oldest form of "literature," narrative encompasses all other literary genres. What, then, distinguishes narrative modes from poetic, epic, or dramatic modes? How does narrative evolve in different historical and cultural conditions? Along with fictional modes that exemplify the evolution of narratology, readings might include Hayden White's studies of the narratives of history, or narrative accounts by Renaissance explorers or modern anthropologists.

Y23.6247/Classical Literature

Prerequisite: Introduction to Literature or permission of the instructor

In this course students learn to recognize the central characters, metaphors, and ideas that comprise the classical consciousness of Greece and Rome. Works by Homer, Sophocles, Aeschylus, Virgil, Sappho, and others are studied through both traditional methods of close reading and the questions raised by structuralism and deconstruction. Students also acquire an understanding of classical literature as oral and theatrical genres.

Y23.6248/Renaissance Literature

Prerequisite: Introduction to Literature or permission of the instructor

The English Renaissance was a period, not unlike our own, of revolutionary transformation in the realms of science, religion, and politics. As the world moved away from closed feudal certainties toward increasingly open possibilities, it lost its sense of center and truth but promised new freedoms. In the Renaissance world of self-construction and overarching ambition, why does drama become the central form? How does poetry evolve? Students read writers such as Shakespeare, Machiavelli, Webster, Ford, Marvell, and Donne in their historical, theological, and social contexts.

Y23.6249/Shakespearean Tragedy

Students read four of Shakespeare's tragedies, in the context of their Shakespearean world view. Since the emphasis is on the plays in performance, students attend plays or films.

Y23.6250/Literature in the Age of Chaucer

Prerequisite: Introduction to Literature or permission of the instructor

Covers literary texts of the Middle Ages in their historical, theoretical, and social contexts, with an emphasis on the works of Chaucer.

Y23.6256/American Literary Traditions I: 1500–1800

Prerequisite: Introduction to Literature or permission of the instructor

A survey of the literary and rhetorical interaction of voices shaping American identity through literature. Beginning with the earliest work about the encounter of European and Native inhabitants, students study traditions such as Native-American, European-American, and African-American within their cultural and historical context. Readings are selected from both conventional works and oral and sacred traditions.
Y23.6261/African and African-American Literature

Prerequisite: Introduction to Literature or one semester of American Literary Traditions or permission of the instructor

Locates African-American writers within their cultural traditions in Africa and the Caribbean, focusing on how those traditions were transformed by the slave and colonial experiences. Works studied might include African legend and sacred narratives, slave narratives, blues and spiritual traditions, and the writings of Du Bois, Wheatley, William Wells Brown, Hurston, Malcolm X, Morrison, and Baraka.

Y23.6262/British Literary Traditions I: Medieval–1700

Prerequisite: Introduction to Literature or permission of the instructor

A survey of British literature from the Middle Ages through the 18th century. It is the first part of a two-part sequence. The intention is to give students a broad view of the sweep of British literary history. Students read epics such as Beowulf and authors such as Chaucer, Donne, and Milton.

Y23.6263/Latin American and Latino Literature

Prerequisite: Introduction to Literature or permission of the instructor

Focuses primarily on Latin American literary traditions in poetry, prose, and drama. Students examine the Hispanic and Native American roots of South and Central American literatures in light of their influence on the evolving Latino traditions in North America.

Y23.6268/Literature and Desire

In this interdisciplinary course, students explore theories and representations of desire in a variety of literary and philosophical contexts from Plato onward. Students will address questions such as: How does writing stage and represent desire? How does language claim to know, expose or further displace it? What becomes of the body in this process of representation? To address these questions, we will examine the relation of desire and spirituality, esthetics and sexuality. We will read desire within such theoretical frameworks and psychoanalysis, feminists, while exploring germinal frameworks in the works of Plato, Freud, Nietzsche, and Russo.

Y23.6270/Shakespearean Comedy

Focuses on four of Shakespeare’s comedies in the context of the bard’s life and times. Since Shakespeare wrote plays to be performed, students attend performances when possible.

Y23.6274/Shakespearean History Plays

Students read four of Shakespeare’s history plays in the context that shaped their concerns. Students attend performances and/or view films.

Y23.6275/Literature in the Industrial Revolution

Prerequisite: Introduction to Literature or permission of the instructor

The 19th century in Britain was a period of upheaval and revolution: political, industrial, and psychological. Students study how literature participated in the transformation from pastoral to industrial society through the works of the Romantics, the Victorians, and early modernists. Wordsworth, Coleridge, Keats, Arnold, Tennyson, Wilde, Dickens, Hardy, Eliot, and the Brontes are among those considered.

Y23.6277/American Literary Traditions II: 1800–Present
Prerequisite: Introduction to Literature or permission of the instructor

A survey of the many writers who have shaped the American experience during two centuries of self-definition, conflict, and change. Students might read authors such as Thoreau, Whitman, Dickinson, Douglass, Stowe, Chopin, Faulkner, Silko, Morrison, Sanchez, and Lorde.

Y23.6278/18th-Century English Literature

Prerequisite: Introduction to Literature or permission of the instructor

Looks at the complex activity that characterized English literary culture in the 18th century—an era of reaction and revolution, of rising cities and great country houses, of the cultivation of formal gardens, and the intellectual ferment of coffeehouses. This period saw the rise of the novel, the age of satire, the origins of romanticism, and the apogee of neoclassicism, with such writers as Defoe, Richardson, Fielding, Sterne, Pope, Swift, Dryden, Addison and Steele, Johnson and Boswell, Paine, Gray, Blake, Austen, and Wollstonecraft.

Y23.6280/Literary Theory and Criticism

Prerequisites: Introduction to Literature or permission of the instructor and at least eight credits in the concentration

Presents various theories of criticism and examines the implications of these theories for the analysis of literary texts. Students become familiar with the language and concepts of psychoanalytic, feminist, and Marxist critics, as well as the New Criticism and deconstruction. Students explore the major critical theories that shaped 20th-century literature, as well as its interpretation, providing sometimes contradictory ways of reading and writing literature.

Y23.6290/Special Topics in Literature

Prerequisite: Eight credits of course work in the concentration or permission of the instructor

Focuses on a different theme or topic each semester, for example: modern poetry or literature, an issue in media studies or a major author. The specific topic is listed in the course schedule for the semester.

Y23.6294/British Literary Traditions II: 1700–Present

Prerequisite: Introduction to Literature or permission of the instructor

The second half of a survey of British literature is presented, beginning with 18th-century authors such as Pope and Richardson, proceeding to representatives of the Romantic Movement, such as Blake and Byron, and continuing up through various representatives of the modern sensibility.

Y23.7900/Humanities Research Seminar

Prerequisite: Cannot be taken concurrently with Senior Project Seminar (Humanities) or Senior Project Seminar: Internship (Humanities). Humanities majors concentrating in Art History, Literature, and Media Studies take this course the semester before the Graduation Project.

The goal of this research methodology course is to enable the student to do humanities research, particularly in the fields of Art History, Literature, and Media Studies. It begins with bibliographic research, emphasizing the full range of available tools: library catalogs, online databases, indices of periodical literature, and archives of the visual media. It also strengthens the student’s understanding of the manner in which material is gathered and how it can be critically analyzed, synthesized, paraphrased, compared, and contrasted in the research paper. Finally, it allows the student to identify a topic, develop an argument, and begin the research required for
research papers or the Senior Project Seminar.

Y23.7941/Independent Study

Prerequisites: 30 credits of course work (of which at least 10 must be in McGhee), 3.0 grade point average, no incomplete grades at the time of registration, and approval of program director

Independent investigation of selected topics outside the boundaries of the classroom. Its purpose is to allow students to pursue specialized interests, within the framework of the curriculum, that are not available in existing courses. Although student-directed, participants work closely with a faculty mentor who guides and evaluates their work.

Y23.7991/Senior Project: Seminar (Humanities)

Prerequisites: Completion of at least 90 credits, including eight credits of Methods and Theory and 16 credits of concentration course work

Students are assisted in defining and undertaking an individually designed Senior Project. They complete a research paper or a creative project related to their concentration. Students work closely with the Senior Project faculty member and meet regularly with fellow students in discussion groups. The final result is the summation of work done in the Bachelor of Arts Program.

Y23.7992/Senior Project: Internship (Humanities)

Prerequisites: Completion of at least 90 credits, including eight credits of Methods and Theory and 16 credits of concentration course work and a 3.0 grade point average

Students undertake a Senior Project Internship, which typically entails out-placement in an organization related to the student’s academic concentration as well as a written component. Among recent internships, students have been placed at Memorial Sloan-Kettering Hospital, the New York City Arts Commission, and Covenant House. Interested students should discuss this program with the McGhee Liberal Arts Internship Coordinator.

Y26.0341/Intermediate Microeconomics

Prerequisites: Introduction to Macroeconomics, Introduction to Microeconomics, and Algebra and Calculus with Applications to Business and Economics or Mathematical Economics

This course provides a thorough study of consumer and producer choice using formal economic models and quantitative analysis. Topics include: consumer theory, theory of the firm, and the analysis of market efficiency.

Y26.0342/Intermediate Macroeconomics

Prerequisites: Introduction to Macroeconomics, Introduction to Microeconomics, and Algebra and Calculus with Applications to Business and Economics or Mathematical Economics

A study of aggregate economic analysis, with particular attention to theories of the determination of the level of income, employment, and price inflation. The theories and policies associated with these topics are critically examined.

Y26.0343/The Global Economy

Prerequisites: Introduction to Macroeconomics and Introduction to Microeconomics

Develops a fundamental understanding of global economics through a study of the historical evolution of the world economy, the political economy of
the contemporary global society, and international economic relations, including trade, finance, and the various mechanisms for international cooperation and conflict resolution. Current economic issues, such as the global debt and monetary crises, United States-Japanese rivalry, the European Union, the emergence of China and the rapid economic achievements of newly industrialized countries, such as Korea and Singapore, are highlighted.

**Y26.0344/International Financial Markets and Trade**

*Prerequisites: Introduction to Macroeconomics and Introduction to Microeconomics*

A study of the dynamics and influences affecting international financial conditions, decisions, and change. Students study the financial management of multinational corporations, exchange rates, rates of inflation, and various national and international financial markets. Readings and case studies are employed.

**Y26.0348/Sports Economics**

*Prerequisites: Introduction to Microeconomics and Introduction to Macroeconomics*

This course explores the economic issues associated with professional sports teams and leagues in the United States. Topics include: revenue sources for sports teams and leagues; governance of sports leagues; the economics of rival leagues and minor leagues; the economic impact of sports teams and facilities; financing mechanisms for sports facilities; labor relations; and salary determination in professional team sports.

**Y26.0350/Finance and Investments**

(Formerly Financial Markets and Investments)

*Prerequisites: Intermediate Microeconomics, Intermediate Macroeconomics, and Statistical Methods in Economics*

Analysis of the structure and operation of financial markets and the instruments traded in those markets. Portfolio choice, including efficient diversification and asset allocation, is stressed. Theoretical foundations of asset pricing are developed, and empirical tests of these theories are reviewed.

**Y26.0351/Economics of Gender**

(Formerly Feminist Economics)

*Prerequisites: Introduction to Microeconomics and Introduction to Macroeconomics*

This course introduces students to the emerging feminist paradigm in economics. Equal importance is placed on the presentation of a feminist theoretical framework and the discussion of concrete economic issues. Topics range from contemporary explanations of the current division of labor in paid and unpaid work to the impact of gender inequalities on national growth rates.

