COURSE DESCRIPTIONS

Each course is worth three credits unless otherwise noted.

ACCOUNTING (ACC)

ACC 101  Accounting Principles I
A grade of C or above is required for this course.
This introductory course includes the theory and application of major accounting principles and procedures. The following topics and problems will be studied and practiced: journalizing, financial statements, adjusting and closing entries, and systems and controls.

ACC 102  Accounting Principles II
A grade of C or above is required for this course.
Prerequisite: ACC 101
Build on the skills that were developed in ACC 101. Material covered includes the utilization and interpretation of accounting principles, a detailed study of deferrals and accruals, plant and intangible assets, partnership and corporate forms of ownership, stocks and bonds, and their effect on business decisions, and financial statement analysis.

ACC 203  Intermediate Accounting I
A grade of C or above is required for this course.
Prerequisite: ACC 102
Begin with a review of fundamental accounting principles, and then move on to an intensive study of financial statements, including the income statement and balance sheet and their interrelationship.

ACC 204  Intermediate Accounting II
A grade of C or above is required for this course.
Prerequisite: ACC 203
Continue the analysis of a company’s balance sheet with the study of inventories, fixed assets, and liabilities.

ACC 222  Managerial Accounting
Prerequisite: ACC 102
Learn the functional approach to the basic concepts of managerial accounting. Topics emphasized are pro forma financial statements, budgets, cash flow analysis, forecasting, direct costing, break-even analysis, and capital expenditures.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisites</th>
</tr>
</thead>
</table>
| ACC 225     | Introduction to Taxation             | *Prerequisite: ACC 102*  
An introductory tax course, ACC 225 covers the overall tax environment; Internal Revenue Service tax rules and regulations for the corporation and individual; tax planning; and basic corporate, individual, and partnership tax returns. |
| ACC 301     | Auditing                             | *Prerequisite: ACC 204*  
This is a course that covers the principles of auditing and other assurance services. It covers professional standards, professional ethics, audit evidence, audit planning, audit risk, audit reports, Sarbanes-Oxley Act, internal control, and the role of the Securities and Exchange Commission. |
| ACC 303     | Cost Accounting I                    | *Prerequisite: ACC 204*  
Students will learn the principles of cost concepts, cost behavior, and cost accounting techniques in manufacturing and service businesses, as well as how to determine the cost of products and services to set selling prices, bid on contracts, and analyze the relative profitability of various products and services. This course will help students understand how to use the accounting system as an effective information tool for management. |
| ACC 401     | Advanced Accounting                  | *Prerequisite: ACC 204*  
Explore corporate and multinational consolidations in accounting, as well as international accounting standards, foreign currency transactions, interim reporting, and the Securities and Exchange Commission. |
| ACC 425     | Special Topics - Accounting          | *A grade of C or above is required for this course.*  
*Prerequisites: ACC 204, ACC 225, ACC 301, ACC 303, and FIN 401 courses must be completed or concurrently enrolled.*  
Students will research special topics that will change based on current events and issues in the field of accounting. The topics are intended to prepare the student for the workplace and graduate school. Due to their ongoing importance in business, cases in professional ethics and issues in international accounting will receive special attention. |
BUSINESS (BUS)

BUS 100  **(Formerly MGT 101) Introduction to Business**

Apply an interdisciplinary approach to study the role of the American business system in a global, political, and economic perspective. Topics include the historical development of the American business system; comparison of economic philosophies; functions of management, marketing, finance, and organizational structure; governments’ intervention in business activity; the international business environment; and social responsibility.

BUS 250  **Associate Business Capstone Course**

*A grade of C or above is required for this course.*

*Prerequisites: ACC 101, ACC 102, BUS 100, ECO 101, ECO 102, and MKT 101*

This associate level capstone course in business will examine management theory and functions, leadership, decision making, organizations as systems, and organizational structure and design. Theory will be applied to current management problems and issues through case studies. As a requirement for this course, students will take a standardized test, the Major Field Test (MFT) in Business, to measure their academic achievement in the business curriculum. The MFT in Business contains multiple-choice items designed to measure students’ ability in the following areas: accounting, economics, management, and marketing.

BUS 450  **(Formerly MGT 450) Policy and Strategy Formulation**

*A grade of C or above is required for this course.*

*Prerequisites: ACC 102, ECO 102, FIN 401, MGT 306, and MGT 404*

This capstone course will integrate business knowledge and concepts for the purpose of policy making and strategy formulation. Students will develop a total organization approach to problem solving through case studies and a management simulation. As a requirement for this course, students will take a standardized test, the Major Field Test (MFT) in Business, to measure their academic achievement in the business curriculum. The MFT in Business contains 120 multiple-choice items designed to measure students’ ability in the following areas: accounting, economics, finance, law, management, marketing, and quantitative analysis.
BUSINESS INFORMATION SYSTEMS (BIS)

**BIS 101  Introduction to Word Processing & the Internet**

Students will learn the fundamental information and computer literacy topics needed by anyone who works with computers and how to use the Internet as a research tool, how to locate and evaluate information, and how to document their use of reference sources. Privacy and security issues pertaining to the Internet will be discussed. Additionally, the course will cover the basics of word processing in Microsoft Word, including editing, formatting, creating tables, and inserting graphics, borders, and images. This course is intended for students with little or no prior experience with computers or the Internet. Those already familiar with basic word processing and Internet use should take BIS 109 instead.

**BIS 109  Information Searching and Presentation**

Enhance the ability to effectively locate, evaluate and use online information. Keyword selection, Boolean logic operators, wildcards, and other search tips will be included. Students will develop presentations using Microsoft PowerPoint and practice effective presentation design and delivery. Students who complete this course will have the fundamentals needed to prepare for the Microsoft Office Specialist certification exam on Microsoft PowerPoint.

This course is intended for students familiar with basic word processing and Internet use. Those with little or no prior experience with computers or the Internet should take BIS 101 instead.

**BIS 111  Application Software Fundamentals**

*Prerequisite: BIS 101 or BIS 109*

Become familiar with software applications used in the workplace, and have hands-on practice with the fundamental aspects of these applications. This course will cover the desktop operating system along with Microsoft PowerPoint, Excel, Access, and Outlook. Students will learn the practical application of these programs in business contexts and learn to make effective decisions when selecting where and how to use these applications.
BIS 112  Programming Concepts  
*Prerequisite: ITN 100*  
An introduction to object-oriented programming, topics explored include the concepts of objects, methods, events, modularity, and logical structure. In this course, students will write, test, debug, and document their own basic computer programs.

BIS 201  HTML and the World Wide Web (Formerly Internet Concepts)  
*Prerequisite: BIS 101 or BIS 109*  
Experience a hands-on introduction to website design and implementation. Students will learn HTML markup, basic website administration, and key web design principles to enable them to use the web to communicate information effectively.

BIS 215  Spreadsheet Intermediate Concepts  
*Prerequisite: BIS 111*  
Move on to intermediate concepts of spreadsheets using Microsoft Excel and apply these concepts to projects designed for the workplace. Students will be exposed to subject matter tested on the Microsoft Office Specialist exam for Microsoft Excel.

BIS 216  Database Intermediate Concepts  
*Prerequisite: BIS 111*  
Students will be exposed to intermediate database concepts and techniques using Microsoft Access. Topics covered include database design, querying, maintenance, and the creation of forms and reports. The practical application of these concepts is emphasized through projects designed for the workplace. Material covered includes subject matter tested on the Microsoft Office Specialist exam for Microsoft Access.

BIS 224  Concepts in Desktop Programming  
*Prerequisites: BIS 101 or BIS 109 and ITN 100*  
Learn about programming logic and design. Topics include program structure, looping, branching, modularization and documentation. Students will learn how to take a business problem, conceptualize it, and apply good design practices to solve the problem.
**BIS 245 Using VB.NET in Application Development I**  
*Prerequisite: BIS 224*  
Learn to program an application development solution using Visual Basic.NET. Program design, graphical user interfaces, variables, constants, data types, and expressions are covered.

**BIS 314 Word Processing Advanced Concepts**  
*Prerequisite: BIS 111*  
Advanced concepts of word processing using Microsoft Word are presented. Students will apply these concepts to projects designed for the workplace and will be exposed to subject matter tested on the Microsoft Office Specialist exam for Microsoft Word.

**BIS 315 Spreadsheet Advanced Concepts**  
*Prerequisite: BIS 215*  
Students will apply advanced concepts of spreadsheets using Microsoft Excel to projects designed for the workplace, and will be exposed to subject matter tested on the Microsoft Office Specialist exam for Microsoft Excel.

