

# Summer 2017

Below is a selection of Summer 2017 course sections open to visiting students.

[View all courses at www.baruch.cuny.edu/schedule](http://www.baruch.cuny.edu/schedule)

Current as of Wednesday, March 15, 2017

## **ACC 2101 Principles of Accounting**

ACC 2101 introduces the student to financial accounting and includes the accounting cycle, fundamental concepts of accounting for business transactions, and preparation and analysis of financial statements. No credit allowed unless ACC 2203 or 3200 is completed.

## **ACC 2203 Principles of Managerial Accounting for Non-accounting Majors**

An introductory course in managerial accounting for nonaccounting majors. Emphasis is placed on the use and analysis of accounting data for management decision making. Topics covered include short-term budgeting, cost-volume-profit planning, capital budgeting, product costing, joint costs, standard costs, responsibility accounting, and the behavioral aspects of managerial accounting. Credit will not be granted for both ACC 2203 and ACC 3200.

## **ANT 1001 Introduction to Cultural Anthropology**

An introduction to the historical and comparative study of what it means to be human, emphasizing both the shared conditions and the unique characteristics of the world's peoples. Included among the topics covered are questions of human origins and races, the nature of culture, relations between language and culture, and cross-cultural approaches to economics, politics, religion, gender, and social organization.

## **ART 1000 Introduction to Design and Visual Communication**

This introductory studio course acquaints students with the terms and procedures essential to aesthetic decision making and analysis. Students learn how to apply principles of color, line, and form to the everyday world, including the business environment. Individual creative projects in abstract visual problem-solving explore the links between word and image, while study of the elements and principles of design provide a basis for further study in graphic communication. The course includes relevant theoretical, historical, and contemporary perspectives. Museum and gallery visits support its goals. No art background is needed.

## **ART 2050 Basic Graphic Communication: Design and Advertising Layout**

This studio course introduces the graphic design process and methodology. Conceptual and creative thinking is stressed and understood through problem-solving assignments based on research, readings, and classroom demonstrations. The student is introduced to graphic design principles and exposed to historical and contemporary models and current standards of advertising and design. The Macintosh computer is included as the primary graphic design environment. ART 2050 is a prerequisite for all advanced Graphic Communication courses.

## **ART 3058 Graphic Communication: Print Production**

This course examines current standards and practices in print production for graphic communication. Through the emphasis on design as a problem-solving discipline, students will research and explore the various techniques needed to realize their creative concepts and prepare them for printing in a cost-efficient manner. New developments in computer-aided design will be emphasized. Students will develop portfolio pieces.

## **BIO 1012 Fundamentals of Biology: Human Biology Laboratory**

This course provides a hands-on introduction to biology, with emphasis on human anatomy and physiology. It includes experimentation with analytical reagents and model systems, microscopy, and dissections of the fetal pig and sheep organs are required. Grades are based on quizzes, practical exams, microscopy drawings, formal write-ups of experiments and one oral group presentation. Co-requisite: BIO 1011L, unless transfer student has already satisfied requirement in Scientific World category. (Not open to students who have completed BIO 1005 or BIO 2010. Students who plan to major in Biological Sciences are advised to take BIO 2010 and BIO 3001.)

### **BIO 1016 Fundamentals of Biology, Laboratory Research in Genetics, Evolution, and Ecol**

This is a hands-on course that uses laboratory observations combined with phylogenetic tools to enable students to discover the connections that underlie classifications of organisms. Students examine bacteria, protists, fungi, plants and animals, both living and preserved (dissection of invertebrates is included). Through description and evaluation of characters, students develop the data that they will use in computer analysis and building of phylogenetic hypotheses (trees of relationship). Written reports and an oral presentation are required.

Co-requisite: BIO 1015L, unless transfer student has already satisfied requirement in Scientific World category. (Not open to students who have completed BIO 1003 or BIO 3001. Students who plan to major in Biological Sciences are advised to take BIO 2010 and BIO 3001.)

### **BIO 2010 Principles of Biology I**

This course introduces the student to biological science. Topics include the chemistry of life, cellular organization in prokaryotes and eukaryotes, metabolism, and animal anatomy and physiology: nutrition, circulation and gas exchange, immunity, nervous control, neuroendocrine integration, homeostasis, excretion and osmoregulation, and reproduction and development. Laboratory exercises include observation, dissection, and experimentation. Written laboratory reports are required. This course is especially recommended for students who are considering future study in biology and may wish to take BIO 3001 (formerly BIO 2020), Principles of Biology II. (Not open to students who have completed BIO 1005).

### **BIO 3001 Principles of Biology II**

Formerly BIO 2020. This course is a continuation of BIO 2010. Topics include Mendelian genetics, molecular genetics, regulation of gene expression; the evolution by natural selection, speciation and branching evolution, diversity of organisms and their classification; plant physiology, reproduction, and classification; the ecology of populations, communities, and ecosystems. Laboratory exercises include both observation, dissection, and experimentation and independent group research. Written laboratory reports and an oral presentation are required. Recitation includes oral reports on assigned readings. Not open to students who have completed BIO 1003.

### **BLS 1003 The Evolution and Expressions of Racism**

A multidimensional course approaching racism from a historical, political, economic, and sociological point of view. The nature of prejudice will be discussed with regard to prejudice against Southern European, Mexican-American, Jewish, and Puerto Rican groups. Emphasis will be placed upon the effects of racism on Black people in the United States. The study will be discussed with regard to the effects of racism on the perpetrators and their victims.

### **BLS 3015 Black Economic Development: 1860 to the Present**

This course examines African-American economic development in a historical context from the period of the Civil War to the present. It examines Black businesses and business persons to see what businesses have evolved and how they have evolved. Successful Black businesses and business persons are examined as case studies to assist students before business plans are developed to contribute to the revitalization of business life.

