

## V. COURSE DESCRIPTIONS

### ASSOCIATE DEGREES

#### Accounting

##### **ACG 102** Principles of Accounting

This course covers the fundamentals of financial accounting, including double-entry accounting and the accounting cycle. Other topics include cash, receivables, inventories, plant assets, liabilities, partnerships, corporation, investments, and statement of cash flows and interpretation of financial statements. **(3 Credit Hours)**

#### Art

##### **ART 224** Graphic Design

In this course we will examine, conceive, visualize and compose solutions to design problems with a comprehensive examination of typography; a broader investigation of creativity and concept generation; visualization and color; an updated timeline; an online chapter about building a Portfolio and the job search; and more. **(3 Credit Hours)**

#### Business Law

##### **BUL 114** Business Law

This course includes topic such as: constitutional law, contracts, torts and product liability, administrative law, alternative dispute resolution, corporations and partnerships, consumer law, antitrust law, employment law, securities law and international business law topics. Current legal/regulatory issues and ethics are important ingredients in the course. **(3 Credit Hours)**

#### Communication

##### **COM 242** Business Communication Pre: (ENC 134)

This course includes topics such as: Spelling, stumbling blocks of the language, professional writing. non- verbal communication, verbal communication, voice modulation, breathing and phonation, body Language, dialogue and Interview, social communication, professional and personal image, facial expression and mass media. **(3 Credit Hours)**

#### Computer Information Systems

##### **CIS 235** Microsoft Technology Applications

The course describes the definition, importance, characteristics, and basic functions of productivity software commonly used in business environments. The course is designed as a simulation in which the student is assigned several computer tasks in an office. The tasks are designed to give students a comprehensive and analytical perspective on meeting and exceeding the expected knowledge demanded in the workplace. By the end of the course the student will be able to demonstrate the required proficiency in order to create documents using Microsoft Word, perform calculations and

analysis using Microsoft Excel, create professional looking presentations with Microsoft PowerPoint, manage email and contacts with Gmail, share documents with Google Drive, and build their own website. **(3 Credit Hours)**

### English

#### **ENC 134** English Composition I

This course provides a detailed approach to basic writing compositions and English Literature. Students begin writing basic paragraphs, improving their vocabulary and understanding the mechanic of putting together sentences in a logical order and using the correct grammar and punctuation. **(3 Credit Hours)**

#### **ENC 224** English Composition II

Pre: (ENC 134)

This course provides a complete analysis of writing in APA Style using the latest edition of the APA Manual. Students learn and implement formal throughout the course should be applied in a Research Proposal due at the end of the term. **(3 Credit Hours)**

### Film

#### **FIL 201** Film History and Criticism

This course introduces film studies and production through the integration of criticism, theory and practice. Its approach is that of critical practice, a process that explores the integration and intersection between the critical analysis of films and the practical aspects of filmmaking. **(3 Credit Hours)**

### Finance

#### **FIN 207** Financial Administration

Pre: (ACG 102)

This course introduces students to Principles of Accountant. Balance Accounts and Financial Statements. Costs System. Tangible and Intangible assets. Inventories. Depreciation and Financial reasons. The course provides students with strong conceptual and analytical skills to evaluate the financial performance of the organizations, the scheme costs for pricing and operating budget. **(3 Credit Hours)**

#### **FIN 214** International Finance Pre: (FIN 207)

This course introduces students to International Finance and prepares them with tools and techniques to study and analyze international economic matters and difficulties. You will be provided with a basic understanding of the fundamentals of international finance, and will build on this understanding the treatment of special topics: relative national positions, FX outlook, FX positioning, international project selection, and international portfolio management. **(3 Credit Hours)**

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## History

### **EUH 221** Western Civilization

A historical examination of Western culture from its beginnings in the Near East to the launch of the modern period in the 17th century. This course examines history as a cultural force including the concepts of the political, economic, social, religious, intellectual, cultural, and military aspects of history. **(3 Credit Hours)**