**BIS 316 Database Advanced Concepts**  
*Prerequisite: BIS 216*  
Use Microsoft Access to explore advanced concepts of databases and apply these concepts to projects designed for the workplace. Topics include the Structured Query Language (SQL), database administration, and application development components of Access including switchboards, macros, and Visual Basic for Applications. Students will be exposed to subject matter tested on the Microsoft Office Specialist exam for Microsoft Access.

**BIS 317 Visual Basic for Applications**  
*Prerequisites: BIS 314, BIS 315, BIS 316, and BIS 224*  
Develop the skills and knowledge for application development using the programming features of Microsoft Office by completing exercises using Microsoft Excel, Microsoft Word, Microsoft Access, and Microsoft PowerPoint. Learn about the Visual Basic Editor, object models, variables, and programming structures such as case statements, do...loop, for...next, and other statements. Use the Visual Basic for Applications programming language to create professional applications in a hands-on programming environment.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisite(s)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIS 325</td>
<td>Using VB.NET in Application Development II</td>
<td>Prerequisite: BIS 245</td>
<td>Topics covered in this course are intermediate VB.NET programming details and techniques. Students will program application development solutions that require decision making, iteration, multiple forms, menus, common dialogs, functions, and arrays. Debugging and creating executable files are also included.</td>
</tr>
<tr>
<td>BIS 330</td>
<td>JavaScript Programming</td>
<td>Prerequisites: BIS 201 and BIS 325</td>
<td>Expand on the knowledge gained in BIS 201 and BIS 325 by further investigating the development of web pages using JavaScript programming language. Some of the topics explored include how to create banners, rollovers, slide shows, status bar messages, new windows, form validations, and random quotes using JavaScript.</td>
</tr>
<tr>
<td>BIS 345</td>
<td>Using ASP.NET in Application Development</td>
<td>Prerequisites: BIS 201 and BIS 325</td>
<td>Students will develop web applications using ASP.NET and VB.NET, web programming concepts, ASP.NET techniques and related tools and technologies are covered.</td>
</tr>
<tr>
<td>BIS 402</td>
<td>Systems Analysis and Design</td>
<td>Prerequisite: MIS 302</td>
<td>Discover the principles, practices, and tools of modern systems analysis and design. Established and evolving methodologies for the development of business-related computer information systems are presented. Students are exposed to the full software development lifecycle, with an emphasis on requirements analysis and the creation and representation of design specifications. The roles of systems analysts, computer programmers, and end users in the development, installation, and maintenance of an information system are investigated.</td>
</tr>
<tr>
<td>BIS 403</td>
<td>Applied Systems Design</td>
<td>Prerequisite: BIS 402</td>
<td>Use the systems development skills learned in BIS 402 and apply them to a business problem. Working in teams, students analyze a business problem and design a systems-based solution. Teams make presentations highlighting their proposed designs and deliver a final system analysis report to the management of a hypothetical client.</td>
</tr>
</tbody>
</table>
**BIS 415**  
**IT Capstone in Programming and Desktop Applications**

*Prerequisite: BIS 402*

*A grade or C or above is required in this course.*

The capstone serves as a final assessment of the program outcomes for the Programming & Application Development and Desktop Applications for Business concentrations. The capstone project provides students the opportunity to assimilate and apply the knowledge and skills they have acquired throughout their degree program. Students are encouraged to choose capstone topics that will benefit both themselves and their current or prospective employers.

---

**BIS 425**  
**Using Databases in Application Development**

*Prerequisite: BIS 345*

*A grade or C or above is required in this course.*

Program an application development solution using SQL, ASP.NET and VB.NET. Testing and debugging concepts are covered as well as expanding the application development solution to include a sophisticated database.

---

**BIS 445**  
**Extensible Markup Language (XML)**

*Prerequisite: BIS 425*

Use the Extensible Markup Language (XML) to create and structure documents to be delivered over the Web. Projects will cover validation using Documentation Type Definitions (DTD) and XML Schemas, formatting with Cascading Style Sheets and XSLT, and the creation of Computational Style Sheets.

---

**COMMUNICATION (COM)**

**COM 112**  
**Effective Speech Communication**

Study and practice oral communication, written speech construction, rhetorical devices, and presentational skills. Organization and development of ideas, diction, clarity of expression, and the interaction of verbal and non-verbal behavior are all emphasized.
### COM 202  Intercultural Communication

*Prerequisite: A grade of C or above in ENG 101.*

Examine the concept of valuing differences by developing skills in understanding and working with persons from backgrounds different from student’s own, including differences in work ethic, ethnicity, gender, age, socioeconomic status, education, and sexual orientation. Through class assignments, this course also requires students to apply, in their day-to-day activities, the intercultural communication skills they have acquired during the class.

### COM 345  Advanced Communication Skills

*Prerequisite: two English and/or Communication classes, one of which must be ENG 101*

Refine and reinforce both oral and written communication skills appropriate for academic and professional settings. Requirements include, but are not limited to, oral presentations and written assignments particular to program majors. Knowledge of PowerPoint and research skills is also emphasized. Prior completion of BIS 109 and/or BIS 111 is strongly recommended.
COOPERATIVE WORK EDUCATION (CWE)

Students planning to take cooperative work education (Co-op) for their associate or bachelor’s degree must first take a preparatory workshop to prepare for the Co-op program. The prerequisite workshop must be taken after 30 credits for the associate degree program and/or 90 credits for the bachelor’s degree program. All cooperative work experiences are optional. The supervised work experiences provide students with the opportunity to observe and participate in actual organizational processes in their area of special interest. A comprehensive work report is required of all students. To participate in Co-op, students must consult their Program Advisor. Students must typically hold a 2.0 GPA to participate. Students who fall below the required GPA must obtain a waiver. Co-op is not available in every concentration and every degree program. Co-op experience is available in the following concentrations and programs:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Pre Co-op Workshop Days/Times</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CWE 098 AT</td>
<td>Pre Co-op Workshop – Tuesdays, 4:30 pm – 5:30 pm (associate)</td>
<td>0</td>
</tr>
<tr>
<td>CWE 099 BW</td>
<td>Pre Co-op Workshop – Wednesdays, 4:30 pm – 5:30 pm (bachelor’s)</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Cooperative Work Experience – 3 Credits</th>
<th>Degree</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CWE 104 A3</td>
<td>Business Administration / Management</td>
<td>associate</td>
<td>3</td>
</tr>
<tr>
<td>CWE 116 A3</td>
<td>Paralegal Studies</td>
<td>associate</td>
<td>3</td>
</tr>
<tr>
<td>CWE 120 A3</td>
<td>Information Technology / Technology Management</td>
<td>associate</td>
<td>3</td>
</tr>
<tr>
<td>CWE 124 A3</td>
<td>Information Technology / Desktop Applications for Business</td>
<td>associate</td>
<td>3</td>
</tr>
<tr>
<td>CWE 125 A3</td>
<td>Information Technology / Programming and Application Development</td>
<td>associate</td>
<td>3</td>
</tr>
<tr>
<td>CWE 126 A3</td>
<td>Information Technology / Networking, Administration, and Security</td>
<td>associate</td>
<td>3</td>
</tr>
<tr>
<td>CWE 304 A3</td>
<td>Business Administration / MGT/HRM/ENT</td>
<td>bachelor’s</td>
<td>3</td>
</tr>
<tr>
<td>CWE 305 A3</td>
<td>Business Administration / Accounting</td>
<td>bachelor’s</td>
<td>3</td>
</tr>
<tr>
<td>CWE 306 A3</td>
<td>Business Administration / Marketing</td>
<td>bachelor’s</td>
<td>3</td>
</tr>
<tr>
<td>CWE 310 A3</td>
<td>Business Administration / Business Law</td>
<td>bachelor’s</td>
<td>3</td>
</tr>
<tr>
<td>CWE 320 A3</td>
<td>Information Technology / Technology Management</td>
<td>bachelor’s</td>
<td>3</td>
</tr>
<tr>
<td>CWE 324 A3</td>
<td>Information Technology / Desktop Applications for Business</td>
<td>bachelor’s</td>
<td>3</td>
</tr>
<tr>
<td>CWE 325 A3</td>
<td>Information Technology / Programming and Application Development</td>
<td>bachelor’s</td>
<td>3</td>
</tr>
<tr>
<td>CWE 326 A3</td>
<td>Information Technology / Networking, Administration, and Security</td>
<td>bachelor’s</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Cooperative Work Experience – 6 Credits</th>
<th>Degree</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CWE 416 A6</td>
<td>Paralegal Studies</td>
<td>bachelor’s</td>
<td>6</td>
</tr>
<tr>
<td>CWE 424 A6</td>
<td>Information Technology/ Desktop Applications for Business</td>
<td>bachelor’s</td>
<td>6</td>
</tr>
</tbody>
</table>
ECONOMICS (ECO)

ECO 101  Macroeconomics
Macroeconomics is a principles course that focuses on the aggregate economic variables of employment, output, and prices. The course serves as both an introduction to economics and as a survey of basic models of macroeconomic analysis. Topics include an investigation of the nature, scope, and methodology of economics; elementary models of supply, demand, and comparative statics; national income accounting; the business cycle, employment, and price level determination; fiscal policy; money and banking; and monetary policy.