### **BUS 1000 Introduction to Business**

This course provides an overview of how the world of business works. The class is broken into four distinct parts: finance, marketing, management, and an introductory section that covers ethics, global business, and economics. Each of these areas covers the basic concepts found in the possible majors in the Zicklin School of Business. The course also covers the current issues in today's business world. Lectures and recitation sections are supplemented with real-world cases designed to highlight a topical, and often controversial, issue. In the recitation sections, students write about, debate, and otherwise present their ideas on each of the current issue topics covered in the large lectures.

### **CHI 1001 Elementary Chinese I**

Chinese 1001-1002 is a one year intensive course of standard speech (Mandarin dialect) for non-heritage speakers. Pronunciation and conversation are emphasized, and audio-lingual work is done. This consists of skits, rhythm drills, games, and songs. Reading and writing are taught only in Romanized form. Credit for CHI 1001 will be deleted if CHI 1002 is not completed.

### **CHI 1002 Elementary Chinese II**

Chinese 1001-1002 is a year's intensive course of standard speech (Mandarin dialect) for non-heritage speakers. Pronunciation and conversation are emphasized, and audio-lingual work is done. This consists of skits, rhythm drills, games, and songs. Reading and writing are taught only in Romanized form. Credit for CHI 1001 will be deleted if CHI 1002 is not completed.

### **CHM 1004 Fundamentals of Chemical Laboratory Techniques**

This course is an introduction to fundamental laboratory techniques of chemistry. Experiments include titration, visible spectroscopy, inorganic synthesis and chemical analysis. The course also emphasizes communicating science through weekly graded laboratory reports and the preparation and oral presentation of a scientific paper. Co-requisite: CHM 1003L, unless transfer student has already satisfied requirement in Scientific World category. (Not open to students who have completed CHM 1000 or CHM 2003. Students who plan to major in Biological Sciences are advised to take CHM 2003.)

### **CHM 3001 General Chemistry II**

This course is a study of chemical kinetics, chemical equilibrium, thermodynamics, acids and bases, ionic equilibria, oxidation and reduction reactions, electrochemistry, and coordination compounds. Not open to students who have completed CHM 3100.

### **CIS 2200 Introduction to Information Systems and Technologies**

This course introduces the student to the use of computers and other information systems technologies in organizations. Topics include management information systems (MIS), hardware and software concepts, organization of information, elements of systems analysis and design, telecommunications, and contemporary applications of computers in organizational environments. Students will explore the ethical and globalization issues that have developed with the use of information systems and will cultivate an awareness of changes in the field with the use of business periodicals. Working individually and in groups, students will apply their knowledge through written analysis of case studies, conducting information and organizational analyses and developing, where appropriate, applications using widely used spreadsheet, data presentation, and database management software. CIS 1357 may not be used in lieu of CIS 2200 to satisfy the prerequisite to any intermediate or advanced CIS course. Students may receive credit for both CIS 1357 and CIS 2200. Not open to students taking CSTM 120 or ENG 132.

### **CIS 3100 Object-Oriented Programming I**

This course emphasizes an object-oriented approach to solving computer programming problems. Using these techniques leads to shorter system development life cycles, increased programmer productivity, code reusability, and reduced system maintenance costs. This course provides a thorough, practical knowledge of object-oriented programming methods. Students learn the principles underlying programming using a language such as C++. This is the first part of a two-semester sequence. No prior knowledge of computer programming is required.

### **CIS 3270 Computer Ethics**

This course provides a philosophical perspective on ethical decision making, especially regarding the specific ethical issues and controversies surrounding modern computer technology. These issues include those relating to privacy, security, identity, copyright, unauthorized use, access for the disabled, gender, and the digital divide. Ethical theories studied include subjective and cultural relativism, Kantianism, utilitarianism, and social contract theory. This course is cross-listed with PHI 3270. Credit will not be given for both CIS 3270 and PHI 3270.

**CIS 3367 Spreadsheet Applications in Business**

This course focuses on spreadsheet modeling and its application as a decision support tool for business problem solving. Students will learn advanced modeling techniques of widely used spreadsheet software and apply them to solve common business problems. The course is oriented toward hands-on computer use and applied case problem solving.

**CIS 3400 Database Management Systems I**

This course provides students with the background to design, implement, and use database management systems. It introduces, in a comparative framework, the structure, requirements, functions, and evolution of database management systems. After covering conceptual data modeling and the entity relationship data model, the course focuses on the relational data model. Students learn abstract languages such as relational algebra and relational calculus, including their commercial implementations like SQL, QBE, etc. Database design is covered and concepts of data integrity, security, privacy, and concurrence control are introduced. Students implement a major database application project.

**CIS 3630 Principles of Web Design**

This course deals with the fundamental tools needed to create effective channels to disseminate information through the web. The primary focus is on designing web pages, site navigation, and incorporating multimedia following the basic principles of good web design. Along with examining different design guidelines and coding strategies, this course will explore general issues of web site implementation, building a web presence, and usability evaluation.

**CIS 3810 Principles of New Media**

A survey of modern cyber culture, including various forms of human communication mediated by the creative application of computer technology, and the developments that have enabled this exploding phenomenon. This course studies the history, theory, and practice of new media in today's networked society; the implications of the convergence of technology and convergence of disciplines; and the societal implications of the new connectedness. Second generation web-based media such as social communities, blogs, wikis, personal web pages will be examined. Issues relating to privacy, copyright and ethics on the web will be explored.

**CMP 2800 Great Works of Literature I**

This course presents a global approach to literature by introducing a variety of narrative, lyric, and dramatic forms representative of different cultures and historical periods, from ancient times through the sixteenth century. Specific choices depend upon the preference of the instructor, but every class studies examples of epic poetry, sacred texts, medieval narrative, and classical and Renaissance drama. Discussions involve both close reading of selected texts and comparison of the values the texts promote. Students engage in a variety of communication-intensive activities designed to enhance their appreciation of literature and their awareness of the way it shapes and reflects a multicultural world. This course is equivalent to ENG 2800. Students will receive credit for either ENG 2800 or LTT 2800, not both. These courses may not substitute for each other in the F grade replacement policy.

