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Accounting Major

Program Chair, Thomas G. Seiler, J.D., CPA

Curriculum Development Team:

Thomas G. Seiler, J.D.

Tom Hrubec, Ed.D., Lead Faculty

David Welch, M.B.A. Lead Faculty

Yi Yang, Ph.D. Instructional Designer

Advisory Boards (listed on pages 270-271)

Accounting is the means by which various entities process, measure and communicate the results of economic events in a form useful for decision-making. Franklin University offers both the Associate and Bachelor of Science degrees with majors in Accounting.

The purpose of the Accounting major is to prepare undergraduate students for careers in the profession of accounting, to offer accounting courses for other major programs of the University, and to serve the profession and the community.

The educational objectives of the Accounting major are to enable graduates to:

- resolve contemporary accounting issues through demonstration of critical thinking skills
- demonstrate written communication skills
- analyze information systems through evaluation of process controls and organizational system risks within a business process
- analyze ethical issues in the accounting profession
- conduct specific accounting research and analyze accounting issues
- conduct specific federal income tax research and analyze federal income tax issues

All business majors take introductory courses in Financial Accounting and Managerial Accounting. Students intending to major in Accounting continue their studies with a two-course sequence in Intermediate Accounting. The Intermediate sequence provides the conceptual framework for the major.

Graduates of the Accounting major are prepared for employment or promotion in public accounting, private industry or government. They also have the educational background and framework to seek professional certification (Certified Public Accountant, Certified Management Accountant or Certified Internal Auditor). These designations require successful completion of rigorous examinations and additional study beyond that required for the Bachelor of Science degree. Review is usually necessary. Qualified Franklin University students are encouraged to acquire training and work experience by competing for internships with certified public accounting firms, private industry and government.

The accounting faculty at Franklin University is active in the accounting profession. The instructors have professional accounting experience and most work or have worked in public accounting, industry or government. The faculty believes that a thorough exposure to the practice of accounting is requisite for the proper understanding of accounting theory.

Accounting faculty and students majoring in Accounting participate in the following organizations: American Institute of Certified Public Accountants (AICPA), Ohio Society of Certified Public Accountants (OSCPA), American Accounting Association (AAA), Financial Executive Institute (FEI), American Society of Women Accountants (ASWA), Institute of Management Accountants (IMA), The Association of Government Accountants (AGA), The Columbus Association of Tax Professionals (CATP), National Association of Black Accountants (NABA), Information Systems Audit and Control Association (ISACA), Association of Certified Fraud Examinees (ACFE), and The Institute of Internal Auditors (IIA). These organizations provide opportunities for Franklin University faculty and students to interact with the business world.

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. Students seeking an associate's degree must earn at least 30 credit hours overall in residence at Franklin University. For other residency requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major for students enrolled in either the associate's or bachelor's degree programs, and each major course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

Business Principles (BSAD 110) is a Business Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

ASSOCIATE OF SCIENCE (A.S.) ACCOUNTING (64 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)

Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (16 HOURS)

COMP 106 - Introduction to Spreadsheets (1)

COMP 108 - Introduction to Databases (1)

ECON 220* - Introduction to Macroeconomics (4)

HUMN 305 - Global Issues (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4)

OR COMM 150 - Interpersonal Communication (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

BUSINESS CORE (8 HOURS)

ACCT 215 - Financial Accounting (4)

ACCT 225 - Managerial Accounting (4)

MAJOR AREA (16 HOURS)

Required (12 hours)

ACCT 310 - Intermediate Accounting I (4)

ACCT 320 - Intermediate Accounting II (4)

ACCT 390 - Federal Income Tax I (4)

Major Area Elective (4 hours)

Select 4 hours from the following:

ACCT 330 - Cost Management (4)

ACCT 341 - Fraud Examination (4)

ACCT 360 - Government Not-for-Profit Accounting (4)

ACCT 420 - Federal Income Tax II (4)

ACCT 425 - Accounting Information Systems (4)

ACCT 470 - Auditing (4)

BACHELOR OF SCIENCE (B.S.) ACCOUNTING (128 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)

Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)

COMP 108 - Introduction to Databases (1)

ECON 220* - Introduction to Macroeconomics (4)

HUMN 210 - Introduction to Logic and Critical Thinking Skills (2)

HUMN 305 - Global Issues (4)

MATH 215** - Statistical Concepts (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4)

OR COMM 150 - Interpersonal Communication (4)

General Education Electives (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)

ACCT 225 - Managerial Accounting (4)

BSAD 220 - Business Law (4)

BSAD 312 - Management Theory and Practices (4)
 ECON 210 - Introduction to Microeconomics (4)
 FINA 301 - Principles of Finance (4)
 MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (14 HOURS)*

Any courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your SSA for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (36 HOURS)

Required (32 hours)

ACCT 310 - Intermediate Accounting I (4)
 ACCT 320 - Intermediate Accounting II (4)
 ACCT 330 - Cost Management (4)
 ACCT 390 - Federal Income Tax I (4)
 ACCT 420 - Federal Income Tax II (4)
 ACCT 425 - Accounting Information Systems (4)
 ACCT 470 - Auditing (4)
 ACCT 495 - Accounting Research and Analysis (4)

Major Area Elective (4 hours)

Select 4 hours from the following:

ACCT 341 - Fraud Examination (4)
 ACCT 342 - Interviewing Techniques for Fraud Investigations (4)
 ACCT 343 - Legal Elements of Fraud (4)
 ACCT 344 - Corporate Governance and Internal Control Assessment (4)
 ACCT 360 - Government & Not-for-Profit Accounting (4)
 ACCT 401 - Accounting Ethics and Professional Responsibilities (4)
 ACCT 410 - Accounting Internship (1-4)
 ACCT 480 - Special Topics in Accounting (1-4)
 ACCT 499 - Independent Studies in Accounting (1-4)
 FINA 355 - Income Taxation for Financial Planning (4)
 FINA 403 - Advanced Financial Management (4)
 MIS 478 - Quantitative Methods and Analysis (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

POST BACCALAUREATE STUDIES IN ACCOUNTING (28 SEMESTER HOURS)

This coursework is designed for students who plan to take the Certified Public Account (CPA) examination.

Admission and Prerequisites

1. An applicant must hold a bachelor's degree from a regionally accredited college or university.

2. At least twenty (20) credit hours must be completed in residence at Franklin University.
 3. Students must satisfy all the regular prerequisites for each course in the certificate program.
 4. Students should consult with their specific state board of accountancy for CPA exam requirements.

Required Coursework (28 hours)

ACCT 310 - Intermediate Accounting I (4)
 ACCT 320 - Intermediate Accounting II (4)
 ACCT 330 - Cost Management (4)
 ACCT 390 - Federal Income Tax I (4)
 ACCT 420 - Federal Income Tax II (4)
 ACCT 425 - Accounting Information Systems (4)
 ACCT 470 - Auditing (4)

Optional Supplemental Coursework

Students are encouraged to complete the following two courses; subject matter from both courses appear on the CPA examination:

ACCT 360 - Government and Not-for-Profit Accounting (4)
 ACCT 401 - Accounting Ethics and Professional Responsibilities (4)

Additional Supplemental Coursework

ACCT 341 - Fraud Examination (4)
 ACCT 342 - Interviewing Techniques for Fraud Investigations (4)
 ACCT 343 - Legal Elements of Fraud (4)
 ACCT 344 - Corporate Governance and Internal Control Assessment (4)

Allied Healthcare Management Major

Program Chair, Robert Curtis, D.H.A., FACHE

Curriculum Development Team:

Robert Curtis, D.H.A.

Mario Paul, M.S., Lead Faculty

Wenxia Wu, Ph.D., Instructional Designer

Advisory Board (listed on page 272)

Unlike the Healthcare Management Major, which is open to all individuals, the Allied Healthcare Management Major is a unique degree completion program intended for those individuals who are certified, licensed, registered or have completed an associate's degree in healthcare or an approved related discipline.

The educational design of this major integrates the healthcare experience the student brings to the major with general education, basic management skills, and healthcare management skills and knowledge. This combination of experience, knowledge and skills provides the student with the ability to solve, complex healthcare issues within their chosen discipline and society as a whole and prepares them to move into both entry level and mid-level management positions.

The goals of the Allied Healthcare Management Major, as with all the healthcare majors, is to ultimately develop and instill in the experienced student the desire for life-long learning and prepare them to fill new and ever expanding managerial roles in a variety of healthcare settings, to include: acute care hospitals, long-term care facilities, physician practices, ambulatory centers, insurance, medical device, and pharmaceutical companies, and consulting. At the completion of the major the student will:

- **Knowledge:** Demonstrate the ability to recognize and articulate facts, concepts, procedures, and practices for future application
- **Comprehension and Synthesis:** Be able to integrate healthcare management theories, principles, and practices for future application
- **Application:** Demonstrate the ability to systematically apply communication, technical, and analytical knowledge and skills to administrative and clinical healthcare management problem-solving
- **Analysis/Evaluation:** Be able to evaluate the effectiveness of the plans, development, and implementation of healthcare management solutions
- **Creation:** Be able to plan, design, and create solutions to address and solve societal, cultural, and environmental health issues

ADMISSION CRITERIA

Credentialed (certified, licensed, registered or degreed) healthcare practitioners, managers or administrators are eligible for this major. Students who do not have an associate's degree in healthcare may be eligible candidates for the Allied Healthcare Management major upon completion of 24 semester hours from transfer credit in an approved related discipline. The 24 semester hours of instruction must be approved by the Allied Healthcare Management Program Chair.

MAJOR REQUIREMENTS

Transfer students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major area and each major area course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

BACHELOR OF SCIENCE (B.S.) - ALLIED HEALTHCARE MANAGEMENT (124 SEMESTER HOURS)

Students entering the major with an Associate of Applied Science (A.A.S.) or technical training and other college credit must satisfy the General Education requirements below for a total of 50 hours in General Education.

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 320 - Business and Professional Communication (4)

COMP 106 - Introduction to Spreadsheets (1)

COMP 108 - Introduction to Databases (1)

ECON 210* - Introduction to Microeconomics (4) OR

ECON 220* - Introduction to Macroeconomics (4)

HUMN 305 - Global Issues (4)

MATH 215** - Statistical Concepts (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4) OR

COMM 150 - Interpersonal Communication (4)

General Education Electives (2)

*Select another Social Science elective if either Economics course is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (16 HOURS)

ACCT 215 - Financial Accounting (4)

BSAD 312 - Management Theory and Practices (4)

MGMT 320 - Decision Making and Problem Solving (4)

MGMT 325 - Organizational Behavior (4)

UNIVERSITY ELECTIVES (14 HOURS)

Any undergraduate courses offered by the University except developmental education courses.

HEALTHCARE TECHNICAL AREA (24 HOURS)

24 credit hours in a healthcare or approved related discipline from transfer credit.

MAJOR AREA (20 HOURS)

HCM 300 - Healthcare Management (4)

HCM 320 - Healthcare Financial Management I (4)

HCM 442 - Legal Aspects of Healthcare Management (4)

HCM 472 - Contemporary Issues in Healthcare Management (4)

HCM 495 - Healthcare Management Capstone (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Applied Management Major

Program Chair, Karen Ferguson, Ph.D.

Curriculum Development Team:

Karen Ferguson, Ph.D.

Alper Camci, Ph.D. Lead Faculty

John Carruthers, Ph.D. Lead Faculty

Lewis Chongwony, Ph. D., Instructional Designer

Advisory Board (listed on page 271)

The Bachelor of Science in Applied Management is a degree completion program designed for those students who have an associate degree or the equivalent vocational and technical backgrounds. The program is designed for students currently working or studying in a specialty area who want to either progress within their current industry or start their own business. In addition to providing students with a broad business background, this program will prepare students to expand their growth potential in one of two concentration areas: Performance Management or Small Business Management.

Graduates of the Applied Management Program will be able to:

- Demonstrate a fundamental understanding of management and organizations
- Apply management theory and basic accounting principles in organizational settings
- Apply knowledge, skills, and project management techniques

Performance Management Concentration

The Performance Management concentration is designed for students currently working or studying in a specialty area who want to progress within their current industry. Using a systems perspective, the performance management concentration exposes students to concepts related to change management; organization development; organization analysis; and individual, team, and organizational performance.

Graduates with a concentration in Performance Management will be able to:

- Diagnose organization, group, and individual performance problems
- Recommend organization, group, and individual intervention techniques
- Design strategies to implement and evaluate planned and unplanned change
- Describe the relationship between performance initiatives and organization strategy

Small Business Management Concentration

The Small Business Management concentration is designed for students currently working or studying in a specialty area who want to start and/or manage their own business. Grounded in the principles of entrepreneurship, the concentration in Small Business Management prepares students to create a sustainable competitive advantage in starting and managing a small business.

Graduates with a concentration in Small Business Management will be able to:

- Think creatively to turn their current knowledge and skills into a business
- Hire and manage employees
- Effectively price, market, and sell a product or service
- Perform a thorough market analysis
- Write and propose a business plan

ADMISSION CRITERIA

Franklin University's Applied Management completion program enables students to add to previous technical education and complete the bachelor of science degree. It has been designed to build a professional and managerial ability around a student's chosen technical competency. Students who meet lower division requirements that include 24 semester hours core and/or related work experience are admitted into the Applied Management major with approval of the Program Chair. These 24 hours must consist of an identifiable core of work indicative of mastery in an area, discipline or topic appropriate at the undergraduate level.

MAJOR REQUIREMENTS

Transfer students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major area, and each major area course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

BACHELOR OF SCIENCE (B.S.) APPLIED MANAGEMENT (124 SEMESTER HOURS)

Students entering the major with an Associate of Applied Science (A.A.S.) or technical training and other college credit must satisfy General Education requirements listed below for a total of 50 hours in General Education.

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)

Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 320 - Business and Professional Communication (4)

COMP 106 - Introduction to Spreadsheets (1)

COMP 108 - Introduction to Databases (1)

ECON 210* - Introduction to Microeconomics (4) OR

ECON 220* - Introduction to Macroeconomics (4)

HUMN 305 - Global Issues (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4) OR

COMM 150 - Interpersonal Communication (4)

General Education Electives (6)

*Select another Social Science elective if either Economics course is used in the Fundamental General Education Core.

UNIVERSITY ELECTIVES (14 HOURS)

Any undergraduate courses offered by the University except developmental education courses.

APPLIED MANAGEMENT AREA (24 HOURS)

24 credit hours in a related technical discipline from transfer credit.