ECO 102  Microeconomics
Microeconomics is a principles course that focuses on the behavior of households and firms as economic agents. Topics include a review of the basics, including the nature of the economics discipline, elementary models of supply and demand and comparative statics; an extension of supply and demand analysis through own-price elasticity with applications; the theory of consumer choice and utility maximization; the theory of the firm under perfect competition and pure monopoly; resource pricing and input decisions, and the microeconomic aspects of international trade.

ECO 340  International Economics
Prerequisites: ECO 101 and ECO 102 with a C or above. MAT 102, MAT 109, and MAT 210 are recommended.
International Economics presents an in depth study of international trade. Students will analyze why nations trade and invest, the gains from trade and investment, and the magnitude of these activities. Topics include trade restrictions, the costs of protection, foreign exchange markets, and the balance of payments.

ECO 350  Managerial Economics
Prerequisites: ECO 101 and ECO 102 with a C or above. MAT 102, MAT 109, and MAT 210 are recommended.
Managerial Economics applies microeconomic theory to practical business applications, focusing on pricing, production, and resource allocation issues useful in decision-making. Topics include demand, the theory of the firm, production and costs, pricing decisions, demand estimation, game theory, and the theory of risk.
ENGLISh (ENG)

ENG 101  English Composition

A grade of C or above is required for this course.

Students will develop clear, logical, and forceful expository writing skills with emphasis on planning, structuring, developing, and documenting essays. Readings, observations, and discussions provide students with a basis for writing about themselves and their world. Research techniques are also included. This course is required of all students.

ENG 202  Introduction to Literature

Prerequisite: A grade of C or above in ENG 101

Focus on reading, discussing, and writing about significant works of literature through the genres of short fiction, drama, and poetry. Students will be introduced to literary terminology, thematic devices, and critical interpretation of the texts.

ENG 205  American Literature

Prerequisite: A grade of C or above in ENG 101

Examine some of the most important literary trends in American literature with an emphasis on the relation of literature to American history and culture. The course provides a general introduction to literary theory and focuses on critical analysis of the selected texts.

ENG 219  The Essential Shakespeare

Prerequisite: A grade of C or above in ENG 101

Delve into Shakespeare’s tragedies, comedies, histories, and sonnets through examining these works with intensive class discussion, creative and expository writing, and dramatic presentation. Additionally, explore the historical, political, and cultural influences that helped to shape many of Shakespeare’s plays and poems. Finally, analyze why Shakespeare’s plays continue to be read for academic and personal fulfillment and performed both on stage and in film.
ENg 330  Contemporary Literature
Prerequisite: A grade of C or above in ENG 101
Experience the contemporary work (1970-present) of selected poets, fiction writers, and dramatists who have explored major societal issues such as sexuality, religion, and war. Students will be exposed to literary theory and will focus on major literary concepts such as aesthetic distance, art and morality, authenticity, and ambiguity. This course emphasizes discussion, debate, and written expression of themes, thematic devices, and critical analysis of the selected texts.

ENTREPRENEURSHIP/SMALL BUSINESS MANAGEMENT (ENT)

ENT 200  Introduction to Entrepreneurship/Small Business Management
A grade of C or above is required for this course.
Prerequisite: BUS 100
Students explore entrepreneurial processes and outcomes in this introductory course. Opportunity identification through analysis of industry niches will be reviewed. Students will develop the skills needed in order to turn a business opportunity into reality. Business plans, launch decisions, and obtaining risk capital will be studied.

ENT 225  Accounting, Finance, and Tax for Smaller Businesses
Prerequisite: ACC 102
Accounting systems, financial plans, and budgets for small businesses are some of the material covered in this course. Financing sources for start-up and growing businesses are examined. Income tax considerations in choosing a type of business organization are discussed.

ENT 280  Entrepreneurial Marketing
A grade of C or above is required for this course.
Prerequisite: MKT 101
Focus is placed on marketing concepts as applied in the real world by entrepreneurs. Entrepreneurial marketing topics are presented, including customer segmentation, product/service development, marketing promotion, and sales channel development.
**ENT 401**  
**Entrepreneurial Strategies and Tactics**  
*A grade of C or above is required for this course.*  
*Prerequisites: ENT 200 and ENT 225*  
Students will consider the various types of entrepreneurial entry strategies, factors influencing the selection of an appropriate strategy, and the translation of that strategy into effective tactics.

**ENT 425**  
**Special Topics – Entrepreneurship/Small Business Management**  
*A grade of C or above is required for this course.*  
*Prerequisites: ENT 200, ENT 225, and MIS 404*  
This course will cover special topics that will change based on current events and issues of importance to the entrepreneur or small business manager. The topics are intended to prepare the student for a leadership role in operating a successful small business. Due to their ongoing importance in business, cases in professional ethics and issues in international management will receive special attention.

**FINANCE (FIN)**

**FIN 201**  
**Introduction to Finance**  
*A grade of C or above is required for this course.*  
*Prerequisite: ACC 102*  
Learn about the major concepts and techniques of financial management in this introductory course. The following topics will be emphasized: the time value of money, capital budgeting, financial statement analysis, financial forecasting, and short-term financial management.

**FIN 401**  
**Financial Analysis**  
*A grade of C or above is required for this course.*  
*Prerequisite: FIN 201*  
Further develop the skills to use financial information for management decisions in the context of planning and controlling business enterprise. There will be an emphasis on the development of decision-making criteria in dealing with topics such as financial planning, capital budgeting, financing international trade, working capital, risk, interest rates, debt and equity management.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIS 105</td>
<td>United States History I</td>
<td>In this course, students study United States history from the Age of Discovery/Exploration to the end of the Civil War, with emphasis on political developments, economic, social, intellectual, and cultural achievements. Students are encouraged to compare/contrast some of these developments/achievements to contemporary issues.</td>
</tr>
<tr>
<td>HIS 106</td>
<td>United States History II</td>
<td>Students will study United States history from Reconstruction to the 21st century with emphasis on political developments and economic, social, intellectual, and cultural achievements. To have a better understanding of these developments and achievements, students are encouraged to compare/contrast current political, economic, social, and cultural issues to those of the 21st century.</td>
</tr>
<tr>
<td>HIS 250</td>
<td>Global Cultures I</td>
<td>This class covers the important civilizations of the western and non-western world from early antiquity to 1500 C.E. The course examines the contributions of Asians, Africans, and Europeans in terms of cultural and religious attitudes, artistic achievements, socio-economic developments, and the growth of world trade.</td>
</tr>
<tr>
<td>HIS 260</td>
<td>Global Cultures II</td>
<td>The course explores the important civilizations of the western and non-western world from 1500 C.E. to the present by examining the contributions of Asians, Africans, Europeans, and Amerindians in terms of cultural and religious attitudes, artistic achievements, socio-economic developments, and the expansion of world trade. The course also includes the spread of Marxism and impact of western ideas on non-western nations.</td>
</tr>
<tr>
<td>HIS 320</td>
<td>African Civilizations</td>
<td>A survey of Africa’s contributions to world history and civilizations from 5000 B.C.E. to 1800 C.E. is presented with an intensive analysis of the major issues in African civilizations. Students will learn about different African civilizations and what roles these civilizations played in other world civilizations.</td>
</tr>
</tbody>
</table>
HUMANITIES (HUM)

HUM 105  World Religions
The major world religions will be examined: Hinduism, Buddhism, Judaism, Christianity, and Islam as well as a few small scale traditional religions from around the globe. The course explores these religions as a combination of doctrine, concept, worship, traditions, socio-economic conditions, and environment from a perspective of intercultural appreciation and understanding.

HUM 107  Introduction to Gender Issues
Explore the cultural, religious, socio-economic, and political forces that have shaped and defined gender issues historically. Topics such as marriage and the family, gender and race relations, identity and socialization, and work-related issues are discussed.