**CMP 2850 Great Works of Literature II**

This course presents a global approach to literature by introducing a variety of narrative, lyric, and dramatic forms representative of different cultures and historical periods, from the seventeenth century to the present. Specific choices depend upon the preference of the instructor, but every class studies examples of fantasy and satire, Romantic poetry, modern plays, and a broad range of narratives. Discussions involve both close reading of selected texts and comparison of the values the texts promote. Students engage in a variety of communication-intensive activities designed to enhance their appreciation of a multicultural world. This course is equivalent to ENG 2850. Students will receive credit for either ENG 2850 or CMP 2850, not both. The courses may not substitute for each other in the F grade replacement policy.

**COM 1010 Speech Communication**

This course provides training and practice in the preparation and delivery of original speeches, encourages the use of clear language, develops students' awareness of intellectual and ethical aspects of communication, and promotes critical thinking and academic research. This course is required for all undergraduate degrees granted by Baruch College.

### **COM 3068 Managerial Communication Within Organizations**

This course introduces the study of managerial communication within complex organizations through a review of recent theoretical contributions, empirical findings, and methodological advances in the field of organizational communication.

### **COM 3070 Persuasion**

This course examines: theoretical models that seek to explain how successful persuasion works; ethical arguments regarding the appropriate uses of persuasion in various situations and with various audiences; and historical and contemporary examples of persuasion in a variety of social, cultural, and political contexts.

### **COM 3076 International Communication**

This course examines issues related to the internationalization of media and communication. Topics include a comparison of information-rich and information-poor countries, an analysis of global media, trends in communication technology, the role of English as a world language, U.S. influences on world cultures, and international perceptions of the United States.

### **COM 3077 Interpersonal Communication**

This course is designed to examine communication issues surrounding interaction between individuals in family, peer, work, and business contexts. Topics include effective verbal and nonverbal communication, communication and perception of self and other, interpersonal conflict resolution, family communication, friendship development, computer-mediated communication, and interpersonal communication in work and business contexts. This course is open to students who previously completed COM 3075 Interpersonal and Group Communication. These courses may not substitute for each other in the F grade replacement policy.

### **COM 3102 Communication for Executives**

This course examines the dynamics of communication between individuals within an organizational context. Emphasis is placed on understanding and improving personal analytical and communication skills in an organizational setting. We will examine listening skills, standard speaking and writing formats, small-group dynamics, and techniques related to the strategic design and delivery of organizational messages to internal and external audiences.

### **COM 3110 Contemporary Issues in Digital Media**

This course examines the role of computers and digital media in contemporary culture within larger histories of technological and social change and the ways in which personal and collective identities are shaped by emerging media technologies. Topics include open source culture, media art practices, user-generated content and digital labor, surveillance, cyber-activism, intellectual property, and the impact of social media.

### **COM 3150 Business Communication**

This is a course in the concepts, tools, and skills of basic business communication, both written and spoken. Using the case study method, the course offers practical experience in researching business problems, editing, and using language to reach different levels of the business audience. Among types of materials covered are memos, letters, resumes, research reports, and oral presentations. Students are introduced to a broad spectrum of contemporary communication tools. This course is cross-listed with JRN 3150. Students will receive credit for COM 3150, ENG 3150, or JRN 3150. These courses may not substitute for each other in the F grade replacement policy.

### **ECO 1001 Micro-Economics**

The theory of pricing and distribution under various marketing conditions. Government intervention in the market. Comparison of free enterprise with alternative, existing economic systems. The department offers special sections of this course to highly qualified students. Department permission for registration in these special sections is required.

**ECO 1002 Macro-Economics**

A study of the determinants of aggregate levels of production, employment, and prices. Impact of government spending, taxation, and monetary policy on the level of unemployment and the rate of inflation. Emphasis on the institutional framework within which monetary policy operates. The department offers special sections of this course to highly qualified students. Departmental permission for registration in these special sections is required.

**ECO 3100 Intermediate Micro-Economics**

Intensive examination of the theories of utility and demand, production theory, and cost functions in the short and long run, culminating in the price-output models of perfect competition and monopoly. Problems and applications are heavily used to acquaint students with the implications of the theoretical concepts.

**ECO 3200 Intermediate Macro-Economics**

A general analysis of the factors determining income, employment, price levels, and interest rates in developed economies. Particular emphasis will be placed on policy problems.

**ENG 2100 Writing I**

This is an intensive course introducing students to writing as a means of discovery. In Writing I students practice and share their written articulation of ideas as a community of writers. Students read a variety of intellectually challenging and thematically coherent texts in a range of genres. Throughout, the emphasis is on writing and communication skills as processes involving multiple steps, including drafting, discussion, revision, and re-thinking. The work of the class is conducted in classroom, small-group, and one-on-one sessions. This course is required for all undergraduate degrees granted by Baruch College. First and foremost, ENG 2100 will be a course in written composition. The primary purpose of this course will be to enhance students' writing skills and rhetorical sophistication, particularly with regard to argumentative prose. The goal is to prepare students not only for success in academic writing but also for effective participation in and critical understanding of the public and professional discourses of the real world beyond school.

