The purpose of BSAD 4950 Portfolio Development is to provide the opportunity for adult students to earn college level credit through the description and documentation of life and work experience. Experiences can entail a number of different activities which include, but are not limited to, work experience, participation in workshops/seminars, volunteer activities, non-transferable course work and self-help materials.

The following policies and course descriptions should be reviewed by anyone considering doing a portfolio. You should match your life and work experience with UW-Platteville courses listed on the following pages. Evaluation of prior work experience is done only once, usually during the student’s second or third enrollment plan.

POLICIES AND PROCEDURES

1. The student must be enrolled in the Business Administration at a Distance program and be registered for BSAD 4950 (Portfolio Development) and have paid the portfolio evaluation (assessment) fees in order to write a portfolio of prior work and life experience. One can only register for Portfolio Development if a resume has been submitted and evaluated by a portfolio instructor. This can be done prior to enrollment in the Program. No additional information beyond a resume need be submitted before registering for the course (see sample resume attached).

2. The student must submit a description and documentation for each experience used in challenging the individual courses. Credit will not be granted for any experiences that cannot be adequately documented. This course challenge is broken into three parts:
   a. a description of experiences
   b. a list of learning outcomes derived from the described experiences
   c. documentation to prove that the experiences occurred

3. Students will work with an instructor on the portfolio development procedure. There is also a course manual that explains the procedure in detail for students enrolling in the print-based version of the course. Online students will reference their materials via the password-protected web offering.

4. Once a challenge has been submitted for evaluation, it is given to the on-campus faculty person who teaches the particular course being challenged. The faculty member will determine the number of credits granted. (Partial credit for a course can be granted. If the course is required in the major, the student must complete the remaining credits through our Program. There are restrictions regarding when these remaining credits need to be completed.)

5. All life and work experiences must have occurred prior to completing the portfolio development course. The experiences must match in large part the course content of the UW-Platteville course(s) listed on the attached pages. This list is subject to change without prior notice.
6. The number of credits granted through the portfolio process is not limited. You will also be granted 3 credits for completing the portfolio development course. Your estimate, prior to enrolling, must indicate that you can challenge a minimum of 3 courses before you are given permission to take the course. The grade recorded on your transcript for portfolio development is pass/fail; no letter grade is assigned. The course will be counted as an upper-division elective.

7. No grades are given for course credits granted through the portfolio procedure. Courses with credits granted will be put on your UW-Platteville transcript once the portfolio process is complete and the transcripting fees are paid. The credits are not counted towards the degree until the transcripting fees are paid and the courses are listed on your transcript. If the transcripting fee is not paid within 60 days of billing, partial credit courses may be affected and there may be other consequences. Normally, these credits will not transfer into another college program at UW-Platteville. Also, they may not transfer to other colleges and universities.

8. If you receive partial credit for a required course, you must complete the balance of the course credits on your next enrollment plan. If you fail to do this, you may lose the portfolio credit and may need to take the course for full credit. Also, if you receive partial credit for a course which is offered through the Business Administration at a Distance program but is not required for the degree, the balance of the credits for the course must be completed on the next enrollment plan if you want to receive the remaining credits for that course.
Challenging Courses through Work and Life Experience

These courses may be challenged with prior learning attained through work and life experience. Not all of the courses listed are offered through the University of Wisconsin-Platteville at a distance. See the catalog or web site for details. *The course list is subject to change without prior notice, and individual departments may reserve the right to decide which courses can be challenged.* You should discuss any questions about course challenges with a portfolio instructor. A sample resume is also included for your reference.
Sample Resume Format

Name
Address
(Area Code) Phone Number – Home
(Area Code) Phone Number – Work

CAREER OBJECTIVE

XXXX position in personnel management or related area involving major supervisory and administrative responsibilities. Will to do limited travel.

WORK EXPERIENCE

6/85 to Present
Name of company, City and State
Personnel Officer – responsible for the management of the Personnel Department. Areas of responsibility include employment, benefits, administration, salary/performance reviews, record keeping, expense control, management reports, supervision of personnel staff, training, other duties as assigned or delegated by the Vice President of Personnel.

3/81 to 4/85
Name of company, City and State
Administrative Assistant, Personnel - duties as described above in the Personnel Officer Position

4/75 to 8/80
Name of company, City and State
Personnel Assistant – overall responsibility for monitoring the clerical tasks necessary to administer both the Salary Review Program and Fringe Benefit Program, as well as creation and maintenance of the personnel records. Preliminary interviewing of all applicants for clerical positions. Assist Personnel Officers in assimilating material needed for management reports or projects.

5/74 to 2/75
Name of company, City and State
Financial Services Analyst, Credit Department - financial statement analysis, loan committee presentation preparation, conducting credit investigations using credit reporting agencies and by contracting other credit references, credit file review, answered business and personal credit inquiries, completed bank confirmations, XXX financing statement preparation, filing, acknowledgement and timely renewals.

(date) to (date)
Previous Employment – part time basis
XXXX Home of the XXX, City, State. Nursing Assistant and Kitchen Aide
XXXX Nursing Home, City, State. Nurse’s Aide
XXXX Department Store, City, State. Retail Sales
XXXX Co., City, State. Retail Sales
University of XXXX, City, State. Financial Aid Clerk

EDUCATION
University of XXXX-City, XXXX Program, majoring in Business Administration – emphasis in Personnel and Management. X/XX – X/XX

XXXX Technical Institute, City, State
Associate Degree in Marketing, 19XX

XXXX High School, City, State
Diploma, 19XX

ADDITIONAL STUDIES
IABCS of Communication
September 18, 1980, Olympia Resort, City, State – Sponsored by the International Association of Business Communicators, Southeastern, Central, and Madison Chapters
-Career Planning
-Blockage, Boredom, and Burnout – the Killer Bs
-Effective Listening Techniques
-Time Management

Leadership Methods Series
September 11 – November 13, 1979, Quality Inn, City, State – Sponsored by Small Business & Outreach, Department of Business and Management, UW-Extension, De. Albert Weeks
-Part I: Leadership Methods
-Part II: Managing the Unsatisfactory Performer
-Part III: Orientation to Participative Management

COMMUNICATION/PROFESSIONAL
Co-instructor for XXXX Institute of Banking Course – Personnel
United Way of XXXX County – Budget Panel
XXXX Church, City, State – high school and junior high educational programs for the past four years
National Alliance of Business
American Society of Personnel Administration – Treasurer, 19XX

AWARDS
1975, 1976, & 1977 – First Place, National Council of Farmer Cooperatives, State Council Newsletter
1978 – National Milk Producers Community Sweepstakes

OUTSIDE ACTIVITIES
-Vice President, Kiwanis Club, City, State 1984-86
-Volunteer Big Brother 1981-85
-Treasurer, St. Paul’s Church Activities Board, City, State 1974-78
UW-Platteville Courses for Which College Credit Can Be Granted

**Accounting**

**ACCTING 2010**  3 credits  
**Financial Accounting**  
Introduction to accounting concepts and procedures including the accounting cycle, assets, liabilities and financial statements. Develops the ability to use accounting information for decision making.

**ACCTING 2020**  3 credits  
**Management Accounting**  
Introduction to management accounting topics such as cost accounting, cost analysis, budgeting and variance analysis. Focuses on both procedures and the drawing of inferences from the results for more effective and efficient managerial decision making.

**ACCTING 3000**  3 credits  
**Accounting Issues for Managers**  
The interpretation and analysis of accounting information for internal and external decision. Includes topics of internal control system, individual income tax preparation and key popular cost management techniques.

