



COURSE DESCRIPTIONS

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)**

Business Law

BUL 2241 Business Law

This course includes topics 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 2100 Business Communications Pre: (ENC 1101)

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 1101 English Composition I

This course introduces students to rhetorical concepts and audience-centered approaches to writing including composing processes, language conventions and style, and critical analysis and engagement with written texts and other forms of communication. **(3 Credit Hours)**

ENC 1102 English Composition II Pre: (ENC 1101)

This course is a continuation of writing mechanics utilizing different styles of writing that include observation, reflection, analysis and argumentative type of essays. students learn how to implement apa manual formatting in writing, research writing techniques and submit a final research project. **(3 Credit Hours)**

Finance

FIN 3400 Financial Administration Pre: (ACG 1001)

This course introduces students to Principles of Accounting. 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 2600 International Finance Pre: (FIN 3400)

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)**

Graphic Design

GRA 2190 Graphic Design

this course examines, conceives, visualizes and composes 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 the application of design to advertising and entrepreneurship.

(3 Credit Hours)

History

EUH 1000 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 1050 Introduction to Travel and Tourism Industry

This course provides an overview of the travel and tourism industry, including of its related fields: restaurant; lodging; meetings, conventions and expositions. Also, featured are the applications of the general marketing, human resources, leadership, and management. **(3 Credit Hours)**

HFT 1711 World Destinations

This course explores tourism demand, supply, organization and resource for a comprehensive range of destinations worldwide; with features as: an exploration of current issues such as climate change, recreational preferences, demographic changes and the social impacts of tourism **(3 Credit Hours)**

HFT 203 Process Reservations Pre: (HFT 1050)

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 Director of Academic Affairs. **(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 1000 Introduction to Journalism Pre: (MMC 1000)

An introduction to the field of journalism, 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 1020 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 controlling. **(3 Credit Hours)**

GEB 3356 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. domestic and international business characteristics are compared, and international political and legal environments are studied. **(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 Director of Academic Affairs. **(3 Credit Hours)**

MAN 4301 Human Resources Management Pre: (MAN 1020)

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 1020)

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)**

ENT 2612 Entrepreneurial Creativity And Innovation

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)**

Mathematics

MAC 1105 College Algebra

In this course, students will develop problem solving skills, critical thinking, computational proficiency, and contextual fluency through the study of equations, functions, and their graphs. emphasis will be placed on quadratic, exponential, and logarithmic functions. topics will include solving equations and inequalities, definition and properties of a function, domain and range, transformations of graphs, operations on functions, composite and inverse functions, basic polynomial and rational functions, exponential and logarithmic functions, and applications. **(3 Credit Hours)**

Marketing

MAR 1011 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 2101 Social Media Campaigns

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 1000 Introduction to Mass Communication & Media Literacy

Introduction to the mass media industry connects with 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)**

MMC 2126 Radio and Podcasting Pre: (MMC 1000)

Radio and podcasting offers a complete study of creating, writing and broadcasting/streaming audio content. This course combines theory of communications and mass media applied to becoming an effective audio storyteller. students produce their own podcast and share it on spotify and other platforms. **(3 Credit Hours)**

MMC 3203 Ethics and Mass Media Pre: (MMC 1000)

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 Director of Academic Affairs. **(3 Credit Hours)**

Philosophy

PHI 1113 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 1101 Photography I

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)**

Personality

PPE 2001 Introduction to Personality

This course studies critical fundamentals of personality theories and their applications to the individual and their social relationships influence. students will undergo a critical analysis and reflection of their own personality based on theoretical frameworks studies and will evaluate the role of their personality in their social interactions. **(3 Credit Hours)**

Speech Communication

SPC 1608 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)**.