**ENG 2150 Writing II**

Writing II is an intensification of Writing I. This course encourages students to read, reflect on, write about, and synthesize ideas from a range of genres and literary forms. Students examine and learn how to employ different styles, various appropriate uses of evidence and counter-evidence, multiple methods of interpretations, close readings of texts, and, finally, literary-cultural contextualizations. As the course proceeds, students further develop competency in the use and evaluation of multiple external sources as they shape and express their own ideas and cast them into well organized, thoughtful, and persuasive argumentative essays. This course is required for all undergraduate degrees granted by Baruch College. First and foremost, ENG 2150 will be a course in written composition. The primary purpose of this course will be to enhance students' writing skills and rhetorical sophistication, particularly with regard to argumentative prose. The goal is to prepare students not only for success in academic writing but also for effective participation in and critical understanding of the public and professional discourses of the real world beyond school.

**ENG 2800 Great Works of Literature I**

This course presents a global approach to literature by introducing a variety of narrative, lyric, and dramatic forms representative of different cultures and historical periods, from ancient times through the sixteenth century. Specific choices depend upon the preference of the instructor, but every class studies examples of epic poetry, sacred texts, medieval narrative, and classical and Renaissance drama. Discussions involve both close reading of selected texts and comparison of the values the texts promote. Students engage in a variety of communication-intensive activities designed to enhance their appreciation of literature and their awareness of the way it shapes and reflects a multicultural world. This course is equivalent to CMP (LTT) 2800. Students will receive credit for either ENG 2800, CMP 2800, or LTT 2800. These two courses may not substitute for each other in the F grade replacement policy. This course may not be taken with the Pass/Fail option.

### **ENG 2850 Great Works of Literature II**

This course presents a global approach to literature by introducing a variety of narrative, lyric, and dramatic forms representative of different cultures and historical periods, from the seventeenth century to the present. Specific choices depend upon the preference of the instructor, but every class studies examples of fantasy and satire, Romantic poetry, modern plays, and a broad range of narratives. Discussions involve both close reading of selected texts and comparison of the values the texts promote. Students engage in a variety of communication-intensive activities designed to enhance their appreciation of literature and their awareness of the way it shapes and reflects a multicultural world. This course is equivalent to CMP (LTT) 2850. Students will receive credit for ENG 2850, CMP 2850, or LTT 2850. These courses may not substitute for each other in the F grade replacement policy. This course may not be taken with the Pass/Fail option.

### **ENG 3020 Survey of American Literature I**

This course explores the development of American literature, both prose and poetry, from its beginnings in Native American oral forms through the Civil War. Included is the literature of discovery and exploration, of abolition, and of American transcendentalism. To be studied are such writers as Benjamin Franklin, Ralph Waldo Emerson, Henry David Thoreau, Frederick Douglass, Harriet Jacobs, Edgar Allan Poe, Nathaniel Hawthorne, Herman Melville, Harriet Beecher Stowe, Walt Whitman, and Emily Dickinson.

### **ENG 3025 Survey of American Literature II**

This course explores the development of American literature, including prose, poetry, and drama, from the Civil War to the present. To be studied are such writers as Mark Twain, Henry James, Booker T. Washington, W.E.B. DuBois, Stephen Crane, Edith Wharton, Robert Frost, Willa Cather, Eugene O'Neill, Zora Neale Hurston, F. Scott Fitzgerald, William Faulkner, Ernest Hemingway, Richard Wright, Eudora Welty, Tennessee Williams, Ralph Ellison, James Baldwin, Flannery O'Connor, Sylvia Plath, and Alice Walker.

### **ENG 3030 Contemporary Literature From Asia, Africa, and Latin America**

This course examines major themes in the contemporary literature of Asia, Africa, and Latin America. It focuses on poems, short stories, novels, and plays by Nobel Laureates like Naguib Mahfouz, Octavio Paz, Wole Soyinka, and Rabindranath Tagore, as well as other established writers from China, Korea, India, the Philippines, the Arab world, east and West Africa, Mexico, Latin America, and the Caribbean.

### **ENV 1004 Fundamentals of Ecological Research**

Fundamentals of Ecological Research is a hands-on course designed to teach students the basic concepts and methodologies used in the field of ecology. The significance of ecological research to current environmental issues, both local and global, will be stressed throughout the course. Co-requisite: ENV 1003L unless transfer student has already satisfied requirement in Scientific World category.

### **ENV 1020 Principles of Ecology**

The fundamentals of theoretical and applied ecology are presented with an emphasis on various ecosystems. The importance of understanding ecology in relation to environmental quality is stressed. Laboratory exercises include study of materials recycling and energy flow; effects of environmental stress and water population, population growth, and carrying capacity; and developmental changes in ecosystems. Weekend field trips to local ecosystems and recycling plants are required. Not open to students who have taken ECL 1020. This course may not be taken with the Pass/Fail option.

### **FRE 1001 Elementary French I**

This is a yearlong introductory course in conversation geared to giving the student a command of the everyday spoken language and grammar with a special concentration on the culture and mores of the French-speaking people. Students are drilled in the practical usage of the language while gaining a basic knowledge of French civilization. Self-expression is developed through the use of dialogues, skits, and audiovisual aids. Credit for FRE 1001 will be deleted if FRE 1002 is not completed.

**FRE 1002 Elementary French II**

This is a yearlong introductory course in conversation geared to giving the student a command of the everyday spoken language and grammar with a special concentration on the culture and mores of the French-speaking people. Students are drilled in the practical usage of the language while gaining a basic knowledge of French civilization. Self-expression is developed through the use of dialogues, skits, and audiovisual aids. Credit for FRE 1001 will be deleted if FRE 1002 is not completed.

**HIS 1001 Themes in Global History to 1500 C.E.**

This course studies the historical development of fundamental cultural, political, and social institutions and traditions through the analysis of recurring themes in world history. To ensure a broad perspective and a comparative approach, trends will be examined among three areas of the globe, including Africa, the Near East, South and East Asia, Europe, the Mediterranean region, and the Americas.

**HIS 1005 Modern American History**

This course surveys United States history from the post-Civil War years to recent times. Topics include Reconstruction, industrialization, the growth of the United States as a world power, the prosperous Twenties, the depressed Thirties, and the issues and events of the decades since World War II. It is recommended that students who have a strong background in American history take HIS 2050 or 2053, or HIS 1001 or 1003.