**ACCTING 3010**  3 credits  
**Intermediate Accounting I**  
Detailed coverage of the accounting cycle, financial statements, assets and income determination. Emphasizes problem solving as well as conceptual understanding.

**ACCTING 3020**  3 credits  
**Intermediate Accounting II**  
Detailed coverage of liabilities, investments, corporate accounting, the statement of cash flows and special topics such as pensions, leases, and accounting changes. Emphasizes problem solving as well as conceptual understanding.

**ACCTING 3030**  3 credits  
**Accounting Information Systems**  
Concepts of systems evaluation and design, with emphasis on the role of the accounting information system in providing relevant and reliable information for management decision making and financial reporting. Controls against errors and fraud are emphasized, as is the impact of technology. Students will do a term project examining and critiquing the accounting information system of a real company or non-profit organization.
ACCTING 3040  3 credits
Federal Income Tax
Survey and practical application of federal income tax regulations and court rulings to individuals and sole proprietorships.

ACCTING 3050  3 credits
Advanced Accounting I
An in-depth coverage of business acquisitions and preparation of consolidated financial statements, plus coverage of foreign currency accounting and governmental accounting.

ACCTING 3230  3 credits
Cost Accounting
Cost accounting systems for product costing along with accumulation of costs and their usage; application of accounting information for planning and control.

ACCTING 3270  3 credits
Financial Statement Analysis & Business Valuation
The course is designed to prepare students to interpret, analyze, and evaluate the financial statements of an entity using various techniques. The techniques and methods used while valuing a business are also covered in this course. This course is especially useful for students who expect to be intensive users of financial statements as part of their professional career. The entities subject to analysis will be public companies but the tools learned in this course will be equally applicable to private companies as well as to non-for-profit organizations.

ACCTING 3450  3 credits
Strategic Cost Containment
To educate students on the cost structure of an organization and specifically an organization's supply chain costs. To build student's understanding of the sources of cost data and provide techniques to gather that data from information systems. To assist student's ability to analyze costs and drivers via tools such as cause-effect diagrams and Pareto analysis with the purpose of identifying cost savings opportunities. To guide the students in the overall cost containment process - plan, analyze, design (improvements), implement and measure results.

ACCTING 3530  3 credits
Budgets and Budgetary Control
Theory and procedure of financial and operating budgets for managerial planning and controls.

ACCTING 4040  3 credits
Advanced Taxation
A continuation of ACCT 3040, covering advanced property transactions, special tax computations, corporations, partnerships, S corporations and estate and gift taxation.
ACCTING 4130  3 credits
Advanced Cost Accounting
A continuation of ACCT 3230. Emphasis on usage of accounting information in making decisions and performance evaluations; allocation of costs for different purposes; application of quantitative methods in accounting.

ACCTING 4230  3 credits
Auditing I
Standards and procedures of external auditing, including a simulated audit. Also emphasizes the auditor’s decision-making process.

ACCTING 4240  3 credits
Auditing II
Concepts, procedures and auditor judgment in the areas of internal auditing and auditing for fraud. Also includes several advanced topics of external auditing.

ACCTING 4520  3 credits
Accounting Theory
A survey of the theory underlying financial accounting, the accounting standards setting environment, proposed alternate accounting practices and current accounting issues and trends.

Business Administration

BUSADMIN 1210  1 credit
Introduction to ERP
Introduction to ERP Systems covers the key processes supported by modern ERP systems. This course is designed to introduce the concept of integrated business processes. The main integration points between processes and their cross-functional nature will be explored to provide the ability to apply an integrated perspective to business processes. It will examine the core concepts applicable to all ERP environments, and explain how those concepts can be utilized to implement business processes within the SAP system.

BUSADMIN 1300  3 credits
Global Business
This course will survey current issues and trends in global business. Specific emphasis will be placed on the impact of these trends on managers in the multinational organizational setting. Topics include a study of the economic, financial and legal environments of international business. In addition, trade issues and corporate strategies will be discussed.

BUSADMIN 2100  3 credits
Supply Chain Management
This course focuses on the principles and concepts of Supply Chain Management, as well as a review of the role of Supply Chain Management functions within an organization. Analytical and evaluative skills are developed through critical examination of theories, models, tools and techniques employed.
Topics covered include Strategic Sourcing, Forecasting and Collaborative Planning, Inventory Management, Customer Relationship Management, and Service Response Logistics.

**BUSADMIN 2330 3 credits**  
**Leadership and Management**  
An introduction to the role of management through discussion of the planning, organizing, leading, and controlling functions. Behavioral, quantitative, and qualitative aspects of managerial decision making are explored.

**BUSADMIN 2340 3 credits**  
**Data Analysis and Decision Making**  
Students will learn quantitative decision making skills for managers. Focus will be given to understanding statistics and management science concepts that can be used by managers in the decision making process. Students will learn to use Excel to analyze data, conduct statistical hypothesis tests, and apply management science techniques to make decisions.

**BUSADMIN 2630 3 credits**  
**Introduction to Marketing**  
The study of marketing encompasses the activities involved in anticipating, managing, and satisfying demand via the exchange process. Activities include environmental analysis, marketing research, consumer analysis, product planning, distribution planning, promotion planning, price planning, and marketing management. The dynamic nature of marketing, the complex environment surrounding today's marketers, and various marketing functions, performers, and strategies are examined.

**BUSADMIN 3030 3 credits**  
**Human Resource Management**  
An introduction to topics such as human resource planning, equal employment opportunity, selection, training and development, performance appraisal, compensation, safety and health, and employee and labor relations. The impact of laws and of societal and business trends on human resource functions is also presented. Each manager's role in dealing with human resources is emphasized.

**BUSADMIN 3100 3 credits**  
**Compensation Management**  
An exploration of the discipline of compensation management. The process of job analysis and job evaluation are discussed as methods to determine internal pay equity. Market wage surveys are presented as a means to ensure external equity. Wage scale development and various employee benefit options are also discussed. Other topics include wage and benefit-related legislation, performance appraisal, and motivation theories.

**BUSADMIN 3110 3 credits**  
**Integrated Marketing**  
An examination of the concepts, strategies and applications involved in direct marketing including mail order and direct response advertising. Measurability, accountability, lists, data and the integration of direct marketing programs into total marketing efforts and overall organization goals and functions are discussed.
BUSADMIN 3120 3 credits
Retailing
A study of various types of retail institutions and their characteristics. The many kinds of retail ownership options, strategy mixes, locations, organizational formats, merchandise and inventory management techniques, and promotional policies are compared and evaluated. Cases reflecting a global perspective are included.

BUSADMIN 3130 3 credits
The Legal Environment of Business
This is a study of the legal and ethical environment of business and its effects on business decisions. The course includes the substantive areas of contract law, tort, criminal law, government regulation, employment law, consumer protection, antitrust, environmental law and securities law. We will also examine the ethical implications of legal disputes in business.

BUSADMIN 3140 3 credits
Managerial Law
This course is a continuation of BSAD 3130 Legal Environment of Business. Course coverage includes property, wills, trusts and estates, agency, business organizations, secured transactions and bankruptcy and commercial paper.

BUSADMIN 3150 3 credits
Principles of Real Estate
Classification and acquisition of property rights, types of estates in property, relation of landlord and tenancy, conveyancing, liens and mortgages, real estate brokerage.

BUSADMIN 3230 3 credits
Small Business Management
This course acquaints the student with many aspects of owning and operating a small business. Topics covered include the characteristics of small business managers, planning and organizing for a new or ongoing business, staffing a business, producing and marketing a product or service, profit planning and control, security and the specifics of developing a business plan.