**Y26.0352/Industrial Organization**

*Prerequisite: Intermediate Microeconomics*

An examination of the impact of imperfect competition on the behavior of firms and the performance of markets. Game theory is applied to the following firm-level decisions: market entry, output, product quality, and pricing strategy. The effect of information asymmetries on firm decisions and market structure and performance is considered in detail.
Y26.0353/Mathematical Economics

Prerequisites: Introduction to Microeconomics; Introduction to Macroeconomics; and Math II or equivalent

Introduces mathematical concepts widely used in economics, including systems of linear equations, graphs of functions, logarithmic and exponential functions, series, and differentiation. A simple introduction to statistical analysis is included. Throughout the course, the emphasis is on applying concepts to solve economic problems.

Y26.0354/Statistical Methods in Economics

Prerequisite: Introduction to Macroeconomics, Introduction to Microeconomics, Mathematical Economics, or equivalent

An introduction to statistical analysis and its applications in economics. The course provides a solid, practical, and intuitive understanding of statistical analysis with emphasis on estimation, hypothesis testing, and linear regression. Topics include: descriptive statistics, probability theory, random variables, sampling theory, and statistical distributions.

Y26.0361/Government Intervention in the Economy

Prerequisites: Introduction to Microeconomics and Introduction to Macroeconomics

A survey of government regulation of businesses and intervention in markets, with an emphasis on the origins of regulation and the evolutionary nature of government control.

Y26.0363/Urban Economics and Public Policy

Prerequisite: Intermediate Microeconomics

Urban Economics and Public Policy explores the economic development of American cities and the attendant social problems accompanying growth. We focus on the evolution of urban centers, the location of firms, markets and housing, and land use. We will also consider urban problems such as economic segregation, urban poverty and crime. This course explores many of the issues in urban and state and local economics not covered in courses such as Y26.0374 Public Sector Economics and Y26.0371 Labor Economics.

Y26.0371/Labor Economics

Prerequisites: Intermediate Microeconomics and Statistical Methods in Economics

This course begins by developing theories of individual labor supply and the demand for labor across firms and industries. Theories of earnings determination are presented to explore the importance of experience, mobility, and human capital in explaining earnings growth. Income assistance programs and training initiatives are examined in detail. Additional topics include the cause and consequences of earnings inequality, theories of discrimination, immigration and incentive-based compensation.

Y26.0372/International Economics

Prerequisites: Intermediate Macroeconomics, Intermediate Microeconomics, and Statistical and Methods in Economics

An examination of theories of international trade and the performance of the global financial system that supports trade. Topics include: Ricardian and modern trade theories, balance of payments, economic stabilization through international fiscal and monetary policy, and the determination of exchange rate policy.
Y26.0373/Comparative Economic Systems

Prerequisites: Introduction to Macroeconomics and Introduction to Microeconomics

Contrasts centrally planned socialist economic systems like China and Cuba with capitalist systems like the United States, Japan, and Europe. The course also investigates other economic models like the welfare states of Scandinavia and the mixed economies of developing nations.

Y26.0374/Public Sector Economics

Prerequisite: Intermediate Microeconomics

An examination of the rationales for government intervention in the economy, as well as the consequences of government intervention on consumers, firms, and the efficiency of markets. Particular emphasis is placed on government policies designed to correct market failure. Topics include: income assistance programs, education, health care, social security, income taxation, and environmental policy.

Y26.0375/History of Economic Thought

Prerequisites: Introduction to Microeconomics and Introduction to Macroeconomics

Traces the development of modern economics from its roots in the 18th, 19th, and early 20th centuries. Major figures studied include Smith, Ricardo, Malthus, Marx, Veblen, and Keynes.

Y26.0376/Money and Banking

Prerequisites: Introduction to Macroeconomics and Introduction to Microeconomics

An examination of the banking system, determination of the money supply and the role of the Federal Reserve in influencing monetary aggregates, and contemporary issues involved in bank management, banking regulation, and the conduct of monetary policy.

Y26.0377/Development Economics

Prerequisites: Introduction to Macroeconomics and Introduction to Microeconomics

Focuses on problems of economic development in Africa, Asia, and Latin America. Poverty, unemployment, population growth, international trade, foreign assistance, economic policy, and the widening gap between developed and developing countries are covered.

Y26.0378/Introduction to Econometrics

Prerequisites: Intermediate Macroeconomics, Intermediate Microeconomics, and Statistical Methods in Economics

Theoretical models of multiple regression, limited dependable variables, simultaneous equations, and time-series analysis are introduced, along with techniques for estimating models when classical assumptions underlying empirical assumptions are violated. The course emphasizes the application of economic models to actual economic data in testing economic hypotheses.

Y26.0390/Special Topics in Economics

Prerequisites: Intermediate Macroeconomics, Intermediate Microeconomics, and Statistical Methods in Economics
Seminar on the use of economic models and theories in addressing research questions in economics. Sample topics include: urban and regional economics, behavioral economics, economics of education, and empirical finance. The specific topic is listed in the course schedule for the semester.

**Y26.2201/Organizational Communication**

Examines how organizational culture, structure, and processes influence patterns of oral, written, and technological communication. Students consider how such factors as power relations, changing organizational formations, and small group dynamics affect communication. In addition, communication skills will be honed through simulation projects and fieldwork.

**Y26.2202/Multicultural Communication**

Organizations are part of the larger cultures in which they exist. This course examines multicultural communication on two levels: globally, using insights from anthropology, sociology, media studies, social psychology, linguistics, and nationally, exploring the values and behaviors of diverse cultural groups in the United States.

**Y26.2205/Current Issues in Organizational Behavior**

*Prerequisite: Organizational Behavior*

Organizational behavior as a field of analysis seeks to enhance intuitive explanations with a systematic study of the actions and attitudes that people exhibit within organizations. This course critically examines characteristics of the latest practices in organizational behavior, focusing on the nature of organizations, relevant research, and issues of measurable results.

**Y26.2209/Organizational Change**

*Prerequisite: Organizational Behavior*

Organizational changes are taking place at a turbulent and unprecedented speed. Theories about change management, such as business process reengineering, total quality management, and other models are constantly emerging. Change management agents and consultants in organizational development are the practitioners who provide the implementation strategies for organizational intervention. Through methods of case study, role-play, and critical analysis, students develop the skills necessary to evaluate and analyze how to lead effective changes in the workplace.

**Y26.2213/Consulting and Group Process**

*Prerequisite: Organizational Behavior*

During a period of rapid organizational change in the workplace, consulting in organizational behavior and management has become an increasingly important field from both a theoretical and a practitioner perspective. This course examines the various models of consulting, types of organizational interventions, and the role of the consultant in facilitating effective interpersonal and group dynamics. The ethics and integrity of the consulting process are also critiqued. Use of case studies and real-life application enrich the integration of both theory and practice in consulting, team building, and other group processes.

**Y26.2218/Politics of Broadcasting**

Examines the interrelationships among broadcasting, government, and business. Topics may include: using and being used by official news sources; journalistic ethics; yellow journalism; implications of corporate ownership; how governments and businesses control and spin the news; the changing role of the foreign correspondent; the impact of technological change; and broadcast regulations.
Y26.2220/Managing Diversity in the Global Economy

A rapidly expanding global economy requires expert knowledge and
sensitivities to a vast array of individual, group, and cultural diversities. In
this course, you analyze multicultural concerns that affect work
relationships, communications, and performance. By examining one's own
culturally developed orientations, students are encouraged to embrace the
positive functions of diversity and overcome obstacles to cross-cultural
integration. The ethnocentric American model is challenged. Racial, ethnic,
gender, family status, and other differences provide the foundation on
which we build successful local and global organizations of the future.

Y26.2221/Leadership Strategies for the Global Workplace

Prerequisite: Leadership: Theory and Practice

Effective leadership strategies for the global workplace in the 21st century
require developing and maintaining a clear alignment of human resources,
multicultural knowledge systems, technology, and business innovations.
Broad strategic goals must be distilled into key performance indicators that,
in turn, are communicated to the entire organization. Leaders of the future
hold the key to developing organizational cultures, which foster creative
integration, productivity, and workplace integrity.

Y26.2222/Leadership: Theory and Practice

Prerequisite: Organizational Behavior

Explores various aspects of leadership in the turbulent contemporary
workplace. The course frames the inherent problems of leadership analysis,
providing a lens through which the evolution of modern theory can be
meaningfully understood. Students will diagnose and then develop their
own effective leadership skills.

Y26.2242/Advanced Business Writing

Prerequisite: Writing Workshop II

Covers three types of business writing: reports, proposals, and manuals. In
writing reports, the model of the corporate annual report is used. In writing
proposals, both solicited and unsolicited proposals are covered. In writing
manuals, students learn how to compile technical information and provide
graphic support.

Y26.2245/Conflict Resolution

Prerequisite: Organizational Behavior

A growing body of literature portrays conflict as neither good nor bad, but
as a neutral and anticipated aspect of human interaction. The course
teaches students how to diagnose and manage conflict, examines the use of
a third party in conflict resolution, and demonstrates intervention
techniques to create "win-win" situations. The course combines readings in
theory with case studies and experiential exercises.

Y26.2246/Gender Issues in Organizations

Uses psychological, sociological, linguistic, and organizational approaches to
help explain traditional expectations of men's and women's roles and how
these roles are changing. The course examines sexual bias in the
workplace, conceptions of empowerment, and patterns of communication.

Y26.2247/Management Technologies: Organizational and
Workplace Design

Numerous theories of change management and organizational interventions
exist along with case studies and models of best practice. However, the
technological knowledge necessary to design and implement change processes lags seriously behind. This course explores new technologies that will drive future organizational change initiatives and surveys existing technology and software products. Students conduct needs assessments for new product development.

**Y26.2248/Managing for Performance Effectiveness**

*Prerequisite: Organizational Behavior*

The competition in the global economy now demands superior performance in all aspects of individual, group, and organizational operation and strategy. New ways of managing knowledge systems focusing on learning organizations and executive coaching for individual and group development are only a few of the cutting-edge perspectives aimed to drive superior performance. New instruments to manage performance compete to corner the market. This course explores and critiques today’s popular theories and measures.

**Y26.2249/Corporate Culture and Organizational Learning**

*Prerequisite: Organizational Behavior*

The course provides a framework for diagnosing and managing organizational cultures, with specific focus on corporate culture and the way values and learning systems are embedded within the organization. Sample topics include understanding “neurotic organizations,” cultural dynamics of interpersonal relationships, and assumptions of the learning/knowledge systems that make up corporate cultures.

**Y26.2251/Spirituality in the Workplace**

This course will look at the trends that have led to an interest in spirituality in the workplace, and will explore its definition separate from religion. We will analyze the application of spirituality in organizations on four levels: individual, group, organizational and societal. Topics covered will be work and individual meaning, leadership and spirituality, spirituality and innovation, and systemic approaches to creating enlightened organizations.

**Y26.2252/Managing Career Transitions**

Managing career transitions poses challenges for both the organization and the employee. Individuals face change and uncertainty, as organizations no longer view employment security as a social responsibility. This course examines recent shifts in employment relationships from the perspectives of both the employee and the organization. The course examines the importance of individual and group values, identity, and diversity in career selection and advancement, and the complex knowledge that managers need to acquire in order to implement “best practice” career management techniques in the organization. The role of career counseling and executive coaching are examined and critiqued.

**Y26.2280/Organizational Behavior Research Methods**

*Prerequisite: Current Issues in Organizational Behavior*

Cannot be taken concurrently with Senior Project Seminar or Senior Project Internship.

Students learn the skills to propose, design, and conduct research on organizational behavior issues in the workplace. The practicum provides students with the opportunity to do applied research by developing employee attitude surveys, conducting interviews and focus groups, and gaining experience in other data-gathering techniques in organizational settings. Students also engage in effective library and computer techniques for data location and evaluation of key issues in organizational behavior. Other topics cover the integration of theory and research and current ethical issues in workplace research.
Y26.2281/Emotional Intelligence in the Workplace

Prerequisite: Organizational Behavior

Corporations and other organizations are placing increased value on the effectiveness of human behavioral and relationship skills of both employees and managers in the workplace. This course focuses on understanding one’s self and others as critical factors in productivity and the success of any organization, especially service organizations. It also analyzes and provides diagnostics for managing interpersonal relationships and powerful/difficult conversations in the workplace.