## Health/Leisure/Physical Education

### **HLP 131** Stress Management & Yoga

This course provides a physical and theoretical application of yoga studies and practices aiming for spiritual and mental wellness. Students will be able to reduce stress and experience peace of mind, combined with a responsible and healthy nutritious plan. **(3 Credit Hours)**

## Travel and Tourism Management

### **HFT 104** Introduction to Travel and Tourism Industry

This course provides an overview of the travel and tourism industry. Areas of study include transportation, accommodation, business travel, and local tourism. **(3 Credit Hours)**

### **HFT 106** World Destinations

This course explores tourism demand, supply, organization and resources for a comprehensive range of destinations worldwide; with features such as:

- An exploration of current issues such as climate change, recreational preferences, demographic changes and the social impacts of tourism.
- An extended overview of Asian tourism to reflect developments in the travel industry.

This course details the geographic knowledge and the principles required to analyze the tourism appeal of destinations which enables the student to carry out a systematic analysis of a particular destination, by providing insights on cultural characteristics as well as information on specific places. **(3 Credit Hours)**

### **HFT 203** Process Reservations      Pre: (HFT 104)

This course offers a general knowledge of the automated air reservation known as Sabre U.S. It is used by airlines and their authorized agents to plan and book domestic and international air travels. The student will be able to handle the travel industry reservation considering the reality that the more s/he knows about the computer reservations system the more effective sales person s/he can be, and the more he or she knows about the process the more effective trouble shooting s/he can accomplish for the clients. **(3 Credit Hours)**

### **HFT 200** Special Topics

This course provides an opportunity to explore current issues within the tourism field. Topics and syllabus must be approved by the academic director. **(3 Credit Hours)**

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## **Integral Human Development**

### **IHD 136 Self-Empowerment**

This course is designed for student to explore the following topics: Self-knowledge, Dynamic Intuition, Techniques of Super-Learning, The Control of the Emotions, The Affective Climate Relations, Influence with Integrity, Creation of the Organizational Future, Auto-Conscience, Development of the Holistic Conscience and The Holistic Conscience in Action. **(3 Credit Hours)**

### **IHD 138 Personality Enneagram**

The Enneagram is an ancient Sufi teaching that describes nine different personality types and their interrelationships. The teaching help us to recognize our own type and how to cope with our issues; understand our work associates, lovers, family, and friends; and to appreciate the predisposition that each type has for a higher human capacities such as empathy, omniscience, and love. **(3 Credit Hours)**

### **INR 220 International Relations and Policy**

This course explores the challenges of international politics and the evolving search for security in a complicated and connected world. Furthermore, this course discuss about current issues affecting the globe and discover how international actors seek international, economic, and human security through a variety of theoretical lenses. **(3 Credit Hours)**

## **Journalism**

### **JOU 105 Introduction to Journalism Pre: (MMC 101)**

An introduction to the field, covering how news is produced and delivered, how news organizations work, and how audiences react to and interact with the news media. Basic instruction in the fundamental practices of journalism: reporting, writing, editing, and presentation. It also provides an overview of the rich history of journalism in America **(3 Credit Hours)**

## **Management**

### **MAN 104 Introduction to Management**

Definition, importance, characteristics, functions and levels of administration. The school of administrative thought. The surroundings of the organization. Planning, organizing, directing, and control. **(3 Credit Hours)**

### **MAN 108 Introduction to International Business**

This course provides an overview of the international business industry. Students are introduced to the concept of a global economy with attention given to economic, cultural, and political factors affecting international business. **(3 Credit Hours)**

### **MAN 200 Special Topics**

This course provides an opportunity to explore current issues within the management field. Topics and syllabus must be approved by the academic director. **(3 Credit Hours)**

**MAN 211** Human Resources Management    Pre: (MAN 104)

Nature and concepts of the personnel administration. Administration of personnel in the organization. Entailment of personnel. Development of personnel. Administrative management and evaluation of personnel. Remuneration. Social welfare. Labor relations. Process for the evaluation of the design of the wage structure. Analysis and description of the jobs. The evaluation systems. The structure of wages. The administration of wages. **(3 Credit Hours)**