MAJOR AREA (36 HOURS)

Required (20 hours)

ACCT 215 - Financial Accounting (4)

AMGT 390 - Project Management (4)

BSAD 312 - Management Theory and Practices (4)

MGMT 325 - Organizational Behavior (4)

AMGT 497 - Applied Management Capstone (4)

Choose one of the following concentrations:

Performance Management Concentration (16 hours)

AMGT 400 - Performance Management (4)

AMGT 420 - Principles of Organizational Development (4)

AMGT 425 - Managing Change (4)

Electives (4 hours)*

Small Business Management Concentration (16 hours)

AMGT 415 - Small Business Management (4)

AMGT 430 - Management and Organization in Small Business (4)

AMGT 435 - Small Business Accounting and Finance (4)

Electives (4 hours)*

*Select 4 hours from the following:

ACCT 225 - Managerial Accounting (4)

BSAD 320 - Decision Making and Problem Solving (4)

BSAD 460 - Business Ethics for Leaders (4)

BSAD 476 - Global Business Issues (4)

HRM 300 - Human Resources Management (4)

HRM 301 - Staffing (4)

HRM 302 - Training and Development (4)

HRM 401 - Compensation and Benefits (4)

HRM 402 - Employee and Labor Relations (4)

MGMT 310 - Process Management Applications (4)

MGMT 435 - Evolution of Management (4)

MKTG 300 - Marketing (4)

PSYC 325 - Coaching in Organizations (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Applied Psychology Major

Program Chair, John Brent, Ph.D.

Curriculum Development Team:

John Brent, Ph.D.

Ray Forbes, Ph.D., Lead Faculty

Dawn Snyder, Ph.D., Instructional Designer

Michelle Buchberger, Ph.D., Instructional Designer

The Applied Psychology major is designed to prepare students for professions requiring strong communication, interpersonal, and critical thinking skills. The Professional Core and Major Area course work acts to foster a practical understanding and application of relevant theories and techniques to improve the performance of individuals, groups, and organizations. The major is firmly established in the applications oriented research and practices of the behavioral and social sciences. The Applied Psychology major also gives students the opportunity to customize the program according to their career interests and objectives.

Psychology is consistently listed among the top five most popular undergraduate majors in the United States. Some graduates with a psychology degree choose to pursue graduate studies in psychology or a related field, but the majority of graduates find employment in for-profit, government, and non-profit organizations. Many graduates will choose to pursue careers consistent with values, strengths, and preferences identified during their program course work.

Psychology is a field of study with broad professional and personal applications. By providing an Applied Psychology program focusing on the development of individuals within organizations, that includes business related studies in the Major Area course work, Franklin provides an advantage for students interested in employment in business and organizational settings. An undergraduate major in Applied Psychology also prepares students for careers in human service professions, and readies students for admission to graduate and professional schools.

More specifically, Franklin's Applied Psychology major gives students the added advantage of acquiring social and behavioral science knowledge to actualize more of their own potential, make the most of organizational opportunities, employ assessment instruments and procedures for intervention planning, and apply coaching methods to strengthen the performance of individuals and work teams. The emphasis on practical knowledge and skills serves to benefit employers having positions involving psychological applications such as career development, human resource consulting, training and development, management coaching, interpersonal effectiveness training, performance assessment, and employee relations.

Franklin's Applied Psychology major program emphasizes approaches and methods derived from the emerging disciplines of positive psychology and executive coaching. Positive psychology emphasizes the study and development of human strengths which is a departure from the traditional focus on pathology and treatment. Executive coaching is a newly established approach to developing individual capacities and performance, usually within an organizational setting.

In brief, the Applied Psychology major provides students with the interdisciplinary study appropriate to the baccalaureate, and equips them with a practical knowledge of the relevant theories and applied skills necessary to enhance their value as employees and citizens.

The educational objectives of the Applied Psychology major are to enable graduates to:

- Formulate a goals-based action plan for enhancing personal and/or professional adjustment and effectiveness
- Apply relevant theories of the social and behavioral sciences to solve organizational problems and capitalize on organizational opportunities
- Employ coaching principles and methods to enhance the performance of individuals and groups
- Use individual and organizational diagnostic instruments for intervention planning
- Incorporate applied psychological concepts and tools into a work-related project

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major and each major course must be completed with a grade of "C" or higher to count toward degree requirements.

If needed, English, reading, and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

All students are required to pass College Writing (COMM 120), Interpersonal Communication (COMM 150), Learning Strategies (PF 321) and Speech Communication (SPCH 100) prior to enrolling in any course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

BACHELOR OF SCIENCE (B.S.) APPLIED PSYCHOLOGY (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

HUMN 210 - Introduction to Logic and Critical Thinking Skills (2)
HUMN 211 - Introduction to Ethical Analysis and Reasoning (2)
HUMN 305 - Global Issues (4)
MATH 215* - Statistical Concepts (2)
PF 321 - Learning Strategies (2)
PSYC 110** - General Psychology (4)
SPCH 100 - Speech Communication (4) OR
COMM 150 - Interpersonal Communication (4)
General Education Electives (4)

*Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

**Select another Social or Behavioral Science elective if PSYC 110 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (28 HOURS)

AMGT 420 - Principles of Organizational Development (4)
BSAD 312 - Management Theory and Practices (4)
BSAD 325 - Organizational Behavior (4)
ORGC 335 - Communication in Groups and Teams (4)
SOCL 310 - Diversity in Society (4)
SOCL 335 - Applied Research Methods (4)
SOCL 345 - Sociology of Work and Organizations (4)

UNIVERSITY ELECTIVES (18 HOURS)

Any courses offered by the University except developmental education courses.

MAJOR AREA (28 HOURS)

Required (20 hours):

PSYC 310 - The Psychology of Personal Development (4)
PSYC 315 - Applied Psychology: Theory to Practice (4)
PSYC 325 - Coaching in Organizations (4)
PSYC 420 - Assessment and Intervention in Organizations (4)
PSYC 495 - Applied Psychology Capstone (4)

Major Area Electives (8 hours)

Select 8 hours from one of the following disciplines:

Applied Management:

AMGT 400 - Performance Management (4)
AMGT 425 - Managing Change (4)

Healthcare Management:

HCM 300 - Healthcare Management (4)
HCM 340 - Community Health (4)
HCM 472 - Contemporary Issues in Healthcare Management (4)

Human Resources Management:

HRM 300 - Human Resources Management (4)
HRM 302 - Training and Development (4)
HRM 402 - Employee and Labor Relations (4)

Management:

MGMT 320 - Decision Making and Problem Solving (4)
MGMT 435 - Evolution of Management (4)

Marketing:

MKTG 300 - Marketing (4)
MKTG 320 - Advertising (4)
MKTG 330 - Marketing Behavior (4)
MKTG 350 - Persuasive Strategies: Influencing Business and Consumer Decisions (4)

Organizational Leadership:

OLM 435 - Perspectives on Leadership (4)
OLM 470 - Leadership: Philosophies for Leading (4)

Public Relations:

MKTG 300 - Marketing (4)
PBRL 325 - Public Relations (4)
PBRL 425 - Media and Crisis Communication (4)

Public Safety Management:

PSMT 225 - Introduction to Public Safety Management (4)
PSMT 315 - Contemporary Issues in Public Safety Management (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Business Administration Major

Program Chair, Ross Wirth, Ph.D.

Curriculum Development Team:

Ross Wirth, Ph.D.

George Redmond, M.B.A., Lead Faculty

Timothy F. Reymann, Ph.D., Lead Faculty

Wenxia Wu, Ph.D., Instructional Designer

Advisory Board (listed on page 272)

The Business Administration Major provides students with general skills required for critical organizational decision-making. It is Franklin's largest major and offers the broadest academic view of business operations. In addition to an emphasis on teamwork, students will benefit from the following topics that are integrated throughout the Business Administration courses:

- Ethics in action
- Current issues in a dynamic business environment
- Global perspective for decision-making
- Conflict management among multiple stakeholders
- Challenging students to take personal leadership in shaping the world of the future

Due to the flexibility of the Business Administration Major, students with specific interests can focus to meet workforce demands in various industries, reinforcing the need for a broad, interdisciplinary education.

Upon completion, graduates will be able to:

- attain a fundamental working knowledge in the functional areas of management, marketing, accounting, finance, and economics
- demonstrate an understanding of the legal and ethical obligations of working within the social environment of business
- apply the principles of business within a global environment
- demonstrate the ability to use business tools
- demonstrate information literacy
- demonstrate the ability to communicate effectively
- apply knowledge of business concepts and functions in an integrated manner

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. Students seeking an associate's degree must earn at least 30 credit hours overall in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major for students enrolled in either the associate's or bachelor's degree programs, and each major course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

Business Principles (BSAD 110) is a Business Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

ASSOCIATE OF SCIENCE (A.S.) BUSINESS ADMINISTRATION (64 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)

Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (16 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
 COMP 108 - Introduction to Databases (1)
 ECON 220* - Introduction to Macroeconomics (4)
 HUMN 305 - Global Issues (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4)
 OR COMM 150 - Interpersonal Communication (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

BUSINESS CORE (12 HOURS)

ACCT 215 - Financial Accounting (4)
 BSAD 220 - Business Law (4)
 BSAD 312 - Management Theory and Practices (4)

MAJOR AREA (12 HOURS)

Select 12 hours from the Major Area electives in the B.S. section. In addition, these courses also may be counted as major electives: Managerial Accounting (ACCT 225), Principles of Finance (FINA 301), and Marketing (MKTG 300).

BACHELOR OF SCIENCE (B.S.)
BUSINESS ADMINISTRATION (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
 Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
 Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
 Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
 Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
 Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 320 - Business and Professional Communication (4)
 COMP 106 - Introduction to Spreadsheets (1)
 COMP 108 - Introduction to Databases (1)
 ECON 220* - Introduction to Macroeconomics (4)
 HUMN 305 - Global Issues (4)
 MATH 215** - Statistical Concepts (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4) OR
 COMM 150 - Interpersonal Communication (4)
 General Education Electives (2)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
 ACCT 225 - Managerial Accounting (4)
 BSAD 220 - Business Law (4)
 BSAD 312 - Management Theory and Practices (4)
 ECON 210 - Introduction to Microeconomics (4)
 FINA 301 - Principles of Finance (4)
 MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your SSA for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (28 HOURS)

Required (12 hours)
 BSAD 320 - Decision Making and Problem Solving (4)
 BSAD 460 - Business Ethics for Leaders (4)
 BSAD 495 - Business Administration Capstone (4)

Major Area Electives (16 hours)
 Select 16 hours from the following:
 ACCT 310 - Intermediate Accounting I (4)
 ACCT 320 - Intermediate Accounting II (4)
 ACCT 330 - Cost Management (4)
 ACCT 390 - Federal Income Tax I (4)
 ACCT 425 - Accounting Information Systems (4)
 AMGT 390 - Project Management (4)
 AMGT 420 - Principles of Organizational Development (4)
 AMGT 425 - Managing Change (4)
 BSAD 325 - Organizational Behavior (4)
 BSAD 410 - Business Administration Internship (1-4)
 BSAD 476 - Global Business Issues (4)
 BSAD 480 - Special Topics in Business Administration (1-4)

BSAD 499 - Independent Studies in Business Administration (1-4)
 BSFR 341 - Fraud Examination (4)
 EMKT 340 - Internet Marketing (4)
 EMKT 460 - E-Commerce (4)
 FINA 340 - Money, Banking and Financial Markets (4)
 FINA 403 - Advanced Financial Management (4)
 FINA 405 - Investments (4)
 FINA 430 - Personal Financial Planning (4)
 FINA 432 - Insurance and Financial Planning (4)
 FINA 450 - Global Finance (4)
 HCM 442 - Legal Aspects of Healthcare Management (4)
 HCM 472 - Contemporary Issues in Healthcare Management (4)
 HRM 300 - Human Resources Management (4)
 HRM 301 - Staffing (4)
 HRM 302 - Training and Development (4)
 HRM 401 - Compensation and Benefits (4)
 HRM 402 - Employee and Labor Relations (4)
 MGMT 310 - Process Management Applications (4)
 MGMT 435 - Evolution of Management (4)
 MIS 200 - Management Information Systems (4)
 MIS 478 - Quantitative Methods and Analysis (4)
 MKTG 320 - Advertising (4)
 MKTG 330 - Marketing Behavior (4)
 MKTG 332 - Marketing Research (4)
 MKTG 350 - Persuasive Strategies: Influencing Business and Consumer Decisions (4)
 MKTG 430 - Relationship Marketing (4)
 MKTG 450 - Global Marketing (4)
 OLM 352 - Management and Leadership: A Continuum (4)
 OLM 435 - Perspectives on Leadership (4)
 OLM 470 - Leadership: Philosophies for Leading (4)
 ORGC 321 - Organizational Communication (4)
 ORGC 325 - Public Relations (4)
 OSCM 390 - Operations Management (4)
 OSCM 440 - Quality Management (4)
 OSCM 450 - Supply Chain Management (4)
 OSCM 455 - Transportation and Logistics Management (4)
 OSCM 458 - Purchasing and Inventory Management (4)
 OSCM 491 - Integrated Project Management (4)
 PSYC 325 - Coaching in Organizations (4)
 SOCL 335 - Applied Research Methods (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled “Minors.”

Business Forensics Major

Program Chair, Tom Hrubec, Ed.D., CPA, CMA, CFE

Curriculum Development Team:

Tom Hrubec, Ed.D.

Thomas G. Seiler, J.D., Lead Faculty

Yi Yang, Ph.D., Instructional Designer

Advisory Boards (listed on pages 270-271)

Business Forensics is the application of business and basic accounting principles, theories and discipline to facts or hypotheses at issue in a legal dispute and encompasses every branch of business knowledge.

Business Forensics consists of two major components: (1) litigation services that recognize the role of the business graduate as an expert or consultant and (2) investigative services that make use of the business persons' skills, which may or may not lead to courtroom testimony. Business Forensics may involve the application of special skills in accounting, auditing, business administration, finance, quantitative methods, certain areas of the law and research, and investigative skills to collect, analyze and evaluate evidential matter and to interpret and communicate findings to expose the causes and effects of business fraud, questionable business practices, or identify theft.

The educational objectives of Business Forensics are to enable graduates to:

- Attain a fundamental working knowledge in the functional areas of management, marketing, accounting, finance, and economics
- Demonstrate an understanding of the legal and ethical obligations for working within the social environment of business
- Apply the principles of business within a global environment
- Demonstrate the ability to use business tools
- Demonstrate information literacy
- Demonstrate the ability to communicate effectively
- Apply knowledge of business concepts and functions in an integrated manner
- Plan, conduct, and document the interview of individuals
- Prepare documentation of the findings of a fraud investigation
- Document and analyze internal controls.

Courses in Decision Making and Problem Solving, Organizational Policy and Ethics combined with a four-course sequence in fraud examination provide the conceptual framework for the major.

