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Course descriptions are listed numerically within academic disciplines. Prerequisites, if any, are indicated in italics above the course descriptions. These prerequisites have been established to assure an adequate and uniform background for students in advanced classes. Franklin University reserves the right to alter course offerings or course content without notice. Not all courses are offered every trimester.

ACCOUNTING

ACCT 215

Financial Accounting (4 cr. hrs.)

Prerequisite(s): Algebra competency or Fundamental Algebra (MATH 150) and Introduction to Spreadsheets (COMP 106). Not open to students with credit for Introduction to Accounting or to students with credit for ACCT 110.

An introduction to accounting emphasizing how general purpose financial statements communicate information about the business corporation's performance and position for users external to management. Approximately one third of the course emphasizes how the accountant processes and presents the information and includes exposure to recording transactions, adjusting balances and preparing financial statements for service and merchandise firms according to established rules and procedures. The balance of the course examines major elements of the statements such as cash, receivables, inventory, long-lived assets, depreciation, payroll, bonds, and other liabilities and stocks. Concepts of this course are applied to Managerial Accounting (ACCT 225). Students are advised to avoid any time lapse between these courses.

ACCT 225

Managerial Accounting (4 cr. hrs.)

Prerequisite(s): Algebra competency or Fundamental Algebra (MATH 150), Financial Accounting (ACCT 110 or 215) and Introduction to Spreadsheets (COMP 106). Not open to students with credit for ACCT 120.

The study of management accounting for internal reporting and decision-making. The course introduces a business-management approach to the development and use of accounting information. Major topics include cost behavior, cost analysis, profit planning and control measures. Accounting for decentralized operations, capital budgeting decisions, and ethical challenges in managerial accounting are also covered.

ACCT 310

Intermediate Accounting I (4 cr. hrs.)

Prerequisite(s): Managerial Accounting (ACCT 225) and College Writing (COMM 120). Not open to students with credit for Intermediate Accounting I (ACCT 210).

The first of two in-depth financial accounting courses. Theory, the conceptual framework, development of generally accepted accounting principles, and applications are stressed. Topics include the income statement, the statement of cash flows and the balance sheet, specifically asset accounts.

ACCT 320

Intermediate Accounting II (4 cr. hrs.)

Prerequisite(s): Intermediate Accounting I (ACCT 310) with a minimum grade of "C". Not open to students with credit for Intermediate Accounting II (ACCT 220).

The second of two in-depth financial accounting courses. Theory, concepts and applications are stressed. Topics include time value of money, current and non-current liabilities, leases, deferred taxes, retirement benefits, stockholders' equity, earning per share, accounting changes and errors, and statement of cash flows.

ACCT 330

Cost Management (4 cr. hrs.)

Prerequisite(s): Managerial Accounting (ACCT 225) and Fundamental Algebra (MATH 150) or equivalent.

This course is an in-depth study of cost accounting focusing on its role in internal reporting and the resulting decision-making processes. Students will evaluate the foundation, ethics and basic costing systems employed in the management accounting profession; analyze budgeting, cost behavior, pricing and profitability concepts and principles; determine how cost allocations, product quality, and investment decisions are applied by management accountants; determine how current trends in various industries impact cost accounting; and demonstrate knowledge that is in accordance with the educational requirements for the Certified Management Accountant (CMA) exam.

ACCT 341

Fraud Examination (4 cr. hrs.)

Prerequisite(s): Financial Accounting (ACCT 215) and Principles of Management (BSAD 312). Not open to students with credit for BSFR 341.

This course provides an overview of the behavioral research associated with occupational fraud and the methodology of fraud examination (i.e., obtaining documentary evidence, interviewing witnesses and potential suspects, writing investigative reports, testifying to findings, and forensic document examination). The majority of the course is focused on detecting the most common types of occupational fraud, determining how each type of fraud is committed, and implementing prevention strategies.

ACCT 342

Interviewing Techniques for Fraud Investigations (4 cr. hrs.)

Prerequisite(s): Fraud Examination (ACCT/BSFR 341). Not open to students with credit for BSFR 342.

This course provides an overview of techniques and strategies useful in interviewing and interrogating occupational fraud suspects and other parties of interest. These techniques and strategies include interpreting the verbal and nonverbal cues of an interviewee, as well as planning, conducting, and documenting the findings from investigative interviews.

ACCT 343

Legal Elements of Fraud (4 cr. hrs.)

Prerequisite(s): Fraud Examination (ACCT/BSFR 341).

Not open to students with credit for BSFR 343.

This course explores the legal issues associated with occupational fraud investigations with a primary emphasis on the proper preparation of a fraud report. Related topics addressed include analyzing relevant criminal and civil laws, the rights of the parties involved in an investigation, rules of evidence, and expert witnessing.

ACCT 344

Corporate Governance and Internal Control Assessment (4 cr. hrs.)

Prerequisite(s): Fraud Examination (ACCT/BSFR 341).

Not open to students with credit for BSFR 344.

This course starts with an overview of key legislation and guidelines associated with corporate governance. This includes analyzing the components of the Committee of Sponsoring Organizations' (COSO) internal control framework, the Sarbanes-Oxley Act of 2002, Statement on Auditing Standards (SAS) No. 99, and the role of the Public Company Accounting Oversight Board (PCAOB). However, the primary focus of the course is on identifying, documenting, analyzing, and testing internal controls in an organization as part of an effective fraud prevention program.

ACCT 360

Governmental and Not-for-Profit Accounting (4 cr. hrs.)

Prerequisite(s): Intermediate Accounting I (ACCT 310). Not open to students with credit for Fund Accounting (ACCT 270).

This course is designed to provide a framework for understanding the special accounting and reporting requirements of nonprofit organizations. The emphasis is on reporting concepts and budgeting principles for governmental and nonprofit economic entities.

ACCT 390

Federal Income Tax I (4 cr. hrs.)

Prerequisite(s): Managerial Accounting (ACCT 120 or 225) and Introduction to Spreadsheets (COMP 106).

An introduction to the federal income tax structure with emphasis on the individual taxpayer, including employee, sole proprietor and investor. This course also provides exposure to basic concepts that apply equally, or with slight modification, to taxpayers other than individuals. Major topics include filing status, exemptions, excludable and includable income, business and non-business deductions, disallowances, technical tax research, and computer problem applications.

ACCT 401

Accounting Ethics and Professional Responsibilities (4 cr. hrs.)

Prerequisite(s): Intermediate Accounting II (ACCT 320).

This course explores ethics and professional responsibility in the accounting profession. Students will discuss the evolutionary role of ethics as it pertains to the accounting profession. The course will also have students investigate and analyze case studies regarding ethical situations and issues confronted by the accounting profession. The course will also provide an introduction to professional responsibilities required of those in the CPA profession as prescribed by the state boards of accountancy.

ACCT 410

Accounting Internship (1-4 cr. hrs.)

Prerequisite(s): Intermediate Accounting II (ACCT 320) and Cost Management (ACCT 330). For internship positions in public accounting additional prerequisite(s) of Federal Income Tax I (ACCT 390) and Auditing (ACCT 470) are required.

Provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves a Learning Contract, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses, and submission of materials as established in the Learning Contract. Participation cannot be guaranteed for all applicants.

ACCT 420

Federal Income Tax II (4 cr. hrs.)

Prerequisite(s): Federal Income Tax I (ACCT 390) with a grade of "C" or better.

Analysis of the income tax consequences of the formation, operation and liquidation of C-corporations, S-corporations, partnerships, estates and trusts including the treatment of distributions by these entities and tax planning considerations. Also examined is the tax effect of property transfers by gift or death. Technical tax research and tax memo documentation also required..

ACCT 425

Accounting Information Systems (4 cr. hrs.)

Prerequisite(s): Managerial Accounting (ACCT 225) and Introduction to Databases (COMP 108).

This course creates a framework for accounting information systems by combining knowledge about business as it relates to information systems, information technology, and accounting. Students will examine the REA enterprise ontology as it relates to databases which can be used to store and retrieve information for decision-making within an organization. Students learn that in the competitive organizations of today, and tomorrow, accountants cannot simply prepare and report information; they must take a more active role in understanding and creating systems and processes that impact the organization's bottom line.

ACCT 470

Auditing (4 cr. hrs.)

Prerequisite(s): Intermediate Accounting II (ACCT 320).

A study of the planning, evidence gathering, internal control review, sampling, and application of procedures used to audit assets, liabilities, equity and related income statement accounts of a profit-oriented enterprise. Includes an evaluation of the audit profession including professional standards, ethics and liability of CPAs. Also includes a student-prepared audit case for hands-on application of audit procedures. The reporting requirements for compilation and review services and a thorough study of the types of audit opinions will also be studied. In addition, an audit research paper is required.

ACCT 480

Special Topics in Accounting (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content classroom course in accounting in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

ACCT 495

Accounting Research and Analysis (4 cr. hrs.)

Prerequisite(s): Completion of all required and elective major courses or permission from the Program Chair.

This course is designed to build upon previous research assignments in all upper level accounting courses and provide a capstone experience for accounting majors by challenging them to identify accounting issues, locate and research appropriate accounting concepts, standards, statements, pronouncements or tax authorities, and then provide a thorough analysis for determination of an appropriate conclusion for the decision-making process. Communication of such research and analysis will require students to prepare organized/structured written papers utilizing appropriate APA format and then present such findings to various audiences. Areas of research will include but will not be limited to SFACs, FASs, SASs, the Internal Revenue Code, and Treasury regulations.

ACCT 499

Independent Studies in Accounting (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B," and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

ANTHROPOLOGY**ANTH 215**

Cultural Anthropology (4 cr. hrs.)

Prerequisite(s): None. Not open to students with credit for ANTH 100, ANTH 110, ANTH 115 or ANTH 315.

This course exposes students to the principles, concepts, research methods, and applications of cultural anthropology. Students will be introduced to the wide range of variation in social and institutional arrangements found historically and cross-culturally. From language to gender roles, from bases of social stratification to causes and consequences of conformity, from the simpler life in foraging societies to the seeming-chaos in modern post-industrial societies: students will examine the enormous variation in solutions to the requisites of social life.