**MAN 224** Business Planning                      Pre: (MAN 104)

This course intends to help students to analyze the structure of market, production, administration, and finances in a business. By studying and evaluating contemporary cases the student will be able to apply particular concepts and techniques of strategy analysis and formulate recommendations. **(3 Credit Hours)**

**MAN 223** Business Expo

The student will be able to use sales techniques and promotion tools to meet would-be customer expectations. Students will participate in a sales promotion event designed to stimulate the sales of his/her product, service or idea during a brief encounter with potential clients. At the Expo, the students as sales promoters will utilize oral, written and body language to catch the attention, awaken the need and build up interest in their respective commercial offers. **(3 Credit Hours)**

**Mathematics**

**MAC 115** College Algebra

A basic level college algebra course including topics such as solving, applying and graphing linear and quadratic equations and inequalities, as well as exponential and logarithmic properties; linear quadratic, rational, absolute value and square root functions; functions operations, compositions and inverses; and systems of equations and inequalities, all among applications taught and used throughout this course level. **(3 Credit Hours)**

**Marketing**

**MAR 106** Principles of Marketing

The student will be able to understand the fundamentals of Marketing, identify basic Marketing strategies, and use Marketing concepts and tools to meet and satisfy would-be customer needs **(3 Credit Hours)**

**MAR 212** Social Media

Effective ways to utilize social media and make successful marketing campaigns. The course brings together both practical strategies and theoretical execution techniques for driving maximum value from social media marketing. **(3 Credit Hours)**

**Mass Media Communication**

**MMC 101** Introduction to Mass Communication

Introduction to the mass media industry coupling contemporary issues with key historical events. This course engages students in the pursuit of greater media literacy and provides accessible insight into the important issues that confront students as consumers and purveyors of mass media. **(3 Credit Hours)**

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**MMC 224** Speaking on Radio Pre: (MMC 101)

Speaking on Radio offers a complete study of creating, writing and broadcasting news. This course combines the theory of communications and mass media, applied to becoming an effective storyteller. **(3 Credit Hours)**

**MMC 234** Ethics and Mass Media Pre: (MMC 101)

By combining real-life and hypothetical cases with a succinct introduction to ethical theory, this class helps students prepare for the ethical situations they will encounter in the media professions. **(3 Credit Hours)**

**MMC 200** Special Topics

This course provides an opportunity to explore current issues within the communications field. Topics and syllabus must be approved by the academic director. **(3 Credit Hours)**

**Philosophy**

**PHI 225** Critical Thinking

This course focuses on a systematic evaluation of arguments based upon explicit rational criteria. Basic fundamentals along with simplified explanations help the student to develop greater confidence within social issues. Course assignments are group orientated including a series of question-asking critical thinking topics. **(3 Credit Hours)**

**Photography**

**PGY 201** Photography

This course presents photography entirely in its current and electronic form; emphasizing the most up-to-date learning techniques, allowing students to keep up with modern technology. In addition to covering the basic techniques of photography, this course covers the impact of computers on this important art form allowing students to emphasize their choices in picture making by presenting in depth basic techniques of photography. **(3 Credit Hours)**

**Speech Communication**

**SPC 134** Introduction to Public Speaking

This course is designed to provide students with fundamental training and practical experience for speaking in public, business, and professional situations. Topics include audience analysis, speech anxiety, critical listening, and preparation and delivery of speeches in various cultural contexts. **(3 Credit Hours)**.

## BACHELOR DEGREES

### Art

#### **ART 101** Drawing

This course delivers a comprehensive introduction to the art of drawing offering the fundamental skills needed to learn still-life drawing, basic shapes, and the key concepts of perspective, light, value, and space; giving the students the knowledge and practice they need to build their skills and confidence. **(3 Credit Hour)**

#### **ART 416** Webpage Design

This course seeks the fastest, easiest, most comprehensive way to learn Adobe Dreamweaver CC. The student will learn to create a professional website without having to write code by hand. The course also studies how to create HTML-based headings, paragraphs, lists, and tables; insert graphics and Photoshop Smart Objects; add links to text and images; apply cascading styles sheets; and customize the Dreamweaver workspace. The student will also learn to add interactive elements to your sites, such as HTML5-compatible video and animation, get guidance for working with code, and finally publish a finished site to the Web. The online companion files include all lesson files so you can work along with the book. **(3 Credit Hours)**