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. Students seeking an associate's degree must earn at least 30 credit hours overall in residence at Franklin University. For other residency requirements, see "General Degree and Residency Requirements."

A minimum of 2.25 GPA is required in the major for students enrolled in either the associate's or bachelor's degree programs, and each major course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

Business Principles (BSAD 110) is a Business Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

BACHELOR OF SCIENCE (B.S.) BUSINESS FORENSICS (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
 COMP 108 - Introduction to Databases (1)
 ECON 220* - Introduction to Macroeconomics (4)
 HUMN 210 - Introduction to Logic and Critical Thinking Skills (2)
 HUMN 305 - Global Issues (4)
 MATH 215** - Statistical Concepts (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4) OR
 COMM 150 - Interpersonal Communication (4)
 General Education Electives (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
 ACCT 225 - Managerial Accounting (4)
 BSAD 220 - Business Law (4)
 BSAD 312 - Management Theory and Practices (4)
 ECON 210 - Introduction to Microeconomics (4)
 FINA 301 - Principles of Finance (4)
 MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your SSA for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (28 HOURS)

BSAD 320 - Decision Making and Problem Solving (4)
 BSAD 460 - Business Ethics for Leaders (4)
 BSAD 495 - Business Administration Capstone (4)
 BSFR 341 - Fraud Examination (4)
 BSFR 342 - Interviewing Techniques for Fraud Investigations (4)
 BSFR 343 - Legal Elements of Fraud (4)
 BSFR 344 - Corporate Governance and Internal Control Assessment (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Computer Science Major

Program Chair, Ronald L. Hartung, Ph.D.

Assistant Program Chair, Jane Sieberth, M.A.

Curriculum Development Team:

Ronald L. Hartung, Ph.D.

Jane Sieberth, M.A., Lead Faculty

Chunbo Chu, Ph.D., Lead Faculty

Todd Whittaker, M.S., Lead Faculty

Bradley Watson, Ph.D., Lead Faculty

Esmail Bonakdarian, Ph.D., Lead Faculty

Daniel Bell, Ph.D., Lead Faculty and Instructional Designer

Robert L. Wood, Ed.D. Instructional Designer

Advisory Board (listed on page 272)

There is a tremendous need for technical experts with the ability to create innovative computer systems. The Computer Science Major is offered for individuals who are interested in applying, designing and implementing computer systems. Graduates of the Computer Science Major are prepared to seek a wide variety of technical positions, including systems programmer, systems analyst, software engineer, database administrator, software architect, or to seek admission to graduate school. Students are provided with a sound theoretical and practical background coupled with the skills to understand, develop, and use theories. The specific goal of the program is to graduate highly-trained computer professionals who have firm foundations in software systems development and software engineering.

The curriculum for the Computer Science Major involves development of significant high-level technical skills. This is not a programming degree. Although it provides students with a solid foundation of programming expertise, the Computer Science curriculum prepares students to assume significant responsibility in an IT organization. Graduates will be knowledgeable in advanced software design, design of multi-tier enterprise applications, and software architecture. The Computer Science program is designed to develop a broad base of skills, from basic software design to extending and maintaining large-scale software systems in a corporate environment using industrial-strength tools and practices. Because of their broad exposure to elements of the field of computer science, graduates enjoy flexibility in the types of careers they are prepared to pursue.

The Computer Science curriculum provides all graduates with a foundation in programming, algorithm development, software architecture, computing systems infrastructure, and operating systems and networks.

The Computer Science Major manifests the belief that curriculum must reflect both theory and actual professional experience. Full-time professors have held high-level positions in industry, and most adjunct faculty are currently employed as computer professionals.

Graduates of the Computer Science Major will:

- be prepared to compete successfully in securing employment or progressing in their chosen fields
- be able to develop and implement effective solutions to real world problems
- demonstrate the knowledge and skills required to contribute to the development and maintenance of large-scale software applications within an organizational structure
- be able to communicate appropriately for technical and expert audiences
- apply mathematical models and methods in problem solving

Students in the Computer and Information Sciences Majors may be required to purchase hardware and/or software with capabilities greater than the standard University technology requirements. There will be software requirements beyond the standard Microsoft Office software, such as software development environments, operating systems, virtualization environments and tools, Web site development and business process documentation tools that will be used in various courses. Students should check the Technology Requirements section of the Academic Bulletin and/or the Course Schedule for the requirements relevant for Computer and Information Sciences majors to ensure they have, and are familiar with, the requisite hardware and software.

Additional information of interest to Computer Science Majors is available at <http://cs.franklin.edu>. A discussion listserv is available for subscription by Computer Science majors at <http://listserv.franklin.edu>.

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. Students seeking an associate's degree must earn at least 30 credit hours overall at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major area for students enrolled in either the associate's or bachelor's degree programs, and each major course must be completed with a grade of "C" or higher to count toward degree requirements.

If needed, English, reading, computer literacy and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations.

**ASSOCIATE OF SCIENCE (A.S.)
COMPUTER SCIENCE (64 SEMESTER HOURS)**

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)*
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

*It is recommended that MATH 160 - College Algebra be taken to fulfill the Mathematics requirement because it is a prerequisite for several courses in this curriculum.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (16 HOURS)

- COMP 107 - Introduction to Web Authoring (1)
- COMP 108 - Introduction to Databases (1)
- HUMN 305 - Global Issues (4)
- PF 321 - Learning Strategies (2)
- SPCH 100 - Speech Communication (4) OR
COMM 150 - Interpersonal Communication (4)
- Social & Behavioral Science Elective (4)

MAJOR AREA (24 HOURS)

- COMP 111 - Introduction to Computer Science & Object-Oriented Programming (4)
- COMP 121 - Object-Oriented Data Structures & Algorithms I (4)
- COMP 281 - Database Management Systems (4)
- COMP 311 - Object-Oriented Data Structures & Algorithms II (4)
- MATH 170 - Discrete Mathematics (4)
- MATH 180 - Applied Calculus (4)

**BACHELOR OF SCIENCE (B.S.)
COMPUTER SCIENCE (130 SEMESTER HOURS)**

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)*
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

*It is recommended that MATH 160 - College Algebra be taken to fulfill the Mathematics requirement because it is a prerequisite for several courses in this curriculum.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

- COMM 320 - Business & Professional Communication (4)
- HUMN 305 - Global Issues (4)
- MATH 180 - Applied Calculus (4)
- MATH 380 - Probability and Statistics (4)
- PF 321 - Learning Strategies (2)
- SPCH 100 - Speech Communication (4) OR
COMM 150 - Interpersonal Communication (4)
- Social & Behavioral Science Elective (4)

PREREQUISITE COMPETENCIES (2 HOURS)

- COMP 107 - Introduction to Web Authoring (1)
- COMP 108 - Introduction to Databases (1)

UNIVERSITY ELECTIVES (6 HOURS)*

Any course offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA or M.S. Computer Science courses can be substituted. Contact your SSA for information concerning the Joint BS/MBA or BS/MS Programs of Study and graduate admission requirements.

MAJOR AREA (72 HOURS)

Required (68 hours):

COMP 111 - Introduction to Computer Science & Object-Oriented Programming (4)
 COMP 121 - Object-Oriented Data Structures and Algorithms I (4)
 COMP 201 - Principles of Computer Organization (2)
 COMP 202 - Principles of Computer Languages (2)
 COMP 203 - Principles of Operating Systems (2)
 COMP 204 - Principles of Computer Networks (2)
 COMP 205 - Survey of Computer Languages (4)
 COMP 281 - Database Management Systems (4)
 COMP 294 - Computer Science Practicum I (2)
 COMP 311 - Object-Oriented Data Structures & Algorithms II (4)
 COMP 321 - Application Server Programming (4)
 COMP 325 - Human Computer Interaction (4)
 COMP 394 - Computer Science Practicum II (2)
 COMP 461 - Enterprise Software Architecture (4)
 COMP 486 - Object-Oriented Analysis and Design (4)
 COMP 495 - Computer Science Practicum III / Capstone (4)
 MATH 170 - Discrete Mathematics (4)
 MIS 310 - Information Systems Architecture and Technology (4)
 MIS 320 - Technical Communication (4)
 MIS 484 - Information Systems Security (4)

Major Area Elective (4 hours):

- Any course in the Computer Science, Information Technology, Management Information Sciences (except for MIS 200) or Web Development curriculum.
- Any course, up to 4 credit hours, from another curriculum with approval from the Computer Science Program Chair.

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled “Minors.”

eMarketing Major

Program Chair, Beverly Smith, Ph.D.

Curriculum Development Team:

R. Bruce Ramsey, M.B.A.

Barbara Fennema, Ed.D., Instructional Designer

Advisory Board (listed on page 272)

eMarketing is an innovative and interdisciplinary major. With the explosive growth of the Internet, electronic commerce and eMarketing, successful businesses are increasingly utilizing the Internet and related electronic commerce technologies. These business initiatives require graduates who understand current and future trends in eMarketing and electronic commerce and are prepared to manage the analysis, design, implementation, marketing and operation of digital information systems.

eMarketing has expanded beyond its early roots in electronic funds transfer and data interchange to embrace the use of Internet technologies for such applications as Web-based retailing, electronic supply chain management, Web marketing and Web publishing. The eMarketing Major is designed to meet that demand. Students earning a Bachelor of Science in eMarketing will acquire Web development, marketing, graphics design, and electronic commerce system skills as well as knowledge of the technology of databases, user interface design, networking and management information systems.

Students are provided the background needed for a position as a director of Internet marketing or manager of e-commerce. The eMarketing Major focuses on those skills necessary to marketing products and services in the information age. Topics covered in the eMarketing Major include Web design, electronic commerce, marketing research, and marketing behavior.

The eMarketing curriculum is designed to reflect both theory and actual professional experience. Full-time professors have held high-level positions in industry and adjunct faculty hold professional-level industry positions within the field. Strong ties to industry are an integral part of the eMarketing Major. An Advisory Board, consisting of practicing leaders in the field, meets on a regular basis to discuss the program and is dedicated to playing an integral role in the development of a relevant curriculum.

Graduates of the eMarketing Major will:

- Apply marketing theory to eMarketing practice
- Integrate the Web and other Internet technologies into business processes
- Learn how internet technologies influence consumer and business buying behaviors
- Assess the impact of the internet on marketing research and customer information gathering
- Gain understanding of how design, development, and implementation can drive a Web site's performance

Students in the eMarketing Major may be required to purchase hardware and/or software with capabilities greater than the standard University technology requirements. There will be software requirements beyond the standard Microsoft Office software, such as software development environments, operating systems, virtualization environments and tools, website development and business process documentation tools that will be used in various courses. Students should check the Technology Requirements section of this Academic Bulletin and/or the Course Schedule for the requirements relevant to the eMarketing Major to ensure they have, and are familiar with, the requisite hardware and software.

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major and each major course must be completed with a grade of "C" or higher to count toward degree requirements.

If needed, English, reading, computer literacy and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

Business Principles (BSAD 110) is a Business Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students also must meet the University algebra competency requirement.

BACHELOR OF SCIENCE (B.S.) EMARKETING (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 320 - Business & Professional Communication (4)

COMP 106 - Introduction to Spreadsheets (1)

COMP 108 - Introduction to Databases (1)

ECON 220* - Introduction to Macroeconomics (4)

HUMN 305 - Global Issues (4)

MATH 215** - Statistical Concepts (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4)

OR COMM 150 - Interpersonal Communication (4)

General Education Electives (2)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)

ACCT 225 - Managerial Accounting (4)

BSAD 220 - Business Law (4)

BSAD 312 - Management Theory and Practices (4)

ECON 210 - Introduction to Microeconomics (4)

FINA 301 - Principles of Finance (4)

MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (12 HOURS)*

Any courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA or M.S. Marketing & Communication courses can be substituted. Contact your SSA for information concerning the Joint BS/MBA or BS/MCM Programs of Study and graduate admission requirements.

MAJOR AREA (34 HOURS)

COMP 107 - Introduction to Web Authoring (1)

EMKT 340 - Internet Marketing (4)

EMKT 460 - E-Commerce (4)

EMKT 495 - Integrated eMarketing (4)

GRPH 210 - Fundamentals of Graphic Design (4)

GRPH 310 - Advanced Graphic Design (4)

MIS 320 - Technical Communication (4)

MKTG 332 - Marketing Research (4)

WEBD 117 - Graphic Editing Software (1)

WEBD 234 - Web Design and Implementation (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Financial Management Major

Program Chair, Bruce Campbell, Ph.D.

Curriculum Development Team:

Bruce Campbell, Ph.D.

Martina Peng, Ph.D., Lead Faculty

Yi Yang, Ph.D., Instructional Designer

Financial Management is a broad, interdisciplinary profession which combines concepts, analytical tools and information resources from a number of other disciplines, including accounting, economics and information management. The Financial Management major is designed to prepare students for careers in:

- business financial management (large and small firms)
- investment management
- personal financial planning
- international finance
- the financial services industry (banking, insurance and securities)

The Financial Management Major also provides an excellent foundation for students interested in pursuing graduate study in business and law.

The educational outcomes of the Financial Management Major are to enable graduates to:

- relate financial decision making to the environment in which this decision making takes place;
- ethically manage the finances of a corporation in the pursuit of owner objectives;
- appraise the various investments available and explain the process of portfolio management;
- design finance models using technology;
- provide financial advice by synthesizing and integrating financial concepts;
- have the communication skills to develop text and speech which are rhetorically appropriate for the finance discipline; and
- demonstrate information literacy; the ability to recognize when information is needed and to locate, evaluate and use effectively the needed information.

The Financial Management Major requires 28 hours, which are divided between required major and elective major courses. Each student must complete 24 hours of required major courses and 4 hours of elective major courses. Students can use elective major courses to tailor their Financial Management Major to particular professional or personal objectives.

Students interested in a career in Personal Financial Planning should consider the Financial Planning Concentration. This option combines required courses from the Financial Management Concentration with a set of courses on financial planning designed specifically for the concentration. The Financial Management Major with the Financial Planning Concentration is registered with the Certified Financial Planner® (CFP®) Board of Standards. Under this agreement, students who complete the concentration and graduate with the Bachelor of Science degree in Financial Management will satisfy the education component of the CFP® certification process and may take the national examination for the CFP® designation without further required coursework. The Financial Management Major with the Financial Planning concentration requires 28 specified hours in the major area.