**ITL 1001 Elementary Italian I**

This is a year's introductory course in conversation geared to giving students a command of the everyday spoken language and grammar with a special concentration on the culture and mores of the Italian-speaking people. Students are drilled in the practical usage of the language while gaining a basic knowledge of Italian civilization. Self-expression is developed through the use of dialogues, skits, and audiovisual aids. Credit for ITL 1001 will be deleted if ITL 1002 is not completed.

**ITL 1002 Elementary Italian II**

This is a year's introductory course in conversation geared to giving students a command of the everyday spoken language and grammar with a special concentration on the culture and mores of the Italian-speaking people. Students are drilled in the practical usage of the language while gaining a basic knowledge of Italian civilization. Self-expression is developed through the use of dialogues, skits, and audiovisual aids. Credit for ITL 1001 will be deleted if ITL 1002 is not completed.

**JPN 1001 Elementary Japanese I**

Japanese 1001-1002 is a yearlong introductory course in conversation geared to giving students a command of the everyday spoken language and grammar with a special concentration on the culture of the Japanese-speaking people. Students are drilled in pronunciation and the practical usage of the language while developing self-expression through the use of dialogues, skits, audiovisual aids and laboratory visits. Credit for JPN 1001 will be deleted if JPN 1002 is not completed.

**JPN 1002 Elementary Japanese II**

Japanese 1001-1002 is a yearlong introductory course in conversation geared to giving students a command of the everyday spoken language and grammar with a special concentration on the culture of the Japanese-speaking people. Students are drilled in pronunciation and the practical usage of the language while developing self-expression through the use of dialogues, skits, audiovisual aids and laboratory visits. Credit for JPN 1001 will be deleted if JPN 1002 is not completed.

**JRN 3510 Multimedia Reporting**

This course helps prepare students for the newsrooms of the 21st Century by teaching them the essentials of multimedia reporting. Building on the students' basic skills in news reporting, researching, and writing, this course helps students learn to produce photo, audio, and video features for the Web. Each semester, the class produces a multimedia reporting project in which each student writes a well-reported story and produces related multimedia features.

**LAW 1101 Fundamentals of Business Law**

This course provides an understanding of the nature of law and its role in business. The law of business contracts will be examined in depth. Other topics include tort liability, employment law, and bankruptcy. The course requires case analysis, problem solving, development of critical thinking skills, and oral and written communication.

**MGT 3120 Fundamentals of Management**

Traces the historical, developmental, and contemporary aspects of management. Qualitative as well as quantitative concepts, tools, techniques, and classes are introduced. In addition, the role of the manager as a decision-maker in a dynamic environment is examined.

**MGT 3121 Service Operations Management**

This is an introductory course intended to provide the student with a mix of theoretical and practical knowledge about managing service operations in businesses such as financial services, retail hospitality, healthcare, transportation, and small business. This course is organized around principles including the strategic role of operations for competitiveness and sustainability, and the design of processes, service offerings, and supply chains. Students will learn the use of tools and techniques for planning, control, and continuous improvement of service delivery processes.

**MGT 3300 Management: A Behavioral Approach**

This basic course in organizational behavior focuses on practical behavioral and organizational facets of management in work organizations. Topics receiving attention include individual attributes, workforce diversity, motivation, interpersonal relations, leadership, group and team dynamics, organizational structure, organizational culture, organizational effectiveness, and organizational change.

**MGT 3500 Introduction to Management Science**

This course is concerned with the utilization of quantitative principles for decision-making in management. Primary emphasis is upon development of the concepts and criteria used in making decisions and the use of the model-building approach. Various management science models are covered, including their structure, solution characteristics, applicability, and limitations.

**MGT 3710 Production Planning Systems**

Management's tasks in production planning are (1) to determine the aggregate load that will be placed on facilities; (2) to ensure that raw materials and component items are available when required in the production process; (3) to plan load on facilities so as to meet capacity restrictions; and (4) to establish and maintain valid and reliable order priorities. This course will provide the student with an understanding of the theory and practice of modern production planning techniques. Further, hands-on experience will be emphasized through the use of professional case studies and computer simulation with state-of-art manufacturing planning software.

**MGT 3730 Analysis of Management Processes**

This course involves the study of the concepts and techniques that managers face in the design and implementation of their business processes, be they in the Service or Production Sectors. In this course we model and understand a process and its flows.

**MGT 3800 Management and Society**

This course deals with the relationships of business, government, and society from the perspective of the manager. Timely and relevant topics are treated, including the historical development of the role of business in society; the changing domestic and international environment within which businesses must be managed; the power, legitimacy, and governance of business organizations; values, ethics, and ideology; technology and social change; the roles of business and government; business response to social issues; corporate social policies; governmental regulation of business; and societal issues confronting business, such as consumer protection, pollution control, discrimination, and employee health and safety.

**MGT 3960 Entrepreneurship Management**

This course is intended to provide the student with a mix of theoretical and practical knowledge about small business. Ideas, concepts, and philosophies representing a logical unfolding of the salient topics of the subject area are presented in lecture form. Related case work is employed to allow an opportunity to apply the principles learned in typical situations, a "what to do" and "how to do it" approach to small business management.

**MKT 3000 Marketing Foundations**

Focuses on the methods, policies, and institutions involved in the flow of goods and services from the producer to the consumer.

**MKT 3520 Advertising and Marketing Communications**

This course is designed to provide a comprehensive understanding of the promotional tools available to marketers for the development and implementation of optimal promotional strategies. Emphasis is placed on the respective roles of individual promotional techniques and how they are integrated to achieve the organization's marketing objectives. Students may not receive credit for both MKT 3520 and 3100.