### Business Law

#### **BUL 316** International Law    Pre: (BUL 114)

International Law is designed to deliver comprehensive, yet accessible, coverage of the legal implications and ramifications of doing business internationally, along with the related cultural, political, economic, and ethical issues faced by global business managers. Focusing on trade, the licensing of intellectual property, and foreign direct investment, the course covers the three major forms of doing business in a foreign country through real-world examples, precedent-setting cases, managerial implications, and ethical considerations. From the legal relationship between parties in an international business transaction to managing risk to learning the special challenges of doing business in emerging economies, this course helps students understand the most common practices and critical issues in global business law. **(3 Credit Hours)**

### Economics

#### **ECO 305** Principles of Economics

This course in principles of economics designed to cover basic economic problems and concepts. Topics discussed include the role of government in various economic systems, aspects of economic instability, budgets, supply and demand, analysis of individual firms and markets and the impact of the public debt. **(3 Credit Hours)**

#### **ECO 307** Microeconomics    Pre: (ECO 305)

This course comes away with a basic understanding of how market economies function, an appreciation for the things they do well, and a sense of things they do poorly. Students begin to learn the art and science of economic thinking and begin to look at some policy and even personal decisions in a different way. **(3 Credit Hours)**

## French

### **FRE 101** French I

Introduction to French offers a four-skills and communicative introduction to French language and culture. The course combines communicative activities and streamlined vocabulary and grammar exercises coupled with revised and expanded cultural material. **(3 Credit Hours)**

## Health/Leisure/Physical Education

### **HLP 221** Yoga and its Philosophy

This course provides a deeper physical and theoretical application of yoga studies and practices aiming for spiritual and mental wellness. **(3 Credit Hours)**

### **HLP 223** Balanced Life with Tai chi

This course consists of an experiential workshop. Through the practice of tai chi, student will aim to achieve physical, emotional and mental balance. **(3 Credit Hours)**

## Travel and Tourism Management

### **HFT 308** The Cruise Market Pre: (HFT 104) (HFT 106)

This course is designed to learn how earn commissions by booking cruises, one of the fastest growing segments of the travel industry. Learn the basics of the cruise product, cruise classifications, destinations, types of cruises, print resources and non-automated reservations procedures. Identify your clients' needs and preferences, learn the variables that are available in cruising and select and book the right cruise for any given client. **(3 Credit Hours)**

### **HFT 310** Travel and Tourism Laws Pre: (HFT 104)

The student will identify and use the current rules and regulations within the travel and tourism industry. In addition, the participant will be able to compare custom regulations involving articles free of U.S. Duty Tax, personal exemption, forbidden and restricted items, and duty-free ports. **(3 Credit Hours)**

### **HFT 305** Meeting and Event Planning Pre: (HFT 104)

This course will provide in-depth coverage of the production and logistical factors that event managers must oversee. Students will learn how to incorporate the Meeting and Business Events Competency Standards (MBECS) and follow a hands-on approach that guides them through the process of managing a wide variety of gatherings.

### **HFT 414** Hospitality Industry Pre: (HFT 104)

The field of hospitality is quickly evolving. The rise of the global economy, ecotourism, internet commerce, and changing consumer demands are just some of the factors they will be dealing with in this exciting and dynamic industry. Students will acquire the foundation they need to thrive in today's hospitality industry, covering everything from finance to operational issues. The course provides both historical perspectives and discussions of new trends in a variety of sectors.



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Students will have a strong overview of the industry, where it fits into the broader world, the major issues and challenges in the field, and the many possible career paths that await them.

**HFT Internship**

Pre: (Complete 24 Core Credits)

The student is required to participate in a 135 hours internship at an organization acceptable to the institution. The instructor, student and employer will coordinate the assignment of hours and duties satisfactory to all the parties.