BUSADMIN 3240 3 credits
E-Commerce/E-Marketing in Today’s World
This course will cover how a business can market its products, services and ideas using Internet technology. Topics will include--but will not be limited to--e-commerce as part of the marketing mix, search engine optimization, selling through the Internet, social networking, blogs, measuring results of the e-commerce strategy and email as permission marketing.

BUSADMIN 3330 3 credits
Labor Law
A study of legislative and judicial regulation of labor and management designed to familiarize the individual with historical development of labor legislation, NLRB rulings, court decisions and current problems.
BUSADMIN 3340 3 credits  
Management, Gender and Race  
This course reviews the changing nature of management and explains why gender and race/ethnicity have become important concerns of business. It examines the status of women and people of color in managerial or administrative positions and discusses socialization processes, stereotypes, equal employment opportunity laws, diversity management, illegal harassment, and power in organizations. Networking, mentoring, work/life balance, and career planning also are addressed.

BUSADMIN 3400 3 credits  
Personal Financial Planning  
A study of the major financial decisions encountered by individuals. The course explores a variety of consumer problems found in a modern, complex economy. Subjects covered include the financial planning process, money management, consumer borrowing, insurance planning, budgeting, investments, and retirement and estate planning.

BUSADMIN 3430 3 credits  
Risk Management  
This course covers the theory of risk and introduces the basic concepts of risk management. Special emphasis is placed on risk transfer to insurance companies. The course also introduces basic insurance concepts for both the individual and corporate consumers because risk management decisions presuppose a thorough understanding of the nature and functions of insurance.

BUSADMIN 3450 3 credits  
Employment Law  
An analysis of employment relations legislation and its impact on areas of human resource management. Primary emphasis on employment discrimination and affirmative action, unemployment compensation and workers compensation, the Fair Labor Standards Act, OSHA and ERISA.

BUSADMIN 3500 3 credits  
Employee Training and Development  
Employee Training and Development is an upper-division course that examines the principles and practices of these two critical processes in a variety of organizational settings. The course presents a comprehensive overview of training and development topics. Throughout the course students acquire and then demonstrate a knowledge base in each of these areas. At the end of the course, students are prepared to conduct efficient and effective training and development programs within the Human Resources department of an organization.

BUSADMIN 3530 3 credits  
Organizational Behavior  
Organizations, in and of themselves, do not behave; the people within them do. This course will give students a comprehensive view of organizational theory and behavior by studying individual and group behaviors and how these interrelate with the organization’s structure, systems and goals.
BUSADMIN 3540  3 credits
Quality Management
Provides an understanding of the tools, language, and techniques used in the field of Quality Management. The history of the quality movement, major tenets of the field, theorists and their philosophies, and the use of basic tools of Quality Management will be covered in this course. The course focus will be project-based in a team environment.

BUSADMIN 3600  3 credits
Regulatory Compliance Management
An examination of the response of business to the actions of government agencies and regulatory legislation in the United States. Content includes the social, political and economic rationale of government regulation with emphasis on administrative law, regulatory theories and applications and management regulatory compliance techniques and strategies.

BUSADMIN 3620  3 credits
Corporate Finance
An introduction to the finance function and financial management of the firm, including techniques of financial analysis, working capital management, capital budgeting, the acquisition and management of corporate capital, and dividend policy. Analysis of how the financial manager influences the decision-making process within the firm.

BUSADMIN 3630  3 credits
Advertising
Advertising as a selling and communications tool; its place in the modern economy; its procedures, methods and development functions.

BUSADMIN 3640  3 credits
Financial Systems Analysis
A macro-finance course that deals with the financial system of the United States. Major emphasis is placed on financial markets, financial institutions, financial assets and their interaction within the financial system framework. The course also has a focus on the management and regulation of both markets and institutions. Web assignments are an integral part of this course.

BUSADMIN 3650  3 credits
International Finance
This course is a comprehensive study of the role of international finance in business. Topics will include the foreign exchange market, determination of interest rates, international banking, international capital markets, international investments and international corporate finance.

BUSADMIN 3700  3 credits
Marketing Research
Introduction to the research problem and the scientific method; research design and sources, evaluation of data and presentation of research findings.
BUSADMIN 3710  3 credits
Bank Management
The purpose of the course is to analyze the issues involved in managing commercial banks and related financial institutions. The theory and practice of bank management will be studied with particular emphasis on the topics of asset management, and capital adequacy. Additionally, new dimensions in banking structure will be introduced.

BUSADMIN 3720  3 credits
International Marketing
A conceptual focus on the breadth of the international marketing management area (i.e., problems, strategies, and techniques), a survey background in such environmental factors as legal, cultural, economic, financial, and regional characteristics. The purpose is to prepare students and practicing business managers for successful operations in the world marketing environment of developing, industrial, and/or technological nations.

BUSADMIN 3740  3 credits
Consumer Behavior
Consumer behavior reaches for a better understanding of the consumer buying process. It begins with an examination of basic, standard steps that consumers take while making a purchasing decision and moves into consumer motives based on various consumer cohorts. The marketing student -- after having studied consumer behavior -- will have a stronger appreciation for the basis of consumer needs and will be better prepared to serve them.

BUSADMIN 3750  3 credits
International Short Study
The International Short Study course is designed to help students develop an understanding of the world’s economies. The globalization of technology, capital, industries, systems, goods, services and inputs has enhanced much of the international issues in business practices and cultures. An overview of the international business environment, including business strategies, history and cultures, will be covered.

BUSADMIN 3820  3 credits
Professional Selling
A study of the principles, techniques and practices involved in selling products, services and ideas to final consumers and organizational buyers. The selling processes used by manufacturers, distributors and direct marketers are considered. Changes in the selling environment due to global marketing and international sales are discussed. Several sales presentations are required.

BUSADMIN 3830  3 credits
Sales Management
A study of the role of sales management in the total marketing structure examines the role of sales managers and how this role serves the sales department and the company. Recruiting, selection, training, motivation leadership, compensation plans and sales forecasting are studied with focus on the administration of these functions. Evaluation and performance appraisal of the sales force are also
The course considers the many aspects of international selling and training salespersons for global territories.

**BUSADMIN 3930  3 credits**  
Investments  
A contemporary study of investments with a focus on past and present investment decision making, sources of information, stock investing, modern portfolio theory and mutual fund creation and selection.

**BUSADMIN 4030  3 credits**  
Financial Decision Making  
An analysis of actual problems encountered by financial managers from major firms. This course utilizes the case study methodology and requires heavy usage of computer application skills, particularly spreadsheet skills. The goal is to identify the problem, analyze it and finally make a well-justified recommendation to the firm.

**BUSADMIN 4110  3 credits**  
Management Science  
An introduction to quantitative methods used in business. Introduction to decision theory, linear programming and its applications, network and scheduling models.

**BUSADMIN 4120  3 credits**  
Operations Management  
This course focuses on quantitative decision tools which assist the manager in the planning, organizing and controlling of operations in industrial and service organizations. Topics covered include forecasting, queuing theory, transportation models, facility layout, scheduling, inventory control, capacity planning and materials planning.

**BUSADMIN 4140  3 credits**  
International Management  
This course focuses on the management of an enterprise engaged in international business. Topics include: why international business occurs, the nature and influence of the host country environment on firms conducting international business, how international strategic alternatives for these firms are identified and evaluated, the influence of culture on managers and managerial practices and the ethical concerns and social responsibility associated with managing international activities.