HUM 108  Introduction to the African American Experience
Discover the history, methodology, and relevance of Afrocentricity within academia and the workplace. Topics covered include an overview of African American history, economics, politics, religion, and family. The understanding of these various topics fosters better race relations in America and the world.

HUM 225  Music and Art of the 20th Century
Examine the movement of thought in music and art of the 20th century. The course will expose students to the primary figures of 20th century music and art as well as the relationship that exists between the two disciplines.

HUM 300  The Great Thinkers
This course introduces some of the great thinkers and their writings from a variety of historical periods. These great thinkers raised questions about humanity that are still relevant to the modern world. The course will explore different ways of thinking which can be applied to other coursework, as well as the student’s personal and professional life.
HUMAN RESOURCE MANAGEMENT (HRM)

HRM 270  
**Employee Recruitment and Selection**  
*A grade of C or above is required for this course.*  
*Prerequisite: MGT 210 or BUS 250*  
Develop the skills and knowledge required to make effective staffing decisions in this course. Emphasis is placed on the ethical and legal considerations involved in staffing decisions.

HRM 280  
**Labor Relations**  
*Prerequisite: MGT 210 or BUS 250*  
Students will review bargaining relationships, arbitration techniques, collective bargaining content, and the use of mediation in resolving conflict.

HRM 290  
**Compensation Management**  
*A grade of C or above is required for this course.*  
*Prerequisite: MGT 210 or BUS 250*  
In this course, students will examine compensation and reward systems as well as incentive plans to motivate employee performance. Students will have the opportunity to develop and propose compensation programs that could be used in organizations.

HRM 301  
*(Formerly MGT 303) Human Resource Management*  
*A grade of C or above is required for this course.*  
*Prerequisite: MGT 210 or BUS 250*  
This course is a survey of the management function from the human resources perspective, with special emphasis on such personnel practices as recruitment, selection and training of staff, motivation and leadership, and performance appraisal.

HRM 306  
**Managing Employment Law in Business**  
*Prerequisite: HRM 301*  
Students will study government regulations affecting human resource management; the focus will be on how to maintain legal compliance in a business setting.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Grade Requirement</th>
<th>Prerequisite(s)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRM 310</td>
<td>Training Development and Design</td>
<td>C or above</td>
<td>HRM 301</td>
<td>In this course, students will consider various theoretical models of training and development. Needs assessment, performance based objectives, and evaluation techniques will be evaluated.</td>
</tr>
<tr>
<td>HRM 401</td>
<td>Employee Benefits</td>
<td>C or above</td>
<td>HRM 301</td>
<td>Study in-depth the design, administration, and effective communication of employee benefits and work/life balance programs in this upper-division course. Topics presented include measuring the marketplace, selecting and utilizing surveys, developing a competitive benefits program, legal requirements, pros and cons of flexible benefits, impact of federal regulations, controlling the cost of health insurance, aligning retirement programs with organizational objectives, self-insuring, and evaluating and implementing flexible work options such as telecommuting, and alternate work schedules.</td>
</tr>
<tr>
<td>HRM 425</td>
<td>Special Topics - Human Resource Management</td>
<td>C or above</td>
<td>HRM 301</td>
<td>The professor for this course will identify a special topic, which will change based on current events and issues in the field of human resource management. Students are encouraged to choose projects that will benefit both themselves and their existing or potential employers.</td>
</tr>
<tr>
<td>INT 101</td>
<td>Introduction to International Business and Cultures</td>
<td>C or above</td>
<td>BUS 100</td>
<td>Students will be introduced to the complexities of doing business in the global marketplace. The role of the World Trade Organization (WTO), regional trade agreements, protectionism, and cultural and language differences are a few of the topics to be studied. In addition, the evolution of modern international trade theory, as well as the effect of floating exchange rates on multi-national corporations and trading nations, and balance of payments will be examined.</td>
</tr>
</tbody>
</table>
INFORMATION SECURITY COURSES (ISC)

ISC 310  
Information Security Management  
Material presented in this course comes from the Information Security and Risk Management domain of the CISSP CBK. Students will learn to define, describe, and discuss the planning, organization, and roles of individuals in identifying and securing an organization's information assets. Students will also learn to recognize policies, procedures, and guidelines used in information security and risk management. Finally, students should be able to explain, from a management perspective, human resource issues as they relate to confidential, proprietary, and private information.

ISC 320  
Access Control Systems & Methodology  
Material from the Access Control domain of the CISSP CBK will be covered in this course. Students will learn to identify and apply access control concepts and methodologies. They will also learn how to implement these controls within centralized and decentralized environments across the enterprise's computer systems. Finally, students will identify detective and corrective measures in order to apply them to risks, vulnerabilities, and exposures within a system.

ISC 330  
Security Models & Architecture  
Security Architecture and Design domain of the CISSP CBK will be presented in this course. Students will learn to identify physical components of IT architecture and the relationship between various uses of software. They will understand design principles and their relationship to secure enterprise architecture. Finally, students will be able to identify security models and how secure systems are evaluated, certified and accredited.

ISC 340  
Law, Investigation & Ethics  
Students will examine the fundamentals of law, investigation, and ethics, introducing students to these concepts as they pertain to computers and information systems' impact on organizations and society. This course covers computer crime laws, regulations, and ethical considerations that affect organizations, personnel, investigative measures, and techniques.
ISC 350  **Telecommunications & Network Security**  
Material from the Telecommunications and Network Security domain of the CISSP CBK will be presented in this course. Students will learn the structure of the OSI reference model and TCP/IP protocols and understand their relationship to various types of network and telecommunication devices. They will also understand the techniques necessary to secure these networks and how to apply security policy to controls. Finally, students will learn to identify methods of attack, intrusion detection, data collection, and evidence preservation.

ISC 410  **Management Level Cryptography**  
In this course, the Cryptography domain of the CISSP CBK will be covered. Students will become familiar with the basic concepts and application of cryptography, public and secret/shared key algorithms, algorithm types, key distribution and management, and methods of cryptographic attacks. They will also be able to define applications, construction and use of keys, and digital signatures to ensure the confidential transmission of data. Finally, students will understand how cryptographic methods support the standards of data integrity, authenticity, and non-repudiation.

ISC 420  **Business Continuity & Disaster Recovery Planning**  
This course will cover material from the Business Continuity and Disaster Recovery Planning domain of the CISSP CBK. Students will learn to differentiate between business continuity and disaster recovery. The student will also learn how to plan, analyze, strategize, and implement a business continuity project. Finally, students will learn the associated terminology and steps needed to recover from a disaster.

ISC 430  **Physical & Operations Security**  
Topics presented in this course will cover material from the Physical (Environment) Security and Operations Security domains of the CISSP CBK. Students will learn to describe the elements involved in choosing a secure site, its design and configuration, and the methods for securing the facility against unauthorized access. Students will also learn to plan for the prevention of equipment and information theft, and for measures to secure the environment and safety of the people, the facility, and its resources.
ISC 440  Application and System Development Security (Formerly Application & System Development)
Students will learn material from the Application Security domain of the CISSP CBK. Students will learn to describe the security and controls of the systems development process, system life cycle, application controls, change controls, program interfaces, and other concepts used to ensure data and application integrity, security, and availability.

ISC 450  Information Security Capstone/CISSP Review Course
A grade of C or above is required for this course.
Prerequisites: ISC 310, 320, 330, 340, 350, 410, 420, 430, 440
All ten domains of the CISSP CBK will be reviewed in this comprehensive review course. Students will review key areas of knowledge for each of the ten domains. They will also take practice exams that cover the material from the key knowledge areas.

ITN 100  (Formerly NET 101)  
Introduction to Information Technology
This survey course provides a broad-based introduction to information technology for IT students. Topics include an overview of hardware and software systems, networking and the Internet, network security, information systems, eBusiness, systems analysis and design, application programming, and database management. Social, legal, and ethical issues associated with the use and developments of information technology are also discussed.

ITN 120  PC Fundamentals
Prerequisite: ITN 100
This course introduces students to the maintenance, upgrade, and repair of PCs and will cover the exam objectives related to CompTIA’s A+ Essentials and IT Technician certifications. Operating system coverage includes installing and configuring Microsoft Windows as well as troubleshooting common software issues. Hardware coverage includes understanding the operation of the system board, mass storage devices, power supplies, and peripheral devices as well as troubleshooting fundamentals.
ITN 130  Networking Fundamentals  
*Prerequisite: ITN 100*  
Learn the fundamentals of data communications and networking. Focus will be placed on hardware and software components for the implementation of transmission media, local area networks (LANs), and wide area networks (WANs), network interconnections, network management, protocols, and related technologies. Exam objectives related to CompTIA’s Network+ certification are presented. After completing this course, students should be able to apply their understanding of data communication technologies to real-life situations graduates will encounter in the field.