**HFT 400 Special Topics**

This course provides an opportunity to explore current issues within the tourism field. Topics and syllabus must be approved by the academic director. **(3 Credit Hours)**

**History**

**ARH 224 History of Art**

This course explores the traditions of music, painting, sculpture and architecture of the Western world. It is an introduction to many individual works from important art periods, dating from the Greeks and their predecessors to the present time. **(3 Credit Hours)**

**Integral Human Development**

**IHD 234 Holistic Human Development**

The class is designed to encourage students to appreciate the importance of caring for all aspects of the being: body, mind, emotions and spirit. Self-analysis will be conducted in those four components in order to establish what needs to be added for an integral practice. Exercises geared to each aspect will be conducted during class. **(3 Credit Hours)**

**International Relations**

**INR 420 International Relations**

This course explores the challenges of international politics and the evolving search for security in a complicated and connected world. Furthermore, this course discusses about current issues affecting the globe and discover how international actors seek international, economic, and human security through a variety of theoretical lenses. **(3 Credit Hours)**

**Italian**

**ITA 101 Italian I**

Introduction to Italian offers a four-skills and communicative introduction to Italian language and culture. The text combines communicative activities and streamlined vocabulary and grammar exercises coupled with revised and expanded cultural material. **(3 Credit Hours)**

**Management**

**MAN 108 Introduction to International Business**

This course provides an overview of the international business industry. Students are introduced to the concept of a global economy with attention given to economic, cultural, and political factors affecting international business. **(3 Credit Hours)**

**MAN 212 Global Management** Pre: (MAN 108)

This course explores the dynamic global environment of business management by examining the political, legal, technological, competitive, and cultural factors that shape corporations worldwide. **(3 Credit Hours)**

**MAN 301 Project Management** Pre: (MAN 104)

This course takes a decision-making, business-oriented approach to the management of projects, which is reinforced with current examples of project management in action; and because understanding project management is central to operations in various industries, this course also addresses project management within the context of a variety of successful organizations, whether publicly held, private, or not-for-profit. **(3 Credit Hours)**

**MAN 316 Operations Management** Pre: (MAN 104)

This course provides a streamlined introduction to the core concepts, techniques, and applications of contemporary operations management, including Relation of the production department with other areas, the company productivity, planning of the production, and production by lots point of balance, allocation and sequencing, programming for several products, industrial security and quality control. **(3 Credit Hours)**

**MAN 326 Organizational Behavior**

Organizational behavior as it relates to the management functions of planning, organizing, leading and controlling is the focus of this course. Examination is made of the individual's role within the organization, of interpersonal influence and group behavior, and of organizational processes. The course will provide the tools necessary for the development of a personal management philosophy. **(3 Credit Hours)**

**MAN 315 Logistics Management** Pre: MAN 108

This course studies the basic terms, concepts and principles of the logistics business, affecting today's international environment. **(3 Credit Hours)**

**MAN 322 Import and Export** Pre: MAN 315

This course simulates the import and export process including the use of export and import business associations and other resources. **(3 Credit Hours)**

**MAN 412 Entrepreneurship and Creativity** Pre: (MAN 104, 108 or HFT 104)

The course approach fosters companies that are both more capital efficient and that leverage human creativity more effectively. Inspired by lessons from lean manufacturing, it relies on "validated learning," rapid scientific experimentation, as well as a number of counter-intuitive practices that shorten product development cycles, measure actual progress without resorting to vanity metrics, and learn what customers really want. It enables a company to shift directions with agility, altering plans inch by inch, minute by minute. **(3 Credit Hours)**

**MAN 424 Business in Latin America** Pre: (MAN 108)

Success in today's globalized business environment requires deep knowledge of varied areas, and the willingness to engage in commerce not just across geographic areas, but cross-culturally and environmentally as well. Business in Latin America offers an in-depth look at a complex region, integrating ideas to examine business conducted in Latin America through the lens of international business and globalization. **(3 Credit Hours)**