Y26.2260/Storytelling: The Use of Narrative in Organizational Studies

Narrative and storytelling are powerful tools to further the goals of organizations. Major global organizations are integrating narrative in the areas of knowledge management, change management, innovation strategies, leadership development, and cultural As an inter-disciplinary approach to understanding narrative in organizations, this course is grounded in theories and methods of narrative psychology, anthropology, sociology, and literary thought. Existing since the ancient times of cave people, the narrative application is predicted to become mainstream in business and organizational studies in the future. Students will develop a critical understanding of the use and limits of narrative and storytelling within group and organizational settings. Interactive exercises and guest lecturers will engage students in the power of narrative.

Y26.2282/Uses & Abuses of Assessments in Organizations

This course is designed to facilitate critical thinking about the use and abuse of assessment tools in organizations. I/O psychologists, consultants and HR professionals use these assessments to facilitate employee selection and development. Students will learn about the practical and ethical use of assessments in organizations and about the types of assessments that can supplement management decision-making. Students will have the opportunity to complete and review actual assessments.

Y26.2290/Special Topics in Organizational Behavior and Communication

Prerequisite: Eight credits of course work in the concentration

Provides the opportunity for intensive study of specific topics in organizational behavior and communication and focuses on a different theme or topic each semester. The specific topic is listed in each semester’s course schedule.

Y26.5047/Anthropology of Religion

This course examines the cultural nature of belief systems, values, and rituals using a cross-cultural approach. Topics include myth and symbolism, magic, witchcraft, divination, and mysticism. Religious revitalization and the globalization of major world religions are analyzed using historical and contemporary examples from around the world.

Y26.5048/Language and Communication

Even though language is regarded as the primary means of communication, other modes of transmitting information can be equally important. This course addresses topics like nonverbal and extra-linguistic communication, non-human primate communication, the communication explosion of the historical era, and new forms of cyber communication. In addition, the course looks at multilingualism and code switching as modes of communication.

Y26.5050/Women and Development
Prerequisite: *Cultural Anthropology or Introduction to Sociology*

Focuses on women’s lives, roles, and life options within a diversity of Third World societies. It surveys such factors as work, sexuality, family structure, marriage codes, community organizations, and religion, as well as the forces of class dynamics and cultural distinctions that affect women’s lives in developing countries.

**Y26.5051/Cities and Urban Life**

The urbanization process is one of the most significant social phenomena of the 20th century. This course explores the dynamics of urbanization and urban life from an anthropological perspective. It looks at issues such as rural-urban migration, migrant adaptation to city life, the construction of communal bonds in cities through such things as kinship, informal networks and ethnic identity, the meaning of slums, squatter settlements, and homelessness for both its inhabitants and others, and the issues of de-urbanization or urban blight.

**Y26.5061/Sex, Gender, and Language**

The course examines gender-based differences in language structure and conversation styles, and analyzes the social context of language as a cultural resource and cultural practice. Topics include: gender differences in conversation styles, language, and sexual identity; speech communities; obligatory sexism; and language and power.

**Y26.5062/Psychology and Culture**

Prerequisite: *Cultural Anthropology*

What is the relationship between culture and personality? Did culture shape people’s personalities, or did their personalities shape their culture? Is there a relationship between childhood training and personality? What is the effect of social environment on children? Is mental illness culturally constructed? Using the methods and theories of psychological anthropology, this course attempts to answer some of the questions raised by anthropology and frequently overlooked by traditional psychology.

**Y26.5070/Rise of Civilization**

The course examines the foundations and development of early civilizations in the Old and New Worlds. It considers the origins of food production and domestication of plants and animals and analyzes the trends toward increasing economic, social, and political complexity that resulted in the rise of early states. Theories of the origins of the state and archaeological evidence from both the Old and the New Worlds are discussed.

**Y26.5071/Civilizations of the New World**

An examination of the origins and development of the native cultures and civilizations of North America, Mesoamerica, and South America. The course addresses developments that led to urbanism, settlement patterns, migration, and the cultural ecology of the Native American populations. Archaeological, historical, and comparative evidence is used to explain the rise and fall of New World civilizations.

**Y26.5072/Prehistory of North America**

This course focuses on the development and character of indigenous cultures of North America before the arrival of the Europeans. It examines the archaeological and ethnographic evidence of native populations, emphasizing themes of power, economy, religion, symbolism, and material culture.

**Y26.5073/Civilizations of the Ancient Near East**
A survey of ancient Mesopotamian, Anatolian, and Egyptian archaeology covering the rise of the first urban civilization in Sumer, Ur, and Babylon in southern Mesopotamia. The course also traces the rise of the Egyptian civilization from the Old through the Middle and New Kingdoms. An analysis of the Hittite Kingdom of Anatolia and other civilizations is also provided.

**Y26.5075/Primate Behavior and Ecology**

Non-human primates have been described as the "boundary" that separates humans from other animals. This course introduces the student to the field of primate behavioral ecology. Using examples from a variety of primate species, the course investigates the evolutionary history of primates, primate sociality, sexual selection, mating patterns, communication and cognition among primates, and primate community ecology.

**Y26.5076/Human Variation**

Variability in behavior and appearance is characteristic of all living organisms as their environments vary. Human physical variation is found both within and between populations. This course investigates human physical variations in anatomical features, physiological traits, and biochemical traits. It also addresses the anthropological approaches to the question of race and racial classification.

**Y26.5090/Special Topics in Anthropology**

Intensive study of specific topics in anthropology focusing on different themes each semester.

**Y26.5801/European Intellectual History in the Modern Age**

Examines the main currents of European thought from the 16th century to the present. Emphasis is on such issues as the relationship of religion and science, the development of contractual and socialist political philosophies, the emergence of evolutionary theories of history, the renewed interest in the irrational, and the attempt to cope with 20th-century anxiety through an existentialist approach to the problems of life.

**Y26.5802/Nations and Nationalities in Europe**

Covers the history of Europe, focusing on nationalities, national minorities, and nations. The impact of ethnic and religious identities that cross national boundaries are analyzed. Major political and scholarly interpretations of the covered periods and topics are considered.

**Y26.5804/Humanism and the Renaissance**

*Prerequisite: Renaissance to Revolution*

Explores the history of Italian and Christian humanism during the 15th and 16th centuries and its impact on the Renaissance and the modern world. Works of Petrarch, Boccaccio, Machiavelli, Erasmus, More, and Isabella of Aragon are studied. Aspects of the economic and military history of Europe during this time period are also explored, as is the role of women. The humanist spirit as reflected in the art, architecture, and music of the Renaissance is also covered.

**Y26.5806/Dante and the Medieval World**

*Prerequisite: Classical and Medieval World*

A study of the literary, political, and cultural aspects of the Middle Ages. Using an interdisciplinary approach, this course analyzes the history, philosophy, theology, economics, and science of the age and its impact on the present.

**Y26.5808/New York City Public Works: Politics, Design, and**
Disaster

Covers the rich history of New York City infrastructure construction, focusing on the core structure, rooted in early industrial New York, that continues to play an essential role in the region’s economic, social, and cultural life—while adding immeasurably to New York City’s international stature. Points of focus include architecture, the evolving roles of infrastructure systems, maintenance and reconstruction, and New York City’s unique position as a center of disasters, as well as innovations. Field visits are planned for students to get an up close view of the repair, reconstruction, and expansion of the city’s immense public systems.

Y26.5810/Welfare and the Construction of Poverty

Prerequisite: The American Experience

Examines the assumptions about poverty and the perceptions of the poor as the basis for the creation and maintenance of the welfare system from Roosevelt's New Deal during the Great Depression through Johnson's Great Society programs in the 1960s to the Republican Revolution of the 1990s. Particular attention is given to the ongoing national debate over welfare reform, the crisis of liberalism and the Democratic Party, and the rise of conservatism.

Y26.5811/Philosophy and History in Ancient Greece

Prerequisite: Classical and Medieval World

In the 5th century B.C., the Greek world made an unprecedented leap from an oral and mythopoetic organization of experience to one based on literacy, prose, and abstract analysis. The literature of this period coalesced into the essential set of disciplines that has defined the core of the Western intellectual tradition for 25 centuries. This course focuses on the most important primary texts of this revolution in thought; texts include works by Homer, Herodotus, Thucydides, and Plato.

Y26.5812/Modern Middle East in International History

A survey of the main currents of Middle East international history since the mid-19th century. Its principal themes are Imperialism, Zionism, Nationalism, contemporary power struggles in the region, and their interaction with outside perspectives and interests. The overall objective is a comparative understanding of social, economic, and political change in the Middle East, its sources, evolution, significance, and impact on the modern world.

Y26.5816/The Scientific Revolution and the Enlightenment

Examines the changes in the vision of the universe and in the methods of scientific inquiry that occurred in the 16th and 17th centuries, and of the social and political theories of the 18th-century Enlightenment to which they gave rise.

Y26.5817/Riots to Revolutions: Instability in the Middle Ages

Prerequisite: Classical and Medieval World

Explores the central issues and events behind the different uprisings, riots, and revolutions in the Middle Ages. Particular emphasis is placed on examining how ideas, social patterns, political institutions, and economic conditions interlock to form a distinct society characterized by crisis.

Y26.5818/Life, Labor, and Leisure in America

Prerequisite: The American Experience

Examines the major trends and developments in American cultural history
during the 19th century that relate to labor and recreation. The ways in which various groups or classes spend their leisure and work hours reveal larger economic, political, social, and cultural changes and developments. Themes include the dawning of a consumer society, the formation of middle-class culture and Victorian values, and the segmentation and social habits of an immigrant work force.

**Y26.5819/Civil War and Reconstruction**

*Prerequisite: The American Experience*

This course explores the era of the Civil War and Reconstruction from 1845 to 1877 in an effort to help students understand the historical origins of the racial, gender, class, and cultural issues that remain potent today.

**Y26.5821/American Uniqueness and National Destiny**

*Prerequisite: The American Experience*

Explores the ways in which Americans’ self-professed idea of their uniqueness has permeated this nation’s history and influenced its development from the colonial era to the present day. Focuses on the Puritan "errand into the wilderness," the noble experiment of the American Revolution, the rise of capitalism and free labor ideology, the Civil War and Unionism, imperialist thought and colonization, social responsibility and reform, neutrality and isolationism, and anticommunism and Cold War ideology.

**Y26.5823/America and the Vietnam War**

*Prerequisite: The American Experience*

Examines from a historical perspective the role of the United States in Vietnam and the effects of that war on the nation, from the origins of the conflict during the post-World War II period to the present. The topics covered include the development of Vietnamese nationalism, the origins of the Cold War, postwar support of French colonialism, the initial commitment to Vietnam, the increase in American involvement under Eisenhower and Kennedy, Johnson, and the Gulf of Tonkin, the failure of military strategy, antiwar protest, and the legacy of the war.

**Y26.5824/Historical Methods and Philosophy**

Introduces historical research and writing techniques, as well as providing an overview of the development of history as a discipline.

**Y26.5828/The Native American Experience**

Introduces students to the history of the Americas as a process of continual adaptation and adjustment by indigenous societies to political, ecological, economic, and military pressures that changed and intensified with the arrival of Europeans and the forced migration of Africans. The respective historical narratives, mythologies, political and social structures, technologies, commercial beliefs and networks, and forms of communication of Native Americans, Europeans, and Africans are discussed and compared within the context of broader historical changes and developments.