**BUSADMIN 4150  3 credits**  
E-Marketing Applications  
This course will provide a deeper examination of the link between marketing strategy, e-commerce, and the various technologies that professional marketers are expected to utilize. Topics include data mining and modeling, advanced search engine marketing (SEM), social media marketing, customer relationship management systems (CRMS), and enterprise resource planning systems (ERPs). The course blends theory with rigorous application through a capstone project.
BUSADMIN 4160  3 credits
Purchasing Management
This course focuses on the managerial, administrative, strategic and tactical aspects of the purchasing function. Emphasis will be placed on the pertinent issues in purchasing management for both goods and services business sectors. The course will explore the managerial perspective of the core tasks and challenges required to effectively manage the purchasing function within the context of an integrated supply chain.

BUSADMIN 4200  3 credits
Employee Recruitment and Selection
This course provides students with an understanding of these two critical processes in a variety of organizational settings. Throughout the course, students acquire and then demonstrate a knowledge base in each of these areas by completing a variety of projects. At the end of the course, students are prepared to conduct efficient and effective recruiting and selection programs within the Human Resource department of organization.

BUSADMIN 4330  3 credits
Labor-Management Relations
Gives an overview of the process of labor relations, in which management deals with employees who are represented by a union. The history of major labor unions and primary labor laws and court cases are covered, along with the general structure and operational aspects of today's labor organizations. Union certification, collective bargaining, and dispute resolution are discussed in detail. Students also participate in a mock labor contract negotiation project and analyze sample grievances.

BUSADMIN 4630  3 credits
Marketing Management
The determination of market policy; marketing administration and application of principles pertaining to management of marketing resources.

BUSADMIN 4840  3 credits
Business Policy/Strategy
A comprehensive review and evaluation of strategic decision-making, critical thinking, reflection, and integration of the functional organizational areas of business processes through the analysis of case studies and related readings; development of external information scanning and synthesis using resources such as Internet and scholarly business publications.

Computer Science

COMPRESS 1130  3 credits
Introduction to Programming
An introduction to programming for students with no previous computer programming experience. Covers control structures, procedures, programming environments and problem solving.
COMPUTER 1430  3 credits  
Programming in C++
A technical course in computing, algorithms, data representation, and procedural programming. Modularity and abstraction stressed in algorithm development. Style and documentation stressed in program development. Weekly lab programs engrain the syntax and semantics of C++. A few larger, out-of-class programs tie the concepts together.

COMPUTER 1830  3 credits  
Microcomputer Applications
A course recommended for all non-computer science majors that need to know how to use the microcomputer. The major emphasis will be on using microcomputers with the most popular kinds of computer software used in business and education today including word processing, spreadsheets and database management.

COMPUTER 2230  3 credits  
Programming in COBOL
To develop an understanding of, and provide practice in the use of proper strategies and techniques for business program design and development. To develop ability to apply the COBOL language to implement problem solutions. To gain the background for further study of software design and computer programming in a business environment. Emphasis on structured programming and program style.

COMPUTER 2340  3 credits  
Programming in Visual Basic
An introduction to event-driven, object-oriented programming techniques using Visual Basic in the .NET Framework. Students will design, code, and debug Graphical User Interface (GUI) programs applicable to business applications.

COMPUTER 2430  3 credits  
Object-Oriented Programming and Data Structures I

COMPUTER 2630  3 credits  
Object-Oriented Programming and Data Structures II
Continuation of the object-oriented programming and data structure topics from COMPUTER 2430. Coverage of pointers, templates, linked lists, trees, recursion, graphs, and algorithm analysis. Use of software engineering techniques such as inspections, test plans, and configuration management within a group-based project environment.
COMPUTER 2830  3 credits
Advanced Microcomputer Applications
This course is designed to acquaint the students with additional microcomputer applications beyond that of COMPUTER 1830. In particular, the major emphasis will be on configuration and setup of microcomputers; communication software (the use of the Internet); presentation software; multimedia; advanced spreadsheet topics such as advanced graphing, macros and data analysis; and an application related to the student’s major. A presentation and paper will be developed by the student on a particular software application, e.g. an expert system, an accounting package, decision making software, Human Resource Information System (HRIS), etc.

COMPUTER 3030  3 credits
Artificial Intelligence
A study of knowledge representation, search techniques, expert systems, predicate calculus and natural languages. Discussion of the successes and limitations of past and current AI programs. Programming assignments in LISP and Prolog illustrate formal topics.

COMPUTER 3130  3 credits
Systems Analysis and Design
Provide an understanding of the duties of the systems analyst and the specific methods and techniques for system development (preliminary survey through system design) with an introduction to utilizing CASE software throughout the entire process.

COMPUTER 3230  3 credits
Computer Architecture/Operating Systems
This course combines the strengths of two areas: Assembler Language Programming and Operating Systems. The major areas of assembler such as architecture, data types, logic and control and interrupts will be covered. The major areas of Operating Systems including processes, mutual exclusion, critical sections, parallel processing, real and virtual storage, job scheduling and UNIX, VMS and NT will be emphasized.

COMPUTER 3340  3 credits
Windows Programming
Continuation of Windows programming techniques. Discussion of the Component Object Model (COM), Dynamic Link Library (DLL) and the Windows Application Programming Interface (API). Study also includes the Windows common controls, some Internet controls and Dynamic HTML (DHTML).

COMPUTER 3520  3 credits
Programming Language Structures
A study of programming language topics which include data objects, data types, storage management, syntax, BNF descriptions, semantics, lexical analysis and parsing. Examples taken from traditional languages as well as more modern languages.
COMPUTER 3530 3 credits
Systems Development and Implementation
Strategies and techniques of analysis and design for producing logical methodologies for dealing with complexity in the development and implementation of information systems. Use of software tools, file access methods and operating system facilities.

COMPUTER 3630 3 credits
Database Design and Implementation
This course will explore fundamental concepts necessary for the design, use and implementation of database systems. Study of database modeling and design, languages and facilities provided by the database management systems and techniques for implementing database systems will be examined. Major database models will be discussed with primary focus on the relational database model and query languages.

COMPUTER 3830 3 credits
Data Communications and Computer Networks
An introduction to data communications and computer networks. Study of the basic principles with a focus on the layers, protocols, and security used in the Internet. Socket-based and other programming projects.

COMPUTER 3870 3 credits
Web Protocols, Technologies and Applications
The course will introduce the students to protocols and technologies in Web Applications and Web Services. The Client/Server concept and some advanced database concepts will also be covered. The emphasis of the course will be using tools such as ASP.NET for rapid development of Web Applications and WEB Services.

COMPUTER 3920 3 credits
Computer Graphics
An introduction to computer graphics including transformations; modeling; viewing and projection; color, lighting and shading; texture mapping; interaction; and animation. Use of a pipeline-based graphics library such as OpenGL. Several programming assignments, including some games-based projects.

COMPUTER 3930 3 credits
CICS Application Programming
An introduction to CICS command-level programming using COBOL. Techniques to design and develop online application programs with CICS, a data communication system to maintain and access files and databases.
COMPUTER 4230  3 credits
Applications in Information Systems
Applications of computer programming and system development concepts, principles and practices to a comprehensive system development project. A team approach is used to design and develop a realistic system of moderate complexity. Also includes coverage of advanced features of the COBOL language.