**MAN 426 Business in Asia** Pre: (MAN 108)

This course provides a unique exploration of the topic of international business. It examines decisions relevant to managers in internationalizing and multinational firms operating in the Asia Pacific region. Its uniqueness stems from the cutting-edge conceptual material that underlies the decision-making frameworks of the Asia companies. Students will examine essential topics as the measurement and analysis of the cultural, political and economic dimensions of the international environment; the formation of internationalization strategies, including entry mode choice and strategic alliances; the analysis of the competitive implications of multinational firms and business groups; multinational, subsidiary and expatriate management; and the management of ethical issues. **(3 Credit Hours)**

**MAN 428 Business in Europe** Pre: (MAN 108)

This course will go over recent developments in Europe, changing European Union policies and the resulting business implications; drawing a strong link between the European business environment and the real business implications facing companies operating in Europe. Students will address the challenges and opportunities facing those doing business in Europe, while setting these in a global context. **(3 Credit Hours)**

**MAN 400 Special Topics**

This course provides an opportunity to explore current issues within the management field. Topics and syllabus must be approved by the academic director. **(3 Credit Hours)**

**MAN 432 Internship** Pre: (Complete 24 Core Credits)

The student may choose to participate in a 135 hours internship at an organization acceptable to the institution. The instructor, student and employer will coordinate the assignment of hours and duties satisfactory to all the parties. **(3 Credit Hours)**

**Mass Media Communication**

**MMC 316 Writing for the Media** Pre: (MMC 101, ENC 134)

This course emphasizes the strategic, goal-oriented mission of high-quality media and public relations writing with clear, concise instructions for a variety of documents. Students will cover writing for public relations, advertising, sales and marketing, and business communication. **(3 Credit Hours)**

**MMC 324** Speaking on TV Pre: (MMC 224)

This course provides you with the skills, techniques, and procedures necessary to enter this highly competitive field of broadcast performance. Factual information is presented in easy-to-digest modules and projects that encourage student participation. **(3 Credit Hours)**

**MMC 326** Media Law Pre: (MMC 101)

This course includes the most recent developments in communication law through the end of the Supreme Court's term. **(3 Credit Hours)**

**MMC 416** Documentaries Pre: (MMC 101)

This course combines a deep exploration of essential storytelling concepts with detailed instruction in practical technical skills. Without limiting its focus to a particular range of equipment, applications, or technology, this engaging course covers the key concepts, aesthetics, and techniques of single-camera field production and post-production, and includes real-life stories and suggestions from working professionals. **(3 Credit Hours)**

**MMC 432** Internship Pre: Complete 24 Core Credit hours

The student is required to participate in a 135-hour internship at an organization acceptable to the institution. The instructor, student and employer will coordinate the assignment of hours and duties satisfactory to all the parties. **(3 Credit Hours)**

**MMC 400** Special Topics

This course provides an opportunity to explore current issues within the communications field. Topics and syllabus must be approved by the academic director. **(3 Credit Hours)**

### **Marketing**

**MAR 301** Marketing Research Pre: (STA 303 and MAR 106)

Marketing Research gives students the basic practical understanding of marketing research and provides them with extensive information on how to use it. This course provides the fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts. **(3 Credit Hours)**

**MAR 308** Consumer Behavior Pre: (MAR 106)

Consumer Behavior explores how the examination and application of consumer behavior is central to the planning, development, and implementation of marketing strategies. **(3 Credit Hours)**

**MAR 310** Global Marketing Pre: (MAR 106)

The global marketing course will focus on global communications, marketing mix, public relations and sales promotions based on the facts affecting international industry. **(3 Credit Hours)**

**MAR 412** Advertising Pre: (MAR 106 or MAR 212)

Advertising tracks the changes in today's dynamic world of media and marketing communication—as well as the implications of these changes to traditional practice—and presents them to students through an accessible, well-written approach. This course highlights the increasing importance of

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consumers as the driving force in today's advertising strategies, social media, and the Internet evolution/revolution. It also includes an increased IMC and brand focus. **(3 Credit Hours)**

### **Philosophy**

#### **PHI 202 Ethics**

This course intends to educate students about ethical theory with applications to specific classic and contemporary moral problem. **(3 Credit Hours)**