**MKT 3600 Marketing Research**

Training in the basic techniques of research in marketing, including problems definition, research design, questionnaire construction, sampling, and data collection and analysis, and report preparation. The student will design and will analyze cases based on real-world business problems and provide a written report for each.

**MKT 3605 Consumer Behavior**

This is an interdisciplinary course that examines the various aspects of consumer buying behavior. Such fields as economics, psychology, social psychology, sociology, and cultural anthropology are studied with reference to purchase decision criteria, consumer motivation, and attitude change. The course focuses on the implications of social science concepts for marketing strategy.

**MSC 1003 Music in Civilization**

An introductory survey of music in cultural and social history. The course proceeds chronologically through historical style periods to consider the development of Western classical music in relation to the cultural background with some inclusion of non-Western traditions. Credit will be granted for MSC 1003 or MSC 1005, not both.

**MSC 1005 Principles of Music**

An introductory music course in which musical elements, structures, and styles are studied. Development of analytical abilities will be emphasized through consideration of major musical works by diverse composers. A wide variety of types and forms of music literature will be explored, including symphony, concerto, song, and opera. Credit will be granted for MSC 1003 or MSC 1005, not both.

**MTH 1030 College Algebra**

This course develops the algebraic topics that are needed for most basic quantitative courses at the college, including linear equations, rates of change, rational expressions, functions and their graphs, Exponential and logarithmic functions, non-linear systems of equations and related applications. This course is not part of the Common Core Curriculum.

**MTH 2003 Pre-calculus and Elements of Calculus**

This course integrates material from pre-calculus with introductory topics from applied calculus, including a detailed study of functions, limits and continuity, the circle, tangent lines, rates of change, differentiation of algebraic functions, matrices, and linear systems of equations. Applications from economics and finance will be included and the use of the TI 89/92 calculator as well as Excel will be required. (Not open to students who completed MTH 2000, 2001, 2205, 2206, 2207, 2610, or 2030 or any course at the 3000 level or above.)

### **MTH 2205 Applied Calculus II**

This course will include the first and second derivative tests, optimization, exponential and logarithmic functions, Riemann sums, areas, antiderivatives and business applications. This course is not open to students who have completed MTH 2201, 2206, 2207 or 2610.

### **MTH 2207 Applied Calculus and Matrix Applications**

This course contains the calculus included in MTH 2003 and MTH 2205 and the matrix algebra found in MTH 2003. Topics to be discussed include algebra of matrices; inverses; linear systems of equations; Gaussian elimination; intuitive and geometric definitions of the limit; derivatives of algebraic, exponential and logarithmic functions; optimization problems; related rates; curve sketching and an introduction to integration. (Not open to students who have completed MTH 2003, 2205, or 2610.)

### **MTH 2610 Calculus I**

Topics to be discussed include functions, inequalities, limits, derivatives of functions, applications to geometry and elementary economic analysis, theory of maxima and minima, antiderivatives, integration of functions, applications to geometry, and fundamental theorem of calculus. (A student may receive credit for only one of the following six courses: MTH 2011, 2201, 2205, 2206, 2207, 2610, or 2630.)

### **MTH 3010 Elementary Calculus II**

Topics to be discussed include transcendental functions, techniques of integration, improper integration, numerical integration, Taylor polynomial, introduction to multivariable functions, Lagrange multipliers, and indefinite and definite multiple integrals. (Not open to students who have completed MTH 2630, 3006, or 3030.)

### **MTH 3020 Intermediate Calculus**

Topics to be discussed include vectors in the plane and three-dimensional space, infinite sequences and series of numbers; convergence tests for sequences and series; indeterminate forms; multivariable calculus; chain rules, implicit functions, change of variables in multiple integrals; and polar coordinates, limits, continuity, and differentiability. Not open to students who have completed MTH 3030.

### **MTH 3300 Algorithms, Computers, and Programming I**

The objective of this course is to provide the basic knowledge and experience necessary to use computers effectively by developing an understanding of the interplay between the computer, its associated languages, and the structured development of algorithms. Topics to be covered include computer organization and operation, data representation, algorithm development and specification, and programming languages and techniques. These topics are developed through the study and application of a higher-level language, such as C++. Credit will not be granted for both MTH 3300 and CIS 2359.

### **PAF 1250 Citizenship and Public Affairs**

The course is an examination of the historical, institutional, political, and social context of civic life in the United States. The place of the individual in a democratic society is explored. The course will examine government structures and how businesses and advocacy groups interact with public officials. Constitutional principles are identified and applied to civil liberties, civil rights, and property rights.

### **PAF 3005 Public Service in New York City**

Events, personalities, and popular culture have shaped public service in New York City. This course examines the impacts of events such as the Draft Riots and 9/11, the influences of prominent mayors and administrators, and the effects of New York-focused movies, music, and television shows. It identifies models of public service to emulate.

**PAF 3010 Policy and Politics**

The class provides an overview of the politics of the policy process. A summary is provided of a wide range of public problems and solutions. The class considers the influence of government institutions and advocacy groups in the policy process. The course examines the creation of political coalitions and public-private partnerships.

**PAF 3102 Economic Analysis of Public Policy**

This is a course in economic theory and its use for understanding and addressing public problems. Applications are drawn from current policy debates in areas such as the environment, health, and labor markets. Relevant analytical tools, including benefit-cost analysis, are introduced. Students analyze and write from an economic perspective through in-class activities and out-of-class assignments.

**PAF 3108 Public Campaigns And Advocacy**

Students will create and manage persuasive campaigns for a range of public causes. The course focuses on theories of persuasion and social influence, and classic media campaigns such as public service announcements against drunk driving and ads for political candidates. Through such studies, class members will learn how to apply persuasion principles and advocacy strategies to influence diverse audiences in contemporary contexts involving issue advertising, election drives, cultural activism, new media, and movement communication.