**Y26.5830/The Middle Ages in Film**

Explores several key themes in medieval history through the medium of film. In part, students are expected to judge the films for their historical accuracy and, thus learn more about the Middle Ages. However, since most medieval movies are either based on or help to generate "myths" about the period—and thus have very presentist concerns—a further goal is to understand the ways in which ideas about the past are filtered through popular culture.
Y26.5844/Fascism

Fascism has presented one of the greatest challenges to the existence of liberal, democratic forms of government. This course explores the rise and fall of fascist movements during the first half of the twentieth century. Focusing on developments in Spain, Italy and the German-speaking lands, coverage includes such topics as the intellectual origins and nature of fascist ideologies, the relationship between fascism and nationalism, anti-fascist movements, fascist social clienteles, fascism and war, the Holocaust, and a look at the legacy of fascism.

Y26.5846/The Atlantic World: 1400-1800

Between the 15th and 19th centuries the Atlantic acted as a passageway for the movement of goods, technologies, peoples, and ideas between Africa, Europe and the Americas. Now understood as a critical phase in the process of globalization, this course examines the causes and consequences of these movements for each of the three continents. Topics covered include European exploration and colonization in the Americas, encounters between Europeans and Native Americans, the development of trans-Atlantic slavery and the formation of the Atlantic economy.

Y26.5847/Pre-Industrial Cities

Explores the expansion of European cities from their modest beginnings around 1000 until they became major centers of government, commerce, and culture on the eve of the industrial period. Such urban expansion has raised many issues of controversy. Some believe Western cities were unique in promoting the rise of democratic governments, merchant capitalism and a new consumer culture. Others emphasize such universal urban ills as poverty, overcrowding, environmental destruction, the spread of disease and social marginalization. These issues will be explored using examples from Northern Europe and the Mediterranean world, including Islamic cities for cross-cultural comparisons.

Y26.5848/European Expansionism in the Age of Colonialism

How does one culture justify imperialism and conquest? What kinds of ideology permit a more technologically powerful nation to erase the culture of other peoples? This course considers the history of European conquest from the 16th to the 20th centuries in Asia, Africa, the Middle East, and the Americas. Myth, religion, literature, and political theory are examined. Topics studied might include the conquistadors’ perceptions of the Aztecs, the British discourse on India, or the creation of apartheid in South Africa.

Y26.5851/Popular Culture in Early Modern Europe

Between the 14th and 18th centuries the peoples of Europe created a vigorous "popular culture" expressed through ballads, festivals, rituals and riots. Eventually, in the 16th & 17th centuries elites attempted to reform and repress many of these popular practices. At their most extreme these efforts created the conditions for the great witch trials, in which the issues of elite power and popular culture converged-and clashed. Yet the recovery of this "popular culture" has raised several theoretical controversies that still resonate today. Is it possible to distinguish between a "popular" and an elite culture? Do the common folk produce their own culture or is it imposed on them from above? Why do elites seek to reform popular practices? How successful are such efforts?

Y26.5871/ Knights and Chivalry

Explores the formation of a distinctive aristocratic or chivalric culture between c. 1000 and c. 1300. The term "chivalry" (chevalier) had at least three different meanings: the skills associated with fighting on horseback with heavy armor; the social group or "class" associated with fighting in this way; and the so-called "codes" of behavior associated with this group. These "codes" of chivalry were influenced by a variety of interest groups including churchmen, women, and members of the military aristocracy itself (which was by no means uniform). Indeed it is in part the argument of this
course that there was no single “code” of chivalry but rather a variety of competing ideals. Much of this course will be devoted to understanding how and why these ideals arose, and the extent to which they had an impact on daily life. Thus we will be examining both the “tangible” lives of the knights and nobles as well as their ideals and most critically the complex interrelationships between the two.

Y26.5890/Special Topics in History

Provides the opportunity for intensive study of specific topics in history, focusing on a different theme of a topic each time it is offered. The specific topic is listed in the course schedule for the semester.

Y26.6004/Race, Ethnicity, and Class in the Media

Examines the news media’s coverage of blacks, Latinos, gays and lesbians, and others. Topics of study include: the impact of prejudice on media coverage and the impact of media coverage on prejudice; the perpetuation of stereotypes; “us vs. them” reporting; segregation in the news; the influence of activists; and the presence of minority reporters. Case studies focus on crime coverage, welfare stories, immigration issues, the gay and lesbian marriage debate, and HIV/AIDS. Through guided exercises, students interview and report on issues relevant to one group other than their own.

Y26.6005/Global Perspectives in Media

Prerequisite: History and Theory of Media

Compares and contrasts the policies, structures, purposes, and contents of mass media systems within the three “worlds” of development. This course examines issues of access and diversity, the impact of new technologies and pressure for privatization on centralized public service systems. It also examines the amount and nature of the flow of news and images around the world and the implications of the flow for global conflict or cooperation.

Y26.6006/Cultural Identities in the Media

Social philosophers have understood since the 18th century that social identities are artificial and constructed for humans by humans. In particular, critical theory has centered on how social identities arise in and through political discourse and action. Critical media studies illuminate the ways that mass media reflect and inculcate ideologies, such as what it means to be an “American,” a “conservative,” or a “woman.” This course looks at the role of mass media as a force for the creation of mediated political and social identities. It also analyzes how mass media are used to forge a sense of citizenship and national identity throughout the world.

Y26.6007/Gender, Sexualities and the Media

This course is a broad survey of the relationship of sexual minorities to the media as objects of representation, as audiences, and as producers of media content. Representations of sexual minorities are studied in both historic and contemporary forms paying attention to how cultural norms, stereotypes, and the content of production and consumption of media influence what images are visible, where, and how. This course also looks at sexual minorities as spectators for both mainstream and more specialized media and increasingly as a niche market catered to by specialized media forms. The course finishes with an examination of sexual minorities as creators of both mainstream and specialized media and how their participation in the production process influences representation and audience reaction.

Y26.6010/Children’s Media and Culture

Stereotypical portrayals of adult sexuality as well as graphic violence have increasingly dominated children’s movies, TV shows, commercials, toys and video games. Educators and parents have expressed strong concern over how these media may affect children’s attitudes, behavior and their play
experiences. In addition, children increasingly have been targeted as a market for products or as “pest power” with the clout to persuade their parents to buy objects. This course will examine media corporations such as Disney and Martel that produce popular children’s products, the commercialization of children’s culture and media and its consequences, and the debate about media’s effects on children.

Y26.6020/Third World Cinema

Introduces students to the history, theory, and aesthetics of the cinemas of the so-called “Third World.” Through film screenings and a wide range of theoretical and critical readings, students journey over three continents to explore several schools of cinema and narrative styles developed by selected filmmakers from Africa, Asia, Latin America, and the Middle East. It critically assesses the notion of “Third World” and discusses topics such as Hollywood dominance, cinema and national identity, women in filmmaking, cinema and social change, and the cinema of exile. Familiarizes students with different film aesthetics and provides them with the analytical tools needed to understand the various forces that have shaped the “Third World” cinematic movements of the past four decades.

Y26.6030/Theories of Television Talk Shows and Reality Television

In this course, we will study the emergence and proliferation of television talk shows and reality television as telling cultural phenomena of our (post) modern age. The course will give special consideration to thinking through Americans’ obsession with “reality” from early film’s “actualities” to contemporary television programming that relies heavily on the format and concept of “reality” television. One of the objectives of this course is to learn to read, by way of theoretical readings and case studies of particular shows, the ways that the mass media produces meaning. As the topic of this course will be constantly changing as new shows are introduced, we will continually theorize the ubiquity and influence of reality television in relationship to the culture industry.

Y26.6040/Mass Media and the Public Sphere

Prerequisite: History and Theory of the Media

Examines the historical forces that have shaped the structures and cultures of the media from the American Revolution to modern American society by focusing on the evolution of the media as the product of contests and debates over control of the public sphere. Particular attention is given to the role of the media in expressing, shaping, and defining public opinion in a democratic society. The independence, involvement, and self-interest of the media in the political process are explored against the backdrop of social and intellectual currents, technological innovations, and cultural and economic change.

Y26.6042/Mass Media and Society

Prerequisites: Writing Workshop II and History and Theory of the Media

Surveys the development and current status of various American mass media. Topics considered may include: the shaping of program content, ethical and cultural issues, advertiser influence, the role of the Federal Communications Commission, and comparisons with and influence on the media of other nations. Emphasis is on relating the broader themes of theory, culture, and criticism to current issues within media industries.

Y26.6047/Media and Community

This course examines the role of communication media in defining, shaping, and sustaining community. We begin with a theoretical discussion on the relationship between communication and community and how media may play a role in the ways in which people establish and maintain a sense of commonality and community among themselves. Our theoretical discussions will be supplemented by case studies of communities created, sustained, and or shaped by oral speech, literacy, typography, and
electronic media and the Internet. The course will conclude by asking students to critically examine and synthesize their readings and writing assignments for these case studies what they have learned about the nature of community as it is defined by the media people use for communication.

**Y26.6074/New Information Technologies**

*Prerequisite: Writing Workshop II*

Framed in the liberal arts tradition, this course is a critical analysis of the social, economic, political, and cultural implications of new information technologies. It examines issues relating to the historical and social context in which information technologies are conceived, developed, and diffused, as well as how the information technologies may be received by and its impact on people and their ways of life.

**Y26.6084/Gender and Technology**

*Prerequisite: Introduction to Sociology*

Why do boys play with different toys from girls? Does this vary by culture? Why are some toys, games, and technologies labeled "boys" toys and others "girls" toys? Study the relationship among toys, technology, and gender in the literatures of social science, computer science, and gender studies using an interdisciplinary approach. Specifically, explore the relationships between toys and gender, toys and technology, gender and work, Internet and gender, and computer games and gender.

**Y26.6090/Special Topics in Media Studies (Social Sciences)**

This course provides an opportunity for intensive study of specific topics in Media Studies. It focuses on a different theme each time it is offered. The course scheduled for the semester indicates the particular topic of study.

**Y26.6601/Comparative Political Systems**

*Prerequisite: International Relations*

An examination of the philosophies, principles, and practices of representative political systems. Attention is given to the major world powers, as well as to smaller nations and countries undergoing political revolution or change. Introduces basic concepts of comparative political analysis.

**Y26.6608/Classical Political Thought**

Explores the foundations of Western political thought with particular reference to the classical and medieval understanding of such concepts as justice, law, and power. Readings include Plato, Aristotle, Cicero, Augustine, Aquinas, and others.

**Y26.6641/New York City and State Politics**

*Prerequisite: American Politics*

A study of the city’s and state’s major political institutions and the roles of key political actors. An issues approach is emphasized and discussion topics include corruption, minority group representation, the reform movement, elections, gender issues, and education, health, and welfare policy. The focus is on New York as a case study in American state and local government.

**Y26.6648/Civil Rights, Feminism, and the Law**

A historical and theoretical analysis of the gender and racial issues that have emerged on the public scene, exploring their evolving legal status and
their impact on the political process. Typical issues explored are civil rights, reproductive rights, and equal opportunity employment law and practice.

**Y26.6650/Government and Business**

*Prerequisite: American Politics*

Explores the give-and-take between these two major institutions, with an emphasis on government regulatory policy, lobbying, and the crossover between government and business personnel. The question underlying the course is how the public interest is best achieved.

**Y26.6651/U.S. Constitution and the Supreme Court**

*Prerequisite: American Politics*

An in-depth analysis of the meaning and significance of the Constitution through the study of critical works and Supreme Court decisions. Issues explored include civil rights, interstate relations, the nationalization of government power, and the separation of Church and State.