Economics

ECONOMIC 2130  3 credits
Principles of Macroeconomics
An introduction to basic economic principles with applications to current economic problems. Demand, supply and the role of prices in the U.S. economy are briefly surveyed followed by in-depth study of the national (or macro) economy. Topics include unemployment, inflation and economic growth; theories of economic recession and prosperity; the role of money and banking in the economy; government taxing and spending policies to stabilize the economy; and the U.S. as part of the international economy.

ECONOMIC 2230  3 credits
Principles of Microeconomics
An introduction to basic economic principles with applications to current economic problems. Emphasis is on understanding how households and business firms make decisions in the U.S. economy. Topics include how prices are determined and how they help solve the economic problem of scarcity, the distribution of income and wealth, problems of monopoly power, labor unions and labor problems, environmental and energy concerns, and agricultural economics.

ECONOMIC 2410  3 credits
Interpretation of Business and Economic Data
The nature of statistical data in business and economics; the use of tabular, graphical and numerical analysis; probability, estimation and hypothesis testing; correlation and regression; index numbers, time series; and forecasting.

ECONOMIC 2940  3 credits
Political Economy of Race, Gender and Ethnicity
This course uses economic principles to analyze salient issues involving people of color, women and ethnic minorities. The focus of interdisciplinary, drawing from the fields of business and political science and others. Analysis occurs within the contextual framework provided by quest presenters having expertise in areas of race and ethnic studies and women studies. Pertinent principles and concepts are used to analyze causes and effects of the changing composition of U.S. families, to examine the nature and extent of discrimination within the U.S. economy and to understand why issues involving race, ethnicity and gender are of concern to us both individually and collectively.
ECONOMIC 3530  3 credits  
Economic History of the United States: The First Three Hundred Years  
An introductory survey of the evolution of the market economy of the United States up to World War I and of American thought concerned with the problems arising from such changes.

ECONOMIC 3630  3 credits  
Comparative Economic Systems  
An analysis of various forms of capitalism and socialism, with special attention given to the economics of the United States, the Soviet Union, England and others.

ECONOMIC 3730  3 credits  
Money and Banking  
A survey of the monetary and banking systems of the United States as part of the nation’s overall financial system. Major topics include: organization and functioning of financial intermediaries; the key economic roles of lending institutions and the Federal Reserve System; contemporary monetary theories; international financial structures.

ECONOMIC 3830  3 credits  
Public Finance  
Topics include: government expenditures, programs and public services; principles and processes for collective decision making; sources, principles and effects of taxes and other government revenues; and deficits, debts and budgeting in the public sector.

ECONOMIC 4110  3 credits  
Management Science  
An introduction to quantitative methods used in business. Introduction to decision theory, linear programming and its applications, network and scheduling models.

ECONOMIC 4330  3 credits  
International Economics  
A study of the major aspects of international trade, finance and commercial policy under changing world conditions. Subjects studied include various theories of international trade, effects of tariffs and quotas, exchange rate determination, balance of payments analysis and policy, international monetary systems, international economic institutions and current problems.

Industrial Studies

INDUSTDY 1030  3 credits  
Introduction to Manufacturing  
An introduction to manufacturing principles, systems and operations. The relationship of manufacturing to the major technological systems (energy/power, communication, construction, and transportation) is examined. Product development/engineering design is simulated through use of 3-D software.
INDUSTDY 1130 3 credits
Wood Technology
An introduction to basic woodworking processes used by industry. The design process and problem solving are emphasized through development of a portfolio. A problem is identified by the student, then solved through the construction and testing of a product.

INDUSTDY 1200 3 credits
AC/DC Fundamentals
Students study direct and alternating current circuits and their characteristics, Ohm's Law, Kirchhoff's Laws, voltage dividers, power, etc. Labs are performed using multimeters, oscilloscopes, circuit simulation software, and breadboards.

INDUSTDY 1230 3 credits
Technical Drafting
An introduction to basic drafting techniques as a means of graphic communication. The principles of defining shape and size are studied utilizing computer aided drafting techniques. Activities deal with precise, applied graphic representation including precision and limit dimensioning associated with a variety of industrial situations.

INDUSTDY 1260 3 credits
Building Construction Drafting
An introduction to basic drafting techniques as it pertains to building construction. The principles of defining shape and size are studies utilizing computer aided drafting techniques. Topics include sketching, projection, architectural dimensioning, sections, detail views and components of residential and commercial building structures.

INDUSTDY 1430 3 credits
Introduction to Metals Processes
An introductory course surveying metalworking processes. Designed to impart academic and laboratory understanding of the fundamental principles of: machining, fabrication techniques, welding, casting and other metals manufacturing processes.

INDUSTDY 1530 3 credits
Power Systems Technology
An analysis of methods of transferring industrial power. The basic principles of applied mechanisms, electrical actuators, control systems, engines and introductory pneumatics and hydraulics are emphasized in the course.

INDUSTDY 1830 3 credits
Synthetic and Composite Materials
An introductory course to industrial materials including plastics, metallics and ceramics and their limitations. The rationalization of enhancement of properties by combining the traditional industrial materials and applications of composite materials. This course is lab and lecture and the lab activities are emphasizing the spectrum of plastic matrix composite, testing and evaluation of materials.
INDUSTDY 2260 3 credits
Semiconductors
Students study the theory and applications of diodes; BJT, FET, and MOSFET transistors; SCRs, Triacs, etc. The lab focuses on rectifiers, filtering, voltage regulation, applications of transistor switching, and 8-bit microcontroller programming, I/O, and control.

INDUSTDY 2430 3 credits
Building Construction Materials
A study of the properties and application of building materials including concrete, block and brick masonry as they are related to residential and commercial building construction. Lab includes the introduction to 3D CAD modeling of buildings and the drawing of building details as they pertain to the building materials.

INDUSTDY 2540 3 credits
Materials and Techniques of Building Construction
The basics of construction surveying, the properties and application of wood as a building construction material, an introduction to the use and application of the psychrometric chart, moisture control, the impact and prevention of mold, and analyses of building techniques. Lab includes the performance of various analyses via 2D/3D CAD, spreadsheets and other analysis methods.

INDUSTDY 2710 3 credits
Principles of Safety
A study of the principles of industrial safety. The course includes basic industrial safety concepts, analyzing safety and health issues at the workplace, accident causation, and prevention theories. Emphasis is placed on identifying and correcting unsafe practices or conditions before accidents occur. OSHA standards are also covered in the course.

INDUSTDY 2910 3 credits
Plastics Technology
The history, material chemistry, safety, properties and testing are discussed. Plastic parts design is introduced. Plastics processing techniques, including the 7 common plastics processing techniques and other specialized production methods are demonstrated.

INDUSTDY 3140 4 credits
General Construction Estimating
Principles, theories and systems of general construction estimating; quantity survey techniques; standard forms; material costs and labor pricing; and the use of computer estimating software.

INDUSTDY 3150 3 credits
Polymeric and Ceramic Materials
An analytical course that introduces students to the science and chemistry of polymeric and ceramic materials. The course is divided into two parts: Part I contains the fundamentals of atomic bonding, crystalline structures, phase diagrams, kinetics and effects; Part II discusses the properties, design considerations and applications of these industrial materials.
INDUSTDY 3160  3 credits
Machining and CNC Programming
An intermediate course combining academic and laboratory principles of machining, Computer Numerical Control (CNC), computer assisted part programming and CAD/CAM. Several laboratory projects develop knowledge and familiarity with machining centers and turning centers.