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. Students seeking an associate's degree must earn at least 30 credit hours overall in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major area for students enrolled in either the associate's or bachelor's degree programs, and each major area course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental educational courses are required. Students placing into these courses must pass them prior to enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

Business Principles (BSAD 110) is a Business Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

ASSOCIATE OF SCIENCE (A.S.) FINANCIAL MANAGEMENT (64 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (16 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)
HUMN 305 - Global Issues (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4) OR
COMM 150 - Interpersonal Communication (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

BUSINESS CORE (12 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
ECON 210 - Introduction to Microeconomics (4)

MAJOR AREA (12 HOURS)

ACCT 310 - Intermediate Accounting I (4)
FINA 301 - Principles of Finance (4)
FINA 340 - Money, Banking and Financial Markets (4)

BACHELOR OF SCIENCE (B.S.) FINANCIAL MANAGEMENT (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)
HUMN 210 - Introduction to Logic and Critical Thinking Skills (2)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4) OR
COMM 150 - Interpersonal Communication (4)
General Education Electives (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
BSAD 312 - Management Theory and Practices (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your SSA for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

CONCENTRATION AREA (28 HOURS)

Choose one of the following concentrations (28 hours):

Financial Management Concentration**Required (24 hours)**

ACCT 310 - Intermediate Accounting I (4)
 ACCT 320 - Intermediate Accounting II (4)
 FINA 340 - Money, Banking and Financial Markets (4)
 FINA 403 - Advanced Financial Management (4)
 FINA 405 - Investments (4)
 FINA 495 - Financial Policy Seminar (4)

Major Area Elective (4 hours)

Select 4 hours from the following:

ACCT 330 - Cost Management (4)
 FINA 355 - Income Taxation for Financial Planning (4)
 FINA 410 - Finance Internship (1-4)
 FINA 430 - Personal Financial Planning (4)
 FINA 432 - Insurance and Financial Planning (4)
 FINA 450 - Global Finance (4)
 FINA 480 - Special Topics in Finance (1-4)

Financial Planning Concentration

FINA 355 - Income Taxation for Financial Planning (4)
 FINA 405 - Investments (4)
 FINA 430 - Personal Financial Planning (4)
 FINA 432 - Insurance and Financial Planning (4)
 FINA 434 - Retirement Planning (4)
 FINA 436 - Estate Planning (4)
 FINA 490 - Financial Planning Seminar (4)

ACADEMIC MINORS

Degree seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Forensic Accounting Major

Program Chair, Tom Hrubec, Ed.D., CPA, CMA, CFE

Curriculum Development Team:

Tom Hrubec, Ed.D.

Thomas G. Seiler, J.D., Lead Faculty

Yi Yang, Ph.D., Instructional Designer

Advisory Boards (listed on pages 270-271)

Forensic accounting is the application of accounting principles, theories and discipline to facts or hypotheses at issue in a legal dispute and encompasses every branch of accounting knowledge.

The purpose of the Forensic Accounting Major is to prepare undergraduate students for careers in the professions of forensic accounting and fraud examination and to serve the profession and the community.

The educational objectives of the Forensic Accounting Major are to enable graduates to:

- resolve accounting issues using technical, analytical, and problem-solving skills
- conduct specific accounting research and analyze accounting issues
- analyze ethical issues in the accounting profession
- analyze various accounting software packages used by the profession to convey strategic accounting information
- demonstrate written and oral communication skills
- plan, conduct and document the interview of individuals
- prepare documentation of the findings of a fraud investigation
- document and analyze internal controls

All students majoring in Forensic Accounting take a two-course sequence in Intermediate Accounting. The Intermediate courses and a four-course sequence in fraud examination provide the conceptual framework for the major.

Graduates of the Forensic Accounting Major are prepared for employment or promotion in public accounting, private industry or government. They also have the educational background and framework to seek professional certification (Certified Fraud Examiner, Certified Public Accountant, Certified Management Accountant or Certified Internal Auditor). These designations require successful completion of rigorous examinations and additional study beyond that required for the Bachelor of Science degree. Review is usually necessary. Qualified Franklin University students are encouraged to acquire training and work experience by competing for internships with certified public accounting firms, private industry and government.

The Forensic Accounting faculty at Franklin University are active in the accounting professions. The instructors have professional accounting experience and most work or have worked in public accounting, industry or government. The faculty believes a thorough exposure to the practice of forensic accounting is a requisite for the proper understanding of forensic and fraud accounting theory.

Accounting faculty and students majoring in Forensic Accounting participate in the following organizations: Association of Certified Fraud Examiners (ACFE), American Institute of Certified Public Accountants (AICPA), Ohio Society of Certified Public Accountants (OSCPA), American Accounting Association (AAA), Financial Executive Institute (FEI), American Society of Women Accountants (ASWA), Institute of Management Accountants (IMA), The Association of Government Accountants (AGA), The Columbus Association of Tax Professionals (CATP), National Association of Black Accountants (NABA), the Institute of Internal Auditors (IIA), Information Systems and Audit Control Association (ISACA), Ohio State Bar Association (OSBA), Columbus Bar Association (CBA), and the American Bar Association (ABA). These organizations provide opportunities for Franklin University faculty and students to interact with the business world.

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. Students seeking an associate's degree must earn at least 30 credit hours overall in residence at Franklin University. For other residency requirements, see "General Degree and Residency Requirements."

A minimum of 2.25 GPA is required in the major for students enrolled in either the associate's or bachelor's degree programs, and each major course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

Business Principles (BSAD 110) is a Business Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

ASSOCIATE OF SCIENCE (A.S.) FORENSIC ACCOUNTING (64 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)

Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (16 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
 COMP 108 - Introduction to Databases (1)
 ECON 220* - Introduction to Macroeconomics (4)
 HUMN 305 - Global Issues (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4) OR
 COMM 150 - Interpersonal Communication (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

BUSINESS CORE (8 HOURS)

ACCT 215 - Financial Accounting (4)
 ACCT 225 - Managerial Accounting (4)

MAJOR AREA (16 HOURS)

Required (12 hours)

ACCT 310 - Intermediate Accounting I (4)
 ACCT 320 - Intermediate Accounting II (4)
 ACCT 341 - Fraud Examination (4)

Major Area Elective (4 hours)

Select 4 hours from the following:

ACCT 342 - Interviewing Techniques for Fraud Investigations (4)
 ACCT 343 - Legal Elements of Fraud (4)
 ACCT 344 - Corporate Governance and Internal Control Assessment (4)

BACHELOR OF SCIENCE (B.S.) FORENSIC ACCOUNTING (128 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)

Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
 COMP 108 - Introduction to Databases (1)
 ECON 220* - Introduction to Macroeconomics (4)
 HUMN 210 - Introduction to Logic and Critical Thinking Skills (2)
 HUMN 305 - Global Issues (4)
 MATH 215** - Statistical Concepts (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4) OR
 COMM 150 - Interpersonal Communication (4)
 General Education Electives (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
 ACCT 225 - Managerial Accounting (4)
 BSAD 220 - Business Law (4)
 BSAD 312 - Management Theory and Practices (4)
 ECON 210 - Introduction to Microeconomics (4)
 FINA 301 - Principles of Finance (4)
 MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (10 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your SSA for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (40 HOURS)**Required (36 hours)**

- ACCT 310 - Intermediate Accounting I (4)
- ACCT 320 - Intermediate Accounting II (4)
- ACCT 341 - Fraud Examination (4)
- ACCT 342 - Interviewing Techniques for Fraud Investigations (4)
- ACCT 343 - Legal Elements of Fraud (4)
- ACCT 344 - Corporate Governance and Internal Control Assessment (4)
- ACCT 425 - Accounting Information Systems (4)
- ACCT 470 - Auditing (4)
- ACCT 495 - Accounting Research and Analysis (4)

Major Area Elective (4 hours)

Select 4 hours from the following:

- ACCT 330 - Cost Management (4)
- ACCT 360 - Government & Not-for-Profit Accounting (4)
- ACCT 390 - Federal Income Tax I (4)
- ACCT 401 - Accounting Ethics and Professional Responsibilities (4)
- ACCT 410 - Accounting Internship (1-9)
- ACCT 420 - Federal Income Tax II (4)
- ACCT 480 - Special Topics in Accounting (1-4)
- ACCT 499 - Independent Studies in Accounting (1-4)
- MIS 478 - Quantitative Methods and Analysis (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Healthcare Information Systems Management Major

Program Chair, Robert Curtis, D.H.A., FACHE

Curriculum Development Team:

Robert Curtis, D.H.A.

Mario Paul, M.S., Lead Faculty

Wenxia Wu, Ph.D., Instructional Designer

Advisory Board (listed on page 272)

The Healthcare Information Systems Management Major was created to meet the health industry's need for professionally trained and educated individuals in the converging fields of business, information technology, and healthcare management. The purpose of the Healthcare Information Systems Management Major is to develop lifelong learners who are prepared to become effective managers of information in the diverse and interdisciplinary healthcare world. The major will provide students with the professional knowledge and skills necessary to assume management responsibility for health information in a variety of settings, to include acute care hospitals, clinics, long-term care facilities, consulting firms, government and planning agencies, insurance companies, software vendors, health maintenance organizations, and regulatory agencies, to name but a few of the job opportunities in this highly recognized profession.

As a profession healthcare information managers are an integral part of the organization's management team, working with other healthcare managers and clinical staff to provide the best possible information resources to improve patient care. The major provides students with the skills and knowledge to develop, manage, and improve the information necessary in today's modern healthcare arena. In operational settings healthcare information managers will design and maintain information systems, assess and disseminate clinical and administrative information. Information healthcare managers will use in financial management, facilities planning and operations and risk management. While others, including clinicians, will use this information for educational purposes, research, utilization management, quality assessments and improvement, and decision-making.

During the course of study students will be exposed to a variety of academic disciplines to include information management, and healthcare management. Because these disciplines have many courses in common with the major, students can complete a second major in Healthcare Management or Management Information Sciences. At the completion of the major the student will:

- Knowledge: Demonstrate the ability to recognize and articulate facts, concepts, procedures, and technical processes of information systems, and business and healthcare management components of healthcare information management
- Comprehension and Synthesis: Be able to integrate healthcare information management theories, principles, and practices for application within a real world healthcare setting
- Application: Demonstrate the ability to systematically apply communication, technical and analytical knowledge and skills to administrative and clinical healthcare information problem-solving
- Analysis/Evaluation: Be able to evaluate the effectiveness of the plans, development, and implementation of health information systems solutions
- Creation: Be able to plan, design, and create systems to manage the flow of information throughout a healthcare organization

MAJOR REQUIREMENTS

Transfer students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major area and each major area course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

BACHELOR OF SCIENCE (B.S.) - HEALTHCARE INFORMATION SYSTEMS MANAGEMENT (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 320 - Business and Professional Communication (4)
 COMP 106 - Introduction to Spreadsheets (1)
 COMP 107 - Introduction to Web Authoring (1)
 COMP 108 - Introduction to Databases (1)
 HUMN 305 - Global Issues (4)
 MATH 215* - Statistical Concepts (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4) OR
 COMM 150 - Interpersonal Communication (4)
 Social and Behavioral Science Elective (4)
 General Education Electives (1)

*Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (22 HOURS)

ACCT 215 - Financial Accounting (4)
 BSAD 312 - Management Theory and Practices (4)
 HCM 200 - Healthcare Terminology (2)
 HCM 300 - Healthcare Management (4)
 HISM 320 - Healthcare Database Management (4)
 HRM 300 - Human Resources Management (4)

UNIVERSITY ELECTIVES (16 HOURS)

Any undergraduate courses offered by the University except developmental education courses.

MAJOR AREA (36 HOURS)**Required (28 hours)**

HCM 320 - Healthcare Financial Management I (4)
 HCM 442 - Legal Aspects of Healthcare Management (4)
 HISM 470 - Healthcare Information Systems Management (4)
 HISM 495 - Healthcare Information Systems Management Capstone (4)
 MIS 310 - Information Systems Architecture and Technology (4)
 MIS 330 - Systems Integration Concepts and Practices (4)
 MIS 484 - Information Systems Security (4)

Major Area Electives (8 hours)

Select 8 hours from the following:

AMGT 390 - Project Management (4)
 COMP 325 - Human Computer Interaction (4)
 HCM 350 - Healthcare Informatics (4)
 HCM 422 - Healthcare Outcomes Management (4)
 HCM 472 - Contemporary Issues in Healthcare Management (4)
 HISM 410 - Healthcare Information Systems Management Internship (1-4)
 HISM 480 - Special Topics in Healthcare Information Systems Management (1-4)
 HISM 499 - Independent Studies in Healthcare Information Systems Management (1-4)
 MIS 478 - Quantitative Methods and Analysis (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Healthcare Management Major

Program Chair, Robert Curtis, D.H.A., FACHE

Curriculum Development Team:

Robert Curtis, D.H.A.

Mario Paul, M.S., Lead Faculty

Wenxia Wu, Ph.D., Instructional Designer

Advisory Board (listed on page 272)

The Healthcare Management Major was created in response to the growing need to provide healthcare managers to the rapidly growing healthcare industry. The major is intended for individuals who have little or no healthcare education or healthcare experience and are seeking entry/mid-level management positions in healthcare or seeking to move to the graduate level in a healthcare major. The Healthcare Management Major provides the student with a comprehensive array of subjects which emphasize leadership, professionalism, operational improvement knowledge and skills. Whether the student is already working in the healthcare field, looking to change careers, or just starting out this major will provide them with the edge to be successful healthcare managers and contribute to the sustainability of your organization in the diverse and challenging healthcare environment. Upon graduation students will be eligible to become managers in a variety of settings including: acute care hospitals, long-term care facilities, physician practices, ambulatory centers, insurance, medical device, and insurance companies, local, state, and federal agencies, and consulting. For those interested in continuing on to graduate studies, the major will provide the students with the knowledge and skills to excel in an advanced academic setting. As with all the healthcare majors, the Healthcare Management Major's goal is to ultimately develop and instill in the experienced student the desire for life-long learning. At the completion of the major the student will:

- Knowledge: Demonstrate the ability to recognize and articulate facts, concepts, procedures related to healthcare management theories and practices
- Comprehension and Synthesis: Be able to integrate the healthcare management theories, principles, and practices for future application
- Application: Demonstrate the ability to systematically apply communication, technical, and analytical knowledge and skills to administrative and clinical healthcare management problem-solving
- Analysis/Evaluation: Be able to evaluate the effectiveness of the plans, development, and implementation of healthcare management solutions
- Creation: Be able to plan, design, and create solutions to address and solve societal, cultural, and environmental healthcare issues

MAJOR REQUIREMENTS

Transfer students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major area and each major area course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

BACHELOR OF SCIENCE (B.S.) HEALTHCARE MANAGEMENT (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 320 - Business and Professional Communication (4)
COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)

ECON 210* - Introduction to Microeconomics (4) OR
 ECON 220* - Introduction to Macroeconomics (4)
 HUMN 305 - Global Issues (4)
 MATH 215** - Statistical Concepts (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4) OR
 COMM 150 - Interpersonal Communication (4)
 General Education Electives (2)

*Select another Social Science elective if either Economics course is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (16 HOURS)

ACCT 215 - Financial Accounting (4)
 BSAD 312 - Management Theory and Practices (4)
 MGMT 320 - Decision Making and Problem Solving (4)
 MGMT 325 - Organizational Behavior (4)

UNIVERSITY ELECTIVES (20 HOURS)

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your SSA for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (38 HOURS)

Required (22 hours)

HCM 200 - Healthcare Terminology (2)
 HCM 300 - Healthcare Management (4)
 HCM 320 - Healthcare Financial Management I (4)
 HCM 442 - Legal Aspects of Healthcare Management (4)
 HCM 472 - Contemporary Issues in Healthcare Management (4)
 HCM 495 - Healthcare Management Capstone (4)

Major Area Electives (16 hours)

Select 16 hours from the following:

HCM 340 - Community Health (4)
 HCM 350 - Healthcare Informatics (4)
 HCM 410 - Healthcare Management Internship (1-4)
 HCM 422 - Healthcare Outcomes Management (4)
 HCM 432 - Healthcare Financial Management II (4)
 HCM 482 - Healthcare Strategic Management (4)
 HCM 499 - Independent Studies in Healthcare (1-4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Human Resources Management Major

Program Chair, Gary Stroud, Ph.D.