ANTH 480

Special Topics in Anthropology (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content course in anthropology in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

ANTH 499

Independent Studies in Anthropology (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B," and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

APPLIED MANAGEMENT**AMGT 390**

Project Management (4 cr. hrs.)

Prerequisite(s): None. Not open to students with credit for AMGT 490 or TMGT 490.

This course surveys the theory and practice of project management in the context of technical and human resource constraints. Students learn to apply the knowledge, skills, tools and techniques for project activities necessary to meet project requirements. Software is used for the development and execution of project plans. Taking a systematic approach, the course follows the main process areas in a project's life cycle, including approaches prescribed by PMI's Project Management Body of Knowledge (PMBOK®).

AMGT 400

Performance Management (4 cr. hrs.)

Prerequisite(s): Organizational Behavior (BSAD/MGMT 325).

This course uses a systems perspective to identify, select, develop, and evaluate solutions to document and improve the performance of individuals, groups, and organizations. Students will learn how to analyze performance problems and make recommendations at the employee, job, and organizational level that will assist the organization and its employees in achieving organizational goals and managing change. Students will also learn how to bridge the gap between organizational strategy, individuals, and departments.

AMGT 415

Small Business Management (4 cr. hrs.)

Prerequisite(s): Organizational Behavior (BSAD/MGMT 325).

This course provides students with the fundamental principles in small business management. Students will learn about the major sections of the classic business plan, how to change ideas into action, and identify entry paths into small business management. Students also learn about small business marketing techniques such as product and pricing strategies, small business promotion, small business distribution and location, and creating marketing plans.

AMGT 420

Principles of Organizational Development (4 cr. hrs.)

Prerequisite(s): Organizational Behavior (BSAD/MGMT 325). Not open to students with credit for MGMT 345, MGMT 401, or HRM 420.

This course provides students with an overview of the emergence and development of organizational development as a field, processes for diagnosis and intervention, and basic skills needed to facilitate individual, small group, and organizational change. The course will also cover key concepts in organizational transformation, organizational development in global settings, and future directions in the field.

AMGT 425

Managing Change (4 cr. hrs.)

Prerequisite(s): Organizational Behavior (BSAD/MGMT 325). Not open to students with credit for MGMT 335, MGMT 402, or HRM 425.

This course analyzes the forces that drive organizations to change, examines impediments to change, and surveys a range of approaches for making organizational change more effective. Students will develop an understanding of the various change processes and develop practical skills for managing and leading change.

AMGT 430

Management and Organization in Small Business (4 cr. hrs.)

Prerequisite(s): Organizational Behavior (BSAD/MGMT 325).

This course introduces students to the business life cycle, human resource considerations, and legal environment surrounding small business management. Students will learn the legal structures that relate to small business, recognize potential small business legal liabilities, and identify resources that can assist them. Special attention will also be paid to the HR requirements of small businesses including recruiting, person-job fit, employee development, and managing family members in small business. Additionally, students will be able to identify the stages of the small business life cycle, apply growth strategies, and use critical success factors to achieve small business success.

AMGT 435

Small Business Accounting & Finance (4 cr. hrs.)

Prerequisite(s): Financial Accounting (ACCT 215).

This course provides students with the fundamentals of cash, accounting, and finance in small businesses. Students will learn the requirements for a small business accounting system, use accounting information to manage their business, design budgets, and become familiar with accounting and financial worksheets. Students will be exposed to the importance of managing business money; the concepts of money, cash, and cash equivalents; and will develop strategies to prevent and cope with cash flow problems and shortages. Additionally, students will learn the three types of capital financing, the characteristics of a business that determine its ability to raise capital, and identify the appropriate financial management techniques based at each stage of business life.

AMGT 480

Special Topics in Applied Management (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content course in Applied Management in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

AMGT 497

Applied Management Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all other major area courses. Not open to students with credit for AMGT/PSMT/TMGT 495.

This course serves as the capstone for the Applied Management program major. The purpose of this course is to integrate all prior learning in the Applied Management core, the students' chosen concentration area, and other related courses and experiences. Based on their chosen concentration area, students will be expected to complete and present a performance management plan or business proposal.

AMGT 499

Independent Studies in Applied Management (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.0 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of “B”, and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See “Independent Studies” for more details.)

BUSINESS ADMINISTRATION

BSAD 110

Business Principles (4 cr. hrs.)

Prerequisite(s): None.

An introductory business course that helps students learn business terminology and provides preliminary study into the areas of economics, global business, ethics, business ownership, business management, human resource management, marketing, accounting and finance.

BSAD 220

Business Law (4 cr. hrs.)

Prerequisite(s): Business Principles (BSAD 110).

A study of the everyday legal problems encountered in business with emphasis on the areas of legal procedure, contracts, agency, employment law, business organizations and torts, with cases relating to these and other areas.

BSAD 312

Principles of Management (4 cr. hrs.)

Prerequisite(s): None. Not open to students with credit for Management Theory and Practices (BSAD 312).

This course explores the basic concepts and processes of management. Students will explore the functional roles and processes of planning, leading, organizing, and controlling comprising the manager role. Students develop skills related to the manager function and required in today’s competitive environment.

BSAD 320

Decision Making and Problem Solving (4 cr. hrs.)

Prerequisite(s): Statistical Concepts (MATH 215) and Principles of Management (BSAD 312). Not open to students with credit for MGMT 320.

This course focuses on the development of individual and team decision-making and problem solving skills. Real world domestic and global issues will be analyzed, diagnosed, and evaluated through the application of a variety of quantitative and qualitative tools and techniques used to arrive at effective decisions and solutions.

BSAD 321

Applying Decision Making Tools (1 cr. hr.)

Prerequisite(s): Principles of Management (BSAD 312), Statistical Concepts (MATH 215) and BUS 204 from Ivy Tech or its equivalent.

The emphasis of this course is on the application of decision making by applying various qualitative and quantitative tools and techniques to the resolution of an organizational problem.

BSAD 325

Organizational Behavior (4 cr. hrs.)

Prerequisite(s): Business Principles (BSAD 110) or Principles of Management (BSAD 312). Not open to students with credit for Leadership: Behavioral Approach (OLM 325) or to students with credit for MGMT 325.

This course analyzes behavioral processes and theoretical constructs related to organizational behavior. The roles of leaders, followers, and teams and their influence on the culture and performance of an organization are addressed through the analysis of key organizational behavior concepts and related cases. Topics will include: values, perception, attitudes, assumptions, learning, motivation, conflict, diversity, and change.

BSAD 410

Business Administration Internship (1-4 cr. hrs.)

Prerequisite(s): Completion of Business Core courses.

This course provides students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves a Learning Contract, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses, and submission of materials as established in the Learning Contract. Participation cannot be guaranteed for all applicants.

BSAD 460

Business Ethics for Leaders (4 cr. hrs.)

Prerequisite(s): Business Law (BSAD 220), Principles of Management (BSAD 312), and Decision Making and Problem Solving (BSAD 320). Not open to students with credit for Current Issues in Business (BSAD 403).

This course focuses on the application and evaluation of scholarly articles, case studies, and real-life ethical dilemmas using an ethical decision-making model. Students will evaluate personal value systems; individual, leadership driven, organizational, and community ethical issues; and the social responsibilities of global organizations. The course will culminate in an in-depth analysis of a real-life ethical dilemma based on an authentic organization.

BSAD 476

Global Business Issues (4 cr. hrs.)

Prerequisite(s): Principles of Management (BSAD 312) and Global Issues (HUMN 305). Not open to students with credit for MGMT 476.

This course focuses on global economic integration and emerging market economies and the effects these trends have on both service and manufacturing industries in the short- and long-term. Other global business issues will include: the European Union (EU), North American Free Trade Association (NAFTA), and the World Trade Organization (WTO); environmental considerations in business operations; the influences of the political and legal environment on markets; the strategies for business entry into a global market; and the development of leadership talent in a global setting.

BSAD 480

Special Topics in Business Administration (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content classroom course in business management in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

BSAD 495

Business Administration Capstone (4 cr. hrs.)

Prerequisite(s): Senior standing, completion of Business Core and completion of, or concurrent enrollment in, all other major courses. Not open to students with credit for MGMT 495.

This course serves as the Capstone for the Business Administration major. The purpose of the course is to integrate all prior learning in business administration, related coursework, and workplace experiences to individually assess an organization. Three major components comprise the course: the strategic analysis of an organization; the development of a forward looking strategy with competitive, ethical, and global considerations; and the development of an implementation plan.

BSAD 499

Independent Studies in Business Administration (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B", and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

BUSINESS FORENSICS**BSFR 341**

Fraud Examination (4 cr. hrs.)

Prerequisite(s): Financial Accounting (ACCT 215) and Principles of Management (BSAD 312). Not open to students with credit for ACCT 341.

This course provides an overview of the behavioral research associated with occupational fraud and the methodology of fraud examination (i.e., obtaining documentary evidence, interviewing witnesses and potential suspects, writing investigative reports, testifying to findings, and forensic document examination). The majority of the course is focused on detecting the most common types of occupational fraud, determining how each type of fraud is committed, and implementing prevention strategies.

BSFR 342

Interviewing Techniques for Fraud Investigations (4 cr. hrs.)

Prerequisite(s): Fraud Examination (ACCT/BSFR 341). Not open to students with credit for ACCT 342.

This course provides an overview of techniques and strategies useful in interviewing and interrogating occupational fraud suspects and other parties of interest. These techniques and strategies include interpreting the verbal and nonverbal cues of an interviewee, as well as planning, conducting, and documenting the findings from investigative interviews.

BSFR 343

Legal Elements of Fraud (4 cr. hrs.)

Prerequisite(s): Fraud Examination (ACCT/BSFR 341). Not open to students with credit for ACCT 343.

This course explores the legal issues associated with occupational fraud investigations with a primary emphasis on the proper preparation of a fraud report. Related topics addressed include analyzing relevant criminal and civil laws, the rights of the parties involved in an investigation, rules of evidence, and expert witnessing.

BSFR 344

Corporate Governance and Internal Control Assessment (4 cr. hrs.)

Prerequisite(s): Fraud Examination (ACCT/BSFR 341). Not open to students with credit for ACCT 344.