**Y26.6653/U.S. Foreign Policy in the 20th Century**

*Prerequisite: International Relations*

A review of the recent history of U.S. foreign policy with an emphasis on the period following World War II: the emergence of the U.S. as a global superpower, the struggle to "contain" communism, American/Soviet confrontation in the third world, the new world order at the end of the cold war.

**Y26.6656/Latin American Politics**

*Prerequisite: International Relations*

Explores the dynamics of Latin American political patterns and examines the issues of development, underdevelopment, revolutions, political stability, elites, nationalism, and democracy as they relate to the changing Latin American world and its interaction with other global powers.

**Y26.6657/European Politics**

*Prerequisite: International Relations*

Analyses the economic and political realities of Europe, following the dissolution of the Soviet Bloc in 1989 and the establishment of the European Union in 1992. The major issues facing Europe as a whole in the 21st century are identified and set in the context of European history since the end of World War II.

**Y26.6658/Politics of East Asia**

*Prerequisite: International Relations*

A historical, culturally based analysis of the politics of Japan and China, with specific reference to the importance of tradition, the impact of communism, the effects of development, and relations with the West.

**Y26.6659/Politics of the Middle East and North Africa**

*Prerequisite: International Relations*

An introduction to the politics of the Middle East and North Africa. Important domestic and regional developments that have taken place since World War II are examined against theoretical constructs from the fields of
comparative politics, international relations, and political geography. Institutional, ideological, and religious characteristics of the Middle East and North Africa are identified for their impact on particular issues.

**Y26.6661/International Law**

*Prerequisite: International Relations*

Examines the governance of legal relations among states in regard to natural resources, sea and land exploration, and airspace. Students review legal materials, including cases brought before the World Court.

**Y26.6662/International Organizations**

*Prerequisite: International Relations*

A study of the role of international bodies and their effects on global political issues. Included are the United Nations, the Organization for African Unity (OAU), the Organization of American States (OAS), the Association of Southeast Asian Nations (ASEAN), the International Monetary Fund (IMF), the General Agreement on Tariffs and Trade and the World Trade Organization (GATT/WTO), and the World Bank.

**Y26.6663/Theories of Democracy**

*Prerequisite: Modern Political Thought*

Examines the ideas and conditions that have given rise to modern democracies. Readings include works by Locke, Mill, de Tocqueville, Madison, Jefferson, Schumpeter, and Dahl. Students consider these theories in light of current movements for greater representation by traditionally excluded groups such as women, African Americans, the Basques, and black South Africans.

**Y26.6664/Theories of Socialism**

*Prerequisite: Modern Political Thought*

Examines socialist ideas and movements from the 19th century to the present. Among those examined are the Social Utopians, the Marxists, the Social Democrats, and the British Fabians. Special emphasis is placed on how changes in the 20th century affected these movements.

**Y26.6666/Media, News and Politics**

*Prerequisite: History and Theory of the Media*

An inquiry into mass media coverage of the political process, including the presidency, Congress, the U.S. Supreme Court, conventions, campaigns, and elections. The relationship between the media and governmental spokespersons is examined for its impact on the quality of coverage.

**Y26.6667/Politics of Africa**

*Prerequisite: International Relations*

An analysis of the historical and contemporary forces that shaped current African political systems and ideologies from precolonial to modern times. Elements of continuity and change in African politics are evaluated to analyze such topics as ethnic and civil wars, the movement to liberation and democracy, the colonial legacy, politics in a multiethnic society, and strategies of political consolidation and nation-building.

**Y26.6669/Transnationalism, Immigration, and Identity**

*Prerequisite: Cultural Anthropology*
Covers the experiences of immigration of peoples of diverse geographies to the metropolitan centers of the West. Using a global perspective, the course traces the transnational roots and histories of immigrant populations, documents the cultural differences and adaptive strategies of new immigrants, and analyzes the nature of transnational identity, global politics, and cultural processes of adaptation. The course also discusses ethnic community-forming processes, and the roles that are played by ethnic and immigrant groups in the labor market at both the low and high ends of the labor spectrum. Perceptions of ethnic and immigrant groups held by "majority" or "host" societies are also examined.

Y26.6672/Globalization and World Culture

Globalization is often defined as the process that binds together various regions of the world economically, technologically, ideologically, and culturally. It assumes "the crystallization of the entire world as a single place." This course focuses specifically on the following questions: What is globalization and is it different from modernization, Americanization, or Westernization? What is the role of culture in the process of globalization? Will cultural diversity give way to an international culture? How is identity reconfigured and manipulated in the process of globalization? What forms of cultural resistance to globalization have emerged—where and why? Theories of globalization and case studies are discussed and analyzed.

Y26.6690/Special Topics in Political Science

Specialized topics in the field. Sample topics include: religion and politics, the politics of Eastern Europe, nationalism and supranationalism, and current political issues. The specific topic is listed in each semester's schedule.

Y26.6803/Death, Dying and Bereavement

Prerequisites: Introduction to Psychology and one category 2 Psychology concentration course or equivalent coursework or permission of the instructor.

This course focuses on psychological, medical, and social issues relating to life-threatening and terminal illness and introduces students to a developmental framework for understanding grief, mourning, and bereavement. Attention will be given to ethnic, cultural, and gender differences in bereavement expressions and practices. The role of supportive resources in dealing with terminal illness and bereavement will also be covered. The diverse ways in which people cope with issues relating to death, dying, and bereavement will be explored through readings, discussion, and written assignments.

Y26.6841/Research Methods in Psychology

Prerequisite: Introduction to Psychology

Introduces the many different procedures for studying the processes of human behavior and thought from careful observation to experimental manipulation of controlled stimuli and settings. The course outlines both basic approaches to the examination of psychological processes and the issue of relative values in the exploration of different types of problems.

Y26.6842/Statistics and Experimental Design in Psychology

Prerequisites: Research Methods in Psychology and Math I or the equivalent placement test

This course consists of two parts: a lecture-discussion and a practical laboratory. The first part explores the logic of experimental design, application, testing, evaluation, and reporting of research studies. Descriptive and inferential statistics, hypothesis testing, correlation, surveys, interviews, and field studies are covered. The laboratory section provides opportunities to apply the statistical and experimental methods to specific research projects.
Y26.6843/Psychology of Women

Prerequisite: Introduction to Psychology

Focuses on understanding the psychological processes through which biological sex is transformed into social gender. It provides an introduction to Freud’s model of gender acquisition and to its reinterpretations by Jung, Horney, and Deutsch and critical alternatives presented by contemporary theorists.

Y26.6844/Industrial and Organizational Psychology

Prerequisite: Introduction to Psychology and Research Methods in Psychology or equivalent course

Explores the application of psychological theories to individuals and groups in organizational settings. Topics include the selection, performance, appraisal, satisfaction, training, leadership, socialization, and organizational commitment of employees. The course also covers the performance of work groups and organizations that jointly optimize employee and organizational effectiveness.

Y26.6846/Abnormal Psychology

Prerequisite: Introduction to Psychology

Presents classical theories and current research on the nature, causes, and treatment of psychological disorders. The manifestations of major forms of psychopathology (schizophrenia, depressive and anxiety disorders, dissociative disorders, personality disorders) are described and illustrated with case studies, and systems for classifying mental disorders are presented. Biological, psychodynamic, cognitive-behavioral, and sociocultural explanations of psychopathology are reviewed. Gender differences in the incidence of psychological disorders and differences relating to culture and ethnicity are examined.

Y26.6847/Social Psychology

Prerequisite: Introduction to Psychology

Examines the individual as part of a group; and groups as they interact with other groups. The course focuses on such topics as group identity, group dynamics, leadership, and the ways in which these vary with group size. It includes study of the social environment as the individual is influenced by siblings, parents, friends, and ethnic and national identities. It traces these effects in perception, beliefs, judgments, loyalty, independence, violence, and social responsibility. Special attention is given to current research on contemporary problems.

Y26.6848/Developmental Psychology

Prerequisite: Introduction to Psychology

Traces physical, cognitive, social, and emotional development in children from birth through adolescence. The course examines the influences of the individual’s biological makeup and gender; the family; and the broader social, economic, and cultural contexts. Emphasis is placed on the complex ways in which these influences interact in shaping the child’s character and psychological adjustment at successive stages of development. Students gain familiarity with traditional and modern theories of human development and with the research methods used by developmental psychologists.

Y26.6849/Personality

Prerequisite: Introduction to Psychology

This course is concerned with individual differences in personality. Can we
describe people in terms of enduring traits, or does their behavior vary according to the situation and changes in life circumstances? How do biological predispositions, early experience, the social and cultural context, and the way we think about ourselves shape our personality? Historical and contemporary perspectives on the nature and origins of personality differences are reviewed: Trait approaches, cognitive-behavioral approaches, and psychodynamic, humanistic, and sociocultural approaches. Students gain familiarity with the empirical methods used to assess individual differences in personality and personality disorders.

**Y26.6850/Clinical Psychology**

*Prerequisite: Introduction to Psychology*

This course surveys diverse approaches to assessing and treating mental disorders, including both biological interventions and the many different forms of psychotherapy. The history of psychotherapy is traced from classical Freudian psychoanalysis to contemporary schools. Alternative approaches are presented. The theoretical premises underlying different forms of therapy are discussed. The use of structured diagnostic interviews, questionnaires, neuropsychological testing, and other techniques in the assessment and treatment of mental disorders is examined; and recent research findings regarding the efficacy of different treatments are presented.

**Y26.6851/Psychology of Emotion**

*Prerequisite: Statistics and Experimental Design in Psychology. One category 1 or 1 psychology concentration course or equivalent coursework in related Social Science areas or permission of the instructor*

Presents diverse approaches to studying emotions and emotional expressions, from Darwin to contemporary researchers. Topics include: evolutionary origins and biological bases of emotions and emotional expressions; similarities and differences across cultures; development in infants and children; emotion-cognition relations; and applications of emotion research in clinical psychology, the health professions, education, and the business world. Students gain firsthand experience with the methods and findings of emotion research through classroom demonstrations, field observations, and team projects.

**Y26.6852/Forensic Psychology**

*Prerequisite: Introduction to Psychology and one category 2 psychology concentration course or equivalent coursework or permission of the instructor.*

The field of forensic psychology lies at the interface of the legal and mental health systems. The course begins by reviewing basic principles of forensic psychology and the law relating to psychiatric evaluation and diagnosis, the court system, and constitutional amendments. Specific issues covered include competency (to stand trial, to represent oneself, to be sentenced and to be executed); the distinction between competency and legal insanity; mental status at the time of an offense; sentencing and alternatives to incarceration; and treatment and services available to special criminal justice populations. The class will also examine juvenile delinquency, sexual offenders, and aspects of family law and civil forensics such as child custody, competence for making a will, and refusing medication. Readings from the textbook, empirical research articles, and case summaries may be supplemented by guest lectures and visits to courts that will provide first-hand exposure to the operation of the legal system.

**Y26.6860/Developmental Psychology Laboratory**

*Prerequisites: Research Methods in Psychology, Statistics and Experimental Design in Psychology, and Developmental Psychology or Adult Development and Aging provides firsthand experience in designing and conducting research in developmental psychology.*
Students acquire the knowledge and skills to conduct supervised research through classroom exercises, field observations, analysis of videotapes and archival data, and computer assignments. Working independently or in teams, students search the literature in a selected area of infant, child, or adult development, design a research project, collect and analyze the data, give a conference-style presentation of their results, and write a paper in the style of an empirical journal article.