Curriculum Development Team:

Gary Stroud, Ph.D.

Karen Ferguson, Ph.D., Lead Faculty

Lou Anne Manning, Ed.D., Instructional Designer

Advisory Board (listed on page 273)

The Human Resources Management Major is designed to prepare students for rewarding and exciting human resources careers within the corporate and public sectors.

Human resources managers are on the competitive edge. From the initial task of hiring the most qualified candidates to encouraging employee development and productivity, human resources managers emerged in the 1990s as respected and integral members of the management team. Increasingly, human resources managers are playing a strategic role in helping organizations achieve their objectives and compete in today's highly competitive business environment.

The Human Resources Management graduate will be able to focus on the essential human resources issues challenging organizations today. Through a combination of theoretical and practical studies, graduates will achieve a fundamental understanding of staffing, training and development, employee relations, compensation management, EEO/Affirmative Action and other legal aspects of employment, employee and organization development, diversity in the workplace and human resources strategies.

Students are encouraged to participate in the Franklin University Human Resources Society, a student chapter dedicated to enhancing the professional development of its membership. The society brings experienced human resources professionals to campus and encourages attendance at local and national human resources conferences and seminars.

Graduates of the Human Resources Management Major will:

- communicate appropriately for a range of purposes and audiences
- demonstrate information literacy
- apply critical thinking, and analysis, to the strategic management of the organization and human resources activities
- synthesize human resource concepts, principles, and theories for application to realistic workplace scenarios
- apply concepts and theories of compensation to realistic organizational situations
- apply concepts and theories of training and development to realistic organizational situations
- apply staffing concepts and theories to realistic organizational situations
- apply employee and labor relations concepts and theories to realistic organizational situations

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major area, and each major area course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

Business Principles (BSAD 110) is a Business Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

BACHELOR OF SCIENCE (B.S.) HUMAN RESOURCES MANAGEMENT (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 320 - Business and Professional Communication (4)
 COMP 106 - Introduction to Spreadsheets (1)
 COMP 108 - Introduction to Databases (1)
 ECON 220* - Introduction to Macroeconomics (4)
 HUMN 305 - Global Issues (4)
 MATH 215** - Statistical Concepts (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4) OR
 COMM 150 - Interpersonal Communication (4)
 General Education Electives (2)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
 ACCT 225 - Managerial Accounting (4)
 BSAD 220 - Business Law (4)
 BSAD 312 - Management Theory and Practices (4)
 ECON 210 - Introduction to Microeconomics (4)
 FINA 301 - Principles of Finance (4)
 MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your SSA for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (28 HOURS)**Required (24 hours)**

HRM 300 - Human Resources Management (4)
 HRM 301 - Staffing (4)
 HRM 302 - Training and Development (4)
 HRM 401 - Compensation and Benefits (4)
 HRM 402 - Employee and Labor Relations (4)
 HRM 495 - Strategic Human Resources Capstone (4)

Major Area Elective (4 hours)

Select 4 hours from the following:

BSAD 320 - Decision Making and Problem Solving (4)
 BSAD 325 - Organizational Behavior (4)
 BSAD 476 - Global Business Issues (4)
 MGMT 435 - Evolution of Management (4)
 OLM 435 - Perspectives on Leadership (4)
 PSYC 325 - Coaching in Organizations (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Information Technology Major

Program Chair, Todd A. Whittaker, M.S.

Curriculum Development Team:

Todd Whittaker, M.S.

Bradley Watson, Ph.D., Lead Faculty

Esmail Bonakdarian, Ph.D., Lead Faculty

Rob L. Wood, Ed.D., Instructional Designer

Advisory Board (listed on page 273)

The Information Technology Major is offered for the student interested in supporting a business operation, rather than focusing on writing software. This requires a versatile, broadly skilled individual prepared to tackle a wide range of problems. This is especially true in businesses with a single-person IT department. The role needed is not wholesale development, but rather the need to keep an organization's IT system running by providing some customization of applications, integrating sub-systems into a whole, and maintaining day to day operations. In short, the job of keeping the IT infrastructure alive to support business operations.

What are the skills of this individual? Basic programming is clearly a need. But so is administration and planning to keep the systems alive and well supported. The upper-level courses in this major provide a set of skills to meet the needs of the business systems. The base of the curriculum is the Information Systems Architecture and Technology and Business Programming Concepts. These are fundamental to business operations in most systems.

Networking is clearly a major focus of any IT system, even in a very small organization. This requires an understanding of small-scale network design and technologies, network administration, and having a good handle on the ever-rising security problems that come with the network. The constant growth of network technologies requires an individual ready to track the industry and grow with the network.

Information security is emerging as one of the most important areas in IT. Without the right balance of control and freedom, security can be restrictive and prohibitive to an organization's progress. Security may also appear to be an imposition of unrealistic rules and procedures on users, managers and systems. However, a well-thought-out set of policies and procedures can effectively balance the needs of users and managers with the need to protect information from a variety of security risks and threats. The constant threats encountered in business systems necessitate an individual who is prepared and vigilant.

The individual in this job must be a quick learner because the field is always evolving. This also will be a focus through the major. The goal is not just to be prepared for today, but to be ready to grow with tomorrow.

The instructors in the major are selected from faculty with industrial experience and adjuncts with an active career in the IT industry. This will ensure a practical, pragmatic educational experience.

Graduates of the Information Technology Major will:

- be prepared to compete successfully in securing employment or progressing in their chosen field
- apply network design to small and medium-scale networks
- apply the foundations of management information systems to redesign and reshape organizations through the information systems that support them
- practice effective systems administration and scripting techniques
- apply current industry practices to the assessment of information systems in order to prepare, implement, and maintain security plans
- communicate effectively for a range of purposes and audiences

Students in the Computer and Information Sciences Majors may be required to purchase hardware and/or software with capabilities greater than the standard University technology requirements. There will be software requirements beyond the standard Microsoft Office software, such as software development environments, operating systems, virtualization environments and tools, Web site development and business process documentation tools that will be used in various courses. Students should check the Technology Requirements section of the Academic Bulletin and/or the Course Schedule for the requirements relevant for Computer and Information Sciences majors to ensure they have, and are familiar with, the requisite hardware and software. Courses with specific hardware and software requirements are detailed in the course syllabus under the "Required Materials" section.

Additional information of interest to Information Technology Majors is available at <http://cs.franklin.edu/>. A discussion listserv is available for subscription by Information Technology majors at <http://listserv.franklin.edu/>.

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. Students seeking an associate's degree must earn at least 30 credit hours overall at Franklin University. For other residency requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major area for students enrolled in either the associate's or bachelor's degree programs, and each major course must be completed with a grade of "C" or higher to count toward degree requirements.

If needed, English, reading, computer literacy and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

ASSOCIATE OF SCIENCE (A.S.) INFORMATION TECHNOLOGY (65 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)*
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

*It is recommended that MATH 160 - College Algebra be taken to fulfill the Mathematics requirement because it is a prerequisite for several courses in this curriculum.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (16 HOURS)

COMM 305 - Virtual Communication Strategies (2)
HUMN 305 - Global Issues (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4) OR
COMM 150 - Interpersonal Communication (4)
Social & Behavioral Science Elective (4)

PREREQUISITE COMPETENCIES (3 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 107 - Introduction to Web Authoring (1)
COMP 108 - Introduction to Databases (1)

INFORMATION TECHNOLOGY (22 HOURS)

COMP 204 - Principles of Computer Networks (2)
COMP 281 - Database Management Systems (4)
ITEC 136 - Business Programming Concepts (4)
ITEC 275 - Computer Networks: Switching, Routing, and WANs (4)
MIS 200 - Management Information Systems (4)
WEBD 234 - Web Design & Implementation (4)

BACHELOR OF SCIENCE (B.S.) - INFORMATION TECHNOLOGY (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)*
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

*It is recommended that MATH 160 - College Algebra be taken to fulfill the Mathematics requirement in the Fundamental General Education Core, or as the General Education Elective, because it is a prerequisite for several courses in this curriculum.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 320 - Business and Professional Communication (4)
 HUMN 305 - Global Issues (4)
 MATH 215 - Statistical Concepts (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4) OR
 COMM 150 - Interpersonal Communication (4)
 Social and Behavioral Science Elective (4)
 General Education Electives (4)

PREREQUISITE COMPETENCIES (3 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
 COMP 107 - Introduction to Web Authoring (1)
 COMP 108 - Introduction to Databases (1)

INFORMATION TECHNOLOGY AREA (24 HOURS)

Programming Fundamentals Course (4)
 Database Fundamentals Course (4)
 Network Fundamentals Course (2)

Students must have 14 hours of coursework in information technology. Courses can be selected from the following technology related areas:

- Computer Graphics
- Operating Systems
- Networks
- Web Design & Implementation
- Multimedia Technologies
- Programming
- Other IT related course with approval from the Program Chair

UNIVERSITY ELECTIVES (11 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your SSA for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

INFORMATION TECHNOLOGY MAJOR AREA (36 HOURS)**Required (28 hours):**

ITEC 275 - Computer Networks: Switching, Routing, and WANs (4)
 ITEC 400 - UNIX Administration (4)
 ITEC 430 - Information Technology Project Management (4)
 ITEC 495 - Information Technology Capstone (4)
 MIS 310 - Information Systems Architecture and Technology (4)
 MIS 320 - Technical Communication (4)
 MIS 484 - Information Systems Security (4)

Choose one of the following specializations:

Systems Administration (8 hours)

ITEC 350 - Windows Administration (4)
 ITEC 450 - Database Administration (4)

Infrastructure Management (8 hours)

ITEC 325 - Data Center Design and Administration (4)
 ITEC 425 - Information Storage Management (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Interdisciplinary Studies Major

Program Chair, Michelle Buchberger, Ph.D.

Curriculum Development Team:

Michelle Buchberger, Ph.D.

Niccole Chandler, Ph.D., Instructional Designer

Suzan Waller, Ph.D., Lead Faculty

John Brent, Ph.D., Lead Faculty

Mike Posey, Ph.D., Lead Faculty

Brenda Jones, Ph.D., Lead Faculty

The Interdisciplinary Studies Major encourages students to design a program of study to meet personal or career goals. Interdisciplinary studies students make connections across disciplines to create new perspectives on complex contemporary issues. Students will complete a course of study in two focus areas and an interdisciplinary capstone. The culmination of the program will include the creation of an electronic portfolio of work that illustrates key knowledge and the synthesis of ideas from across disciplines. Assessment methods will focus on the analysis of real world problems, leveraging knowledge from disparate disciplines to create new solutions or new perspectives on complex problems.

The educational objectives of the Interdisciplinary Studies major are to enable graduates to:

- Communicate effectively
- Apply logical thinking and critical analysis
- Articulate ethical considerations
- Articulate theories and concepts from the field of Interdisciplinary Studies
- Integrate knowledge from across disciplines
- Solve or create an informed response to a complex problem drawing on multiple disciplines
- Illustrate connections among multiple disciplines
- Conduct academic, interdisciplinary research
- Construct an electronic portfolio

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major and each major course must be completed with a grade of "C" or higher to count toward degree requirements.

If needed, English, reading, and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

Business Principles (BSAD 110) is a Professional Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

All students are required to pass College Writing (COMM 120), Interpersonal Communication (COMM 150), Learning Strategies (PF 321) and Speech Communication (SPCH 100) prior to enrolling in any course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

BACHELOR OF SCIENCE (B.S.) INTERDISCIPLINARY STUDIES (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
 COMP 107* - Introduction to Web Authoring (1)
 ECON 210† - Introduction to Microeconomics (4) OR
 ECON 220† - Introduction to Macroeconomics (4)
 HUMN 210‡ - Introduction to Logic and Critical Thinking Skills (2)
 HUMN 211‡ - Introduction to Ethical Analysis and Reasoning (2)
 IDST 100 - Introduction to Portfolio (1)
 HUMN 305 - Global Issues (4)
 MATH 215** - Statistical Concepts (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4) OR
 COMM 150 - Interpersonal Communication (4)
 WEBD 117* - Graphic Editing Software (1)

*Only required for students who wish to take Fundamentals of Graphic Design (GRPH 210) and Advanced Graphic Design (GRPH 310) in the IDST core and Communications focus areas respectively. If courses not taken, replace with General Education elective of 2 semester credit hours.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

†Select another Social or Behavioral Science elective if either Economics course is used in the Fundamental General Education Core.

‡ Select another General Education Elective if either Humanities course is used in the Fundamental General Education Core.

INTERDISCIPLINARY CORE (24 HOURS)*

Required (4 hours)

IDST 300 - Introduction to Interdisciplinary Studies (4)

Electives (20 hours):

Choose five courses from the following, but from no more than three different cognate areas:

Communication:

COMM 320 - Business and Professional Communication (4)

COMM 360 - Introduction to Creative Writing (4)

GRPH 210 - Fundamentals of Graphic Design (4)

ORGC 321 - Organizational Communication (4)

Humanities:

HUMN 318 - World Religions (4)

HUMN 345 - Philosophy of Science (4)

Mathematics:

MATH 210 - Finite Mathematics (4)

MATH 220 - Business Calculus (4)

Social Sciences:

PSYC 204 - Principles of Motivation (4)

PSYC 310 - The Psychology of Personal Development (4)

SOCL 310 - Diversity in Society (4)

SOCL 335 - Applied Research Methods (4)

*Upper division courses listed above may be taken to meet appropriate focus area requirements if the credits have not been applied to meet interdisciplinary core requirements or if the credits are appropriate for the chosen focus area(s).