This course starts with an overview of key legislation and guidelines associated with corporate governance. This includes analyzing the components of the Committee of Sponsoring Organizations' (COSO) internal control framework, the Sarbanes-Oxley Act of 2002, Statement on Auditing Standards (SAS) No. 99, and the role of the Public Company Accounting Oversight Board (PCAOB). However, the primary focus of the course is on identifying, documenting, analyzing, and testing internal controls in an organization as part of an effective fraud prevention program.

COMMUNICATION

COMM 020

College Reading Skills (2 cr. hrs.)

Prerequisite(s): None.

This course is designed to provide reading instruction for those identified by the placement test as needing it. Through independent, small group, classroom and supplemental instruction provided through the Student Learning Center, students will develop the reading comprehension and speed needed for college-level courses. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

COMM 025

College Study Skills and Orientation (2 cr. hrs.)

Prerequisite(s): None.

Through class lectures, small group activities and individualized assignments, students will become familiar with the policies and resources of Franklin University; they will also learn study skills such as time management, note taking and test taking strategies. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

COMM 050

Basic Writing I (4 cr. hrs.)

Prerequisite(s): None. Not open to students with credit for Basic English, College Writing, Business Communication, Developmental English I and II, Basic Writing II, or Business and Professional Communication.

Students must register for this course if their writing placement test so indicates and must pass this course prior to enrolling in any course at the 200 level or above. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements. Basic Writing I prepares students for Basic Writing II by familiarizing them with methods of generating, developing, and organizing paragraphs and very short essays. Students will master limited punctuation, spelling and agreement skills. These college entry-level skills will be applied to a variety of rhetorical modes, including narration, description and expository patterns.

COMM 060

Basic Writing II (4 cr. hrs.)

Prerequisite(s): Completion of Basic Writing I (COMM 050) with a grade of Pass or appropriate score on the writing placement test. Not open to students with credit for College Writing, Business Communication, Developmental English II, or Business and Professional Communication.

Students who place into this course must pass it prior to enrolling in any course at the 200 level or above. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements. Basic Writing II is designed to prepare students for College Writing. Consequently, the course expands upon the skills covered in Basic Writing I. Pre-writing, writing, revising and editing skills are covered; however, the skills are applied to longer writing assignments, sentence skills covered are more comprehensive, some documentation skills are presented, and professional as well as students samples are discussed.

COMM 120

College Writing (4 cr. hrs.)

Prerequisite(s): Qualify through the English placement test or pass Basic Writing II (COMM 060). All students are required to pass this course prior to enrolling in any course at the 200 level or above.

In this course, students acquire the writing competence necessary for conducting and presenting research. A variety of assignments, beginning with personal reflections, build upon one another, as students develop ideas that respond to, critique, and synthesize the positions of others. Students systematize and organize knowledge in ways that will help them in all of their courses. The course also emphasizes the elements of good writing style, appropriate grammar and mechanics, clarity of language, and logical and cohesive development. It culminates in submission of a documented research paper.

COMM 130

Research Paper (2 cr. hrs.)

Prerequisite(s): "Composition Special" transfer credit.

This is a writing course designed to help students successfully complete college writing projects that require research and documentation skills. Students study methods for using a library, gathering information, summarizing and synthesizing material, and writing and documenting a research paper. The course reviews and emphasizes elements of good writing such as unity, coherence, clarity, and appropriate grammar and mechanics. The course will also cover the appropriate application of APA citation and formatting guidelines.

COMM 150

Interpersonal Communication (4 cr. hrs.)

Prerequisite(s): Basic Writing II (COMM 060) and Learning Strategies (PF 321). All students are required to pass this course, or Speech Communication (SPCH 100), prior to enrolling in any course at the 200 level or above.

By using applied critical and creative thinking, students in this course will develop a set of communication skills that will enhance their personal and professional relationships and endeavors. This course will focus on skill development in key areas such as self, perception, listening, verbal messages, conversations, relationships, conflict management, persuasion, and public speaking.

COMM 305

Virtual Communication Strategies (2 cr. hrs.)

Prerequisite(s): College Writing (COMM 120) and Learning Strategies (PF 321). Not open to students with credit for PF 310.

This course covers the conceptual and technological components of building and managing collaborative communication environments. Analysis and application of theories to new collaborative technologies will be explored.

COMM 315

Communication Ethics (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120) or its equivalent.

This course examines the strategies involved in effective, ethical communication in professional contexts. Students examine principles of ethical organizational communication and the temporal/cultural/social forces behind those principles, as well as apply reasoning and critical thinking in individual and group assignments. Comparing values and perspectives from diverse cultures, students will respond to cases in an intercultural professional environment.

COMM 320

Business and Professional Communication (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120) or Research Paper (COMM 130). Not open to students with credit for Report Writing.

This is an advanced composition course for juniors and seniors which focuses on business, technical and professional writing. Skills taught include audience analysis; research methods; questionnaire, interview and survey techniques; letters; data collection, interpretation and documentation; graphic illustration; and composition of reports in special formats. Instruction and practice are provided in writing various types of reports such as résumés, proposals, summaries, research reports and instructions for user manuals, and in presenting committee and oral reports. Students will be encouraged to relate course materials to their major programs and their workplaces.

COMM 360

Introduction to Creative Writing (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120).

This course introduces the student to the world of creative writing, presenting the power of the written word, cultivating the individual's style in interpreting and writing poetry, fiction, and non-fiction, as well as drama. Participants will create a portfolio of work, mastering techniques employed by studied authors. Students also will learn strategies for generating ideas, becoming members of a community of writers who encourage and critique one another's craft by participating in writing workshops.

COMM 460

Advanced Creative Writing (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120) and Introduction to Creative Writing (COMM 360).

This advanced creative writing course enables students to dive more deeply into an understanding of the written word, using their own poetry, fiction, and drama pieces to engage readers through the original work produced by members of the class. An advanced community of writers will be developed to sharpen each member's craft by participating in writing workshops. Students will be introduced to avenues for publication (including online) to continue to enhance their talents and expose them to a wider audience.

COMM 499

Independent Studies in Communication (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

COMPUTER SCIENCE

COMP 085

Computer Literacy (2 cr. hrs.)

Prerequisite(s): None. Not open to students with credit for Survey of Information Processing, Data Processing I or Computer Literacy (INFO 110).

This developmental course focuses on computer literacy. It is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements. Computer literacy is defined as being aware of the importance of computers in the modern world; knowing what computers are and how they work; and being able to use a computer for simple applications. Students are introduced to the internal operations and organization of computers, basic computer operations, and word processing and presentational concepts and skills.

COMP 101

Problem Solving with Computing (2 cr. hrs.)

Prerequisite(s): Fundamental Algebra (MATH 150) and permission of the Computer Science Program Chair.

Using Python as the teaching language, this 2-credit, 12-week course will stress the fundamental concepts and techniques of programming to solve problems in a wide range of applications. It is designed for students with no prior programming education or experience and is especially intended for students who intend to subsequently take COMP 111 or ITEC 136. The course is also an option for students who are simply curious about how software is developed and would like to learn to write their own short programs.

COMP 106

Introduction to Spreadsheets (1 cr. hr.)

Prerequisite(s): Computer Literacy (COMP 085) or equivalent. Not open to students with credit for Computer Concepts (COMP 105).

This course focuses on using spreadsheets to solve business applications.

COMP 107

Introduction to Web Authoring (1 cr. hr.)

Prerequisite(s): Computer Literacy (COMP 085) or equivalent. Not open to students with credit for Computer Concepts (COMP 105) or to students with credit for Introduction to Presentational Software (COMP 107).

This course is an introduction to the use of software in Web authoring. It will provide students with the basic knowledge required to design, build, and maintain an informational website.

COMP 108

Introduction to Databases (1 cr. hr.)

Prerequisite(s): Computer Literacy (COMP 085) or equivalent. Not open to students with credit for Computer Concepts (COMP 105).

This course focuses on using databases to solve business applications.

COMP 111

Introduction to Computer Science & Object-Oriented Programming (4 cr. hrs.)

Prerequisite(s): College Algebra (MATH 160). Not open to students with credit for Computer Science I (COMP 110) except with the permission of the Program Chair.

This course provides an introduction to software construction using an object-oriented approach. The student learns and reflects on problem analysis, object-oriented design, implementation, and testing. To support the concepts and principles of software construction, the student will design, code, test, debug, and document programs using the Java programming language. Basic data types, control structures, methods, and classes are used as the building blocks for reusable software components. Automated unit testing, programming style, and industrial practice are emphasized in addition to the object-oriented techniques of abstraction, encapsulation, and composition.

COMP 121

Object-Oriented Data Structures & Algorithms I (4 cr. hrs.)

Prerequisite(s): Introduction to Computer Science & Object-Oriented Programming (COMP 111) and College Algebra (MATH 160). Not open to students with credit for Computer Science II (COMP 120) except with the permission of the Program Chair.

This course continues the object-oriented approach to software construction. The student learns and reflects on advanced object-oriented techniques, algorithm efficiency, class hierarchies, and data structures. To support the concepts and principles of software construction, the student will design, code, test, debug, and document programs using the Java programming language. Design principles, I/O, exception handling, linear data structures (lists, stacks, and queues), and design patterns are emphasized in addition to the object-oriented techniques of inheritance and polymorphism.

COMP 201

Principles of Computer Organization (2 cr. hrs.)

Prerequisite(s): Introduction to Computer Science & Object-Oriented Programming (COMP 111) and Discrete Mathematics (MATH 170).

This course is one of four courses that holistically explore the structure of computational systems. This course deals with the nature of computer hardware. The course will cover the structure of current computer systems at the level of functional organization, representation of data and programs, the design of the memory hierarchy, and the design of the I/O system. The course will introduce basic assembly language.

COMP 202

Principles of Computer Languages (2 cr. hrs.)

Prerequisite(s): Principles of Computer Organization (COMP 201) and Discrete Mathematics (MATH 170).

This course covers the mapping of a high-level language onto the hardware. An introduction to language theory is provided by the use of regular expression grammars. The Church-Turing thesis is introduced as the foundational definition of computation.

COMP 203

Principles of Operating Systems (2 cr. hrs.)

Prerequisite(s): Principles of Computer Organization (COMP 201).