Student Life Skills

SLS 1205 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)**

SLS 1211 Holistic Human Development

This course 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)**

BACHELOR DEGREES

Art

ART 1300 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)**

Business Law

BUL 3322 International Law Pre: (BUL 2241)

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)**

Digital Media

DIG 2100 Web Design

An introduction to web page design concept and development with current technologies that include html, css, and javascript. students code their websites with multimedia content and fundamentals of seo optimization. **(3 Credit Hours)**

DIG 2318 Animation I

Animation I explores the concept of illustration and storytelling through animation. students design, create, and illustrate characters and backgrounds as part of the staging development process for their animated short. adobe animate is the software used in this course. **(3 Credit Hours)**

DIG 2319 Animation II Pre: (DIG 2318 Animation I)

Animation II explores storytelling with nonlinear motion graphics. students follow creative stages of concept development, pre-production, storyboarding, and design. learning is demonstrated through an experimental animated short edited in adobe animate. **(3 Credit Hours)**

Economics

ECO 2000 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 2023 Microeconomics Pre: (ECO 2000)

This course in principles of economics is 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 405 International Economics

International Economics uses a rich array of case studies to illuminate economic institutions and policies as well as recent developments in the global economy. **(3 Credit Hours)**

Film

FIL 3036 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)**

FIL 4647 Production Management Pre: (RTV 3531)

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, personnel management, 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)**

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 3776 The Cruise Market Pre: (HFT 1050)(HFT 1711)

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

HFT 3604 Travel and Tourism Laws Pre: (HFT 1050)

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 3741 Meeting and Event Planning Pre: (HFT 1050)

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 4077 Hospitality Industry Pre: (HFT 1050)

The hospitality industry is always evolving. The rise of the global economy, ecotourism, internet commerce and changing consumer demands are some of the factors they will be learning within this 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. 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.

AVM 312 Air Transportation Management

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)**

HFT 4940 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 Director of Academic Affairs. **(3 Credit Hours)**

History

ARH 2050 Art History Survey I

This course explores traditions of music, painting, sculpture and architecture of the western world. an introduction to individual works from from the paleolithic era through the medieval period. monuments will be studied in relation to the cultural contexts of western civilization. **(3 Credit Hours)**

Integral Human Development

SLS 1211 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 2002 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 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

GEB 3356 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. Domestic and international business characteristics are compared, and international political and legal environments are studied **(3 Credit Hours)**

MAN 3600 International Management Pre: (GEB 3356)

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 1020)

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 1020)

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 314 Organizational Leadership

This course is designed to help develop the "social intelligence" critical to success in any career. Personal effectiveness in most of the organizations requires the ability to mobilize vital support from a diverse set of interdependent members in order to achieve the objectives desired. This highly interactive course is designed to develop the student's skills in recognizing and analyzing situations requiring social intelligence, developing adequate power bases, and influencing others. **(3 Credit Hours)**

MAN 315 Logistics Management Pre: GEB 3356

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)**

GEB 3150 Entrepreneurship and Venture Creation Pre: (MAN 1020, 108 or HFT 1050)

Students will learn about the design of an innovative business venture and will go through the pitching process to attract new stakeholders such as investors and costumers. students will understand the impact of entrepreneurship in the economy and will be able to participate in a public pitching session to share their personal entrepreneurial venture with potential stakeholders. **(3 Credit Hours)**

GEB 4305 Business in Latin America Pre: (GEB 3356)

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)**

GEB 4303 Business in Asia Pre: (GEB 3356)

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 exanimate 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)**

GEB 4304 Business in Europe Pre: (GEB 3356)

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 Director of Academic Affairs. **(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 3123 Writing for the Media Pre: (MMC 1000, ENC 1101)

This course emphasizes the theoretical approach and practical application of writing for multimedia platforms. students will differentiate academic from media writing and will apply techniques used for media to engage audiences through storytelling, persuasion, and entertainment writing for dramatic and nondramatic content . **(3 Credit Hours)**

MMC 4131 Video Storytelling Pre: (MMC 2126)

This course provides students with the skills, techniques, and procedures necessary to enter the highly competitive field of broadcast performance. factual information is presented in modules and projects that encourage student participation resulting in video podcasts and livestreams. students learn the art of storytelling and how to communicate their video messages in multi-platforms. **(3 Credit Hours)**

MMC 4211 Media Law Pre: (MMC 1000)

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

MMC 4940 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 three 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 Director of Academic Affairs. **(3 Credit Hours)**

Marketing

MAR 301 Marketing Research Pre: (STA 303 and MAR 1011)

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 1011)

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 1011)

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 324 Customer Service

This course goes beyond providing reasons why customer service is important to defining proven methods for creating customer service excellence. Using a hands-on approach, it covers a wide range of knowledge and skills and offers an extensive collection of activities to enliven and invigorate the implementation of a high quality customer service. **(3 Credit Hours)**