UNIVERSITY ELECTIVES (14 HOURS)

Any undergraduate courses offered by the University except developmental education courses.

FOCUS AREAS (32 HOURS)

Communication Arts Focus Area (16 hours):

Choose 4 courses from the following (Please note: No fewer than 4 credit hours must be at the 400 level):

COMM 315 - Communication Ethics (4)

COMM 460 - Advanced Creative Writing (4)

GRPH 310 - Advanced Graphic Design (4)

MIS 320 - Technical Communication (4)

ORGC 335 - Communication in Groups and Teams (4)

ORGC 400 - Intercultural Communication (4)

ORGC 460 - Strategic Communication (4)

PBRL 325* - Public Relations (4)

PBRL 350* - Media Research and Writing (4)

PBRL 450 - Rhetoric and Social Influence (4)

*Students taking PBRL 325 or PBRL 350 must also take Marketing (MKTG 300). This will reduce the number of University Electives in the program.

Social Science Focus Area (16 hours):

Choose 4 courses from the following (Please note: No fewer than 4 credit hours must be at the 400 level):

PSYC 315 - Applied Psychology: Theory to Practice (4)

PSYC 325 - Coaching in Organizations (4)

PSYC 420 - Assessment and Intervention in Organizations (4)

SOCL 345 - Sociology of Work and Organizations (4)

SOCL 400 - Social Justice (4)

CAPSTONE (4 HOURS)

All Interdisciplinary Studies students must complete the capstone course:

IDST 495 - Interdisciplinary Studies Capstone (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Management Major

Program Chair, Mary Ann Short, Ph.D.

Curriculum Development Team:

Mary Ann Short, Ph.D.

Timothy F. Reymann, Ph.D., Lead Faculty

Ross Wirth, Ph.D., Lead Faculty

Gary Stroud, Ph.D., Lead Faculty

Wenxia Wu, Ph.D., Instructional Designer

Lou Anne Manning, Ed.D., Instructional Designer

Advisory Board (listed on page 273)

Franklin University's Management Major is designed to meet the diverse needs of the 21st century manager by providing a solid theoretical foundation and in-depth exploration of the managerial competencies including: planning, leading, organizing and controlling. Today's effective manager balances organizational and employee needs, while tomorrow's manager also looks to transform their environments. The Management Major applies performance improvement concepts, systems thinking, and organizational theory in an application-based program. Graduates of the Management Major will develop a conceptual understanding of how people, groups and organizations interact to achieve organizational effectiveness.

The goals of the Management Major are to enable graduates to:

- develop a personal framework/theory for managing others
- apply management theories to explain individual, group and organizational behavior
- apply organizational theories to address organizational effectiveness

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major area, and each major area course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

Business Principles (BSAD 110) is a Business Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

BACHELOR OF SCIENCE (B.S.) MANAGEMENT (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 320 - Business and Professional Communication (4)
COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communications (4) OR
COMM 150 - Interpersonal Communication (4)
General Education Electives (2)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
 ACCT 225 - Managerial Accounting (4)
 BSAD 220 - Business Law (4)
 BSAD 312 - Management Theory and Practices (4)
 ECON 210 - Introduction to Microeconomics (4)
 FINA 301 - Principles of Finance (4)
 MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA or M.S. Marketing & Communication courses can be substituted. Contact your SSA for information concerning the Joint BS/MBA or BS/MCM Programs of Study and graduate admission requirements.

MAJOR AREA (28 HOURS)**Required (24 hours)**

MGMT 300 - Human Resources Management (4)
 MGMT 320 - Decision Making and Problem Solving (4)
 MGMT 325 - Organizational Behavior (4)
 MGMT 352 - Management and Leadership: A Continuum (4)
 MGMT 435 - Evolution of Management (4)
 MGMT 495 - Management Capstone (4)

Major Area Elective (4 hours)

Students may select 4 hours from University courses determined by their advisor that correspond with the following topics:

- strategy and tactics
- small group behavior and team building
- advanced psychology
- advanced communications
- corporate culture and diversity
- developing people and self development

OR

Select 4 hours from the following:

AMGT 420 - Principles of Organizational Development (4)
 AMGT 425 - Managing Change (4)
 BSAD 460 - Business Ethics for Leaders (4)
 MGMT 310 - Process Management Applications (4)
 MGMT 410 - Management Internship (1-4)
 MGMT 476 - Global Business Issues (4)
 MIS 200 - Management Information Systems (4)
 ORGC 321 - Organizational Communication (4)
 OLM 435 - Perspectives on Leadership (4)
 OLM 470 - Leadership: Philosophies for Leading (4)
 PSYC 325 - Coaching in Organizations (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Management Information Sciences Major

Program Chair, Bradley Watson, Ph.D.

Curriculum Development Team:

Bradley Watson, Ph.D.

Esmail Bonakdarian, Ph.D., Lead Faculty

Jane Sieberth, M.A., Lead Faculty

William H. Hochstettler, Ph.D., Lead Faculty

Robert L. Wood, Ed.D., Instructional Designer

Advisory Board (listed on page 273)

A tremendous need exists for technical experts with the ability to develop, implement and manage computer information systems. In recent years, however, the growing need to find new ways to develop and manage information has given rise to activities that embrace elements of both computer science and management science. Although closely related, these elements are distinct. The emerging discipline has come to be known as Management Information Sciences (MIS).

The focus of the bachelor of science degree in Management Information Sciences is at the intersection of management and technology. A distinguishing feature of this major is its integrated approach to technical, organizational and systems elements within the curricula that will enable future managers and technical specialists to work effectively within organizations.

The goal of the major is to create a new breed of analysts/managers who can lead their companies in global markets through the effective and strategic use of technology. The Management Information Sciences Major was developed with the conviction that for all firms in all future markets, sustainable competitive advantage will be built upon a technological foundation. Whether an entrepreneurial venture or a global giant, primarily service-based or manufacturing, software-oriented or capital intensive, high-tech or low, the firms that lead in global markets are those that build competitive strength around the merger of technological and business competencies.

The Management Information Sciences Major prepares students to analyze, design, develop, implement, coordinate and control computerized information systems. Graduates of the Management Information Sciences Major will:

- have the communication skills to develop text and speech, which are rhetorically appropriate for a range of purposes and audiences
- demonstrate the ability to interpret and use numerical information and mathematical manipulation in problem solving
- demonstrate critical thinking, analytical and problem-solving skills to resolve information systems issues
- be able to manage an information system project by employing appropriate theories, methodologies, techniques and tools to capitalize on process improvement opportunities
- demonstrate the ability to work in teams to accomplish a common goal

The Management Information Sciences graduate will be a well-rounded business professional, communicator, problem-finder/solver and technologist. The graduate will be prepared for careers such as a systems analyst, application developer, computer support specialist, and eventually as a consultant, project manager or information systems manager.

The Management Information Sciences Major includes course offerings which reflect the recommendations of computing professional societies such as the Association of Computing Machinery (ACM), Association of Information Technology Professionals (AITP) and the Industry Advising Board. These courses are constantly updated to meet the relevant needs of the rapidly evolving information systems development industry. The MIS sequence emphasizes the application of computer technologies and information management methods to analyze, design and implement business applications and systems for both enterprise and work-group systems.

The student in the Management Information Sciences Major may be required to purchase hardware and/or software with capabilities higher than the standard University technology requirements. There will be software requirements beyond the standard Microsoft Office software that will be used in multiple courses to perform functions such as website development and business process documentation. Students should check the Technology Requirements for Management Information Sciences section of the Academic Bulletin and/or the Course Schedule to ensure they have, and are familiar with, the requisite hardware and software.

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum of 2.25 GPA is required in the major area and each major area course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

Business Principles (BSAD 110) is a MIS Professional Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations.

BACHELOR OF SCIENCE (B.S.) MANAGEMENT INFORMATION SCIENCES (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)*
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

*It is recommended that MATH 160 - College Algebra be taken to fulfill the Mathematics requirement because it is a prerequisite for several courses in this curriculum.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 320 - Business and Professional Communication (4)
HUMN 305 - Global Issues (4)
MATH 180 - Applied Calculus (4)
MATH 210 - Finite Mathematics (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4) OR
COMM 150 - Interpersonal Communication (4)
Social and Behavioral Science Elective (4)

PREREQUISITE COMPETENCIES (3 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 107 - Introduction to Web Authoring (1)
COMP 108 - Introduction to Databases (1)

MIS PROFESSIONAL CORE (24 HOURS)

ACCT 215 - Financial Accounting (4)
BSAD 312 - Management Theory and Practices (4)
COMP 111 - Introduction to Computer Science & Object-Oriented Programming (4)
MATH 380 - Probability and Statistics (4)

MGMT 300 - Human Resources Management (4) OR
MKTG 300 - Marketing (4)
WEBD 234 - Web Design and Implementation (4)

UNIVERSITY ELECTIVES (7 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your SSA for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (40 HOURS)

Required (36 hours)
COMP 121 - Object-Oriented Data Structures & Algorithms I (4)
COMP 281 - Database Management Systems (4)
MIS 310 - Information Systems Architecture and Technology (4)
MIS 320 - Technical Communication (4)
MIS 330 - Systems Integration Concepts and Practices (4)
MIS 360 - Enterprise-wide Electronic Commerce (4)
MIS 400 - Systems Analysis and Design (4)
MIS 478 - Quantitative Methods and Analysis (4)
MIS 495 - Management Information Sciences Capstone (4)

Major Area Elective (4 hours)
Select 4 hours from the following:
COMP 325 - Human Computer Interaction (4)
ITEC 430 - Information Technology Project Management (4)
MIS 410 - Management Information Sciences Internship (1-4)
MIS 480 - Special Topics in Management Information Sciences (1-4)
MIS 484 - Information Systems Security (4)
MIS 499 - Independent Studies in Management Information Sciences (1-4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Marketing Major

Program Chair, Bruce Ramsey, M.S.C., MBA

Assistant Program Chair, Douglas K. Ross, Ph.D.

Curriculum Development Team:

R. Bruce Ramsey, M.B.A.

Douglas K. Ross, Ph.D.

Barbara Fennema, Ed.D., Instructional Designer

Advisory Board (listed on page 273)

Marketing is more than selling or advertising; marketing affects almost every aspect of our daily lives. Nearly one-third of all workers in the United States perform marketing functions. The marketing field offers a variety of interesting, challenging and rewarding careers, and opportunities for trained, qualified people are increasing.

Students in Franklin University's Marketing Major acquire knowledge of the field and have the opportunity to choose from a variety of courses in business, social and behavioral sciences, humanities, communication and technology. Students participate in a number of activities that parallel current business practices. The major emphasizes the development and application of creativity, communication and analytical skills to address organizational challenges.

The Marketing Major curriculum is designed to ensure that graduates will be able to:

- demonstrate appropriate use of marketing research methods including assessment of information needs, data collection, analysis and interpretation
- demonstrate knowledge of generally accepted terms and concepts of the marketing profession
- demonstrate an understanding of the foundational consumer behavior constructs and the effect of message on product image and the purchase decision process
- working in teams, demonstrate the ability to manipulate the variables of the marketing mix to produce a marketing plan appropriate to accomplishing an organization's goals
- demonstrate effective written and oral communication skills consistent with the marketing profession

The Academic Minors listed below are intended as a guide to selecting electives that will help the student advance in his or her chosen career. Students are encouraged to consider one of these as a minor.

eMarketing

- Introduction to Web Authoring
- Internet Marketing
- E-Commerce
- Fundamentals of Graphic Design
- Graphic Editing Software

Public Relations

- Public Relations
- Media and Crisis Communication
- Public Relations and Promotional Strategy

Students are encouraged to participate in career-relevant internships with businesses, government agencies and not-for-profit organizations. These positions provide professional training and work experience and can result in full-time employment. University personnel can help students identify and select internship opportunities.

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major, and each major course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

Business Principles (BSAD 110) is a Business Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

BACHELOR OF SCIENCE (B.S.) MARKETING (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 320 - Business and Professional Communication (4)
 COMP 106 - Introduction to Spreadsheets (1)
 COMP 108 - Introduction to Databases (1)
 ECON 220* - Introduction to Macroeconomics (4)
 HUMN 305 - Global Issues (4)
 MATH 215** - Statistical Concepts (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4) OR
 COMM 150 - Interpersonal Communication (4)
 General Education Electives (2)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
 ACCT 225 - Managerial Accounting (4)
 BSAD 220 - Business Law (4)
 BSAD 312 - Management Theory and Practices (4)
 ECON 210 - Introduction to Microeconomics (4)
 FINA 301 - Principles of Finance (4)
 MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific M.S. Marketing & Communication courses can be substituted. Contact your SSA for information concerning the Joint B.S./M.S. Marketing & Communication Programs of Study and graduate admission requirements.

MAJOR AREA (28 HOURS)**Required (16 hours)**

MKTG 320 - Advertising (4)
 MKTG 330 - Marketing Behavior (4)
 MKTG 332 - Marketing Research (4)
 MKTG 495 - Integrated Marketing (4)

Major Area Electives (12 hours)

Select 12 hours from the following:

EMKT 340 - Internet Marketing (4)
 EMKT 460 - E-Commerce (4)
 MKTG 350 - Persuasive Strategies: Influencing Business & Consumer Decisions (4)
 MKTG 410 - Marketing Internship (1-4)
 MKTG 430 - Relationship Marketing (4)
 MKTG 450 - Global Marketing (4)
 MKTG 480 - Special Topics in Marketing (1-4)
 PBRL 325 - Public Relations (4)
 PBRL 425 - Media and Crisis Communication (4)
 PBRL 445 - Public Relations and Promotional Strategy (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Operations & Supply Chain Management Major

Program Chair, Brian Gregory, Ph.D.

Curriculum Development Team:

Brian Gregory, Ph.D.

Alper Camci, Ph.D., Lead Faculty

Barbara Fennema, Ed.D., Instructional Designer

Advisory Board (listed on page 274)

The new millennium brought new challenges. Companies face increasing pressure from globalization, environmental and climate changes, and natural and manmade disasters. While globalization can provide benefits such as lower cost, it also creates many issues involving quality, manufacturing, service, transportation, warehousing, purchasing, packaging and inventory. Environmental and climate changes force companies to reconsider their entire business operations, and disaster preparedness of operations emerges as an important advantage for the business' sustainability. Companies are recruiting individuals with an educational background in Operations & Supply Chain Management to address these challenges. These managers need not only to be familiar with all facets of the companies' operations, but also well-versed in supply chain theory and principles in order to set up manufacturing or service operations in other countries and resolve complications arising from international shipping. Operations & Supply Chain managers will be crucial to an organization's ability to supply its customers with the best possible products and services at the best cost and in the best possible time.