This course is a continuation of the computing infrastructures sequence. The function and structure of operating systems is studied. In addition, the operating system layer provides the environment buffering the hardware from the software. An important topic in this course is the nature of concurrency and the problems that it poses: description of the functions and parts of an operating system; relationship of the operating system and underlying hardware; virtual memory; and concurrency and synchronization.

COMP 204

Principles of Computer Networks (2 cr. hrs.)

Prerequisite(s): Introduction to Computer Science and Object-Oriented Programming (COMP 111) OR Business Programming Concepts (ITEC 136) OR any structured programming course.

This course serves as an introduction to the function, design, administration, and implementation of computer networks. Topics include network infrastructure, architecture, protocols, applications, and the OSI networking model.

COMP 205

Survey of Computer Languages (4 cr. hrs.)

Prerequisite(s): Introduction to Web Authoring (COMP 107) and Object-Oriented Data Structures & Algorithms I (COMP 121).

This course provides an overview of programming language concepts and practice with several languages. Programming languages are compared using language paradigms, parameter passage techniques, scoping, block structure, and other language features. Functional programming languages, scripting languages, and .Net are used as practical examples.

COMP 281

Database Management Systems (4 cr. hrs.)

Prerequisite(s): College Algebra (MATH 160), Introduction to Databases (COMP 108) and Introduction to Computer Science & Object-Oriented Programming (COMP 111) or Computer Science I (COMP 110) or Business Applications Programming (COMP/ITEC 235) or Business Applications Programming I (ITEC 136). Not open to students with credit for COMP/ITEC/MIS 380 or to students with credit for ITEC/MIS 281.

This course covers fundamental concepts necessary for the design, use, implementation and administration of database systems. The course will stress the fundamentals of database modeling and design, the languages and facilities provided by database management systems, and some techniques for implementing and administering database systems.

COMP 294

Computer Science Practicum I (2 cr. hrs.)

Prerequisite(s): Object-Oriented Data Structures & Algorithms I (COMP 121).

This is the first practicum course in the Computer Science program. It provides experience in an on-going software development project. A student at this level will be given an assignment in a team similar to that of a new hire in industry. The software development project will require the student to apply industry best practices in completing an assignment for the project.

COMP 311

Object-Oriented Data Structures & Algorithms II (4 cr. hrs.)

Prerequisite(s): Object-Oriented Data Structures & Algorithms I (COMP 121) and Discrete Mathematics (MATH 170). Not open to students with credit for Algorithm Analysis (COMP 319).

This course is the third of four courses using the object-oriented approach to software construction. The student learns and reflects on non-linear data structures, recursive algorithms, algorithm efficiency, and design patterns. To support the concepts and principles of software construction, the student will design, code, test, debug, and document programs using the Java programming language. Implementation and analysis of sets, maps, balanced binary search trees, heaps, hashing and hash tables, graphs and graph algorithms, and efficient sorting algorithms are addressed.

COMP 321

Application Server Programming (4 cr. hrs.)

Prerequisite(s): Database Management Systems (COMP/ITEC/MIS 281 or COMP/ITEC/MIS 380), Object-Oriented Data Structures & Algorithms II (COMP 311) and Survey of Computer Languages (COMP 205) or Web Design & Implementation (WEBD 234). Not open to students with credit for COMP/DCOM 345.

This course provides an introduction to server-based programming using an object-oriented approach. The student learns and reflects on two- and three-tier software architectures, separation of responsibility, design patterns, and web frameworks. To support the concepts and principles of server-based software construction, the student will design, code, test, debug, and document programs using the Java programming language. Swing-based GUI clients, XHTML clients, XML, JDBC, Java Server Pages and Java Servlets, are used as the implementation mechanisms for Model 1 and Model 2 Web architectures.

COMP 325

Human Computer Interaction (4 cr. hrs.)

Prerequisite(s): Object-Oriented Data Structures & Algorithms I (COMP 121) or Web Design and Implementation (WEBD 234).

This course covers a broad range of important topics within human computer interaction (HCI) and its implications for the design of interactive systems. By understanding the user's viewpoint and technology's effect on people, we can better plan for the selection, design, implementation, and use of technology so that the effects are positive rather than negative. The focus is on the design of interactive systems and human-computer interfaces. The course will cover the current literature and the knowns and unknowns about HCI and design. The design process is centered on the user and is based on a multidisciplinary approach through a synthesis of computer science, cognitive science, and psychology. HCI designers also use analytical and empirical techniques to assess, predict, and evaluate whether a design meets user requirements.

COMP 394

Computer Science Practicum II (2 cr. hrs.)

Prerequisite(s): Computer Science Practicum I (COMP 294) Prerequisite or Corequisite: Application Server Programming (COMP 321).

This is the second practicum course in the Computer Science program. It provides experience in an on-going software development project. A student at this level will be given an assignment in a team similar to that of an experienced team member or as a team leader in industry. The software development project will require the student to apply industry best practices in completing an assignment for the project.

COMP 410

Computer Science Internship (1-4 cr. hrs.)

Prerequisite(s): None.

This course provides students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves a Learning Contract, periodic meetings with the faculty representative, professional experience at a level equivalent to the other senior-level courses, and submission of materials as established in the Learning Contract. Participation cannot be guaranteed for all applicants.

COMP 461

Enterprise Software Architecture (4 cr. hrs.)

Prerequisite(s): Application Server Programming (COMP 321). Not open to students with credit for WWW Application Development (COMP 361) or to students with credit for DCOM 461.

This course reinforces and extends client-server programming concepts to enterprise applications. It introduces Enterprise Java Bean technologies such as JNDI, EJBs and EJB Containers. It explores the current use of XML and XSLT for data representation and communication. The course studies the application of patterns in the design of enterprise architectures. Finally, the course introduces emerging topics related to Web enterprise applications.

COMP 480

Special Topics in Computer Science (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content classroom course in computer science in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

COMP 486

Object-Oriented Analysis and Design (4 cr. hrs.)

Prerequisite(s): Object-Oriented Data Structures & Algorithms II (COMP 311), Information Systems Architecture and Technology (MIS 310), and Technical Communication (MIS 320). Not open to students with credit for Software Engineering I (COMP 395).

This course studies the process of designing software systems both from the view of process and from the view of requirements, analysis and the synthesis of a viable software design. It builds on the concepts from the programming sequence to examine the aspects of good design practice.

COMP 495

Computer Science Practicum III/Capstone (4 cr. hrs.)

Prerequisite(s): Senior standing, Computer Science Practicum II (COMP 394) and Enterprise Software Architecture (COMP 461).

This is the third practicum course in the Computer Science program. It, like the first two practicum experiences, is an on-going software development project. A student at this level will be given an assignment at the most senior level, requiring planning and overall coordination tasks. Design tasks of extreme complication are also candidates for these students. In addition to the project work, the student will be given introspective assignments to help crystallize his or her overall experience of the program.

COMP 499

Independent Studies in Computer Science (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B," and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

COMP 610

Internship in Computer Science (1-4 cr. hrs.)

Prerequisite(s): Admittance into the Computer Science graduate program.

This course provides MSCS students the opportunity to further their education with relevant work experience in the field of Computer Science. This internship is an ongoing seminar between the student, faculty and the employment supervisor. It involves a Learning Contract (Curricular Practical Training [CPT] Information, or other), periodic meetings with the faculty representative, and professional experience at a level equivalent to other electives of the MSCS program. Specification of the materials to be submitted is established in the learning contract. Participation cannot be guaranteed for all applicants.

COMP 620

Analysis of Algorithms (4 cr. hrs.)

Prerequisite(s): Object-Oriented Data Structures & Algorithms II (COMP 311).

This course covers various algorithm design paradigms, mathematical analysis of algorithms, empirical analysis of algorithms and NP-completeness.

COMP 630

Issues in Database Management (4 cr. hrs.)

Prerequisite(s): Database Management Systems (COMP 281 or COMP/ITEC/MIS 380) and Communication Strategies for the Technical Professional (COMP 660).

This course focuses on the fundamental design considerations in designing a database. Specific topics include performance analysis of design alternatives, system configuration and the administration of a popular database system. The course also offers an in-depth analysis of the algorithms and machine organizations of database systems.

COMP 645

Topics in Software Development (4 cr. hrs.)

Prerequisite(s): None.

This course surveys current practices in software development and software design, especially in the area of object-oriented design. The course will examine and contrast current and leading edge methodologies and practices, including agile, extreme programming, test-driven design, patterns, aspect-oriented programming, model-driven architecture, Unified Modeling Language, and integrated development environments.

COMP 650

System Architecture and Engineering (4 cr. hrs.)

Prerequisite(s): Communication Strategies for the Technical Professional (COMP 660) or permission of the Program Chair.

This course covers topics in software systems engineering. Its scope is the design of the overall architecture for software systems with emphasis on distributed architectures. The issues in an architecture centered software development cycle and project management are addressed.

COMP 655

Operating/Distributed Systems (4 cr. hrs.)

Prerequisite(s): Issues in Database Management (COMP 630) and System Architecture and Engineering (COMP 650).

This course covers the concepts and design of distributed computing systems and distributed application programming. Topics include: the basic concepts of distributed systems (e.g., transparency, heterogeneity, network process communication), CORBA and related OMG technologies, and front-end development tools.

COMP 660

Communication Strategies for the Technical Professional (4 cr. hrs.)

Prerequisite(s): None.

This course focuses on the problems, principles and techniques of communicating technical and scientific information. Types of communication addressed include: proposals, reports and manuals. The course uses a case-study approach to give students both the theoretical foundations and hands-on practice they need to work effectively in heterogeneous corporate groups.

COMP 665

Project Management of Information Systems (4 cr. hrs.)

Prerequisite(s): Admission into the graduate program or permission of the instructor.

This course examines various issues related to the management of information systems. Topics include: strategic planning, organizing the technology resources, means of prioritizing and selecting information technology, staffing, personnel management, and assessment.

COMP 670

Application of Artificial Intelligence (4 cr. hrs.)

Prerequisite(s): Admission into the graduate program or permission of the instructor.

This course focuses on the use of artificial intelligence tools and techniques in industry. Topics include cognitive psychology topics, foundation material (e.g., search algorithms, knowledge representation and AI languages) and tools (e.g., expert systems, natural language interfaces and neural networks).