**Y26.6861/Social, Personality, and Clinical Psychology Laboratory**

*Prerequisites: Research Methods in Psychology and Statistics and Experimental Design in Psychology and one category 2 Psychology concentration course*

Familiarizes students with theoretical and methodological issues in selected areas of social, personality, and clinical psychology. Students learn how to formulate appropriate research questions and gain experience in administering and scoring standardized self-report measures designed to assess attitudes, aspects of personality, psychological well being, and psychopathology. Working independently or in teams, students search the literature on a given topic, design and conduct a study, and analyze the data using standard statistical packages. They present their findings in a conference-style talk and a publication-style paper.

**Y26.6870/Psychology of Language**

*Prerequisite: Introduction to Psychology*

Presents the methods and findings of recent research on language. Topics include: universal properties of human languages; the structure of language; speech production and comprehension; the development of language in infants and children; bilingualism and dialects; perceptual and cognitive processes underlying reading; properties of discourse; effects of severe environmental deprivation; language acquisition in deaf individuals; neuropsychology of language; and the question of language in nonhuman primates.

**Y26.6871/Tests and Measurements**

*Prerequisite: Statistics and Experimental Design in Psychology*

Focuses on psychological testing, including test construction, test taking, reliability, validity, and issues of norming and standardization. Psychometrics and personality projective testing are also covered.

**Y26.6872/Physiological Psychology**

*Prerequisites: Introduction to Psychology and Statistics and Experimental Design in Psychology*

Investigates the anatomical processes that allow us to think, perceive, remember, feel emotions, and act. Analyzes specific functions of the brain, neurons, and metabolism that influence behavior. In addition, students become familiar with the principles of animal research.

**Y26.6873/Perception**

*Prerequisites: Introduction to Psychology and Research Methods in Psychology*

This course is concerned with the physiological and psychological mechanisms that allow us to process environmental information. Students learn how our sensory systems (vision, hearing, touch, smell, taste, and balance) transmit information to our brain, and how this sensory information is organized and integrated with existing knowledge leading to the perception of objects, people, and events in the world. Students also gain familiarity with those experimental methods used to study sensory and
perceptual processes.

Y26.6874/Cognitive Psychology

Prerequisite: Introduction to Psychology Recommended: Research Methods in Psychology

Cognitive psychologists study how organisms acquire, remember, categorize, and use knowledge. Cognitive psychology is concerned with attention, conscious and nonconscious information processing, concept formation, memory and memory retrieval, symbolic representation, thinking and problem solving, reasoning, and decision-making. This course describes the methods used by cognitive psychologists and surveys current theories and research on cognitive processes.

Y26.6875/Learning and Memory Laboratory

Prerequisites: Introduction to Psychology and one category 1 Psychology concentration course or permission of the instructor

This course focuses on important aspects of human learning and memory. It familiarizes students with the neural regions involved in acquiring and remembering information and skills, including stages of memory, emotionally based memory, changes in learning and memory capacities throughout life, and the effects of brain damage and disease on learning and memory. Students are introduced to applied and clinical research and obtain experience in the administration and scoring of tests used to evaluate memory in normal individuals and patients with memory and/or learning impairments. Techniques used to improve memory in normal individuals and those with memory deficits are demonstrated.

Y26.6877/History and Systems of Psychology

Prerequisite: One category 1 or 2 Psychology concentration course

Traces the history of psychology from its early founders to contemporary theories and clinical practice modalities. The course reviews and critically examines the major schools of psychological thought, including psychoanalysis, behaviorism, humanistic and existentialist psychology, functionalism, and biological and evolutionary approaches to understanding the mind and behavior. Students acquire an understanding of the theoretical premises underlying experimental, developmental, and social psychology, as well as personality and clinical psychology.

Y26.6878/Health Psychology

Prerequisite: Introduction to Psychology

Explores an important new area within the field of psychology: the juncture of physical health and psychological theory and practice. Through examining the research literature and current approaches to treatment, students gain an understanding of such topics as stress as a health risk factor and its treatment, behavioral factors that can negatively affect one’s health, the psychological aspects of cancer, chronic pain and other health problems, and psychoneuroimmunology.

Y26.6890/Special Topics in Psychology

Prerequisites: Research Methods in Psychology, Statistics and Experimental Design in Psychology, and eight credits of course work in the concentration

Provides the opportunity for intensive study of specific topics in psychology. It focuses on a different theme or topic each semester, for example, psychoanalytic theory, the psychology of religious experience, ethical issues in psychology, depression, and industrial psychology. The specific topic is listed in each semester's schedule.
Y26.6891/Fieldwork in Psychology

Prerequisite: eight credits in Psychology concentration courses

Provides a structured opportunity for students to obtain experience in an applied (clinic, school, hospital) or research setting. Experience of this type is highly recommended for students intending to do graduate work in mental health or behavioral science. Students arrange for an appropriate placement by contacting the master teacher of Psychology and must spend a minimum of four hours per week for 11 weeks at their placement. (Open only to students in the Psychology concentration)

Y26.6892/Cross-Cultural Psychology

Prerequisite: Introduction to Psychology

Traditional psychology emerged in a European milieu that reflected the cultural traditions and values of Western society. Can the theories, methods, and techniques of psychology deal effectively with problems of individuals from other cultural traditions? This course examines how variables such as race, ethnicity, and culture influence the thoughts, feelings, and behavior of the individual. Students learn about the latest psychological research on different cultural groups, including the impact of history and status on the development and psychological well-being of members of minority communities.

Y26.7201/Contemporary Social Theory

Prerequisite: Introduction to Sociology or Cultural Anthropology

An examination of 20th-century theory in the social sciences focusing on contributions from symbolic interactionism, neo-Marxism, structuralism, cultural materialism, feminism, social constructionism, and postmodernism. This course evaluates the contribution of these theories to the meaning, analysis, and interpretation of social and cultural institutions, ideologies, and behavior.

Y26.7202/History of Social Thought

Prerequisite: Introduction to Sociology

Explores the ways in which social change in the 19th and 20th centuries gave rise to the intellectual responses that would form the basis of classical sociological theory. The works of the major theorists are considered in order to reveal such central sociological ideas as social class and social stratification, power and authority, and social change.

Y26.7241/Social Science Research Methods

Prerequisite: Cannot be taken concurrently with Senior Project Seminar or Senior Project Seminar: Internship. Social Sciences majors concentrating in Anthropology, International Studies, Media Studies, Political Science, and Sociology take this course one semester before the Graduation Project.

The research methodology course has as its goal to enable the student to do social science research, particularly in the fields of International Studies, Media Studies, Political Science, and Sociology. It begins with bibliographic research, emphasizing the full range of available tools: library catalogues, online databases, indices of periodical literature, and archives of the visual media. Then it strengthens the student’s understanding of the manner in which material is gathered and how it can be critically analyzed, synthesized, paraphrased, compared, and contrasted in the research paper. Data collection and analysis, research design, the role of the observer, and the history of the methods for doing research in the social sciences is covered. Finally, it allows the student to identify a topic, develop an argument, and begin the research required for research papers or the Senior Project Seminar.
Y26.7248/Social Issues in American Society

Prerequisite: Introduction to Sociology or American Culture

Provides an analysis of a selected set of social issues and social problems in American society. The course also examines the political, economic, and cultural structures that generate and shape these problems. Topics may include problems in education, changes in the workplace, healthcare and problems of the elderly, technology, multiculturalism, or others. Different topics are selected in different semesters.

Y26.7250/Race, Class, and Gender

Prerequisite: Introduction to Sociology

In addition to classical and contemporary theories of stratification and inequality, this course discusses recent trends in the distribution of wealth, income, and education in the United States. The importance of ethnic membership, race, gender, and class differences is addressed.

Y26.7251/Political Sociology

Prerequisite: Introduction to Sociology

Explores the sociological roots of political action, such as the relevance of race, ethnicity, age, gender, and occupation. Questions are raised about such political concerns as: Who participates? Who leads? Who is different?

Y26.7252/Complex Organizations

Prerequisite: Introduction to Sociology

Examples of complex organizations include schools, places of employment, the military, and churches. This course examines types of organizations, organizational goals and outcomes, institutional authority and structure, organizational change, and organizational fields. Students learn to develop an analytical framework and apply it to specific complex organizations.

Y26.7254/Social Deviance

Prerequisite: Introduction to Sociology

Deviance is considered to be a social process involving many divergent yet intersecting segments of society. For an explanation of this process, the course focuses on individual pathology, value-conflict, social disorganization, and functionalist theories of deviation.

Y26.7255/Criminology

Prerequisite: Introduction to Sociology

Examines the creation of criminal laws and their enforcement by police, the courts, prisons, probation and parole boards, and other agencies. Also discussed are criminal behavior systems, theories of crime and delinquency causation, victimization, the presentation of crime in the media, and the policy questions these issues raise.

Y26.7256/Family and Kinship Systems

Prerequisite: Introduction to Sociology or Cultural Anthropology

Provides an historical and cross-cultural perspective on the nature and foundation of the family and other kinship systems. Students trace and assess the sources and implications of changes in the American family unit. The focus is on ways in which the families and kinship systems shape individuals and affect the structure of society.
Y26.7257/Adult Development and Aging

Prerequisite: Introduction to Psychology

Provides an in-depth understanding of psychological development from late adolescence through middle and late adulthood. Theories of adult development are critically evaluated, and research methods for studying adult development are presented. Students examine changes and continuities in cognitive abilities, identity, work, and family roles, intimate relationships, physical health, and psychological adjustment. The influences of gender, sexuality, culture, ethnicity, and personality are explored, as well as the impact of early experiences.

Y26.7262/History of Capitalism

Prerequisite: Introduction to Sociology

The coming of modern society has involved a shift from an agricultural economy in the Middle Ages to the capitalism of industrial society. In examining that development, this course is concerned with such topics as changes in the relationship between production and work, social class relationships and social change, the nature of city life under capitalism, the development and characteristics of modern consciousness, and political relationships.

Y26.7263/ Sociology of Development

Prerequisite: Introduction to Sociology

Analysis of major issues related to the economic, political, and social transformation of developing countries. The course examines theories of development and underdevelopment, history of linkages of the developed and underdeveloped world, the role of the state, class structure, ideology and political mobilization, peasantry and rural development, urbanization and marginality, revolutionary movements, and the agents, goals, paths, and prospects of development.

Y26.7268/Sexuality and Society

Prerequisite: Introduction to Sociology or Cultural Anthropology

Explores the relationship between sexuality and society both historically and cross-culturally. It examines the biological bases of sexuality and the social construction of gender identities, including heterosexual, bisexual, lesbian, and gay. The history of 19th- and 20th-century social movements for sexual liberation and contemporary sexuality issues as viewed by sociology, anthropology, feminist, and gay studies are also presented.


Prerequisite: Introduction to Sociology

Intended as a systematic introduction to the sociology of religion and a comparative analysis of religion in the modern world. It begins with an overview of classical approaches within the social scientific study of religion, including historical, anthropological, and sociological perspectives. It then examines contemporary approaches with an emphasis on the role of religions within social movements, social contestation, and social change. Specific topics include: the Enlightenment critique of religion; the secularization debate; the resurgence of religion in late modernity; new and "emergent" religious movements; and religion and culture, power, and politics.

Y26.7290 /Special Topics in Sociology

Intensive study of specific topics in sociology, focusing on a different theme or topic each semester, for example: social policy in the United States,
sociology of work and occupations, comparative urban sociology, and sociology of revolutions. The specific topic is listed in each semester’s schedule.

**Y26.7902/Culture, Tourism, and Development**

Introduces theoretical models for analyzing cultural and economic processes in the international tourist industry, with particular emphasis on less-developed host countries. It covers global historic and economic development processes within which tourism has evolved, and the anthropological models that apply to these processes. Using specific case studies reflecting issues of gender, class formation, allocation of resources, the environment, health issues, and the question of authenticity, the course examines the potential of tourism as a form of equitable and sustainable development. Also examined is tourism from the perspective of state-based policy and international relations.