**PAF 3201 Public Communication and Organizations**

Students are taught in this course to understand and apply communication skills in public affairs. The class provides cutting-edge tools for deliberation and speech in organizational environments, focusing on: professional styles and habits, audience analysis, institutional adaptation, political argument, rhetoric, media training, and the innovative use of technologies. New perspectives and practical skills will be acquired for engaging public issues.

**PAF 3401 Quantitative Methods for Policy and Practice**

This course focuses on the use of quantitative information and analysis to understand, interpret, promote, critique, and inform the implementation of programs and policies. Real world cases are examined throughout. Students use Excel to analyze data with various methods, such as simple regression.

**PHI 1500 Major Issues in Philosophy**

This course studies basic topics of philosophy, such as the nature of mind, criteria of knowledge, justification of ethical values, and the existence of God.

**PHI 1600 Logic and Moral Reasoning**

This course examines the principles of clear and accurate thought, including sound and valid arguments and methods of scientific reasoning in moral and political argument.

**PHI 3270 Computer Ethics**

This course provides a philosophical perspective to ethical decision making, especially regarding the specific ethical issues and controversies surrounding modern computer technology. These issues include those relating to privacy, security, identity, copyright, unauthorized use, access for the disabled, gender issues, and the digital divide. Ethical theories to be explored include subjective and cultural relativism, Kantianism, utilitarianism, and social contract theory. This course is cross-listed with CIS 3270. Students will receive credit for either PHI 3270 or CIS 3270. These courses may not substitute for each other with the F-replacement policy.

**PHY 1003 Concepts in Physics**

This course examines the classical foundations of physics and modern twentieth-century physics. Topics included in the classical foundation are description of motion, free fall, force, weight, and mass; Newton's laws of motion and law of gravitation; momentum; work and energy; the atomic nature of matter; temperature, heat, and energy; and electricity and magnetism. Topics in twentieth-century physics include electronics, wave properties and particle properties of light, photons and the photoelectric effect, the nucleus and Bohr's treatment of the hydrogen atom, the wave nature of matter, X-rays, radioactivity, nuclear structure, and nuclear transformations. This course may not be taken with the Pass/Fail option.

**PHY 2001 Fundamentals of Experimental Physics**

This course is a one-semester college physics laboratory course in classical physics, including kinematics, dynamics, energy conservation, gravitation, oscillations, waves, fluids and thermodynamics. The nature of physics as an experimental science is emphasized. We subject our theories to careful testing in the laboratory following the scientific method of observation, hypothesis-formulation, experimental testing, measurements, data analysis and the writing of lab reports. This course is designed for both science and non-science majors interested in understanding the central role of science in civilization. Co-requisite: PHY 2002L, unless transfer student has already satisfied requirement in Scientific World category. (Not open to students who have taken PHY 1003 or PHY 2003).

**PHY 3001 General Physics II**

This course is a continuation of PHY 2003. The following topics are studied: special relativity, electricity and magnetism, geometric and physical optics, discovery of electron, photoelectric effect, atomic physics, quantum effects, nuclear physics, fundamental particles, and applications to biological systems and medical instrumentation. (Not open to students who have taken PHY 3006.)

**POL 1101 American Government: Practices and Values**

An analysis of democratic ideas and practices, with special reference to the American Constitution and the democratic process in the United States.

**POL 2321 Urban Government**

Survey of important approaches to the study of urban political systems. The course concentrates on the nature of cities, their contemporary problems, and the political structures used to solve these problems.

**POL 3316 The Presidency**

Analysis of the role of the presidency in American government. Includes an examination of the development of the office; its relationship to other political, social, and economic institutions; and the duties of the President as chief executive, chief legislator, commander in chief, party leader, head of state, and shaper of foreign policy.

**PSY 1001 General Psychology**

This course introduces students to the scientific study of human behavior. It covers the basic psychological processes of thinking, motivation, perception, and learning, and the significance of the brain in mediating these processes. It examines the normal personality, how it develops, and how it functions in a social context. Psychological disorders are also discussed. Students will learn about psychology as a science through both direct [e.g. primary sources and research participation] and indirect [e.g. secondary sources and class lectures] experience with psychological research.

**PSY 3055 Abnormal Psychology**

This course presents the description and treatment of various types of pathology. It also attempts to understand the nature of human personality through the study of psychopathology and gives some insight into the problems of personality functioning generally.

**PSY 3056 Social Psychology**

This course focuses upon the scientific study of how people think about, influence, and relate to one another, with an emphasis on theory and research. The major areas examined are the formation of attitudes, attitude change, and persuasion; interpersonal perception, attraction, and conformity; affiliation and loneliness; aggression and interpersonal conflict; altruism, behavior of groups, interpersonal behavior, and leadership; sex differences in social behavior; and prejudice and discrimination.

**PSY 3059 Developmental Psychology: Personality in Childhood and Adolescence**

This course surveys the history of the field of child psychology. Its primary aim is to develop students' awareness of the dynamic interaction among those biological, sociocultural, and psychological factors that influence the child's developing personality. Prevailing theories of development, including the cognitive, psychoanalytic, psychosocial, and social learning perspective, are covered. Research methodology and case study material are emphasized. EDU 1101 and PSY 3059 are equivalent. If PSY 3059 is taken, credit cannot be given for EDU 1101.

**PSY 3060 Developmental Psychology: Adult Development**

This course focuses on the developmental aspects of adulthood and aging. Major theories of human development, such as Baltes and Baltes successful aging theory and the social-cognitive theory of personality development, are used to explain physical, cognitive, social, and emotional changes that occur over this period. Special attention is given to research methods in the emerging field of gerontology.