COMP 671

Verification and Testing (4 cr. hrs.)

Prerequisite(s): Communication Strategies for the Technical Professional (COMP 660).

This course focuses on the issues of delivering high quality software, especially in large complex systems. Topics covered include testing strategies (black box, white box, regression, etc.), unit testing, system integration, system verification and support tools. It also will reinforce the need for requirements that are testable and traceable from the early design stages.

COMP 672

Human Factors (4 cr. hrs.)

Prerequisite(s): Communication Strategies for the Technical Professional (COMP 660).

This course provides a broad overview of human-computer interaction (HCI) as a sub-area of computer science and explores user-centered design approaches in information systems. Topics include user interface and software design strategies, user experience levels, interaction styles, usability engineering and assessment models.

COMP 674

Parallel and High Performance Computing (4 cr. hrs.)

Prerequisite(s): Admission into the graduate program or permission of the Program Chair.

This course focuses on the design, analysis and performance evaluation of parallel algorithms on different computer architectures. The course will cover a variety of parallel programming models and portable software libraries. It will familiarize students with shared-memory and data parallel models. Special emphasis will be given to distributed memory parallel programming in particular to message passing over a collection of networked workstations. Models and techniques for programming vector-type supercomputers will also be covered.

COMP 676

Computer Security (4 cr. hrs.)

Prerequisite(s): Operating/Distributed Systems (COMP 655).

This course covers the fundamentals of security in the networked environment. Included are coverage of risks and vulnerabilities, threat modeling and policy formation, controls and protection methods, encryption and authentication technologies, personnel and physical security issues, as well as ethical and legal issues.

COMP 680

Special Topics in Graduate Computer Science (4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content course in an advanced topic in the field of computer science in which students may pursue current topics or subjects not found in the regular curriculum. A complete description will be published in the Course Schedule for the trimester the course is offered. This course counts as an elective in the graduate program.

COMP 691

Capstone Project (4 cr. hrs.)

Prerequisite(s): Permission of Program Chair.

This course challenges the student to complete a major project that integrates ideas from the other graduate courses. Projects may take many forms and may either include or exclude programming effort. The student will submit a prospectus to the Program Chair crystallizing the topic before entering the course. The final outcome is an introduction to the topic and a final statement of the student's plan and objectives.

COMP 699

Independent Studies in Graduate Computer Science (1-4 cr. hrs.)

Prerequisite(s): Permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught.

Study is under faculty supervision and graded on Pass/No Credit basis. For international students, curricular practiced training may be used as an independent study with approval of program chair. (See "Independent Studies" for more details.)

ECONOMICS**ECON 210**

Introduction to Microeconomics (4 cr. hrs.)

Prerequisite(s): None.

An introduction to economic theory involving the examination of how decision making by firms and individuals is shaped by economic forces. Emphasis is placed on demand, supply, market equilibrium analysis, and basic market structure models. The invisible hand as the driving force for economic decisions as well as market externalities are discussed. The class concentrates on providing a balanced approach to studying economic agents' behavior and the global implications and outcomes.

ECON 220

Introduction to Macroeconomics (4 cr. hrs.)

Prerequisite(s): None.

An introduction to economic theory involving the basic underlying causes and principles of the operation of an economic system. Emphasis is placed on studying the economy as a whole. Issues of inflation, unemployment, taxation, business cycles and growth are discussed in the context of the global economic system.

ECON 321

Intermediate Microeconomics (4 cr. hrs.)

Prerequisite(s): Introduction to Microeconomics (ECON 210), Introduction to Macroeconomics (ECON 220), and Algebra competency or Fundamental Algebra (MATH 150).

This course provides a further examination of profit maximizing strategies by firms and individuals. Evaluation of consumer behavior, firms' production decisions, and market power are at the core of the analysis. Special attention is given to the asymmetric information considerations, game theory, and externalities.

ECON 322

Intermediate Macroeconomics (4 cr. hrs.)

Prerequisite(s): Introduction to Microeconomics (ECON 210), Introduction to Macroeconomics (ECON 220), and Algebra competency or Fundamental Algebra (MATH 150).

This course examines the differences between the economy in the short run and in the long run. A number of macroeconomic models are considered, and the results are used to conduct macroeconomic policy discussion on stabilization policies and government debt.

ECON 340

Money, Banking and Financial Markets (4 cr. hrs.)

Prerequisite(s): Introduction to Microeconomics (ECON 210), Introduction to Macroeconomics (ECON 220), and Principles of Finance (FINA 201 or 301). Not open to students with credit for FINA 340.

This course provides an overview of the financial system. The roles of money, financial intermediaries, financial markets, and central banks are discussed in the context of global economy.

ECON 410

Economics Internship (1-4 cr. hrs.)

Prerequisite(s): None.

This course provides qualified students with the opportunity to receive academic credit for supervised professional training and experience in an actual work environment, or for participation in the Students In Free Enterprise (SIFE). Internship involves a Learning Contract, outlining the student's responsibilities and expectations. Contact with the faculty representative is required. Participation cannot be guaranteed for all applicants.

ECON 420

Forecasting (4 cr. hrs.)

Prerequisite(s): Introduction to Microeconomics (ECON 210), Introduction to Macroeconomics (ECON 220), Algebra competency or Fundamental Algebra (MATH 150), and Statistical Concepts (MATH 215).

This course provides a hands-on experience for creating working econometric models to forecast business activities, including revenues, costs, and profits. Trends, seasonal and cyclical fluctuations, as well as error term dynamics, are analyzed.

ECON 450

History of Economic Thought (4 cr. hrs.)

Prerequisite(s): None.

This course provides a broad introduction to the development of economic thought through time. The ideas and concepts are considered in their historical perspective. Contributions by leading economists, emergence of a variety of schools of economic thought, their relevance to the current economic problems constitute the core of the analysis.

ECON 480

Special Topics in Economics (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content course in economics in which students pursue topics or subjects of current interest that are not a part of the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

ECON 495

Sustainable Economic Growth (4 cr. hrs.)

Prerequisite(s): Completion of all required and elective Major Area courses, or permission of the Program Chair.

This course serves as a summary of the theoretical perspectives and techniques' application for developing a cohesive model of a sustainable economy. Factors affecting economic growth are discussed. Issues related to depleting resources, role of innovation, and ways for sustainable development are at the core of the analysis. The roles of government and inter-government institutions are evaluated. The final project introduces an idea for an increased sustainability effort and is expected to provide a measurable impact.

ECON 499

Independent Studies in Economics (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

eMARKETING

EMKT 340

Internet Marketing (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300). Not open to students with credit for MKTG 340.

Common strategies for the marketing of goods and services via the Internet range from public relations and corporate communications to advertising and electronic commerce. Students investigate and evaluate various marketing and communication strategies and tactics for the World Wide Web. Emphasis is placed on critical evaluation skills as well as website planning, development, design, and other factors which contribute to a website's success.

EMKT 345

Social Media Marketing (4 cr. hrs.)

Prerequisite(s): Internet Marketing (EMKT 340).

In this course students will explore and utilize techniques for integrating social media marketing as an integral component of marketing campaigns, serving as listening and outreach tools for building brand awareness and promoting business. Through an investigation of tools which include internet forums, message boards, blogs, wikis, podcasts, picture sharing, video sharing, and social networking, students will have the opportunity to create and present a written plan for achieving business goals through the use of a social media marketing campaign.

EMKT 415

Search Engine Optimization (4 cr. hrs.)

Prerequisite(s): None.

In this course students will use search engine optimization to evaluate the processes that bring websites to the top. It will also show students how to choose the best keywords and phrases to target and how to monitor and maintain successful search engine rankings for those keywords.

EMKT 430

Web Analytics (4 cr. hrs.)

Prerequisite(s): Search Engine Optimization (EMKT 415).

In this course, students will learn how to quantifiably measure and define client interaction through web analytics. Successful companies today are leveraging the power of web analytics to realize the full potential of their websites, and are able to develop and maintain client relationships that create measurable value to business. In this course students will be introduced to key concepts, tools, techniques, and practices of web analytics. Students will understand how web analytics can drive higher profits and improve the customer experience.

EMKT 460

E-Commerce (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300). Not open to students with credit for MKTG 460.

Electronic commerce is the exchange of information and transactions between organizations via computers. While e-commerce has been with us for a while, its more recent implementation via the Internet has enormous implications for marketing and communication. Students will evaluate the strategic implications of e-commerce as well as issues of planning, developing and implementing e-commerce solutions for marketing.

EMKT 495

Integrated eMarketing (4 cr. hrs.)

Prerequisite(s): Senior standing, Advanced Graphic Design (DCOM/GRPH 310), Technical Communication (MIS 320), Internet Marketing (EMKT/MKTG 340), E-Commerce (EMKT/MKTG 460), and Marketing Behavior (MKTG 330) or Marketing Research (MKTG 332).

This course serves as the capstone for the eMarketing academic area as well as a bridge to the professional practice of eMarketing. Three major components comprise the course: the analysis of a contemporary eMarketing case, evaluation of alternative eMarketing strategies and the preparation of a comprehensive eMarketing plan for a client.

ENGLISH AS A SECOND LANGUAGE

ESL 045

Intermediate Pronunciation (2 cr. hrs.)

Prerequisite(s): Appropriate score on the placement test. The course must be taken the first trimester the student is enrolled and must be repeated the next trimester(s) if it is not passed.

This course is designed to address the pronunciation, articulation, intonation and fluency of ESL students identified through the placement process as having intermediate levels of these skills. The course will also address communication strategies to reinforce meaning. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

ESL 049

Orientation (1 cr. hr.)

Prerequisite(s): Minimum 430 TOEFL (117 computer score) or equivalent MTELP score.

This course is designed for international students who are new to the United States and/or its university system. Through lectures, videos and interactive activities, students will learn about the community and about Franklin University's educational requirements and resources. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

ESL 050

Intermediate Reading and Writing (8 cr. hrs.)

Prerequisite(s): Minimum 430 TOEFL (117 computer score) and appropriate score on a written placement test.

Through discussion, peer editing, small group work and individual assignments, students will improve their ability to read academic prose and to produce coherent, unified and grammatically correct paragraphs and short essays. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

ESL 051

Intermediate Listening and Speaking (4 cr. hrs.)