ITN 144  (Formerly NET 104)  
Introduction to Network Security  
*Prerequisite: ITN 130*  
Students will develop a basic understanding of the network security field and will be prepared for more advanced security topics in the Network Security concentration. Topics covered include general security concepts, data communication security, infrastructure security, and cryptography. The concepts presented in this course map to the exam objectives for CompTIA’s Security+ exam.

ITN 200  Windows Client and Server Administration  
*Prerequisite: ITN 130*  
Students get a comprehensive overview of the features and functions of Microsoft Windows workstation and server operating systems, this includes an examination of the installation, configuration, management, and networking functionality of Windows in a stand alone as well as large and small network environments. The course objectives are designed around the job-related tasks a support professional must perform using new or modified features in Microsoft Windows. By the end of the course, students will have the ability to configure and support environments running Windows Professional and Server, as well as the requisite knowledge to prepare for the associated Windows Microsoft certification exams.
Course Descriptions

ITN 220  Help Desk and Customer Support Concepts  
Prerequisite: ITN 100  
Students will delve into the material related to an IT Help Desk along with effective customer support concepts. Students will learn to recognize the skills, processes, technology, and information needed to run a successful help desk. Using real world computer support examples and case studies, students will learn how to support computer systems, software, and the customers who use them. Troubleshooting and customer service skills are emphasized so that students can apply these skills when they are in the field. Assigned research projects, using the Internet and other resources, provide the opportunity to explore help desk problems and solutions encountered in industry.

ITN 244  Operating Systems Security  
Prerequisite: ITN 144  
Topics presented in this course include an overview of a variety of operating systems, including Windows client operating system, Windows server operating system, Linux, Novell NetWare, and Mac OS. Students will learn to plan, implement, and audit security on computer operating systems. Case studies are used to reinforce security application in real-world situations.

ITN 254  Introduction to Cryptography  
Prerequisite: ITN 144  
Students will be introduced to the basics of cryptography. Cryptography is the foundation for all secure transactions between people and companies and is an important step in understanding advanced topics covered in later security courses. Topics covered include private and public key crypto methods, their strengths and weaknesses, and key distribution and digital certificates. In addition, real-world applications and crypto attacks are discussed.

ITN 264  Wireless Network Security  
Prerequisite: ITN 144  
Learn basic wireless network security including vulnerabilities, security options, and costs connected with implementing secure wireless networks. Topics covered include wireless WANs and LANs, Bluetooth, Voice Over Internet Provider (VOIP), wireless cryptography, and designing and implementing a secure wireless network.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisite</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ITN 300</td>
<td>Linux Administration</td>
<td>ITN 130</td>
<td>This course provides hands-on experience in the installation, operation, troubleshooting, and administration of the Linux operating system for both workstations and servers. Focus will be on the Red Hat distribution, with some discussion of alternate vendors. After completing this course, students will have the fundamentals needed to assist them in preparing for CompTIA's industry standard Linux+ certification exam.</td>
</tr>
<tr>
<td>ITN 302</td>
<td>Linux Networking and Security</td>
<td>ITN 144 and ITN 300</td>
<td>Build on skills obtained in ITN 300 and get hands-on experience in advanced Linux topics such as networking, administration, and security. The first part of the course will cover network technologies and protocols, Linux network configuration, and Linux server applications. The second part of the course focuses on security issues related to Linux, including protection of business assets, user privacy, encryption, VPNs, and network troubleshooting utilities.</td>
</tr>
<tr>
<td>ITN 310</td>
<td>Cisco CCNA Routers</td>
<td>ITN 200 or NET 204</td>
<td>All aspects of networking as it relates to Cisco Routing and Switching and Cisco CCNA certification exam are presented in this course. Students will also gain hands-on experience in configuring Cisco routers. Upon completion of this course and ITN 311, students will have the fundamentals needed to prepare for the CCNA certification exam.</td>
</tr>
<tr>
<td>ITN 311</td>
<td>Cisco CCNA Switches</td>
<td>ITN 310</td>
<td>Topics presented in this course expand upon the information presented in ITN 310. Students will learn more about Cisco routers, and be introduced to Cisco switches. Students will also gain valuable hands-on experience in the configuration and proper usage of both routers and switches. Upon completion of this course, students will have the fundamentals needed to prepare for the CCNA certification exam.</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td>Prerequisite</td>
<td>Description</td>
</tr>
<tr>
<td>------------</td>
<td>------------------------------------------------------------------</td>
<td>------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>ITN 340</td>
<td>Windows Network Management</td>
<td>ITN 200</td>
<td>Students will be prepared to manage a Windows Server network. Topics covered include network infrastructure concepts, the OSI model, and network subnetting as well as the configuration of TCP/IP, DNS, DHCP, WINS, IPSec, and remote access. This course covers the objectives for the Microsoft Implementing, Managing, and Maintaining a Windows Network Infrastructure certification exam, Exam 70-290.</td>
</tr>
<tr>
<td>ITN 350</td>
<td>Planning and Maintaining a Windows Network</td>
<td>ITN 200</td>
<td>In this course, students will plan and build a stable and secure Windows Server network, including planning and configuring the deployment of TCP/IP, WINS, DNS, DHCP, IPSec, routing, remote access, load balancing, clustering, and network security. This course covers the objectives for the Microsoft Planning and Maintaining a Windows Server Network Infrastructure certification exam, Exam 70-293.</td>
</tr>
<tr>
<td>ITN 404</td>
<td>(Formerly NET 404) Network Defense and Countermeasures</td>
<td>ITN 144</td>
<td>Develop a solid foundation in network security fundamentals with an emphasis on intrusion detection. Students will learn which techniques deter attacks, how to detect intrusion attempts, how to identify vulnerabilities and take appropriate countermeasures, how to respond to break-ins, and how to assess the damage of an attack. The material covered in this course is related to the Security Certified Network Professional (SCNP) Certification exam.</td>
</tr>
<tr>
<td>ITN 410</td>
<td>Windows Active Directory Services</td>
<td>ITN 350</td>
<td>This course provides an introduction to the skills necessary for planning, designing, installing, configuring, and administering a Windows Active Directory structure for an organization. Topics covered include design concepts, name resolution, replication, and group policy. This course helps to prepare students for the Windows Active Directory certification exam.</td>
</tr>
</tbody>
</table>
ITN 415  Windows Network Security  
Prerequisite: ITN 410  
This course will help students prepare for the challenges of securing a Windows Server network. Topics covered include secure network design and management, secure implementation of Public Key Infrastructure, VPNs, Internet Information Services, network protocols, and Active Directory. This course covers material related to the Designing Security for a Windows Server Network certification exam.

ITN 425  IT Capstone in Networking and Network Security  
Prerequisite: ITN 410 or ITN 404  
A grade of C or above is required for this course.  
The capstone serves as a final assessment of the program outcomes for the Networking and Network Security concentrations. Students assimilate the knowledge and skills they have acquired throughout their degree program. Working in teams, they analyze a case study, design and implement a network for the case company, and develop a security plan for the network they have designed. Project teams prepare a written proposal summarizing their findings and present their recommendations to classmates.

LAW 103  Business Law  
A survey of the basics of the legal system as it applies to the legal environment of business is presented. The course covers basic business law concepts, including contract law, business forms and formation, the Uniform Commercial Code, and the regulatory environment of business.

LAW 113  Law in America
Provides an introduction to, and overview of, the American legal system and how the law affects individuals on a daily basis. Topic coverage includes the various sources of law, legal reasoning, the courts and dispute resolution, the legal profession, governmental power, individual rights, criminal wrongs, family relationships, civil wrongs, contracts, business relationships, and property. Students will be able to distinguish civil law from criminal law and gain a thorough understanding of the litigation process and its objectives and goals.


LAW 115  
**Legal Research & Writing for Business Majors**  
*Prerequisite: ENG 101*  
Business students develop entry level training in legal research. Students receive hands-on training in the use and application of primary and secondary legal sources to real-world fact scenarios, with a distinct business emphasis. Students will be introduced to all modern methods of legal research, including both traditional book-based legal research and electronic legal research tools.

LAW 425  
*(Formerly LAW 406) Special Topics - Business Law*  
*A grade of C or above is required for this course.*  
*Prerequisites: All LAW and PLG courses, MGT 304, MGT 306, and MGT 404 must be completed or concurrently enrolled.*  
This course identifies a special topic, which will periodically change based on current events and issues in the field of business law. This course requires students to actively engage in research, writing, and discussion to produce a detailed written analysis of the special topic. Students are encouraged to develop material that will benefit both themselves and their existing or potential employers.