**PSY 3062 Psychology of Stress Management**

This course offers a variety of perspectives on the nature, cause, and manifestation of stress. It provides a basic understanding of how neural and endocrine systems are affected by stress and how these effects lead to stress-related disorders. Various personality behavioral traits that place individuals at risk for stress-related disorders will also be discussed. The opportunity to practice a variety of coping/relaxation strategies used in negating the effects of harmful stress complements the instructional material. This course is not open to students who previously enrolled in PSY 3048. This course is offered infrequently. It is not expected to be offered in 2010-2013.

**PSY 3063 Health Psychology**

The impact of behavior, attitudes and health promotion techniques on health and illness are explored, with specific attention to heart disease, immunological functioning, cancer, and AIDS. The social and psychological effects of medical conditions and death are addressed. The doctor-patient relationship, health care delivery, and workplace health are examined.

**PSY 3064 Personality and Individual Differences**

This course presents an overview of the scientific study of personality. Topics include personality theories and factors that shape personal identity including genetics, cognition, motivation, and other factors. The course will take an empirical, research-oriented approach that will introduce students to the methods used to examine how personality and individual differences are shaped and influence behavior. Students who previously enrolled in PSY 4061 cannot get credit for this course.

### **PSY 3067 The Psychology of Motivation and Learning**

This course provides an overview of the major theories and findings in research on the psychology of human motivation and learning. Various approaches to understanding motivation and learning will be addressed, including biological (e.g., instincts), behavioral (e.g., conditioning) and social/cognitive (e.g., goals) approaches. While the overall emphasis is on the theoretical foundations of psychology as they relate to human learning and behavior, the relevance of course material to various applied domains (e.g., education, the workplace, health, athletics) will be discussed where possible. (Students cannot receive credit for both PSY 3067 and PSY3065.)

This course will be a foundational elective for both psychology minors and BBA in I/O psychology majors; it may also be used as a general elective for the BA, BBA, or BS degrees.

Prerequisite: PSY 1001

### **PSY 3069 Psychology And Law**

This course is a seminar that examines the relationship between psychology and law. The course introduces the student to the interdisciplinary study of psycholegal research and scholarship. While the course focuses on all types of psychology as it relates to law, the emphasis is on the role of experimental psychology in the law.

### **PSY 3081 Cognitive Psychology**

This course is designed to introduce students to the research and theories of higher mental processes. Among the cognitive processes to be studied are memory, attention, language, thinking, and problem solving. In addition, the course will investigate computer analogies to cognition known as artificial intelligence.

### **PSY 3181 Industrial and Organizational Psychology**

The applications of psychology to the individual as an employee in his relationships with the employer are considered. The experimental findings in the field are reviewed with the intent of developing a scientific attitude toward such problems as employee morale, incentives, the psychology of advertising and selling, training, and job analysis. Conferences required.

### **SOC 1005 Introductory Sociology**

This course is a survey of sociological perspectives-particularly social interactionism, functionalism, and conflict theory. It focuses on the role of culture in shaping behavior patterns; key social institutions, such as the family, work, and religion; and the ways that globalization and multiculturalism are altering contemporary social life.

### **SPA 1001 Elementary Spanish I and II**

This one-year introductory course aims to give students a command of the written and spoken language and grammar. Emphasis is on communication skills and the cultures of Spanish-speaking peoples. Self-expression is developed through the use of dialogues, skits, audiovisual aids, and Web activities. Lab work is required. Credit for SPA 1001 will be deleted without completion of SPA 1002.

### **SPA 1002 Elementary Spanish II**

This is the second course of one-year introductory courses that aims to give students a command of the written and spoken language and grammar. Emphasis is on communication skills and the cultures of Spanish-speaking peoples. Self-expression is developed through the use of dialogues, skits, audiovisual aids, and Web activities. Lab work is required. Credit for SPA 1001 will be deleted without completion of SPA 1002. Students who have taken two years or more of Spanish in high school or who speak the language may not take Spanish 1001 or 1002. they could take 2000 and 3000-level Spanish courses. Please contact the department of modern Languages for correct placement.

**STA 2000 Business Statistics I**

A one-semester broad-based introductory business statistics course that focuses on descriptive statistics, control charts, regression, and inferential statistics. Topics covered include graphical methods, descriptive statistics with exploratory data analysis, an introduction to control charts (with a focus on special cause and common cause variation), linear regression and correlation, the normal distribution and sampling distribution of the mean, estimation for means and proportions, and hypothesis testing for one and two groups. Students will use a microcomputer statistical package for analyzing selected data sets. This course is required for all BBA students. Credit can be received for only one of the following: STA 2000 or 2100.

**STA 2100 Statistics for Social Science**

An introduction to statistical concepts and methods of organizing, presenting, and analyzing quantitative data. Emphasis will be on the application of these tools in making inferences and decisions from experimental and observational data. Includes measurement scales; descriptive statistics; basic probability and probability distributions; concepts of sample, population, and sampling distribution; elements of statistical inference; one-way and two-way analysis of variance; and an introduction to correlation and regression analysis. The following distributions are examined and applied to the solution of problems: binomial, normal, t, and F distributions. Techniques for using the computer as a tool in the analysis of statistical problems will be introduced. This course is appropriate for an industrial/organizational psychology or social science major. Credit can be received for only one of the following: STA 2000 or 2100.

**TAX 3300 Federal Income Taxation**

A comprehensive analysis of tax rules and concepts as they apply to individuals. This course covers various topics including the concepts of gross income, exclusions, capital gains and losses, personal and business losses, basis, deductions, and credits. The area of tax planning will be addressed as well.

**THE 1041 Introduction to the Theatre Arts**

By examining how the creative arts of the playwright, director, actor, and designer contribute to the form of the play that ultimately appears on stage, the course provides a basic understanding and critical appreciation of the arts of the theatre. Students attend productions when feasible.

**THE 1043 Introduction to Acting**

This course introduces the student to the essential techniques and methods of acting. Students are introduced to selected plays both through literary analysis and attendance at current productions.