Prerequisite(s): Appropriate score on an oral placement test.

This course is designed to help intermediate-level ESL students improve their understanding of colloquial and formal English, and to increase their vocabulary. Classes will consist of student presentations, short lectures, discussions, role-playing and vocabulary building. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

ESL 060

High-Intermediate Reading and Writing (8 cr. hrs.)

Prerequisite(s): Intermediate Reading and Writing (ESL 050); or minimum 470 TOEFL (150 computer score) or equivalent MTELP score and appropriate score on a written placement test.

Students will improve reading comprehension of popular and academic writings; and pre-writing, writing and editing skills will be applied to multi-paragraph essays. To learn these skills, students will hear lectures, read student and professional essays, and participate in individual and group activities. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

ESL 061

High-Intermediate Listening and Speaking (4 cr. hrs.)

Prerequisite(s): Intermediate Listening and Speaking (ESL 051) or appropriate score on an oral placement test.

By listening to other classmates, tapes, guest speakers and media, students will improve listening comprehension and note-taking. Through group and individual activities, students will also work on presentation skills and vocabulary development. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

ESL 090

Advanced Pronunciation (2 cr. hrs.)

Prerequisite(s): Appropriate score on the placement test or a grade of "P" in Intermediate Pronunciation (ESL 045). Students placed into this course must take it the first trimester they are enrolled; students placed into Intermediate Pronunciation (ESL 045) must take this course the trimester immediately following their passing the lower-level course.

This course is designed to address the pronunciation, articulation and fluency of ESL students identified through the placement process as having advanced levels of these skills. In addition, this course will emphasize rate, volume, stress and repair strategies. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

ESL 120

Advanced Reading and Writing (6 cr. hrs.)

Prerequisite(s): High-Intermediate Reading and Writing (ESL 060); or minimum 500 TOEFL (173 computer score) or equivalent MTELP score and appropriate score on a written placement test.

This course is equivalent to College Writing (COMM 120). This writing course is designed to help students improve their ability to successfully complete the work required in many college courses. Students learn how to read, respond to, and analyze various kinds of writing. They also study methods of gathering, synthesizing and documenting information. The course emphasizes elements of good writing such as unity, coherence, clarity and appropriate grammar and mechanics.

ESL 125

Advanced Listening and Speaking (6 cr. hrs.)

Prerequisite(s): High-Intermediate Listening and Speaking (ESL 061) or appropriate score on an oral placement test. his course is equivalent to Speech Communication (SPCH 100).

A basic public speaking course intended to improve the student's ability to think critically, communicate orally and develop clear pronunciation. Theory and practice are provided in various speaking situations. Each student is required to speak before class members, but class work also involves reading, gathering and organizing information, writing, listening and participating in a group project.

FINANCIAL MANAGEMENT

FINA 301

Principles of Finance (4 cr. hrs.)

Prerequisite(s): Financial Accounting (ACCT 110 or 215) and Algebra competency or Fundamental Algebra (MATH 150). Not open to students with credit for Principles of Finance (FINA 300) or to students with credit for FINA 201.

This course is designed to survey the field of finance and provide the foundation for more advanced finance coursework. Topics include sources of business and financial information, financial statement analysis, the time value of money, the nature and measurement of risk, financial institutions, investments and corporate finance.

FINA 340

Money, Banking and Financial Markets (4 cr. hrs.)

Prerequisite(s): Introduction to Microeconomics (ECON 210), Introduction to Macroeconomics (ECON 220), and Principles of Finance (FINA 201 or 301). Not open to students with credit for ECON 340.

This course provides an overview of the financial system. The roles of money, financial intermediaries, financial markets, and central banks are discussed in the context of global economy.

FINA 403

Advanced Financial Management (4 cr. hrs.)

Prerequisite(s): Principles of Finance (FINA 301), Managerial Accounting (ACCT 225), Statistical Concepts (MATH 215) or Statistics I (MATH 230), and Introduction to Spreadsheets (COMP 106). Not open to students with credit for Financial Management (FINA 401).

An introduction to advanced concepts and methods of financial management. Topics include risk and return, asset evaluation, capital budgeting, capital structure, business financial planning and working capital management.

FINA 405

Investments (4 cr. hrs.)

Prerequisite(s): Principles of Finance (FINA 301), Statistics I (MATH 230) or Statistical Concepts (MATH 215), Introduction to Spreadsheets (COMP 106) and Managerial Accounting (ACCT 225). Not open to students with credit for FPLN 405.

An examination of investment markets, transactions, planning and information. Topics include investment risk and return measures, debt and equity instruments, evaluation techniques, hybrid and derivative securities, mutual funds, real estate investments, tax planning and the investment process, and portfolio management.

FINA 410

Finance Internship (1-4 cr. hrs.)

Prerequisite(s): Advanced Financial Management (FINA 403) and Investments (FINA 405).

Provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves a Learning Contract, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Learning Contract. Participation cannot be guaranteed for all applicants.

FINA 450

Global Finance (4 cr. hrs.)

Prerequisite(s): Principles of Finance (FINA 301) and either Introduction to Microeconomics (ECON 210) or Introduction to Macroeconomics (ECON 220).

An examination of financial management in the global economy. Topics include international financial markets, exchange rates, interest rates and inflation, exchange rate risk management, working capital management, capital budgeting, country risk analysis, long-term financing, and global strategic planning.

FINA 480

Special Topics in Finance (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

This course is designed to address significant issues of current interest outside the regular Financial Management curriculum. The course topic will vary. The topic description will be published in the Course Schedule each trimester the course is offered.

FINA 495

Financial Policy Seminar (4 cr. hrs.)

Prerequisite(s): Completion of all required major courses and permission of Program Chair.

This course is designed to provide a capstone experience for Financial Management majors, challenging them to apply their knowledge of finance to actual business problems and cases. Topics considered may vary with each offering of the course.

FINA 499

Independent Studies in Finance (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of “B”, and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See “Independent Studies” for more details.)

FINANCIAL PLANNING

FPLN 300 (formerly FINA 430)

Principles of Financial Planning (4 cr. hrs.)

Prerequisite(s): None. Not open to students with credit for FINA 430.

An introduction to personal financial planning. Topics include the financial planning process, money management and investments, insurance needs, income tax planning, retirement planning and estate planning. Cases are used to illustrate important planning concepts, techniques and issues.

FPLN 405

Investments (4 cr. hrs.)

Prerequisite(s): Principles of Finance (FINA 301), Statistics I (MATH 230) or Statistical Concepts (MATH 215), Introduction to Spreadsheets (COMP 106), and Managerial Accounting (ACCT 225). Not open to students with credit for FINA 405.

An examination of investment markets, transactions, planning and information. Topics include investment risk and return measures, debt and equity instruments, evaluation techniques, hybrid and derivative securities, mutual funds, real estate investments, tax planning and the investment process, and portfolio management.

FPLN 410

Financial Planning Internship (1-4 cr. hrs.)

Prerequisite(s): None.

This course provides qualified students with the opportunity to receive academic credit for supervised professional training and experience in an actual work environment. Internship involves a Learning Contract outlining the student’s responsibilities and expectations. Contact with the faculty representative is required. Participation cannot be guaranteed for all applicants.

FPLN 430 (formerly FINA 355)

Income Tax Planning (4 cr. hrs.)

Prerequisite(s): Principles of Financial Planning (FPLN 300) or Personal Financial Planning (FINA 430). Not open to students with credit for FINA 355.

An introduction to federal income taxation and the role of the tax code in financial planning for individuals, businesses, and business owners. Topics include the tax environment, fundamentals of income tax planning, the measurement of taxable income, the taxation of business income, individual income taxation, and the tax compliance process.

FPLN 440 (formerly FINA 432)

Insurance Planning (4 cr. hrs.)

Prerequisite(s): Principles of Financial Planning (FPLN 300) or Personal Financial Planning (FINA 430). Not open to students with credit for FINA 432.

An introduction to the techniques and issues of risk management and insurance for businesses and individuals. Topics include legal principles in risk and insurance, insurance contracts, personal property and liability risk, life and health risks, social insurance, insurance companies and product markets, insurance pricing, insurance taxation, government regulation of insurance, and professional ethics and market conduct.

FPLN 450 (formerly FINA 434)

Retirement Planning (4 cr. hrs.)

Prerequisite(s): Principles of Financial Planning (FPLN 300) or Personal Financial Planning (FINA 430). Not open to students with credit for FINA 434.

An introduction to retirement planning concepts, procedures, and issues for individuals, businesses, and business owners. Topics include understanding and evaluating client retirement objectives, qualified and non-qualified retirement plans, tailoring retirement plans to client needs, funding retirement plans and investing plan assets, retirement planning for individual clients, post-retirement monetary needs, tax considerations in retirement planning, and retirement plan distributions.

FPLN 460 (formerly FINA 436)

Estate Planning (4 cr. hrs.)

Prerequisite(s): Principles of Financial Planning (FPLN 300) or Personal Financial Planning (FINA 430), Investments (FINA/FPLN 405), Income Tax Planning (FPLN 430) or Income Taxation for Financial Planning (FINA 355), Insurance Planning (FPLN 440) or Insurance and Financial Planning (FINA 432), and Retirement Planning (FPLN 450 or FINA 434). Not open to students with credit for FINA 436.

An introduction to the principles and techniques in estate planning. Topics include the use of living and testamentary trusts, joint ownership of property, life insurance, charitable dispositions, inter vivos gifts, and the marital deduction to efficiently conserve and transfer wealth, consistent with the client’s goals.

FPLN 495 (formerly FINA 490)

Financial Planning Seminar (4 cr. hrs.)

Prerequisite(s): Principles of Financial Planning (FPLN 300) or Personal Financial Planning (FINA 430), Investments (FINA/FPLN 405), Income Tax Planning (FPLN 430) or Income Taxation for Financial Planning (FINA 355), Insurance Planning (FPLN 440) or Insurance and Financial Planning (FINA 432), and Retirement Planning (FPLN 450 or FINA 434). Not open to students with credit for FINA 490.

This course is designed to provide a capstone experience, challenging students to apply financial planning techniques, procedures and practices to actual problems and cases.