MANAGEMENT (MGT)

MGT 210  
**Applied Management Concepts**  
*A grade of C or above is required for this course.*  
*Prerequisite: BUS 100*  
Study management theory and functions, leadership, decision-making, organizations as systems, and organizational structure and design. The role of the manager as a planner, organizer, and director will also be discussed.

MGT 304  
**Business Ethics**  
*Prerequisite: MGT 210 or BUS 250*  
Topics covered include classic ethical and moral dilemmas and their applications within the business community. A detailed examination of topical business issues and classical philosophies of ethics leads to an understanding of contemporary business ethics issues.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisites</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 305</td>
<td>Concepts in Leadership</td>
<td>Prerequisite: MGT 210 or BUS 250</td>
<td>Learn theories, issues, and characteristics associated with leadership. Issues related to assessing leadership effectiveness and followership behavior are explored. Environmental conditions that influence leadership styles and effectiveness are examined, as well as leadership attributes and skills.</td>
</tr>
<tr>
<td>MGT 306</td>
<td>Organizational Dynamics</td>
<td>A grade of C or above is required for this course.</td>
<td>Prerequisite: MGT 210 or BUS 250</td>
</tr>
<tr>
<td>MGT 404</td>
<td>Operations Management</td>
<td>A grade of C or above is required for this course.</td>
<td>Prerequisites: MGT 210 or BUS 250 and MAT 210</td>
</tr>
<tr>
<td>MGT 425</td>
<td>Special Topics – Management</td>
<td>A grade of C or above is required for this course.</td>
<td>Prerequisites: HRM 301, MGT 210 or BUS 250, MGT 304, and MGT 306</td>
</tr>
</tbody>
</table>
MIS 110

Usability Principles and Interaction Design

This course introduces students to the principles and practice of human-computer interaction (HCI), covering the design, layout and evaluation of effective user interfaces and exposing students to user analysis, usability testing and the role of HCI in the systems development lifecycle. Key topics include requirements data gathering, task analysis, human factors principles, graphical design, heuristic evaluation, and user testing.

MIS 205

Ethical Management of Information Technology

Prerequisite: ITN 100

Students are introduced to the enormous impact that ethical and legal issues play in today’s information technology world. Students will think critically about the IT profession’s responsibilities to its end users, clients, and to society at large. Topics addressed include the ethics of system and software development, privacy, security, intellectual property, and civil liberties. Students are provided with the foundation they need to face difficult and complex situations, make sound personal decisions, set organizational policies in difficult situations, and to make a positive impact in the IT field.

MIS 302

Information Systems Project Management

Prerequisite: ITN 100

Students will be prepared to manage information systems projects. Students learn the processes and techniques involved in project planning, budgeting, scheduling, and control. Through a case study, students follow a project implementation lifecycle, providing a step-by-step analysis of the management process. Through the use of Microsoft Project, students will gain hands-on experience applying project management techniques. The course provides the fundamental skills needed to prepare for the Project Management Institute (PMI) Certification Exam.
MIS 404  Concepts in eBusiness
Prerequisite: BIS 101 OR BIS 109
This course employs real world cases to explain technical and business aspects of electronic business. Topics include business strategies, payment systems, eMarketing, eFulfillment, security, and legal issues of electronic business. Making extensive use of the Internet to link concepts in the course to real-life contexts, students will research current issues in eBusiness and build a business plan for an e-company. Students should choose to take this course during their final year of studies due to the rigor of the work involved.

MIS 425  Special Topics - Technology Management
A grade of C or above is required for this course.
Prerequisite: MIS 302
The professor for this course will identify a special topic, which will change based on current events and issues in the field of technology management. Students are encouraged to choose projects that will benefit both themselves and their existing or potential employers.

MARKETING (MKT)

MKT 101  Introduction to Marketing
A grade of C or above is required for this course.
This is a survey course that covers the evolution of marketing, the variables that enter into marketing management decision-making, and the impact of both controllable and uncontrollable factors in the environment. Emphasis is placed on the marketing mix: product, price, promotion, and distribution.

MKT 201  Selling Strategies
Prerequisite: MKT 101
Learn the fundamentals of selling with emphasis on “one sale” selling and relationship selling. The steps in the selling process are examined, including ethics in selling, prospecting, analyzing buying motives, sales presentations, closing, follow-up, and service.

MKT 202  Consumer Behavior
Prerequisite: MKT 101
Study consumer behavior with applications for marketing strategy development. Explore the cultural, social, and psychological influences on consumers and the consumer decision-making process.
**MKT 204  Advertising Principles**  
*Prerequisite: MKT 101*

Explore concepts of mass communications in developing selected markets and audience appeal, along with the techniques, methods, and formats used to create persuasive messages and psychological appeals. Compare various advertising and promotional media. Current government and industry regulations and truth-in-advertising, along with the special benefits of publicity, are also examined.

**MKT 208  Internet Marketing**  
*Prerequisite: MKT 101*

The integration of traditional bricks and mortar methods with Internet marketing concepts will be explored. The seven-stage cycle of Internet marketing will be discussed, as well as the developing necessity of adopting a successful Internet marketing strategy by small and large firms alike. The role of third-party Internet infrastructure facilitators will be examined. Develop and create a successful Internet marketing plan.

**MKT 301  Marketing Research**  
*Prerequisite: MKT 101*

Study the most up-to-date business techniques and methods to collect, record, analyze, and report marketing data and information and learn how this data is used in product planning and design, pricing policies, audience appeal, promotion policies, and the development of new marketing strategies and policies.

**MKT 305  International Marketing**  
*Prerequisite: MKT 101*

Current multinational marketing policies and concepts involving both consumer and industrial market structures are examined. International channels of distribution, pricing policies, competitive strategies, and regulations are important components of this course.
**Course Descriptions**

**MKT 308 Customer Relationship Management**  
*Prerequisite: MKT 101*  
Topics presented include creating a customer relationship management (CRM) culture, building a CRM infrastructure, managing customer information, assessing customer lifetime value, managing the customer life cycle, and creating customer loyalty programs. Emphasis will be placed on devising a market intelligence system; understanding techniques of customer acquisition, retention, loyalty, and segmentation; identifying and satisfying unmet customer needs; and creating opportunities for cross selling.

**MKT 401 Marketing Management**  
*Prerequisite: MKT 101*  
Develop a deeper awareness of the institutions and methods employed in the marketing of goods and services. Such topics as marketing strategies, opportunity and environmental analysis, new product development, and pricing are discussed.

**MKT 425 Special Topics - Marketing**  
*A grade of C or above is required for this course.*  
*Prerequisites: MKT 101, MKT 305, and MGT 210 or BUS 250*  
The professor for this course will identify a special topic, which will change based on current events and issues in the field of marketing. Students are encouraged to choose projects that will benefit both themselves and their existing or potential employers.

**MATHEMATICS (MAT)**

Students who may be planning to apply for graduate school should be aware that many graduate programs require applicants to take a standardized graduate entrance exam, which includes concepts and problems in algebra.

**MAT 101 Introduction to College Mathematics**  
Content begins with basic mathematical foundations and extends to include topics from finance and algebra such as simple and compound interest, investments, and loans. Concepts are interwoven with practical applications.
MAT 102  **College Algebra**  
Designed to provide the student with a solid foundation in quantitative thinking, this is a course in real number algebra that focuses on operations and properties. Abstract and practical problems are solved using algebraic methods. The course provides practice in the use of variables in expressions and equations, reading and writing mathematical symbols, algebraic problem-solving, functional analysis, and interpreting and creating graphs.

MAT 105  **Probability and Statistics**  
Content focuses on descriptive statistics and discrete probability. Topics covered are statistical studies, statistical graphs, frequency distributions, measures of central tendency, measures of variation, measures of position, expectation, counting, probability, and probability distributions. Students learn to solve a variety of probability and statistical problems.

MAT 109  **Business Statistics I**  
*A grade of C or above is required for this course.*  
Students will be introduced to quantitative reasoning for solving a variety of statistical problems, including business-related problems. Content focuses on statistical studies, statistical graphs, descriptive statistics, elementary discrete probability, discrete probability distributions, continuous probability distributions, and estimation of unknown parameters by confidence intervals. Students learn to calculate measures of central tendency and variation, use probability to make statistical decisions, and interpret graphical and quantitative data. Use of the computer for processing data and interpretation of computer output is required.