INDUSTDY 3180  3 credits
Construction Safety Management
A practical study of construction safety management principles and concepts are covered in this course designed for Building Construction Management majors or minors and Occupational Safety Management majors and minors. The course includes various management strategies for the identification, evaluation and correction of unsafe behaviors in effort to reduce injuries, fatalities and accidents on the construction site. Emphasis is also placed on the understanding of selected Code of Federal Regulations #1926 OSHA Construction Industry Standards utilized in the development of a safe and healthy working environment.

INDUSTDY 3220  3 credits
Construction Procedures
Planning and analysis of work methods, scheduling and its computer applications, control of crews, materials and equipment selection, CPM and PERT methods of scheduling, contract types, the project manual concept, and construction specification writing and interpretation.

INDUSTDY 3230  3 credits
Digital Electronics
Students will study digital and linear integrated circuits utilized in control systems applications. Timer circuits, logic gates, and interfacing will be used in applications. Field Programmable Gate Array and microcontroller programming and applications will be studied in class and implemented in labs.

INDUSTDY 3310  3 credits
Metallurgy and Joining Processes
An intermediate course studying the physical and mechanical properties of metals and their alloys, and the principles of heat treatment of ferrous and non ferrous alloys. Laboratory and theory on welding and joining processes and their affects on the metallurgy and physical properties of metals.

INDUSTDY 3460  3 credits
3D Industrial Production Drafting
Expands 2D drafting concepts using AutoCAD and provides integration of drafting and design procedures with 3D software. Students will explore introductory through intermediate techniques including part model creation, assembly model creation, part drawing documents, geometric dimensioning and tolerancing and other modeling features related to 3D solid modeling. Students will apply drafting and design principles to component parts toward various applications to meet industry standards.
INDUSTDY 3480 3 credits
Metalcasting Technology I
Technical study and laboratory investigation into processes used in the manufacture of non-ferrous metalcastings. Special emphasis will be put on the following processes: green sand molding and testing, evaporative pattern casting, investment casting, chemically bonded sand and shell sand casting. Also, lecture and discussions on the following topics: gating practices, sand technology, coremaking, casting defects, pattern development, metallurgy of aluminum and light alloys, metallurgy of copper base alloys and trends in the metalcasting industry.

INDUSTDY 3550 3 credits
Fluid Power and Servo Systems
The study of fluid power theory and their applications to different industrial processes. The course includes the examination of fluids, pumps, compressors, conditioners, control devices, actuators, symbols, and circuitry. Other course areas include an introduction to electrical, electronics and fluid servo systems.

INDUSTDY 3560 3 credits
Industrial Control Systems
The course includes the principles of measurement and control fundamentals including relay control systems, ladder logic, programmable controllers, industrial sensors, control software and computer-controller systems.

INDUSTDY 3590 3 credits
Industrial Hygiene Technology
This course is concerned with the chemical and physical hazards that impair the health of workers while on the job. Emphasis in the course is in recognizing, evaluating and controlling hazards. Students receive experience in monitoring exposure of workers to harmful hazards and harmful physical conditions.

INDUSTDY 3610 3 credits
Safety and Worker Compensation Laws
A study of the function of federal, state and local laws in occupational safety. Emphasis is placed on OSHA and worker compensation legislation. The course reviews current requirements and court decisions as they relate to injury, accidents and occupational disease. An opportunity is provided to evaluate various standards as each applies to educational and industrial facilities.

INDUSTDY 3810 3 credits
Alcohol and Other Drugs as Related to Safety
A study of drug and alcohol use and abuse related to safety is included in the curriculum. The effects of drug and alcohol use and abuse and their influences on American society are provided. Responsible drinking and driving issues are also covered. In addition, strategies to deal with the troubled employee at the workplace are included. Emphasis is placed on discussion. A university or community service learning opportunity is also provided.
INDUSTDY 3930  3 credits
Teaching Technology Education
Teaching methodology, delivery styles and curriculum development for technology education. Unit planning, lesson planning and aligning curriculum to standards are emphasized in an interactive teaching/learning environment.

INDUSTDY 3940  3 credits
Materials Testing and Evaluation
A technical study and evaluation of industrial materials and processes using destructive and nondestructive evaluation methods. The course is designed to increase breadth and depth of knowledge of differing material characteristics and properties. Emphasis is given to understanding and application of processes used in material selection and testing methods.

INDUSTDY 3950  3 credits
Industrial Design for Production
Study of design principles, production methods and simultaneous manufacturing techniques. Emphasis is on understanding and application of the design process. Laboratory activities focus on the design and production of a product.

INDUSTDY 4030  3 credits
Electrical Power
A study of the methods and systems of AC and DC power generation, distribution and motors. Other course areas include motor controllers, mechanical switches and other industrial control systems.

INDUSTDY 4040  3 credits
Environmental Safety Management
This course is concerned with developing an understanding of the principles and concepts inherent to the environmental regulatory structure within the United States and the State of Wisconsin. Students will receive an overview of environmental regulations, terminology, and management practices.

INDUSTDY 4130  3 credits
Industrial Laser Application
An investigation of principles and applications of lasers and laser systems as they pertain to manufacturing services and communication industries. The use of lasers in industrial, medical and military applications will be discussed. Emphasis will be given to industrial applications such as cutting, welding, and heat treating.

INDUSTDY 4160  3 credits
Metal Manufacturing Senior Design
Application of the principles of design, metal cutting theory, CNC programming, metalcasting, and other metals manufacturing methods. In order to complete the semester project students will also apply production tooling methods, cost and time estimating, and quality measurement. An in depth final report and presentation are required.
INDUSTDY 4360  3 credits  
**Specialized Drafting Practices**  
This course provides an integration of 3-D drafting practices as they are applied to technical drafting problems. Conventional and computer aided drafting and design procedures will be applied to auxiliary and sectional views, geometric dimensioning and tolerancing, gears, cams, fixture layout, applied mechanics, and special fields of drafting to create assembly drawings for production.

INDUSTDY 4480  3 credits  
**Industrial Robotics**  
Study and application of robotic systems to include: fundamentals, classification, integration in manufacturing systems, end-effectors, sensors, vision systems, auxiliary equipment and control systems, safety and cost justification. Basics of robot programming are applied.

INDUSTDY 4490  3 credits  
**Metalcasting Technology II**  
In depth course in cast iron metallurgy and ferrous foundry practice. A semester project is chosen and followed through to completion. To complete the project many skills will be taught: melting practice and furnace operation, calculation of the risering and gating system, verification using computer modeling, patternmaking, molding, and pouring. Metallurgical analysis of the project produced is also necessary and a final report and presentation will be made.

INDUSTDY 4530  3 credits  
**Residential Planning and Design**  
Residential planning, design and construction; specific emphasis is placed on the presentation plans, home ownership, housing, design requirement and special structural design considerations. Laboratory work consists of developing a complete set of working architectural plans and related specifications using conventional and CADD drafting practices.

INDUSTDY 4630  3 credits  
**Building Systems Analysis**  
The major building systems which include electrical systems, climate controlling systems, lighting systems and water supply and drainage systems are studied.

INDUSTDY 4640  3 credits  
**Curriculum and Facility Planning**  
Curriculum development through design of a program of study. Procedures for identifying and organizing content are examined. Laboratory design and layout are correlated with curriculum through examination of building codes, safety requirements and equipment specifications.

INDUSTDY 4750  3 credits  
**Disaster Preparedness**  
Principles of organization on the local, state, and national levels concerning natural and human disasters. A systematic and realistic approach to hazard analysis and mitigation. An opportunity is provided to participate in a class disaster preparedness project.
INDUSTDY 4770  3 credits
Loss Control Safety Management
The role of management involved with principles of organization, implementation, administration and evaluation of occupational safety programs is provided in the course. Methods of controlling losses, basic risk management theories, behavioral-based safety concepts and others are studied. Emphasis is placed on accountability and measuring safety performance at all levels of industry.