### **Photography**

#### **PGY 301 Photography**

This course presents photography entirely in its current and electronic form; emphasizing the most up-to-date learning techniques, allowing students to keep up with modern technology. In addition to covering the basic techniques of photography, this course covers the impact of computers on this important art form allowing students to emphasize their choices in picture making by presenting in depth basic techniques of photography. **(3 Credit Hours)**

### **Portuguese**

#### **POR 101 Portuguese I**

Introduction to Portuguese offers a four-skills and communicative introduction to Italian language and culture. The text combines communicative activities and streamlined vocabulary and grammar exercises coupled with revised and expanded cultural material. **(3 Credit Hours)**

### **Process Biology**

#### **PCB 221 Ecology and Sustainability**

This course presents a broad range of methods and techniques for managing environmental sustainability. It also examines ecological theory at the individual, populations, and community levels, and it is an excellent tool for anyone looking to improve the health of their local ecosystems. **(3 Credit Hours)**

### **Public Relations**

#### **PUR 302 Public Relations**

Students are introduced to exciting and innovative public relations campaign examples in the context of relevant theory and core concepts that they will need to succeed in the world of public relations. The course offers a practical approach to the study of public relations and emphasizes competition and conflict management, while providing a concise, comprehensive overview of the Public Relations. **(3 Credit Hours)**

### **Radio and Television**

#### **RTV 324 Broadcasting Production and Editing**

Pre: (MMC 101)

This course emphasizes how production proceeds in the digital age-from idea to image-and how it moves through the three major phases, from preproduction to production to postproduction. In this context, students will learn about the necessary tools, examine what they can and cannot do, and explore how they are used to ensure maximum efficiency and effectiveness. This course will go over the latest digital equipment and production techniques, including stereo 3D, 3D camcorders, 4K and 8K digital cinema cameras, portable switchers, LED lighting instruments, and digital lighting control systems. **(3 Credit Hours)**

**RTV 402 Production Management** Pre: (RTV 324)

This course will go over the organizational aspects of a TV or film production such as scheduling and budgeting and assisting producers to interpret and realize the directors' vision. Students will learn: self-organization and systems to use, budgets, schedules and cost control, cash flow, hiring and firing, contracts, insurance, health and safety, setting up an efficient and cost-effective shoot, dealing with contributors, acquiring copyright, sourcing CGI, editors, music cue sheets, deliverables, people skills and ethics. **(3 Credit Hours)**

**Sociology**

**SGY 201 Sociology**

Students will learn to apply critical analytical thinking to society and their lives. A variety of sociological theories and concepts will be used to understand the roots and emergence of society and its application. **(3 Credit Hours)**

**Spanish**

**SPA 101 Spanish I**

This course provides the truly communicative, deeply culture-focused approach that students need to be successful through the journey of learning Spanish with highly communicative goals, recognizing the primacy of the relationship between culture and language. **(3 Credit Hours)**

**SPA 201 Spanish II** Pre: SPA 101

This course provides an intermediate communicative, deeply culture-focused approach that students need to be successful through the journey of learning Spanish with highly communicative goals, recognizing the primacy of the relationship between culture and language. Students are expected to develop an intermediate knowledge of the language. **(3 Credit Hours)**

**SPA 301 Spanish III** Pre: SPA 102

This course provides an intermediate advanced communicative, deeply culture-focused approach that students need to be successful through the journey of learning Spanish with highly communicative goals, recognizing the primacy of the relationship between culture and language. Students are expected to develop an intermediate-advanced knowledge of the language. **(3 Credit Hours)**

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### Statistics

#### **STA 303** Business Statistics    Pre: (MAC 115)

This course provides a wealth of examples and exercises so that the story is always tied to the way statistics is used to make better business decisions. Focusing on statistics in the context of real business issues, the course emphasizes analysis and understanding over computation to have an analytical approach for making better business decisions and effectively communicate results. **(3 Credit Hours)**