FPLN 499

Independent Studies in Financial Planning (1-4 cr. hrs.)

Prerequisite(s): Minimum of 2.00 cumulative GPA, at least 16 hours completed at Franklin, related coursework completed with a minimum grade of "B", and permission of the Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis (See "Independent Studies" for more details).

GRAPHICS**GRPH 210**

Fundamentals of Graphic Design (4 cr. hrs.)

Prerequisite(s): Introduction to Web Authoring (COMP 107) and Graphic Editing Software (DCOM/WEBD 117). Not open to students with credit for DCOM 210.

In this course students will explore the fundamental principles and creative process of graphic design. An emphasis is placed on visual problem solving skills and the creative and aesthetic aspects of traditional graphic design. The course also explores the implications of traditional graphic design in a digital format. NOTE: This is a technology course, in a technology program, and it requires the purchase of software that may be used in subsequent courses as well as being suitable for commercial work beyond completion of degree studies. For specific software requirements, consult the course syllabus.

GRPH 310

Advanced Graphic Design (4 cr. hrs.)

Prerequisite(s): Fundamentals of Graphic Design (DCOM/GRPH 210). Not open to students with credit for DCOM 310.

In this course students will apply the fundamentals covered in Fundamentals of Graphic Design (DCOM/GRPH 210). A strong focus is placed on preparing students to effectively communicate ideas and information to business and consumer audiences through graphic design. Students will learn to apply these principles using traditional methods supported by computer technology.

GRPH 317

Digital Photography (4 cr. hrs.)

Prerequisite(s): Learning Strategies (PF 321). Students must have a camera with a manual mode (ability to set shutter speed and lens aperture).

Digital Photography is a course covering the basics of photography. The focus will be on taking and critiquing photographs with an emphasis on creating professional images for use on the Web. Topics covered include photography and camera basics on how a camera works, lighting, composition, and special types of photography, such as portraiture, nature, landscape, motion, etc. The goal is to shoot professional photographs without manipulation. The course will primarily consist of several focused photography shooting assignments requiring students to take, share, and critique images. The course will not cover digital imaging enhancement, editing, or modification of images (see WEBD 117 - Graphic Editing Software).

GRPH 480

Special Topics in Graphics (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content course in Graphics in which students pursue topics or subjects of current interest not found in the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

**HEALTHCARE INFORMATION SYSTEMS
MANAGEMENT****HISM 320**

Healthcare Database Management (4 cr. hrs.)

Prerequisite(s): Healthcare Management (HCM 300) and Information Systems Architecture and Technology (MIS 310).

This course introduces students to the design of health and medical databases and provides hands-on experience with using such databases. It explores use of medical records systems and includes review and analysis of databases and database management systems. It also examines application of databases to clinical and managerial transaction.

HISM 410

Healthcare Information Systems Management Internship (1-4 cr. hrs.)

Prerequisite(s): Healthcare Information Systems Management (HISM 470).

This course provides students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves a Learning Contract, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Learning Contract. Participation cannot be guaranteed for all applicants.

HISM 470

Healthcare Information Systems Management (4 cr. hrs.)

Prerequisite(s): Healthcare Management (HCM 300) and Information Systems Architecture and Technology (MIS 310).

This course examines healthcare organizations from the perspective of managing the information systems that exist within the enterprise. Identifying the clinical and healthcare delivery processes and how they relate to information systems is a main focus. The intent of the course is to identify the key issues confronting the management of healthcare information systems today, examine their causes, and develop reasonable solutions to these issues. Specific federal regulations, vendor solutions, and financial implications as they relate to healthcare information systems are also examined.

HISM 480

Special Topics in Healthcare Information Systems Management (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

This is a variable content course in Healthcare Information Systems Management in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

HISM 495

Healthcare Information Systems Management Capstone (4 cr. hrs.)

Prerequisite(s): Senior standing and completion of all other Major Area courses.

The Healthcare Information Systems Management Capstone is designed to assimilate and integrate knowledge and skills from previous coursework and field experiences. This class focuses on key issues impacting the management of today's healthcare information systems and explores how those issues impact delivery of care. The Healthcare Information Systems Management Capstone prepares students to enter information management positions within a healthcare setting. The goals of the course are to provide a solid foundation for applying managerial knowledge as it relates to healthcare information systems. Students in this course will demonstrate the ability to express state-of-the-art knowledge about information systems in the healthcare industry as well as identify and strategically manage these systems in a manner that will support and enhance quality delivery of care.

HISM 499

Independent Studies in Healthcare Information Systems Management (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

HEALTHCARE MANAGEMENT

HCM 200

Healthcare Terminology (2 cr. hrs.)

Prerequisite(s): Junior standing or permission of the Program Chair.

This course is a primer for individuals with little or no healthcare experience. The course covers the broad range of topics discussed in public health policy and in the healthcare setting. Terminology is associated with finance and reimbursement, managed care, quality and patient safety, government regulations, legal issues and accreditation.

HCM 300

Healthcare Management (4 cr. hrs.)

Prerequisite(s): Junior standing, Principles of Management (BSAD 312), and Organizational Behavior (MGMT 325).

This course provides students with an overview of concepts and issues related to healthcare leadership. It is generally a required course for any subsequent healthcare management courses. Through the examination of management topics and healthcare situations, the student will explore the skills and knowledge needed to be successful in a diverse healthcare environment. Topics include healthcare leadership, organizational design as it relates to the uniqueness of healthcare organizations, managing professionals, and diversity in the workplace.

HCM 320

Healthcare Financial Management I (4 cr. hrs.)

Prerequisite(s): Junior standing and Financial Accounting (ACCT 215).

This is the first of two healthcare finance courses. Healthcare Financial Management I begins with an introduction to healthcare finance and a description of the current financial environment in which healthcare organizations function. It then will explore the basics of financial and managerial accounting, presenting concepts that are critical to making sound financial decisions to better the cost-effectiveness of the organization.

HCM 340

Community Health (4 cr. hrs.)

Prerequisite(s): Junior standing and Healthcare Management (HCM 300).

Declining reimbursement impacts the role healthcare organizations play in community health and disease prevention. This course focuses on specific strategies healthcare managers can use to benefit the health of communities. Topics include the role of healthcare stakeholders in promoting community health, connecting with the community, and community benefit standards.

HCM 350

Healthcare Informatics (4 cr. hrs.)

Prerequisite(s): Junior standing and Healthcare Management (HCM 300).

As an introductory course for non-information management students, this course will cover the history of healthcare informatics, current issues, basic informatics concepts, and health information management applications. Topics include HIPPA and other legislation, application of electronic health records, and other clinical and administrative applications of health information systems.

HCM 410

Healthcare Management Internship (1-4 cr. hrs.)

Prerequisite(s): Approval of Program Chair.

Provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves a Learning Contract, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Learning Contract. Participation cannot be guaranteed for all applicants.

HCM 422

Healthcare Outcomes Management (4 cr. hrs.)

Prerequisite(s): Junior standing, Healthcare Management (HCM 300), Healthcare Informatics (HCM 350), and Statistical Concepts (MATH 215).

This course will explore the essential principles and techniques of quality improvement applied to patient care and the management of services in healthcare organizations. The importance of quality management in leadership of organizations will be emphasized. Topics include fundamentals of quality management, system thinking and goal setting, improvement theories, data collection, statistical tools, medical errors and reporting, public perceptions and organizational accountability.

HCM 432

Healthcare Financial Management II (4 cr. hrs.)

Prerequisite(s): Junior standing and Healthcare Financial Management I (HCM 320).

An extension of Healthcare Financial Management I, this course offers an advanced and in-depth look at how healthcare managers can apply financial management theory and principles learned in Healthcare Financial Management I to make sound decisions in an ever changing healthcare economic climate. The course will be supplemented by case studies which will focus on topics contained in the course.

HCM 442

Legal Aspects of Healthcare Management (4 cr. hrs.)

Prerequisite(s): Healthcare Management (HCM 300).

Individuals in the healthcare industry face ever changing legal and ethical trends in their environment. Practitioners, therefore, need to develop specific skills to evolve into the role of a change agent in order to manage these trends. This course will provide the student with the skills necessary to mitigate liability through risk management principles, develop relationship management skills, apply an ethical decision-making framework, incorporate employment law procedures, and manage communication.

HCM 472

Contemporary Issues in Healthcare Management (4 cr. hrs.)

Prerequisite(s): Junior standing and Healthcare Management (HCM 300). Not open to students with credit for HCM 332.

This is an issues oriented course that examines the healthcare delivery system in the United States. The course examines the entire continuum of care and uses the construct of a fully integrated system as a means to evaluate the current system to develop recommendations for further developments. Our intent is to identify the key issues confronting healthcare today, examine the causes and develop reasonable solutions to the current set of problems.

HCM 482

Healthcare Strategic Management (4 cr. hrs.)

Prerequisite(s): Junior standing and Healthcare Management (HCM 300).

Planning is a major part of leadership in a healthcare organization. Healthcare organizations must have a clear strategy to manage technological, social, political, regulatory, competitive, and economic issues in order to be successful. The objective of this course is to provide the student with a strategic perspective and an understanding of the strategic process and structure.

HCM 495

Healthcare Management Capstone (4 cr. hrs.)

Prerequisite(s): Senior standing and completion of all other Major Area courses.

The Healthcare Management Capstone is designed to assimilate and integrate knowledge and skills from previous coursework and field experiences. This class focuses on the key issues impacting the administration of today's healthcare organizations and explores how those issues impact the delivery of care. The Healthcare Management Capstone prepares students to enter management positions in a healthcare setting. The goals of the course are to provide a solid foundation of applying managerial knowledge within the healthcare industry. The students will demonstrate the knowledge in a professionally competent manner conducive to the advancement of healthcare in the local community. This will include: the ability to express state-of-art knowledge about current issues facing the healthcare industry; and the ability to analyze and synthesize solutions to pressing healthcare issues. This course is designed to meet the Healthcare Management Program outcomes.

HCM 499

Independent Studies in Healthcare (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

HUMAN RESOURCES MANAGEMENT

HRM 300

Human Resources Management (4 cr. hrs.)