MAT 210  **Business Statistics II**  
*A grade of C or above is required for this course.*  
*Prerequisite: MAT 109*  
Business Statistics II focuses on inferential statistics and the logic and application of hypothesis testing, correlation, simple regression, and multivariate analysis. Although parametric statistics is the focus, an introduction to several nonparametric methods may be included. Building on understanding of simple designs, students learn the basics of two of the main branches of multivariate methodology, namely multiple regression and analysis of variance.
MAT 213  Calculus I  
A grade of C or above is required for this course. 
Prerequisite: MAT 102 with a C or above. 
An introduction to calculus, especially as it applies to business, 
economics, and the sciences. Topics presented include limits and 
continuity, techniques of differentiation, and exponential and 
logarithmic functions. Indefinite and definite integrals may also 
be covered. When possible, the computer will be used to enhance 
concept development. 

MAT 214  Calculus II  
Prerequisite: MAT 213 
Calculus II is a continuation of the study of calculus, especially as it 
applies to business, economics, and the sciences. Topics presented 
include techniques of integration, multivariable differentiation 
and integration, and an introduction to volumes of rotation and 
differential equations. When possible, the computer will be used to 
enhance concept development. 

MAT 230  Symbolic Logic  
This is a computer-enhanced course in deductive and inductive 
reasoning that includes symbolic logic. Emphasis is on the English 
language, its vocabulary, syntax, and semantics. Topics include 
analysis of concepts, definitions, and categorical, hypothetical, and 
disjunctive propositions, and evaluation of syllogisms and arguments 
by applying logical rules for validity and truth. Students are required 
to demonstrate competency in critical thinking, problem-solving, and 
self-directed learning. 

MAT 251  Discrete Mathematics  
Students will be introduced to a variety of mathematical concepts and 
algorithms needed in the study of computer networks and computer 
programming. Topics include algorithmic efficiency, sets, relations, 
functions, mathematical induction, graphs, matrices, trees, network 
flows, combinatorics, logical gates, and proofs.
PARALEGAL (PLG)

**PLG 100  Introduction to the Paralegal Profession**
Students receive an overview of key legal topics which will prepare students for more in-depth coverage that occurs in the upper-level paralegal courses. Additionally, the course introduces students to typical paralegal duties and functions through hands-on paralegal assignments.

**PLG 102 Legal Research**
Students receive hands-on training in the use and application of primary and secondary legal sources to real world fact scenarios, emphasizing the paralegal role in that process. The course covers all modern methods of legal research, including both traditional book-based legal research and electronic legal research tools.

**PLG 113 Legal Writing I**
Prerequisite: ENG 101
Focus on basic writing skills, grammar, punctuation, proofreading, and legal writing principles. Students will become familiar with legal writing principles through numerous writing assignments. Students will draft, revise, and critique various legal letters and internal memoranda. Assignments will utilize legal research skills and proper legal citation format. Note taking and listening skills will also be developed through in-class exercises.

**PLG 117 Civil Litigation**
Prerequisites: PLG 100, PLG 102, and PLG 113 must be completed or concurrently enrolled.
Learn about the civil litigation process in both the federal and state court systems, emphasizing the paralegal role in that process. Students will learn practical skills related to preparing and conducting client and witness interviews; drafting pleadings, discovery, and settlement documents; and preparing for deposition and trial. The civil litigation paralegal’s professional ethical responsibilities will be closely examined. This course will also introduce students to the basics of contract, tort, and evidence law in order to examine the civil litigation process effectively.
PLG 204  Family Law

Prerequisite: All required 100-level paralegal courses must be completed.

Explore substantive as well as procedural aspects of such topics as marriage, divorce, support, alimony, custody, equitable distribution, and protection from abuse through the study of statutes, case law, and rules of civil procedure. Students will apply knowledge through hands-on paralegal assignments.

PLG 205  Real Estate Law

Prerequisite: All required 100-level paralegal courses must be completed.

Discover real property law, with an emphasis on real estate transactions and the tasks performed by lawyers and paralegals in representing buyers and sellers in the transfer of real property interests. This course includes analyses and discussions of major issues in real property law related to possession and ownership, easements and licenses, surveys, title examinations, title insurance, contracts for the transfer of interests in real estate (including sales and leases), deeds, mortgages and other encumbrances, financing, closings, as well as the ethical responsibilities of the real estate paralegal.

PLG 206  Tort Law

Prerequisite: All required 100-level paralegal courses must be completed.

Probe the causes of action and available defenses under the law of torts. It includes a detailed examination of intentional torts, negligence, and strict liability law. The interaction of decisional and statutory law in the development of tort law will be discussed, as well as the role of insurance, and the ethical responsibilities of a practicing paralegal.

PLG 207  Criminal Law

Prerequisite: All required 100-level concentration courses must be completed.

Develop a basic understanding of the nature, purpose, principles, and doctrines of criminal law. Students will study the criminal justice process from arrest through trial, sentencing, and appeal, including an overview of the juvenile process. Students will learn the roles of the various participants in the criminal justice system. Students will explore the general principles of criminal liability, the material elements of substantive crimes, criminal defenses, and the constitutional rights of the accused. Students will perform various tasks undertaken by the paralegal in criminal practice, such as preparing pleadings, motions to suppress evidence, and protecting the constitutional rights of the accused.
PLG 208  
**Estate Law**

*Prerequisite: All required 100-level paralegal courses must be completed.*

Focus on the concepts and tools of estate law and practice, emphasizing the paralegal role in that process. The course provides hands-on practice in dealing with estate planning and administration through lectures, demonstrations, and projects that require working with the language and forms common in the planning, probate, and administration of an estate.

PLG 209  
**Business Organizations**

*Prerequisite: All required 100-level paralegal courses must be completed.*

Learn the details of the law of business organizations and its practical application, emphasizing the paralegal role in that process. The course concentrates in detail on the variety of business formats (including sole proprietorships, partnerships, and publicly traded, professional, and close corporations), and the legal framework that governs formation, operation, and dissolution of business entities.

PLG 210  
**Bankruptcy Law**

*Prerequisite: All required 100-level paralegal courses must be completed.*

Gain familiarity with federal bankruptcy law and practice through a close examination of the bankruptcy code and the applicable procedural rules as they relate to bankruptcy chapters 7, 11, and 13 filings. Students will examine and discuss the ethical concerns of a bankruptcy paralegal. This course emphasizes the practical application of the student’s knowledge of bankruptcy law through the preparation of a complete bankruptcy petition and all the related documents typically required for filing with the U.S. Bankruptcy Court, as well as the preparation of common bankruptcy motions.

PLG 213  
**Legal Writing II**

*Prerequisite: All required 100-level paralegal courses must be completed.*

Develop professional legal writing skills by building on the practical work begun in the Legal Writing I and Legal Research classes. This course emphasizes the development of those critical writing and revision skills necessary for professional legal writing through the drafting of case briefs and legal memoranda, as well as pleadings and discovery documents. The basic principles of grammar and spelling, task-specific formatting, and the rules of legal citation will be reviewed and incorporated into each of the student’s several practical application exercises.
PLG 215  Professional Legal Responsibility  
Prerequisite: All required 100-level paralegal courses must be completed.
Gain an understanding of the rules of professional responsibility. Students will analyze the rules, case applications of the rules, and related professional conduct forms and procedures. Students will learn to identify situations in which the rules apply and to formulate strategies to insure the rules are not violated.

PLG 219  Legal Technology  
Prerequisites: BIS 101 or BIS 109, BIS 111, and all required 100-level paralegal courses must be completed.
Use legal databases and develop a clear understanding of how these databases are utilized through practical application projects. Students will receive instruction concerning electronic filing and information tools such as the federal PACER system, state and local electronic filing, and docket systems. Students will be introduced to concepts and theories behind the creation, employment, and management of litigation support databases, and the most commonly used litigation database programs. In addition, students will learn the basics of some commonly used software that is particular to certain areas of legal practice.

PLG 220  Associate in Science Paralegal Studies Capstone Project  
Prerequisite: All required 100-level paralegal courses must be completed.
This course is designed to facilitate assimilation of the skills and knowledge students have obtained from the PLG courses required for the associate degree. Students will have the opportunity to refresh and solidify their legal writing, legal research, and communication skills. Essential ethical issues will also be addressed. Students will examine different areas of legal practice, different work situations, professional organizations, legal publications, and electronic databases. Students will research and investigate job opportunities available for paralegal associate degree graduates and develop an employment plan. They will also assess individual strengths, weaknesses, and career goals. This course will give students an opportunity to craft professional letters to businesses to obtain informational interviews and job interviews. Networking, cover letters, resumes, and interviewing will also be explored in detail.
PLG 306  Employment Law  
Prerequisite: All required 100-level paralegal courses must be completed.
Students will examine the legal framework of the employer/employee relationship and the current law’s practical application, emphasizing the paralegal role in that process. The course concentrates on the statutory requirements of today’s labor laws, discrimination laws, hiring and firing restrictions and mandates, privacy in the workplace issues, sexual harassment regulations, and workplace safety rules.