Successful completion of the Operations & Supply Chain Management program at Franklin University will entitle the student to a Bachelor of Science degree specializing in Operations and Supply Chain management.

The program consists of courses that will focus on operations and supply chain management's theory and principles. The courses will concentrate on the following disciplines:

- Operations Management;
- Quality Management;
- Supply Chain Management;
- Transportation and Logistics Management;
- Purchasing and Inventory Management;
- Integrated Project Management;
- Operations & Supply Chain Management Capstone;

The final capstone course in the program will challenge the students to apply the skills they have learned in prior classes to real-world applications. Graduates of the Operations & Supply Chain Management major will be proficient in the following disciplines:

- Operations Management - the student will demonstrate knowledge of operations management principles as they learn new ways to implement "Green" policies in manufacturing and service industries.
- Quality - the student will demonstrate the ability to apply quality theory and practice in both a global and local environment.
- Supply Chain Management - the student will demonstrate the ability to apply supply chain concepts to accommodate the affects of globalization.
- Transportation and Logistics Management - the student will demonstrate knowledge of transportation and logistics for shipping products locally and internationally. In addition, the student will demonstrate the ability to provide "Quick Response" plans for aid relief in the event of natural and non-natural disasters. The student will demonstrate the ability to reduce fuel costs by optimizing the transportation system.
- Purchasing and Inventory Management - the student will apply purchasing and inventory management concepts to control inventory and reduce cost. In addition, the student will demonstrate the ability to apply "Green" policies to incoming and outgoing material.
- The student will demonstrate the ability to apply operations and supply chain management concepts to real world applications. The student will show expertise on globalization and its effects on the supply chain. The ability to design "Quick Response" plans to handle natural and non-natural disasters will be demonstrated. Finally, the student will show expertise in applying "Green" policies to all facets of the operations and supply chain.

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major and each major course must be completed with a grade of "C" or higher to count toward degree requirements.

If needed, English, reading, and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

Business Principles (BSAD 110) is a Business Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

BACHELOR OF SCIENCE (B.S.) OPERATIONS & SUPPLY CHAIN MANAGEMENT (126 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)

Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
 COMP 108 - Introduction to Databases (1)
 ECON 220* - Introduction to Macroeconomics (4)
 HUMN 211 - Introduction to Ethical Analysis and Reasoning (2)
 HUMN 305 - Global Issues (4)
 MATH 210 - Finite Mathematics (4)
 MATH 215** - Statistical Concepts (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4) OR
 COMM 150 - Interpersonal Communication (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
 ACCT 225 - Managerial Accounting (4)
 BSAD 220 - Business Law (4)
 BSAD 312 - Management Theory and Practices (4)
 ECON 210 - Introduction to Microeconomics (4)
 FINA 301 - Principles of Finance (4)
 MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (8 HOURS)*

Any courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA can be substituted. Contact your SSA for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (40 HOURS)

AMGT 390 - Project Management (4)
 BSAD 320 - Decision Making and Problem Solving (4)
 OSCM 378 - Foundations of Quantitative Analysis (4)
 OSCM 390 - Operations Management (4)
 OSCM 440 - Quality Management (4)
 OSCM 450 - Supply Chain Management (4)
 OSCM 455 - Transportation and Logistics Management (4)
 OSCM 458 - Purchasing and Inventory Management (4)
 OSCM 491 - Integrated Project Management (4)
 OSCM 495 - Operations and Supply Chain Management Capstone (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Organizational Communication Major

Program Chair, Brenda Jones, Ph.D.

Curriculum Development Team:

Brenda Jones, Ph.D.

Michael W. Posey, Ph.D., Lead Faculty

Dawn Snyder, Ph.D., Instructional Designer

Niccole Chandler, Ph.D., Instructional Designer

Advisory Board (listed on page 274)

The program emphasizes communication theories, strategies, and tactics essential to the success of corporate, industrial, healthcare, private, public, and nonprofit organizational contexts. Program graduates should be able to identify, structure, and manage the internal and external communication needs of for-profit and not-for-profit organizations. As such, graduates will demonstrate the following:

- application of ethical reasoning to professional communications
- grasp of communication processes, organizational systems, and the dynamics of leadership and groups
- application of the forms of effective communication
- grasp of human behavior in an organizational culture

Careers for which this program will prepare students include communications, organizational consulting, management, training and development, and corporate/ technical writing.

Proficiency in oral and written communication is essential for participants in the program.

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major, and each major course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

Business Principles (BSAD 110) is a Professional Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement

BACHELOR OF SCIENCE (B.S.) ORGANIZATIONAL COMMUNICATION (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 107 - Introduction to Web Authoring (1)
HUMN 210 - Introduction to Logic and Critical Thinking Skills (2)
HUMN 305 - Global Issues (4)
MATH 215* - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
PSYC 110** - General Psychology (4)
SOCL 110** - Introduction to Sociology (4)
SPCH 100 - Speech Communication (4)

*Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

**Select another Social Science elective if either PSYC 110 or SOCL 110 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (24 HOURS)

BSAD 312 - Management Theory and Practices (4)
 COMM 150 - Interpersonal Communication (4)
 COMM 315 - Communication Ethics (4)
 COMM 320 - Business and Professional Communication (4)
 MKTG 300 - Marketing (4)
 PSYC 204 - Principles of Motivation (4)

UNIVERSITY ELECTIVES (22 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific M.S. Marketing & Communication courses can be substituted. Contact your SSA for information concerning the Joint B.S./M.S. Marketing & Communication Programs of Study and graduate admission requirements.

MAJOR AREA COURSES (28 HOURS)

Required (24 hours)

ORGC 321 - Organizational Communication (4)
 ORGC 335 - Communication in Groups and Teams (4)
 ORGC 345 - Interactive Communication and Research (4)
 ORGC 400 - Intercultural Communication (4)
 ORGC 460 - Strategic Communication (4)
 ORGC 495 - Organizational Communication Capstone (4)

Major Area Elective (4 hours)

Select 4 hours from the following:

HRM 300 - Human Resources Management (4)
 HUMN 341 - Popular Culture (4)
 MKTG 332 - Marketing Research (4)
 MKTG 430 - Relationship Marketing (4)
 MKTG 450 - Global Marketing (4)
 MIS 320 - Technical Communication (4)
 ORGC 410 - Organizational Communication Internship (1-4)
 ORGC 480 - Special Topics in Organizational Communication (4)
 ORGC 499 - Independent Studies in Organizational Communication (1-4)
 PBRL 425 - Crisis and Media Communication (4)
 PBRL 450 - Rhetoric and Social Influence (4)
 PSYC 325 - Coaching in Organizations (4)
 SOCL 345 - Sociology of Work and Organizations (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Organizational Leadership Major

Program Chair, Mary Ann Short, Ph.D.

Curriculum Development Team:

Mary Ann Short, Ph.D.

Timothy F. Reymann, Ph.D., Lead Faculty

Wenxia Wu, Ph.D., Instructional Designer

Lou Anne Manning, Ed.D., Instructional Designer

Advisory Board (listed on page 273)

Franklin University's Organizational Leadership Major was developed around contemporary themes important to the evolving organization: human behavior, work group processes, organizational culture and leadership. The focus is on those principles and concepts which have been identified as critical for success in the business, government and service sectors.

Effective leaders will transform organizations through communicating their intent, developing a leader/follower relationship and supporting the mentoring of others. The Organizational Leadership Major applies organizational concepts to critical issues of today through the use of new methods and new thoughts. Leaders of tomorrow will need to develop abilities that generate an arena of trust, respect and encouragement. These skills are developed in the application-based courses and projects. Graduates of the Organizational Leadership Major will have the ability to adapt their leadership to a variety of situations and environments. Graduates will have developed a conceptual understanding of the organization, the industry, themselves and of the unified efforts of the people.

The purpose of the Organizational Leadership Major is to prepare graduates to serve in a broad range of leadership positions in a variety of organizations in both public and private sectors. The goals of the Organizational Leadership Major are to enable graduates to:

- develop a personal theory/approach of leadership based on the statement: leaders know themselves, leaders know their profession, and leaders know their people
- compare and contrast the nuances between leadership and management behaviors and approaches
- experience uncertainty, not by creating certainty, but by expanding your sphere of interest
- evaluate the impact and importance of leadership applied in a variety of settings

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. Students seeking their associate's degree must earn at least 30 credit hours overall in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum of 2.25 GPA is required in the major for students enrolled in either the associate's or bachelor's degree programs, and each major course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them before enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

Business Principles (BSAD 110) is a Business Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

ASSOCIATE OF SCIENCE (A.S.) ORGANIZATIONAL LEADERSHIP (64 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)

Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (16 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
 COMP 108 - Introduction to Databases (1)
 ECON 220* - Introduction to Macroeconomics (4)
 HUMN 305 - Global Issues (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4) OR
 COMM 150 - Interpersonal Communication (4)

*Select another Social Science Elective if ECON 220 is used in the Fundamental General Education Core.

BUSINESS CORE (12 HOURS)

ACCT 215 - Financial Accounting (4)
 BSAD 220 - Business Law (4)
 BSAD 312 - Management Theory and Practices (4)

MAJOR AREA (12 HOURS)**Required (8 hours)**

OLM 352 - Management and Leadership: A Continuum (4)
 OLM 435 - Perspectives on Leadership (4)

Major Area Elective (4 hours)

Students may select 4 hours from University courses determined by their advisor that correspond with the following topics to fulfill the elective needs of the major:

- strategy and tactics
- small group behavior and team building
- advanced psychology
- advanced communications
- corporate culture and diversity
- negotiating
- business ethics
- developing people and self-development

OR

Select 4 hours from the following:

BSAD 325 - Organizational Behavior (4)
 BSAD 460 - Business Ethics for Leaders (4)
 BSAD 476 - Global Business Issues (4)
 MGMT 435 - Evolution of Management (4)
 OLM 470 - Leadership: Philosophies for Leading (4)
 PSYC 325 - Coaching in Organizations (4)

The following two courses will be offered as Leadership major electives as determined by the Program Chair:

OLM 480 - Leadership: Special Topics (1-4)
 OLM 499 - Independent Studies in Organizational Leadership (1-4)

**BACHELOR OF SCIENCE (B.S.)
ORGANIZATIONAL LEADERSHIP (124 SEMESTER HOURS)****FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)**

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
 Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
 Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
 Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
 Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
 Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 320 - Business and Professional Communication (4)
 COMP 106 - Introduction to Spreadsheets (1)
 COMP 108 - Introduction to Databases (1)
 ECON 220* - Introduction to Macroeconomics (4)
 HUMN 305 - Global Issues (4)
 MATH 215** - Statistical Concepts (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4) OR
 COMM 150 - Interpersonal Communication (4)
 General Education Electives (2)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
 ACCT 225 - Managerial Accounting (4)
 BSAD 220 - Business Law (4)
 BSAD 312 - Management Theory and Practices (4)
 ECON 210 - Introduction to Microeconomics (4)
 FINA 301 - Principles of Finance (4)
 MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your SSA for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (28 HOURS)**Required (20 hours)**

BSAD 325 - Organizational Behavior (4)
 OLM 352 - Management and Leadership: A Continuum (4)
 OLM 435 - Perspectives on Leadership (4)
 OLM 470 - Leadership: Philosophies for Leading (4)
 OLM 495 - Leadership: Capstone (4)

Major Area Electives (8 hours)

Students may select 8 hours from University courses determined by their advisor that correspond with the following topics to fulfill the elective needs of the major:

- strategy and tactics
- small group behavior and team building
- advanced psychology
- advanced communications
- corporate culture and diversity
- business ethics
- developing people and self-development

OR

Select 8 hours from the following:

BSAD 320 - Decision Making and Problem Solving (4)
 BSAD 460 - Business Ethics for Leaders (4)
 BSAD 476 - Global Business Issues (4)
 MGMT 435 - Evolution of Management (4)
 ORGC 321 - Organizational Communication (4)
 PSYC 325 - Coaching in Organizations (4)

The following two courses will be offered as Leadership major electives as determined by the Program Chair:

OLM 480 - Leadership: Special Topics (1-4)
 OLM 499 - Independent Studies in Organizational Leadership (1-4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Public Relations Major

Program Chair, Michael W. Posey, Ph.D.

Curriculum Development Team:

Michael W. Posey, Ph.D.

Brenda Jones, Ph.D., Lead Faculty

Dawn Snyder, Ph.D., Instructional Designer

Niccole Chandler, Ph.D., Instructional Designer

Advisory Board (listed on page 274)

The Public Relations Major is a dynamic program designed to prepare students to become effective public relations professionals within interdisciplinary and diverse environments. The major is designed to provide a solid foundation of knowledge about the public relations industry as well as develop the skill sets specific to today's public relations professionals. Emphasis is placed on four central areas of the profession - relationship building, advocacy, ethics, and communication.

Among other things, students in this major will apply their knowledge of public relations in developing PR campaigns, managing media relations, developing image and identity, and improving the effectiveness of external communications in a variety of settings. Students will learn to write for a variety of media and will utilize the latest technology to conduct their public relations efforts. Students will develop a portfolio of public relations experiences as well as have the opportunity to participate in project-based internships to gain practical experience in the field.

The program outcomes for the Franklin University Public Relations Major mirror the professional competencies and standards of the Public Relations Society of America. Specifically, graduates will do the following:

- acquire the knowledge and skills necessary to be an effective public relations professional
- demonstrate the ability to integrate and apply conceptual and technical competencies within public relations contexts
- apply appropriate communication skills to systematically address public relations issues within a societal, cultural, and environmental context
- acquire practical, real-life experience within a public relations context

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major and each major course must be completed with a grade of "C" or higher to count toward degree requirements.

If needed, English, reading, and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

Business Principles (BSAD 110) is a Professional Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

All students are required to pass College Writing (COMM 120), Interpersonal Communication (COMM 150), Learning Strategies (PF 321) and Speech Communication (SPCH 100) prior to enrolling in any course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students also must meet the University algebra competency requirement.

BACHELOR OF SCIENCE (B.S.) PUBLIC RELATIONS (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)

Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)

COMP 107 - Introduction to Web Authoring (1)

HUMN 210 - Introduction to Logic and Critical Thinking Skills (2)

HUMN 305 - Global Issues (4)

MATH 215* - Statistical Concepts (4)

PF 321 - Learning Strategies (2)

PSYC 110** - General Psychology (4)

SOCL 110** - Introduction to Sociology (4)

SPCH 100 - Speech Communication (4)

*Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

**Select another Social Science elective if either PSYC 110 or SOCL 110 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (24 HOURS)

BSAD 312 - Management Theory and Practices (4)
 COMM 150 - Interpersonal Communication (4)
 COMM 315 - Communication Ethics (4)
 COMM 320 - Business & Professional Communication (4)
 MKTG 300 - Marketing (4)
 PSYC 204 - Principles of Motivation (4)

UNIVERSITY ELECTIVES (22 HOURS)*

Any courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific M.S. Marketing & Communication courses can be substituted. Contact your SSA for information concerning the Joint BS/M.S. Marketing & Communication Programs of Study and graduate admission requirements.