### Theater

#### **THE 301** Theater and Performing Arts        Pre: (MAC 101)

This course explores issues of cultural diversity and creativity, presenting a full day-in-the-life of theatre, and offering a brief coverage of theatre history. Throughout this course students will learn how to make timely and relevant connections between theatre and the familiar world of television and film to understand how the living art of theatre relates to and influences today's screen entertainment. **(3 Credit Hours)**

## **MASTER DEGREE**

### Accounting

#### **ACG 501** Managerial Accounting

Students will go over Managerial Accounting concepts in a clear and concise way with applications to the real-world situations they will eventually confront in their careers. Topics that define the context for applying the quantitative aspects of managerial accounting will be covered. Students will learn and discuss the three vital activities that Managerial Accounting helps managers perform. **(3 Credit Hours)**

### Finance

#### **FIN 506** Managerial Finance

This course is designed to show students how finance intersects with many other areas of business providing a balanced overview of financial management theory and practice. Corporate finance helps students to achieve a holistic view of how finance impacts many aspects of business. **(3 Credit Hours)**

### Management

#### **MAN 503** The sustainable Enterprise

The sustainable Enterprise explain how to make strong business decisions with a better understanding of business ethics, sustainability, and stakeholder management from a strong managerial perspective. This course demonstrates how the most successful business decision makers balance and protect the interests of various stakeholders, including investors, employees, the community, and the environment--particularly as business recovers from a perilous financial period. Balancing a strong coverage of ethics and the stakeholder model with an increased focus on one of business's most recent, urgent mandates: sustainability. This course highlights the connection between business and the natural, social, and financial environments, illustrating how all three must be maintained in balance to sustain current and future generations. **(3 Credit Hours)**

#### **MAN 508 Supervisory Management**

The path to becoming an effective supervisor begins with practical knowledge and skills. This course provides the tools to develop superior supervisory skills and a firm grasp of management principles. Through its "hands-on" approach to Supervision, students will be inspired with the positive approach to work with people to develop and empower them in their jobs. **(3 Credit Hours)**

#### **MAN 601 Quality Management**

Quality Management demonstrates how students can focus all of an organization's resources on continuous and simultaneous improvement of quality and productivity — thereby continually improving both performance and competitiveness. **(3 Credit Hours)**

#### **MAN 603 Entrepreneurship Trends Pre: (MAN 508)**

Entrepreneurship Trends explores the trials and tribulations of entrepreneurship so that students will have the necessary tools to start their own businesses. It offers coverage on social enterprises and ethics due to the rise in green trends and corporate scandals. **(3 Credit Hours)**

#### **MAN 605 Managerial Leadership**

Managerial Leadership is a comprehensive course that is thoroughly grounded in sound principles and research. The powerful advice and tools found in this course emphasize that proper self-leadership is a precursor for the effective leadership of others. **(3 Credit Hours)**

#### **MAN 623 MBA Capstone Project Pre: (24 Credits)**

The student is required to participate in a 105-hour capstone course of which 90 hours are part of a research practicum experience at an organization acceptable to the institution. The instructor, student and employer will coordinate the assignment of hours and duties satisfactory to all the parties **(3 Credit Hours)**

### **Marketing**

#### **MAR502 Marketing Management**

This course reflects the best of today's marketing theory and practice. Students will develop their skills on how to manage a Holistic Marketing Organization for the Long Run. **(3 Credit Hours)**



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**MAR 612** Marketing Trends Pre: (MAR 502)

This course will help students move beyond hype and high-level strategy to proven tactics and successful ground-level execution. Students will acknowledge which new marketing technologies deliver the best results, how to complete digital marketing projects faster and at lower cost and how to build realistic, focused action plans for the next three, six, and twelve months. **(3 Credit Hours)**

**Sociological Analysis**

**SYA 503** Methods of Research I

The skill-building approach of this course provides students with an introduction on practical perspectives on how research can be applied in real business situations. **(3 Credit Hours)**

**SYA 604** Methods of Research II Pre: (SYA 503)

The skill-building approach of this course provides students with a comprehensive overview to what constitutes good research through a scientific approach. **(3 Credit Hours)**