PLG 307  Advanced Criminal Law  
Prerequisites: All required 100-level paralegal courses and PLG 207 must be completed.
Build on the student’s knowledge and skills acquired in PLG 207. Topics in the course will include a detailed discussion of criminal law statutes. Students will gain exposure to many aspects of a criminal law case, including the paralegal’s duties with attorneys involved in the case, prosecutors, police, the client, and correctional agencies. Students will explore the criminal justice system including the pre-trial stage, lineups, trial, and other relevant procedures. A prerequisite for this course is a working knowledge of The Bill of Rights of the U.S. Constitution, and in particular, how it relates to the rights of the accused.

PLG 308  Workers Compensation  
Prerequisite: All required 100-level paralegal courses must be completed.
Students will examine the fundamentals of the Workers Compensation Act. Students will analyze workers’ compensation law with respect to injury, notice, course and scope of employment, insurance coverage, basic medical terminology, and disability issues. This course will present various factual situations for purposes of discussion, analysis, and practice procedures.

PLG 315  Advanced Legal Research  
Prerequisites: All required 100-level paralegal courses and PLG 219 must be completed.
Build on the knowledge and skills obtained in PLG 102. Topics include the organization and hierarchy of the different legal authorities and how each legal authority assists in the research process. Students receive advanced instruction on the use of computerized legal research tools, such as Internet searches, Westlaw, and LEXIS/NEXIS.
PLG 417 **Contracts Law**
*Prerequisite: All required 100-level paralegal courses must be completed.*
Gain an understanding of the requirements for a legally enforceable contract and the arguments most commonly used to nullify a contract. Students will perform research using formbooks and case law, write specific sections of contracts, and then write a complete contract and an analysis of the contract for a final project.

PLG 418 **Real Estate Settlement Procedures**
*Prerequisite: All required 100-level paralegal courses and PLG 205 must be completed.*
Examine the various federal and state statutes applicable to real property law from a practicing paralegal's perspective, including the Real Estate Settlement Procedures and the Truth in Lending Acts. Students will examine and analyze the typical tasks involved in a real estate transaction by preparing relevant documents such as an Agreement for Sale of Real Estate, a HUD-1 settlement sheet, and related tax documents. Students will learn how to professionally read and analyze deeds, title run downs, mortgage instruments, and other relevant documents related to real estate ownership and transactions.

PLG 419 **Intellectual Property**
*Prerequisite: All required 100-level paralegal courses must be completed.*
Explore the legal concepts that underlie patents, trademarks, and copyrights. Students will learn methods used to research various intellectual property questions and become familiar with the forms most commonly employed in intellectual property.

PLG 430 **Bachelor of Science Paralegal Studies Degree Capstone I: Advanced Civil Litigation**
*A grade of C or above is required for this course.*
*Prerequisite: All PLG courses (with the exception of PLG 440) required for the bachelor’s degree either completed or concurrently enrolled.*
Providing a classroom simulation of a law office, this course will offer students hands-on experience with many of the practical and professional activities in which civil litigation paralegals typically engage. In addition to individual projects, students will be divided into plaintiff and defendant teams and work together on certain projects, simulating team projects in a law office. Students will conduct a client interview, draft legal memoranda, and draft and analyze pleadings, discovery documents, and motions. In addition, students will examine regulation trends and the NALA and NFPA
paralegal certification exams and procedure, and will examine the testing techniques for the civil litigation portion of those exams. This course will give students an opportunity to review and enhance many of legal concepts and skills encountered previously in their paralegal program, emphasizing the practical aspects of the legal research, legal writing, and civil litigation.

**PLG 440 Bachelor of Science Paralegal Studies Degree Capstone II: Practical Skills and Regulation**

*A grade of C or above is required for this course.*

**Prerequisite:** All PLG courses required for the bachelor's degree either completed or concurrently enrolled.

Expanding on the classroom simulation of a law office experience established in the PLG 430 Capstone I: Advanced Civil Litigation course, the PLG 440 Capstone II: Practical Skills and Certification course will offer students hands-on experience with many of the practical and professional activities in which civil practice, non-litigation paralegals typically engage. Students will research and draft for hypothetical clients: estate planning documents, divorce documents, business organizational documents, and real estate transactional documents. Students will further examine the regulatory trends in the profession and the NALA and NFPA paralegal certification exams for the covered subject areas. This course will give students another opportunity to review and enhance many of the legal concepts and skills encountered while pursuing the undergraduate paralegal degree at Peirce, and will formally introduce students to the professional certification/regulation process for paralegals.

**PEIRCE NEW STUDENT ORIENTATION (PRC)**

**PRC 101 Peirce College 101**

Peirce College 101 is a one-credit online course required of all students. This online course is designed to help new students adjust to college study and establish skills that will assist them in being successful at Peirce College. This course must be successfully completed within the first 14 weeks of enrollment. Students must earn a P to pass this course.
### POLITICAL SCIENCE (PSC)

**PSC 101 Introduction to American Government**
Investigate American government and politics, emphasizing constitutional development, political development, civil rights, political parties, pressure groups, and contemporary issues.

**PSC 255 Politics of Industrializing Countries**
Analyze the government and politics of industrializing nations of Africa, Asia, Latin America, and Eastern Europe. It examines the problems and issues facing these countries in their search for appropriate strategies and models of development.

**PSC 301 Comparative Government**
This course provides a comparative analysis of contemporary political institutions, parties, and processes in both western and non-western countries in terms of liberal democracies and social systems, communist governments, and theocracies. It also examines how religion and culture impact on governmental structures and policies.

### PSYCHOLOGY (PSY)

**PSY 101 Introduction to Psychology**
Discover the basic principles and theories of psychology with an emphasis on application and understanding of this information as it relates to us as individuals, members of the workforce, and members of society. The course also identifies some of the key figures in the discipline and their approach to the subject.

### SCIENCE (SCI)

**SCI 109 General Physics**
While presenting a conceptual approach to the study of matter and energy in our universe, physical principles are explored through readings, discussions, and computer simulations. A term project linking electronics to the personal computer is a requirement.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCI 220</td>
<td>The Physical World</td>
<td>The course content is an overview of the interrelated systems of the earth: astronomy, geology, oceanography, and meteorology. Because knowledge and understanding of our planet is critical to our social well-being and vital to our survival, the course provides experiences to enhance awareness of the scientific principles that influence our planet, its rocks, mountains, atmosphere, and oceans. This course is a meaningful, non-technical course promoting basic understanding of earth science principles and concepts.</td>
</tr>
<tr>
<td>SCI 240</td>
<td>Introduction to Anatomy and Physiology</td>
<td>Focus on both the structure and function of the human body. Anatomical terminology, the names of major body areas, and a brief overview of functions that must be performed to sustain life are included in this course. The study of organ systems begins with the largest organ, the skin, and progresses to an overview of the major systems of the human body and to the terminologies associated with them.</td>
</tr>
<tr>
<td>SCI 330</td>
<td>Environmental Science</td>
<td>Topics such as global warming, alternate energy sources, nutrition, recycling, and environmental toxicology are covered in this course. Principles of chemistry are used to support the understanding of course content. The human impact on ecosystems and resource use along with the impact of ethics, economics, and politics on environmental decisions are explored.</td>
</tr>
<tr>
<td>SOCI 101</td>
<td>General Sociology</td>
<td>Fundamental concepts of human relationships are explored, including class stratification and social mobility in America, the mass media, the family, religion, education, and global inequality. The course also focuses on how key sociological theories are applied.</td>
</tr>
<tr>
<td>SOCI 240</td>
<td>Sociology of Behavior and Illness</td>
<td>Examine the relationship between social factors and health, interaction between practitioners and patients, and the impact of the health care delivery system on the individual's ability to adapt. The course will focus on how key sociological theories are applied to health, illness, and health care.</td>
</tr>
</tbody>
</table>
SPA 120

Introduction to Spanish

This class can count in the ENG/COM or HUM/HIS category in the CORE Curriculum or as a General Education elective.

This course focuses on developing basic proficiency in the Spanish language. The goal is to develop the basic skills necessary to negotiate in a Spanish language environment. There will be an emphasis on understanding the basic rules of grammar and developing both written and oral communication skills by building a foundation in Spanish vocabulary.