MAJOR AREA (28 HOURS)

Required (24 hours)

PBRL 325 - Public Relations (4)
 PBRL 350 - Media Research and Writing (4)
 PBRL 425 - Crisis and Media Communication (4)
 PBRL 445 - Public Relations and Promotional Strategy (4)
 PBRL 450 - Rhetoric and Social Influence (4)
 PBRL 495 - Public Relations Capstone (4)

Major Area Elective (4 hours)

Select 4 hours from the following:

MIS 320 - Technical Communication (4)
 MKTG 350 - Persuasive Strategies: Influencing Business and Consumer Decisions (4)
 MKTG 430 - Relationship Marketing (4)
 ORGC 321 - Organizational Communication (4)
 ORGC 335 - Communication in Groups and Teams (4)
 ORGC 460 - Strategic Communication (4)
 PBRL 410 - Public Relations Internship (1-4)
 PBRL 480 - Special Topics In Public Relations (4)
 PBRL 499 - Independent Studies In Public Relations (1-4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Public Safety Management Major

Program Chair, John R. Carruthers, Ph.D.

Curriculum Development Team:

John Carruthers, Ph.D.

Lewis Chongwony, Ph.D., Instructional Designer

Advisory Boards (listed on page 274-275)

Efficient and effective public safety agencies continue to be the cornerstone of every community. As in all professions, standards have been raised. Former blue collar public safety officials are being replaced by individuals with both experience and education. Many communities and states are establishing new standards for the leaders and managers of public safety agencies. In today's world, public safety agencies emphasize decision-making and fiscal responsibility with quality service that equals those in the private sector. The public safety leader of the 21st century will be expected to represent his or her agency professionally with the highest degree of fiscal accountability.

The major integrates courses in business administration, communication and leadership to provide the student with the background necessary for upward mobility within their organizational structures of a public safety agency. Graduates of the Public Safety Management Major will:

- apply principles of basic accounting, fiscal management and budgeting appropriate to a public safety agency
- compare and contrast the similarities and differences between the roles of managers and leaders in a public safety agency
- apply basic management skills of planning, organizing, staffing, directing, coordinating, managing change, and decision making within a public safety agency
- apply critical thinking, reasoning and analytical skills required for ethical decision-making and problem solving in a public safety agency
- apply appropriate ethical principles, laws, and human relations skills to all facets of operation in a public safety agency
- demonstrate the ability to make optimal use of available resources to successfully design and manage projects in a public safety agency

ADMISSION CRITERIA

Public Safety Management is a completion major designed to complement the existing technical skills of an individual to include general knowledge, communication skills and application of business and leadership practices. The major will accept students who have the equivalent of an associate's degree, including 24 semester credit hours (36 quarter credit hours) of courses in a defined technical discipline that has a public safety mission, from an accredited institution or professional certification from an approved public safety training academy. The 24 semester hours of instruction must be approved by the Public Safety Management Program Chair.

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University to be eligible for a degree. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major area and each major area course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

BACHELOR OF SCIENCE (B.S.) PUBLIC SAFETY MANAGEMENT (124 SEMESTER HOURS)

Students entering the major with an Associate of Applied Science (A.A.S.) or technical training and other college credit must satisfy General Education requirements listed below for a total of 50 hours in General Education.

TECHNICAL CREDIT

Students with Associate of Applied Science (A.A.S.) degrees in Law Enforcement, Criminal Justice, Fire Safety, Emergency Medical Services, Corrections or other Public Safety related fields will satisfy the Technical and some of the General Education requirements of the Bachelor of Science degree major in Public Safety Management at Franklin University. Students without an A.A.S. degree must satisfy the Technical and all of the General Education requirements listed below.

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 320 - Business and Professional Communication (4)

COMP 106 - Introduction to Spreadsheets (1)

COMP 108 - Introduction to Databases (1)

ECON 210* - Introduction to Microeconomics (4) OR

ECON 220* - Introduction to Macroeconomics (4)

HUMN 305 - Global Issues (4)

MATH 215** - Statistical Concepts (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4) OR

COMM 150 - Interpersonal Communication (4)

General Education Electives (2)

*Select another Social Science elective if either Economics course is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (16 HOURS)

BSAD 312 - Management Theory and Practices (4)

PSMT 225 - Introduction to Public Safety Management (4)

PSYC 310 - The Psychology of Personal Development (4)

SOCL 110 - Introduction to Sociology (4)

UNIVERSITY ELECTIVES (14 HOURS)

Any undergraduate courses offered by the University except developmental education courses.

PUBLIC SAFETY TECHNICAL AREA (24 HOURS)

24 credit hours in a public safety related discipline from transfer credit.

MAJOR AREA (20 HOURS)

PSMT 315 - Contemporary Issues in Public Safety Management (4)

PSMT 335 - Emergency Management and Homeland Security (4)

PSMT 420 - Public Sector Finance and Budgeting (4)

PSMT 440 - Administrative Law (4)

PSMT 495 - Public Safety Management Capstone (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Safety, Security & Emergency Management Major

Program Chair, John Carruthers, Ph. D.

Curriculum Development Team:

John Carruthers, Ph.D.

Lewis Chongwony, Ph.D., Instructional Designer

The major in Safety, Security & Emergency Management (SEMT) is a traditional degree program that will prepare students for movement into positions of increased leadership and management responsibility in a variety of public safety related fields. The traditional nature of the SEMT Major (no technical credit required for entry into the program) opens the area of study to a wider population of potential students. The SEMT major integrates courses in management and leadership to provide students with the educational background necessary for successful leadership in agencies that deal with public safety, security and emergency management in the 21st Century.

The educational objectives of the Safety, Security & Emergency Management Major are to enable graduates to:

- Apply principles of basic accounting, fiscal management, and budgeting appropriate to safety, security, or emergency management agencies
- Compare and contrast the similarities and differences between the roles of managers and leaders in safety, security, or emergency management agencies
- Apply basic management skills of planning, organizing, staffing, directing, coordinating, managing change, and decision making within safety, security, or emergency management agencies
- Apply critical thinking, reasoning, and analytical skills required for ethical decision making and problem solving in safety, security, or emergency management agencies
- Apply appropriate ethical principles, laws, and human relations skills to all applicable areas of operations in safety, security, or emergency management agencies
- Demonstrate the ability to make optimal use of available resources to successfully design and manage projects in safety, security, or emergency management agencies
- Apply appropriate federal laws, regulations, and guidelines regarding emergency management and homeland security to local safety, security, or emergency management agencies

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. Students seeking an associate's degree must earn at least 30 credit hours overall in residence at Franklin University. For other residency requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major for students enrolled in either the associate's or bachelor's degree programs, and each major course must be completed with a grade of "C" or better to count toward degree requirements.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations. Students must also meet the University algebra competency requirement.

BACHELOR OF SCIENCE (B.S.) SAFETY, SECURITY & EMERGENCY MANAGEMENT (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 320 - Business and Professional Communication (4)
COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)

ECON 210* - Introduction to Microeconomics (4) OR
 ECON 220* - Introduction to Macroeconomics (4)
 HUMN 305 - Global Issues (4)
 MATH 215** - Statistical Concepts (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4) OR
 COMM 150 - Interpersonal Communication (4)
 General Education Electives (2)

*Select another Social Science elective if either Economics course is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (16 HOURS)

BSAD 312 - Management Theory and Practices (4)
 PSMT 225 - Introduction to Public Safety Management (4)
 PSYC 310 - The Psychology of Personal Development (4)
 SOCL 110 - Introduction to Sociology (4)

UNIVERSITY ELECTIVES (22 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your SSA for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (36 HOURS)

Required (28 hours)

PSMT 335 - Emergency Management and Homeland Security (4)
 PSMT 420 - Public Sector Finance and Budgeting (4)
 PSMT 440 - Administrative Law (4)
 SEMT 322 - Ethics and Leadership in Safety, Security, and
 Emergency Management Agencies (4)
 SEMT 326 - Safety and Security Management (4)
 SEMT 424 - Labor Relations and Public Sector Bargaining (4)
 SEMT 495 - Safety, Security & Emergency Management Capstone (4)

Major Area Electives (8 hours)

Select 8 hours from the following:

PSMT 315 - Contemporary Issues in Public Safety Management (4)
 SEMT 328 - Emergency Management Theory and Practice (4)
 SEMT 410 - Safety, Security & Emergency Management Internship (1-4)
 SEMT 432 - Homeland Security - Theory and Practice at the Local Level (4)
 SEMT 436 - Risk Management and Threat Assessment (4)
 SEMT 438 - Safety and Security Planning (4)
 SEMT 480 - Special Topics in Safety, Security & Emergency Management (1-4)
 SEMT 499 - Independent Studies in Safety, Security & Emergency Management (1-4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."

Web Development Major

Program Chair, William H. Hochstettler III, Ph.D.

Curriculum Development Team:

William H. Hochstettler, Ph.D.

R. Bruce Ramsey, M.B.A., Lead Faculty

Bradley Watson, Ph.D., Lead Faculty

Jane Sieberth, M.A., Lead Faculty

Advisory Board (listed on page 275)

Web Development is an innovative and interdisciplinary major. With the explosive growth of the Internet and electronic commerce, successful businesses are increasingly employing the Internet and related electronic commerce technologies. These business initiatives require graduates who understand current and future trends in electronic commerce and are prepared to manage the analysis, design, implementation, marketing and operation of web based systems.

Electronic commerce has expanded beyond its early roots in electronic funds transfer and data interchange to embrace the use of Internet technologies for such applications as Web-based retailing, electronic supply chain management, Web marketing, and Web publishing. The Web Development Major is designed to meet that demand. Students earning a Bachelor of Science Web Development will acquire Web development, marketing, graphic design and electronic commerce system skills as well as knowledge of the technology of databases, user interface design, networking and management information systems.

The major provides the background needed for a position as a Web master, Web programmer, Web developer or manager of E-Commerce. The major focuses on those technologies necessary to implement enterprise-level Web sites. Topics covered include Java software development, client/server programming, Web animation and Web applications development.

The Web Development Major is committed to the belief that curriculum must reflect both theory and actual professional experience. Full-time professors have held high-level positions in industry and adjunct faculty hold professional-level industry positions within the field. Strong ties to industry are an integral part of the Web Development Major. An Advisory Board, consisting of Web masters, Chief Technology Officers, Graphic Designers and Software Engineers, is dedicated to the Web Development Major. In addition to playing an integral role in the development of the curriculum, the Advisory Board meets on a regular basis to discuss and update the major.

Graduates of the Web Development Major will:

- be prepared to compete successfully in securing employment or progressing in their chosen field of study
- be able to apply technical knowledge to develop and implement effective solutions to real world problems
- communicate appropriately for a range of purposes and audiences
- demonstrate the ability to interpret and use statistical information

Students in the Web Development Major may be required to purchase hardware and/or software with capabilities greater than the standard University technology requirements. There will be software requirements beyond the standard Microsoft Office software, such as software development environments and tools, that will be used in various courses. Students should check the Technology Requirements section of the Academic Bulletin and/or the Course Schedule for the requirements relevant to the Web Development Major to ensure they have, and are familiar with the requisite hardware and software. Specific software requirements are detailed in specific course syllabi under the "Required Materials" section.

Additional information of interest to Web Development Majors is available at <http://cs.franklin.edu>. A discussion listserv is available for subscription by Web Development Majors at <http://listserv.franklin.edu>.

MAJOR REQUIREMENTS

Students seeking a bachelor's degree must earn at least 40 credit hours in residence at Franklin University. For other residence requirements, see "General Degree and Residency Requirements."

A minimum 2.25 GPA is required in the major and each major course must be completed with a grade of "C" or higher to count toward degree requirements.

If needed, English, reading, computer literacy and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any other course at the 200 level or above. Developmental education courses carry institutional credit only and do not count toward degree requirements for graduation. All students are required to pass College Writing (COMM 120), Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. General Education courses must be selected from science, math, social and behavioral science, humanities, economics, communication or professional foundations.

BACHELOR OF SCIENCE (B.S.) WEB DEVELOPMENT (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)

All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, COMM 130 Research Paper, two semester credits, is also required)
Choose COMM 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 320 - Business and Professional Communication (4)
 HUMN 305 - Global Issues (4)
 MATH 215 - Statistical Concepts (4)
 PF 321 - Learning Strategies (2)
 SPCH 100 - Speech Communication (4) OR
 COMM 150 - Interpersonal Communication (4)
 Social & Behavioral Science Elective (4)
 General Education Electives*(4)

*Because it is a prerequisite for several courses in this curriculum, it is recommended that College Algebra (MATH 160) be taken to fulfill the Mathematics requirement in the Fundamental General Education Core or the General Education Elective.

PREREQUISITE COMPETENCIES (4 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
 COMP 107 - Introduction to Web Authoring (1)
 COMP 108 - Introduction to Databases (1)
 WEBD 117 - Graphic Editing Software (1)

UNIVERSITY ELECTIVES (14 HOURS)*

Any courses offered by the University except developmental education courses. Students may take 600 level Computer Science or Marketing & Communication courses if they meet the prerequisites.

*A maximum of 8 credit hours of specific MBA or M.S. Marketing & Communication courses can be substituted. Contact your SSA for information concerning the Joint BS/MBA or BS/MCM Programs of Study and graduate admission requirements.

MAJOR AREA (56 HOURS)

COMP 111 - Introduction to Computer Science & Object-Oriented Programming (4)
 COMP 121 - Object-Oriented Data Structures & Algorithms I (4)
 COMP 205 - Survey of Computer Languages (4)
 COMP 281 - Database Management Systems (4)

COMP 325 - Human-Computer Interaction (4)
 GRPH 210 - Fundamentals of Graphic Design (4)
 GRPH 310 - Advanced Graphic Design (4)
 MIS 310 - Information Systems Architecture and Technology (4)
 MIS 320 - Technical Communication (4)
 MKTG 300** - Marketing (4)
 WEBD 234 - Web Design & Implementation (4)
 WEBD 334 - Web Animation Techniques (4)
 WEBD 434 - Web Application Development (4)
 WEBD 495 - Web Development Capstone (4)

**BSAD 110 (Business Principles) is a prerequisite. Transfer students with the equivalent of four (4) business courses are not required to take BSAD 110 (Business Principles).

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Minors."