**Y26.7941/Independent Study**

*Prerequisites: 30 credits of course work (of which at least 10 must be in McGhee), 3.0 grade point average, no incomplete grades at the time of registration, and approval of program director*

Independent investigation of selected topics outside the boundaries of the classroom. Its purpose is to allow students to pursue specialized interests, within the framework of the curriculum, that are not available in existing courses. Although student-directed, participants work closely with a faculty mentor who guides and evaluates their work.

**Y26.7961/Special Topics in International Studies**

Intensive study of specific topics in international studies. This course focuses on a different theme or topic each semester. The specific topic is listed in the course schedule for the semester.

**Y26.7991/Senior Project: (Social Sciences)**

*Prerequisites: Completion of at least 90 credits, including eight credits of Methods and Theory and 16 credits of concentration course work*

Students are assisted in defining and undertaking an individually designed Senior Project. They complete a research paper or a creative project related to their concentration. Students work closely with the Senior Project faculty member and meet regularly with fellow students in discussion groups. The final result is the summation of work done in the Bachelor of Arts Program.

**Y26.7992/Senior Project: Internship (Social Sciences)**

*Prerequisites: Completion of at least 90 credits, including eight credits of Methods and Theory and 16 credits of concentration course work and a 3.0 grade point average*

Students undertake a Senior Project Internship, which typically entails outplacement in an organization related to the student’s academic concentration as well as a written component. Among recent internships, students have been placed at Memorial Sloan-Kettering Hospital, the New York City Arts Commission, and Covenant House. Interested students should discuss this program with the McGhee Liberal Arts Internship Coordinator.

**Y27.6601/Public Policy Analysis**

This course is intended to provide a broad introduction to the field of public policy analysis. The goals of the course are to better understand (1) the nature of public policy; (2) stages within the policy process; (3) the policy players; and (4) basic methods of policy analysis. Students will gain an understanding and knowledge in the problem-solving process and will enhance their research skills, including design, data collection, and data
Y27.6620/Labor Relations and Mediation

This course will provide students with an overview of the major influences and trends in labor history in the United States, with a focus on the historical role of government involvement in resolving labor disputes. It will also focus, from a historical perspective, on the development of mediation as an alternative employment dispute mechanism, the principles of mediation and how mediation is used to resolve labor disputes.

Y27.6621/Government Auditing Practices

Government auditing plays an important role in holding government officials accountable for using public funds, taxpayers’ money. This course will introduce students to the basics of government auditing standards, principles, and techniques. Students will gain an understanding of the U.S. Comptroller General’s yellow book auditing standards and basic strategies for auditing government agencies. This course is designed to provide students with a practical understanding of the auditing field in the public sector and will focus on acquiring knowledge of specific auditing skills and techniques. Students will learn how to plan an audit, prepare work papers, and develop sufficient evidence to prepare reports and findings. In addition, case studies of government audits will be used to reinforce concepts and techniques presented in the curriculum.

Y27.6623/Budgeting

This course will provide students with an overview and understanding of the federal budget process and the fundamental principles of public finance. Students will obtain an understanding of the nature of the federal budget process, various factors that influence the budgetary process, and the basic techniques and methods used by government agencies and officials when preparing the federal budget. Students will also gain an understanding of the financial structure of government agencies by examining from a fiscal administration standpoint: budgets, revenue sources, structure, and administration, and the administration of public debt.

Y27.6624/Organizational Theory for Government and Public Organizations

This course will provide students with an understanding of various principles and paradigms of organization theory and behavior with particular emphasis on the analysis of public organizations. Various theories and models of organizational behavior will be presented. Students will then apply these theories/models to the analysis of organizational processes and operations including bureaucratic decision making and organizational change. Selected readings will supplement this approach by providing additional insight into the operations of different types of bureaucratic agencies.

Y27.6625/Decision Making in the Public Sector: Case Studies

Public organizations perform crucial functions, and they need effective management. This course will focus on the process by which managers make decisions in the public sector. Specifically, the course will discuss various analytical, behavioral, and information techniques which are required to successfully manage any large-scale organization in the public sector, provide students with an understanding of the organizing concepts and definitions that underlie the study of public administration, and introduce techniques that can be applied in any organization at any level to help resolve concrete public policy concerns. This material will be supplemented by using a case-study approach to government decision making by analyzing the decision-making process of the Cuban Missile Crisis.

Y27.6640/Environmental Policy and Planning

This course provides an overview of the legal foundations, theory, and
practice of environmental planning. Rooted in growing environmental awareness of the 1960s and 1970s, environmental regulations attempt to balance private interests in resource development with the public good. A background in human development and its impact on resource use will lay the groundwork for discussion of the environmental planning’s regulatory and legal framework. Public participation in the planning process, preservation of wetlands and farmlands, and government bodies that oversee the planning processes, and rapidly evolving planning technologies will be reviewed.

Y27.6641 /Technology and Urban Development

This course traces the connection between evolving technologies and urban development patterns, from the rise of railroads in the mid-19th century to the dot-com collapse of 2000. Technologies now commonplace, from the telephone to the elevator, played key roles in creating urban economic centers as the central nervous system of national and global economic activity. The environmental implications of high technology, from boosting industrial efficiency to the “death of distance” will be explored in context of urban settlement and livability. The next wave of energy technologies—envisioned as the “hydrogen economy”—will be highlighted.

Y27.6642 /Economic Development Planning and Policy

This course, after reviewing economic development theory, focuses largely on economic development policy at the national, state, and local levels. In light of the technology boom and bust of the 1990s, as well as major disparities in regional employment, job growth and retention, and industrial sector mixes, theories covered will include product cycle theory, trade theory, growth theories and models, and theories of localized innovation. Access to skilled labor, “knowledge centers,” infrastructure, cultural and urban amenities will be assessed as anchors of economic development.

Y27.6643/ New York City Infrastructure

This course will cover the history and current status of New York City’s vast infrastructure systems. Rooted in early industrial New York, and largely built in response to dire economic and social conditions, these massive systems continue to play an essential role in the region’s economy, social and cultural life. Surveying the world’s most extensive water and subway systems (19th-century systems) followed by the highway construction boom largely associated with the Robert Moses era (early-mid 20th century), the class will also access broader definitions of public works. These include parks, waterfront, power systems as well as new high tech infrastructure that has played an essential role in the 1990s economic boom. The chief aim is to provide contemporary context for individual’s view of infrastructure and daily use of public systems. The evolving perception of public works, infrastructure as societal symbol, infrastructure as “social issue,” the shift from public transit to private auto-based systems, the battle to rebuild systems while they’re in use, and New York’s unique position as center of disasters as well as innovation will be covered. Site visits and guest lecturers are planned.

Y27.6644 /The Planning Process

This course presents an overview of the mechanisms that control the contemporary built environment. The modern city can be viewed as an intricate organism governed by complex social, economic, and historic influences. Governmental oversight of the development process in the United States is largely reactive, designed to inventory and mitigate potential impacts of privately driven development activities. Modern day regulatory mechanisms, including federal, state, and local ordinances, create broad criteria for developing and analyzing development options. Local regulations vary widely, and will be discussed in the context of New York City’s City Environmental Quality Review (CEQR) process, and the Uniform Land Use Review Procedure (ULURP), among the nation’s most stringent local controls. The history of zoning in the U.S., zoning definitions, bulk and height controls, urban design, and related public oversight will be reviewed, and contrasted with regional planning’s impact on ex-urban and rural areas. Students will receive a hands-on look at the New York City development process in light of both private development and "public
works," including housing, infrastructure, energy, and transportation systems.

**Y27.6645 /Transportation Planning in Urban Centers**

In dense urban centers, the tradeoff between public transportation systems and private auto-based infrastructure is debated in the context of local, state, and national transportation priorities. In New York City, private auto ownership per capita is the lowest in the country, while the subway system carries more than a billion passengers a year. Rebuilding 60-year-old highways systems—often with outmoded designs, and damaged by decades of poor maintenance—is made far more complex by the need to simultaneously keep them open to traffic during work hours. Alternative strategies to road building include pricing strategies, high tech demand control systems, and pedestrian and bicycle programs. An overview of the theory and practice of urban transportation planning will provide background for technical analytical techniques, focusing on level of service (LOS) assessment, for public transportation, autos, and pedestrian infrastructure. The class will familiarize students with the history and status of transportation planning activities as affected by national, state, and local legislation. Recent case studies will be highlighted, including Boston’s “Big Dig,” New York City’s West Side highway, and Portland’s MAX light rail system.

**Y27.7940 /Internship in Public Administration**

This course will provide students with an opportunity to gain experience and knowledge through fieldwork in the public or nonprofit sectors. Students are required to complete a minimum of 90 hours of fieldwork over the course of the semester under the guidance of a fieldwork supervisor and McGhee faculty member. Regular meetings with the internship coordinator, the maintenance of a journal, and a final written project are required.

**Y27.7991/Senior Project: Seminar (Public Administration)**

*Prerequisites: Completion of at least 90 credits and 12 credits of concentration course work*

The graduation project consists of either a seminar project or an internship. The seminar allows students to develop a project under the guidance of a faculty mentor. The seminar requires regular class attendance to discuss projects and to document them, as well as individual meetings with the mentor. The projects themselves may be in one of the degree’s various concentration areas. Projects must be the student’s individual, original work and include the product, the technical documentation, and a learning experience essay summarizing the process and skills used. The internship provides an opportunity for students to use knowledge gained in their major combined with the knowledge provide by professionals in a variety of industry settings. Students are required to complete a minimum of 100 hours during the semester to earn four credits. (Students’ full-time jobs cannot serve as internships.) In addition to hours at their placement, they meet regularly with the internship coordinator, maintain weekly logs or journals, and complete a final learning experience essay summarizing the outcome, including samples of work completed.

**Y27.7992/Senior Project: Internship (Public Administration)**

*Prerequisites: Completion of at least 90 credits and 12 credits of concentration coursework*

The graduation project consists of either a seminar project or an internship. The seminar allows students to develop a project under the guidance of a faculty mentor. The seminar requires regular class attendance to discuss projects and to document them, as well as individual meetings with the mentor. The projects themselves may be in one of the degree’s various concentration areas. Projects must be the student’s individual, original work and include the product, the technical documentation, and a learning experience essay summarizing the process and skills used. The internship provides an opportunity for students to use knowledge gained in their major combined with the knowledge provide by professionals in a variety of
industry settings. Students are required to complete a minimum of 100
hours during the semester to earn four credits. (Students’ full-time jobs
cannot serve as internships.) In addition to hours at their placement, they
meet regularly with the internship coordinator, maintain weekly logs or
journals, and complete a final learning experience essay summarizing the
outcome, including samples of work completed.

Y28.2200/Visual Rhetoric for Technical and Scientific Writers I:
Document Design

Prerequisites: Writing Workshop II and Introduction to Technical Writing

Today’s technical writers must be adept at not only writing and editing
documents but at designing their visual aspects. This course introduces
students to effective strategies in document design based on rhetorical
theory and research into visual perception and reader expectations and
processes. Students will learn how to integrate decisions about linear
components (e.g., letters, words, and lines of text), fields (e.g., pages,
panels, and screens), and nonlinear components (e.g., tables, flow charts,
and decision trees). Each chapter considers these three levels of design in
terms of visual/verbal cognates such as arrangement and emphasis, clarity
and conciseness, and tone and ethos. Finally, students learn how to shape
these elements to create documents that enhance usability for readers.