INDUSTDY 4780  3 credits
Ergonomics in the Workplace
Ergonomics is the study of fitting jobs to workers and doing whatever is necessary to improve worker comfort. Topics covered in this course include: identifying ergonomic problems, office ergonomics, biomechanical principles, determining physical stress on the job, back problems and flexibility exercise. NIOSH lifting standard and equation, cumulative trauma disorders, ergonomic job hazard analysis, work station design cost, and others will be explored. An opportunity is provided to conduct an ergonomic job hazard analysis.

INDUSTDY 4790  3 credits
Safety Management Components
The course stresses the importance of communications to the safety professional. Areas of communication studied include setting up and conducting safety conferences and developing a safety manual. The opportunity to develop a safety program is provided. Other safety-related communication techniques are also covered.

INDUSTDY 4810  3 credits
Fire Protection
A study of the nature and theory of fire hazards; preplanning to prevent fires; the systems approach to fire protection services; the technology of fire control; and the application of theory and technology to solving fire problems. Special attention is given to preparing comprehensive fire prevention programs in the business or industrial world.

INDUSTDY 4820  2 credits
Principles of Vocational-Technical Education
An examination of the historical roots of vocational-technical education. Readings and research are conducted on the current trends and issues facing vocational-technical education in a high tech society.

INDUSTDY 4840  3 credits
Construction Administration
Construction company organization; contract documents; legal, ethical, business and management procedures; and principles of construction management.

INDUSTDY 4850  3 credits
Thermoforming Technology
A course emphasizing process description and process evaluation. The course is divided between lab and lecture. The students will learn theoretical knowledge of plastic forming processes and practical experience running equipment. Topics include injection molding and extrusion.
INDUSTDY 4860  3 credits
Injection Molding Technology
The course is an investigation of the science and technology of injection molding as a common method of production of plastic articles. The description of the technology and machinery will be discussed. Emphasis will be given to part and mold design, use of CAD-CAM and simulation packages such as MoldFlow. Students will have hands-on opportunities of working with mold preparation, machine operation, process troubleshooting and part evaluation.

INDUSTDY 4870  3 credits
Extrusion Technology
A course designed to provide students with in-depth knowledge of design, evaluation and processing technique as they pertain to the plastics extrusion industry. The course emphasizes process description, profile design, die production, process and cost evaluation. The students will learn theoretical knowledge of extrusion and extrusion processes, production and troubleshooting of this production technique.

INDUSTDY 4900  3 credits
Work Measurement and Human Factors
A study of methods to improve productivity, efficiency and effectiveness of work methods. This course is intended to provide an understanding of the principles of motion economy and work measurement techniques using graphing and charting tools, process picture mapping, 5 Ss, value stream mapping, and quantitative analysis methods, lean manufacturing, and Six Sigma concepts. The course is designed for those responsible for supervising or conducting work measurement in industry, but is also valuable for any business or service organization.

INDUSTDY 4940  3 credits
Quality Assurance
The study of techniques and procedures of assuring and maintaining the quality of industrial products and services. Statistical process control methods such as variable and attribute control charts, acceptance sampling, process capability and reliability are examined. The course also studies modern quality systems, Six Sigma, industrial experimentation and ISO standards.

INDUSTDY 4950  3 credits
Production Planning and Control
An investigation and study of the integrated approach of effective management practices associated with production planning, scheduling and control. Operations strategy, quality of work life, global competition, lean manufacturing, forecasting methods, supply chain management practices, scheduling and plant facilities layout are stressed.

INDUSTDY 4960  3 credits
Commercial Building Planning and Construction Techniques
Specific emphasis is placed on planning/materials/methods and construction practices associated with general building construction including people/buildings/cities, land planning, infrastructure, equipment/machines, codes, pre-engineered buildings, and innovative technologies.
INDUSTDY 4980  3 credits
Training and Supervision
An investigation of the duties and responsibilities of first-line supervisors. Emphasis is given to worker motivation, effective communication with employees, recruiting and selecting employees, supervisory leadership, employee evaluation and discipline, special interests in the workplace, employee training needs and industrial training programs.

Media Studies

MEDIA 1030  1 credit
Media Technologies I (Image Manipulation)
An introduction to photo manipulation software, taught on the Macintosh platform.

MEDIA 1050  1 credit
Software: Illustration Basic
An introductory course to image creation and manipulation software, taught on the Macintosh platform.

MEDIA 1100  1 credit
Software: Flash Basic
An introduction to software for Web pages, animation, and multimedia.

MEDIA 1110  1 credit
Media Technologies II (Video)
Theory and practice in the process of video production via the single camera method. Topics include basic camera technique and computer-based editing.

MEDIA 1130  1 credit
Media Technologies II
An introduction to this Web page development software.

MEDIA 1140  1 credit
Integrated Design Software
A hands-on course on how to develop technology skills and software skills of student learners to enable them to plan, design, and carry out a digital design project. Intermediate techniques on Adobe design software (including Photoshop, InDesign, Illustrator, Flash and Dreamweaver) will be taught on the Macintosh platform.

MEDIA 1160  1 credit
Software: InDesign Basic
This is an introduction to Adobe InDesign, page layout software, taught on the Macintosh.
MEDIA 1230  3 credits  
Visual Communication  
A foundation course emphasizing the fundamental concepts of visual communication. The principles covered include form, structure, color theory, visual aesthetics, semiotics, and organizational systems as applied to the relationship of text and image throughout visual media.

MEDIA 1360  3 credits  
Public Relations Principles  
The field of public relations is explored, stakeholder categories identified, and common techniques and strategies examined in this course.

MEDIA 1630  3 credits  
Introduction to Mass Media  
Survey of mass communication theory and the role of mass media in society. Analysis of media evolution, structure, economics, erects and control.

MEDIA 1730  3 credits  
Introduction to Media Studies  
A survey of Media Studies, including operational theory as well as practical application -- a total introductory approach to the study of electronic communication.

MEDIA 1930  3 credits  
Basic Photography  
An introduction to basic photography and darkroom techniques encompassing film selection, exposure variables, camera accessories, and lighting. Photographic history and contemporary issues will also be incorporated. A working digital single lens reflex camera is required or may be rented from the department.

MEDIA 2030  3 credits  
Basic News Writing and Reporting  
This course emphasizes news gathering, interviewing, research, writing techniques, Associated Press style and knowledge of current events. Students will write frequently, both for publication and in the laboratory setting.

MEDIA 2050  3 credits  
Writing for Electronic Media  
Techniques and script styles used in writing non-journalistic copy with an emphasis on persuasive messages for radio and television.

MEDIA 2090  3 credits  
Web Development: Basics  
This course provides an introduction to the basic concepts and techniques related to designing, developing and deploying web sites. During the course, students will learn about visual design, site management, implementing style sheets and adding interactivity. Topics include: HTML, XHTML, CSS, and JavaScript.
MEDIA 2470  3 credits
Production Foundations
Theory and practice in the process of video production via the single camera and studio methods. Topics include production systems, pre-production, camera functions and techniques, audio console, switcher, editing and distribution.

MEDIA 2530  3 credits
Digital Audio Production
Theory and practice regarding the nature of sound, listening, auditory storytelling, hardware/software, techniques and practices as they pertain to audio production and related industries. Emphasis will be on analyzing, planning, producing and assembling a variety of technically proficient and aesthetically pleasing audio productions. Hands-on learning activities utilize the department's digital audio production studio.