MAR 412 Advertising Pre: (MAR 1011 or MAR 2101)

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 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)**

Oral Interpretation

ORI 4019 Performing Identity and Culture Pre: (MMC 1000)

This course explores issues of cultural diversity and creativity, presenting a full day-in-the-life of theater, and offering a brief coverage of culture as performed in ritual, community, and aesthetic contexts. throughout this course students will learn how to make timely and relevant connections between theater and their cultural historical contexts. **(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)**

Introduction to Business Ethics

MAN 3061 Business Ethics

An approach to making ethical decisions in the business environment. Students will be able to analyze real life case studies related to ethical dilemmas, human behavior in the workplace, and decision making in different departments of an organization. **(3 Credit Hours)**

Photography

PGY 1101 Photography I

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

BSC 1005 General Biology

This course applies the scientific method to critically examine and explain the natural world including but not limited to cells, organisms, genetics, evolution, ecology, and behavior. **(3 Credit Hours)**

Psychology

PSY 2012 Introduction to Psychology

In this course, students will gain an introduction to the scientific study of human behavior and mental processes. topics may be drawn from historical and current perspectives in psychology. **(3 Credit Hours)**

Public Relations

PUR 3000 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 Public Relations. **(3 Credit Hours)**

Radio and Television

RTV 3531 Multimedia Production and Editing Pre: (MMC 1000)

This course emphasizes how production proceeds in the digital age--from idea to image--and how it moves through the three major phases of pre production, production and postproduction. In this context, students will learn about the necessary tools, 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. they will learn basic editing techniques with adobe premiere.**(3 Credit Hours)**

RTV 4332 Documentary Video Production Pre: (MMC 1000)

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)**

Sociology

SYG 2000 Principles of Sociology

In this course, students will gain an understanding of the basic sociological concepts and vocabulary, including the methodological tools, sociological perspectives, and scientific procedures used by social scientists to collect data and conduct research. topics generally include: society and culture, institutions, socialization, influences, crime, change, groups, sex, race and ethnicity, family, class, and population. This course introduces students to the discipline and methods of study of human social development, its organizations, and its institutions. It teaches students to view our society and others from a sociological perspective. **(3 Credit Hours)**

Spanish

SPN 1112 Spanish Language and Culture 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)**

SPN 2206 Intermediate Spanish Language and Culture II Pre: SPN 1112

Focused approach that allows students to manage an intermediate spanish level with grammatical concepts and vocabulary from readings and conversational practices. concepts learned in the classroom build upon cultural understanding that can be practiced in and out of the online and on site lecture. **(3 Credit Hours)**

SPN 3331 Advanced Spanish Language and Culture III Pre: SPN 2206

An approach of advanced level of Spanish for Spanish language learners or second language speakers whose aim is to improve their language fluency and cultural understanding. This course focuses on building vocabulary, conversational skills, and cultural values. **(3 Credit Hours)**

Statistics

STA 303 Business Statistics Pre: (MAC 1105)

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)**

Visual Communication

VIC 4311 Infographics Design

Infographics and Visual Storytelling explore an innovative science in communication arts of organizing statistical information and launching it to audiences for easier understanding in the format of animation and graphics. The course explores the pre-production aspects of design, production and distribution processes as well as the effects that infographics have in the brain of audiences as civilizations rapidly navigate in visual scenarios to process simple and complex information. **(3 Credit Hours)**

MASTER DEGREE

Accounting

ACG 5305 Managerial Accounting

This course introduces students to the principles of accounting. balance accounts and financial statements. Cost 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)**

Finance

FIN 5406 Managerial Finance (Prerequisite ACG 5305)

This course is designed to show students how finance intersects with many other areas of business providing a balanced overview of 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

GEB 5119 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 6525 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

MAR 5805 Marketing Management

Analysis and application of theory and problem solving for marketing management in the global environment. emphasis will be on the role of marketing in the organization; planning the marketing effort; management of the marketing organization; control of marketing operations; and evaluation of the marketing contribution. **(3 Credit Hours)**

MAR 612 Marketing Trends Pre: (MAR 5805)

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)**