Y28.2201/Visual Rhetoric for Technical and Scientific Writers II:
Web Page Design

Prerequisites: Writing Workshop II; Introduction to Technical Writing; and
Web Page Development with HTML

This course provides students with research-based principles of Web design
that will help them create Web pages that are easy for viewers to use, thus
enhancing relationships between viewers and the Web-page owners.
Students learn how to plan carefully to achieve maximum effect rather than
to buy into templates offered by many Web-design software packages. In
addition to learning effective use of text, graphics, animation, video, and
audio, students consider societal implications and ethical choices. Students
learn to apply these principles and strategies through a semester-long
service learning project in which they design a Web site for a nonprofit
organization.

Y28.2203/Designing and Testing Instructional and Procedural
Documents

Prerequisites: Writing Workshop II and Introduction to Technical Writing

This course prepares students to design and test instructional and
procedural documents such as operating and maintenance manuals for uses
of complex equipment. Developers of new technologies have learned that
not only are user-friendly instructions crucial to the success of new
products, but also that when technical writers are included in the design
teams they serve as user advocates, thus helping designers avoid costly
mistakes. Students learn the principles of creating successful step-by-step
instructions as well as decision trees and troubleshooting tables. The
second half of the course focuses on designing and carrying out usability
testing of documents. In this section, students learn how to select
representative user-testers, how to conduct the tests, and how to write up
the results.

Y28.2204/Creating and Testing Online Help

Prerequisites: Writing Workshop II; Introduction to Technical Writing;
Designing and Testing Instructional and Procedural Documents; and Web
Page Development with HTML

This course prepares students to design, write, and test online help for uses
of complex equipment. In order to reduce the enormous costs associated
with the production and distribution of hard copy manuals, developers of
new technologies hire technical writers to create online help for the users of
their new products. In this course, students learn the principles of designing, writing, and testing effective online help programs. Concurrently, students gain practical experience in applying these principles by developing an online help program as their course project. Students also carry out two evaluations of the product they develop.

**Y28.2205 /The Publishing Process**

**Prerequisites: Writing Workshop II and Introduction to Technical Writing**

In this course students learn the principles and practices of the publishing process for technical communicators through readings and discussion of strategies for successful management and collaboration, as well as issues that affect those processes, such as ethics, deadlines, costs, and legal standards. Then students gain an in-depth understanding of these principles, practices, and issues by working in small groups, each of which simulates a publishing company. Using desktop publishing techniques, each company produces a bound collection of materials written and edited by group members.

**Y28.2206 /Feature Writing for Technical Journals, Magazines, and Trade Publications**

**Prerequisites: Writing Workshop II and Introduction to Technical Writing**

This course introduces students to principles and strategies used by successful writers of feature articles for technical journals, magazines, and trade publications. Students learn to apply strategies for designing effective leads and endings, developing the body of different types of articles, and adding visual interest in a series of exercises in which they analyze published examples of the different article genres. Students carry out research in a specific area of technical writing and use their findings to create two articles that have potential for publication.

**Y28.6200 /Literature and Science**

Literature has often been the mode through which individuals analyze and communicate their observations of the world around them. In fact, what we may call "scientific writing" takes many forms: myth, poetry, fiction, nonfiction, and personal essay. In this course students read pieces that illustrate that literature and science intersect in the most unexpected ways, and that many times what we describe as nonfiction frequently takes on the structure of narrative and metaphor.

**Y28.6201 Literature and Technology**

Literature and technology are not mutually exclusive worlds. Writers have been describing actual and anticipated technological innovations for centuries. There are many examples in fiction, poetry, and memoir where writers have imagined and explained new machines, scientific methods of inquiry, and mathematical concepts long before they were "discovered." This course provides students the opportunity to study and discuss the intersection of invention and imagination.

**Y28.7602/Current Topics in Technical Writing**

**Prerequisites: Writing Workshop II; Introduction to Technical Writing; and eight credits of additional course work in concentration.**

Technical writing is an ever-changing field that is extremely responsive to developing methods of communication, publication, and the needs of industries and audiences. This course critically examines the latest practices in technical writing, focusing on relevant research, measurable results, and cutting-edge practices.

**Y28.7603 /Research Methods in Technical Writing**

**Prerequisites: Writing Workshop II; Introduction to Technical Writing; and**
This course prepares students to design and evaluate empirical research in writing. The course focuses on two aspects of writing research: 1) design and evaluation of empirical research; and 2) the use of statistical procedures to summarize and display data, test hypotheses, and make inferences that help solve problems. Students will learn principles of effective design for major types of research in writing: experiments, discourse analyses, surveys, focus groups, case studies, and ethnographies. Concurrently students will learn basic concepts of statistical analysis: probability, sampling, confidence intervals, and hypothesis testing in a humorous approach that decreases math anxiety.

**Y28.7991/Senior Project Seminar: Technical Writing**

*Prerequisites: Completion of at least 90 credits, including 16 in concentration course work, plus any courses specific and necessary to the project as determined by the faculty mentor. Approval of the program director or master teacher acting as faculty mentor is required.*

The senior project seminar in technical writing provides an opportunity for students to use knowledge gained in their major to develop a project under the guidance of a faculty mentor with whom they must meet regularly. Students develop a proposal with a detailed plan of work, maintain weekly logs or journals, submit two progress reports, and complete a final learning experience essay summarizing the outcome, including samples of work completed. Additionally, students will give a presentation describing their learning experience to interested faculty and students.

**Y28.7992/Senior Project Internship: Technical Writing**

*Prerequisites: Completion of at least 90 credits, including 16 in concentration course work, plus any courses specific and necessary to the project as determined by the Internship Coordinator. Approval of the program director or master teacher acting as internship coordinator is required.*

The internship provides an opportunity for students to use knowledge gained in their major, combined with knowledge provided by professionals, in a variety of technical writing settings. Students develop a proposal with a detailed plan of work that includes at least two evaluations (mid-project and final) by the professional under whose supervision the student works. In addition, students meet regularly with the internship coordinator, maintain weekly logs or journals, submit two progress reports, and complete a final learning experience essay summarizing the outcome, including samples of work completed. Additionally, students will give a presentation describing their learning experience to interested faculty and students.

**Y62.1001 /Real Estate Principles**

Introduces the student to the terminology, concepts, and basic practices of real estate. Topics surveyed include real estate law, appraisal, marketing, brokerage, management, finance, investment analysis, and taxation.

**Y62.1002 /Real Estate Law**

Reviews the legal issues that arise in real estate. Topics include: the basic principles and instruments of real property law, the problems of site acquisition, the organization of the development entity, land use regulation, financial instruments, leases, and property disposition, business organizations, partnership corporations, REITs, and limited liability companies.

**Y62.1005 /Real Estate Finance**

*Prerequisite: Introduction to Finance*
Investigates the institutions, instruments, and structures by which investment in real estate is financed. It reviews capital markets, the sources and uses of real estate funds, and the role of government in real estate finance.

**Y62.1009 / Real Estate Valuation**

Initial classes are devoted to an understanding of the fundamental concepts and terms used throughout the course and later to their application to the valuation of real estate properties. Topics including valuation foundations, property inspections, site analysis and approaches to cost, income, and sales comparison are coordinated in the following classes through lectures, readings, problems, and field research.

**Y62.1012 / Real Estate Accounting and Taxation**

*Prerequisite: Principles of Accounting*

Reviews accounting concepts, rules, regulations, and reporting requirements applied to income-producing properties and the accounting and tax tools needed to understand the financial statements and positions of real estate investments.

**Y62.1015 / Market Analysis in Real Estate**

*Prerequisite: Principles of Marketing*

Examines the measurement of demand for real estate products or for a particular project in a specific neighborhood or market. Studies the effect on specific markets of national, regional, and local factors. Relevant factors are economic change, social attitudes, changing laws and legal interpretations, and changes in individual attitudes. Presents modeling techniques for forecasting demand and supply in specific markets.

**Y62.1025 / Commercial Lease Analysis**

*Prerequisite: Real Estate Principles*

Analyzes the various lease clauses and the cash flow implications of these clauses. Examines the long-term implications of taxes, operating escalations, electricity clauses, loss factors, leasehold improvement costs, and mortgages. Sample leases are used to train students to review and design their own leases.

**Y62.1033 / Managing the Construction Organization: Cost and Project Management Systems**

A thorough introduction to organizing and managing the major components of a construction business with an emphasis on cost and project management systems. Topics include: the different forms of organization; marketing and sales; types of contracts; general contractor and construction manager contracts; the requisition process from a lender's, owner's, and subcontractor's perspective; estimating, bidding, and award practices; bonds and insurance; subcontracts and material purchasing; cash-flow life-cycle analysis; field supervision; scheduling and expediting changes, claims, and extras; community, public agency, and labor relations; company finances, cash management, accounting/cost control procedures; and sources and uses for credit.

**Y62.1034 / Planning and Scheduling: Construction Project Management Practices**

Through an emphasis on applied project studies, this course emphasizes Critical Path Methods (CPM) and other analytical and quantitative techniques utilized in effective project management. An extensive use of case studies, problems, and exercises are employed. It reexamines the specific responsibilities of the project manager, superintendent, architect, engineer, and owner-representatives and their use of practical management
skills in planning and scheduling. It discusses payment breakdowns and requisitioning; assessing the cost of project delays; understanding labor rules and regulations. Topics include: feasibility studies; developing the project plan and network; CPM and PERT techniques; optimizing manpower/resource allocation and costs; schedule and budget control programs; plan and schedule updating and corrective action process; time/cost analysis; and network compression.

Y62.1040 / Real Estate Portfolio Management

Prerequisite: Real Estate Principles

Provides an understanding of the concept of portfolio management and the importance of diversification in controlling portfolio risk. Portfolio theory and asset-pricing models are used to value and select from alternative investments.

Y62.1041 / Asset Management

Prerequisite: Real Estate Principles

Examines the practices and techniques of asset managers in the institutional setting as they seek to preserve value in large and divergent portfolios of properties in multiple locations.

Y62.1042 / Real Estate Capital Markets

Prerequisite: Introduction to Finance

Introduces capital markets, providing students with an understanding of the ebb and flow of capital to real estate and its implication for owners, lenders, and investors. Material to be covered includes real estate securitization, role of rating agencies, securities analysts, and agents.

Y62.7991 / Senior Project: Seminar (Real Estate)

Prerequisites: Completion of at least 90 credits

The graduation project consists of either a seminar project or an internship. The seminar allows students to develop a project under the guidance of a faculty mentor. The seminar requires regular class attendance to discuss projects and to document them, as well as individual meetings with the mentor. The projects themselves may be in one of the degree’s various concentration areas. Projects must be the student’s individual, original work and include the product, the technical documentation, and a learning experience essay summarizing the process and skills used. The internship provides an opportunity for students to use knowledge gained in their major combined with the knowledge provided by professionals in a variety of industry settings. Students are required to complete a minimum of 100 hours during the semester to earn four credits. (Students’ full-time jobs cannot serve as internships.) In addition to hours at their placement, they meet regularly with the internship coordinator, maintain weekly logs or journals, and complete a final learning experience essay summarizing the outcome, including samples of work completed.

Y62.7992 / Senior Project: Internship (Real Estate)

Prerequisites: Completion of at least 90 credits

The graduation project consists of either a seminar project or an internship. The seminar allows students to develop a project under the guidance of a faculty mentor. The seminar requires regular class attendance to discuss projects and to document them, as well as individual meetings with the mentor. The projects themselves may be in one of the degree’s various concentration areas. Projects must be the student’s individual, original work and include the product, the technical documentation, and a learning experience essay summarizing the process and skills used. The internship provides an opportunity for students to use knowledge gained in their major
combined with the knowledge provided by professionals in a variety of industry settings. Students are required to complete a minimum of 100 hours during the semester to earn four credits. (Students’ full-time jobs cannot serve as internships.) In addition to hours at their placement, they meet regularly with the internship coordinator, maintain weekly logs or journals, and complete a final learning experience essay summarizing the outcome, including samples of work completed.