MEDIA 3010  3 credits
Business Communication
Communication strategies and techniques used in business; practice in writing effective memos, letters and reports; oral communication skills developed influencing group decisions and making presentations; employment correspondence and interviewing.

MEDIA 3030  3 credits
Multimedia Projects
This course is an in-depth look at contemporary issues in culture, theory and design as they relate to emerging digital interactive technologies. Students will undertake digital projects utilizing various interactive media, methods, and practiced.

MEDIA 3090  3 credits
Web Development: Intermediate
This is an intermediate level course focused on developing dynamic websites to provide a rich and responsive interface. Students will be introduced to server-side Web development concepts which consist of scripting languages, database application, Content Management System (CMS) and Search Engine Optimization (SEO).

MEDIA 3200  3 credits
Gender and Popular Culture
This course examines the theoretical and practical ways that popular culture represents, creates, and challenges stereotypes of women, men, and differently gendered people. Students will explore dominant strategies and theories used in the creation and analysis of advertising, television, music, movies, and popular literature, as well as the emerging commercial media of Internet advertising, digitized movies, and blogs. We will focus primarily, but not exclusively on popular culture experienced within (or exported from) the United States.
MEDIA 3240  3 credits  
Studio Production  
This course covers advanced theory and practice in producing and directing video programming in a studio setting.

MEDIA 3290  3 credits  
Radio Station Procedures  
This course is a study of radio station operations and procedures, including organizational structure, programming, sales, engineering, management, impact of technology and law.

MEDIA 3500  3 credits  
Photography II  
A thorough study of the technologies and techniques of photography, with emphasis on applications to real photographic problems. This course provides technical information and in-depth knowledge of equipment, as well as experience with a variety of essential photographic principles and procedures. A working digital single lens reflex camera is required or may be rented from the department.

MEDIA 3560  3 credits  
Digital Journalism Production  
Theory and practice in news gathering for multi-platform distribution; emphasis on writing, use of digital video field production equipment and video editing software. Discussion of news management, ethics, aesthetics and technical aspects of producing news with digital acquisition media.

MEDIA 3580  3 credits  
Documentary  
Explore, examine and assess the development, forms and subject matter of the documentary, beginning with its roots in film and continuing into television, including an understanding of documentary’s impact on society and social institutions. In particular with regards to subject, most of the films examine topics of social importance. This is not a production class. This course's goals are accomplished through lecture, discussion, preparing of academic papers and viewing of numerous socially relevant documentaries.

MEDIA 3590  3 credits  
Social Media and Society  
Theory and application of social media in a variety of contexts: including personal, business, traditional media and social change.

MEDIA 3660  3 credits  
Performance for Electronic Media  
Basic principles and techniques of on-air electronic communication performance are explored. Skills are developed for use in a variety of venues. Topics include voice and diction, interviewing techniques, appearance, and script analysis.
MEDIA 3770  3 credits
Theories of Media and Culture
This class will examine the mass media from a critical perspective. We will examine the role of culture in everyday life and how media influences life by operating as a conduit for culture and ideology.

MEDIA 3800  3 credits
Meetings and Events
This course explores the meetings industry, including association, corporation and government meetings. Students also examine conventions, trade shows, incentive travel and special events.

MEDIA 3830  3 credits
Editing for the Media
Practice in writing and editing news copy, proof-reading, page design, headline writing, and using wire copy. Examination of personnel and ethical problems editors face.

MEDIA 3840  3 credits
Production Capstone
This course offers advanced theory and practice in single camera format video production, including linear and nonlinear editing.

MEDIA 3860  3 credits
Media Advertising and Sales
Analysis of the sales function in broadcasting and print media. Comparative strengths and weaknesses of advertising media. Theory and practice in media sales techniques.

MEDIA 3930  3 credits
Communication Law
Legal rights and responsibilities of the media; case studies of libel, privacy invasion, contempt of court and copyrights. Comparison of legal and ethical rights.

MEDIA 4140  3 credits
US Investigative Journalism
Students will examine the role of investigative journalism in influencing cultural trends and political events since the Kennedy administration. Print journalism is the primary focus, but the rise of television journalism will be addressed.

MEDIA 4270  3 credits
Volunteers, Fundraising, and Grants
Volunteer recruitment and management, fundraising, grant seeking, grant writing, and grant management will be investigated in this course.
MEDIA 4450  3 credits
Crisis Planning and Communication
This course explores the foundations, current theory, issues, ethics, and strategies in crisis planning and communication. Case studies will examine successes and failures in managing crises. Students will develop a crisis plan and will conduct a mock-crisis management exercise.

MEDIA 4500  3 credits
Photography III
Develop your critical and technical skills. This course places emphasis on craftsmanship, problem solving, and visual communications. Students will participate in critiques of their own work and that of fellow students, and work on acquisition of technical control and technique. Sequencing, context, content, and contemporary issues are discussed. A working digital single lens reflex camera is required or may be rented from the department.

Speech

SPEECH 1010  2 credits
Public Speaking
Students learn the fundamental theories and concepts of public communication and practice researching topics, organizing material, presenting speeches with accompanying appropriate and natural nonverbal communication.

SPEECH 1250  3 credits
Professional Speaking
Students learn public speaking theory and concepts of communication in the professional setting. Through major-related assignments they practice audience analysis, topic research, organization, delivery and evaluation of public presentation. This course includes a special emphasis on technology enhanced presentation.

SPEECH 2010  3 credits
Speech Communication for Teachers
This course focuses on all facets of speech communication vital to teachers in the classroom. Student activities include simulated instructional presentations.

SPEECH 2250  3 credits
Communication and Leadership in Small Groups
Students study contemporary theories and concepts surrounding communication in small groups. Students lead, participate in and observe small group activities such as project planning, decision making and task completion.

SPEECH 2300  3 credits
Introduction to Intercultural Communication
Students study the theory and practice of intercultural communication. The primary objective of the course is to understand how culture effects communication.
SPEECH 3250  3 credits  
Interpersonal Communication  
The study of human communication and relationships. Contemporary theories and basic concepts concerning interpersonal communication are covered with an emphasis on dyadic communication.

SPEECH 3500  3 credits  
Persuasion and Argumentation  
Students are taught to critically evaluate, write and orally present persuasive messages. Contemporary theories of persuasion are covered. Students end the semester by preparing and participating in a formal debate.

SPEECH 3990  3 credits  
Teaching Methods in Speech Communication  
Students learn curriculum, test and measurement, setting course objectives and setting course structure for drama, speech, debase and other speech related courses and activities.

SPEECH 4010  3 credits  
Public Address and Speech Writing  
Students study great speeches and speakers primarily of the 20th century while learning to write and deliver polished presentations for various occasions. Students will learn to write speeches for themselves and for another speaker. Topics covered will include: audience analysis; appropriate content; language style; and nonverbal delivery.

SPEECH 4020  3 credits  
History and Theory of Rhetoric  
This course is designed for students who will use and/or teach rhetoric strategies and structures in the professional world. From speech and communication theory to the teaching of critical and interpretational writing and reading, the study of rhetoric’s place in the history of ideas will help students to understand the place and power of language in the university and the professional workplace.

SPEECH 4500  3 credits  
Communication Theory  
Students learn to build their own theory of communication while studying the major schools of thought about theory, knowledge and being as well as major theories concerning communication in a variety of contexts.