Prerequisite(s): Junior standing and Business Principles (BSAD 110). Not open to students with credit for Personnel Administration, Human Resources Management (HRM 322) or MGMT 300.

An introduction to the human resources function and related elements and activities. The course outlines the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities. The student will learn about the evolution in human resources management as we know it today. Emphasis is placed on the modern day importance of HRM and the new “corporate view” of the function. Additionally, the student will be exposed to the view of HRM from the perception of both management and subordinate employees. The importance of maintaining fair and equitable compensation and benefit programs will be discussed. The student will be exposed to practical situations and problem solving regarding areas of employee counseling, discipline and termination. Equal Employment Opportunity will be discussed in order for the student to understand its need, importance and the legal issues surrounding it. Other critical areas of training and development, staffing and strategy will also be explored.

HRM 301

Staffing (4 cr. hrs.)

Prerequisite(s): Human Resources Management (HRM/MGMT 300).

This course examines all aspects of getting employees into organizations. Recruitment and selection are the foci. This course covers scientific and legal issues from a managerial perspective and examines the usefulness of various methods used in job analysis, testing and measurement, and internal and external market analysis. Legislation regarding EEO and affirmative action programs are discussed.

HRM 302

Training and Development (4 cr. hrs.)

Prerequisite(s): Human Resources Management (HRM/MGMT 300).

This course covers the theories and techniques of training and development from strategic and operational perspectives. Emphasis is placed on employee needs assessment, program design, implementation and evaluation. Learning theories and long-term development for global competitiveness are discussed.

HRM 401

Compensation and Benefits (4 cr. hrs.)

Prerequisite(s): Human Resources Management (HRM/MGMT 300).

This course is an in-depth examination of pay and benefit theories and practices. The course analyzes job evaluation techniques, salary surveys, individual and group performance-based pay, as well as insurance and pension plan administration.

HRM 402

Employee and Labor Relations (4 cr. hrs.)

Prerequisite(s): Human Resources Management (HRM/MGMT 300).

This course evaluates the current environment of employee and labor relations. Students will compare and distinguish the differences between employee relations and labor relations environments. Topics such as handbooks versus contracts, employee discipline versus grievance procedures, and workplace compliance laws, such as ADA, FMLA, sexual harassment, and the Civil Rights Act are discussed.

HRM 410

Human Resources Management Internship (1-4 cr. hrs.)

Prerequisite(s): Business Principles (BSAD 110) and completion of a course in the major area of study.

Provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves a Learning Contract, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses, and submission of materials as established in the Learning Contract. Participation cannot be guaranteed for all applicants.

HRM 480

Special Topics in Human Resources Management (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content classroom course in human resources management in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

HRM 495

Strategic Human Resources Management Capstone (4 cr. hrs.)

Prerequisite(s): Senior standing in Human Resources Management major.

Capstone course for HRM majors. Investigates the strategic management process from the HR perspective. Topics include strategic HR, strategic alignment, balanced scorecard and competitive strategic analysis. Intensive use of case analysis, including a cross-functional senior practicum with students from Finance, Marketing and Management Information Systems majors.

HRM 499

Independent Studies in Human Resources Management (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of “B” and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See “Independent Studies” for more details.)

HUMANITIES

HUMN 210

Introduction to Logic and Critical Thinking Skills (2 cr. hrs.)

Prerequisite(s): College Writing (COMM 120) and Learning Strategies (PF 321).

The goal of this course is to help you improve as a critical, logical thinker. You will be introduced to the art of formulating and assessing arguments according to the standards of logical thinking and critical analysis. You will discover how to apply these valuable skills to your studies and everyday life, learning how to overcome obstacles to critical thinking, and how to avoid being deceived by means of misleading reasoning.

HUMN 211

Introduction to Ethical Analysis and Reasoning (2 cr. hrs.)

Prerequisite(s): College Writing (COMM 120) and Learning Strategies (PF 321).

The goal of this course is to help you improve your ethical analysis and reasoning skills. You will be introduced to the art of formulating and assessing ethical arguments according to the standards of logical thinking and critical analysis. In this course, you will discover how to apply the following questions to your job and everyday life. Why do we need ethics if we have laws to govern our behavior? Does the majority view determine what is ethical and what is not? Are feelings, desires, and preferences reliable ethical guides? Is it ever appropriate to criticize another individual's (or culture's) ethical judgment? Are people always responsible for their actions? Do human beings have a natural tendency to good, a natural tendency to evil? both? neither? Is there a single moral code that is binding on all people, at all times, and in all places?

HUMN 246

Film Appreciation (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120). Not open to students with credit for HUMN 346.

This course is an introduction to the art of film intended to enable students to become more knowledgeable, appreciative and critical viewers. The course covers the major areas of film: narrative, documentary, animated and experimental. While some film history is covered, this course emphasizes understanding key elements in the filmmaking process: scripting, filming, editing, acting, directing, promoting and distributing. Students will be required to view and write critical reviews of films screened both in and out of class.

HUMN 305

Global Issues (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120) and Learning Strategies (PF 321). Not open to students with credit for PF 305.

This course provides students with a coherent sense of the past and present human societies drawn from five cultural areas: Asia, Africa, Europe, North America and South America. It also reviews the diversity of traditions that have formed the world and continue to interact in it today. Through the synthesis of connections, influences and parallels among cultures, students will gain an understanding of how to communicate in a culturally diverse world.

HUMN 318

World Religions (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120).

A comparative study of the founders, sacred writings, beliefs and practices of some of the major world religions: Hinduism, Buddhism, Taoism, Confucianism, Shintoism, Islam, Judaism and Christianity. This course enables the student to study and compare the leading religions of the world in light of their historical and cultural backgrounds.

HUMN 341

Popular Culture (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120).

An introductory course that examines basic concepts in popular culture studies and the role popular arts and artifacts play in shaping cultural values. The course covers basic theories and approaches to topics like best sellers, popular music, movies, television, cultural heroes from the sports and entertainment worlds and other popular phenomena.

HUMN 345

Philosophy of Science (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120), Introduction to Logic and Critical thinking Skills (HUMN 210), and Introduction to Ethical Analysis and Reasoning (HUMN 211).

The goal of this course is to help students sharpen their critical thinking skills by covering key principles of knowledge, reasoning, and evidence. Students will be introduced to the characteristics, methodology, and limitations of science in contrast to other alleged sources of knowledge like faith, intuition, mysticism, perception, introspection, memory, and reason. Students will discover how to apply these valuable principles to their studies and to everyday life, learning how to overcome obstacles to critical thinking and how to avoid being deceived by means of bogus sciences and extraordinary claims.

HUMN 480

Special Topics in the Traditional Humanities (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content classroom course in the traditional humanities in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

HUMN 499

Independent Studies in Humanities (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

INFORMATION TECHNOLOGY

ITEC 136

Business Programming Concepts (4 cr. hrs.)

Prerequisite(s): Computer Literacy (COMP 085), Introduction to Web Authoring (COMP 107), and College Algebra (MATH 160). Not open to students with credit for Business Applications Programming (ITEC/COMP 235) or to students with credit for COMP 136.

This course introduces programming to individuals with little or no programming background. The goal of this course is to introduce the fundamentals of structured programming, problem solving, algorithm design, and software lifecycle. Topics will include testing, data types, operations, repetition and selection control structures, functions and procedures, arrays, and top-down stepwise refinement. Students will design, code, test, debug, and document programs in a relevant programming language.

ITEC 275

Computer Networks: Switching, Routing, and WANs (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120) and Principles of Computer Networks (COMP 204) or a Networking Fundamentals course.

This course covers both the design and basic configuration of computer networks. Using Cisco Systems CCDA® certification as a guide, students will learn about the OSI model, network topologies, Wide Area Network (WAN) technologies, wireless LAN, IP addressing, routing protocols, and network security mechanisms. This course also utilizes simulation software to create a small virtual network on the student's personal computer running Windows XP or Vista. This provides the student interactive configuration experience with the Cisco Systems Internetworking Operating System (IOS) in an isolated environment.

ITEC 325

Data Center Design and Administration (4 cr. hrs.)

Prerequisite(s): Computer Networks: Switching, Routing, and WANs (ITEC 275) or Principles of Network Design and Administration (ITEC 370), and Information Systems Architecture and Technology (ITEC/MIS 310).

Data centers house the most critical enterprise computing infrastructure components. A well designed and managed data center is crucial for high availability and business continuity. This course is designed to cover data center design and management principles, including facilities setup, power and cooling, disaster recovery, servers, storage, VOIP, network operations, and virtualization. Attention is paid to the best practices of data center operations, including organization, documentation, standardization, and consolidation.

ITEC 350

Windows Administration (4 cr. hrs.)

Prerequisite(s): Introduction to Computer Science and Object-Oriented Programming (COMP 111) OR Business Programming Concepts (ITEC 136) OR any structured programming class; AND Computer Networks: Switching, Routing, and WANs (ITEC 275) OR Principles of Network Design and Administration (ITEC 370).

This course provides the student with an introduction to Windows Server 2008 administration and is structured to assist a network manager or planner in planning, configuring, installing, running, and repairing networks that include a Windows Server 2008. As such, it provides an introduction to server installation, Active Directory, printer management, domains, network clients, security, disaster recovery, fault/error management, and scripting of common tasks. This course also uses virtualization software to isolate the Windows Server 2008 operating system from the underlying host operating system. As such, administrative access to a fast machine running Windows XP or better with at least 2 gigabytes of memory and 40 gigabytes of available hard drive space is required. For face to face classes, an external USB 2.0 hard drive with at least 40 gigabytes of free space is required to bring to class.

ITEC 400

UNIX Administration (4 cr. hrs.)

Prerequisite(s): Introduction to Computer Science & Object-Oriented Programming (COMP 111) OR Business Programming Concepts (ITEC 136) OR any structured programming course; AND Computer Networks: Switching, Routing, and WANs (ITEC 275) OR Principles of Network Design and Administration (ITEC 370). Not open to students with credit for COMP 400.

This course covers the basic methods of UNIX system administration. The course will focus not only on user-level commands and utilities, but also upon installation and configuration of the UNIX kernel, file system, memory, peripheral devices, authentication/authorization and network facilities. The course also provides an introduction to the Perl programming language and the role of Linux in current UNIX environments. This course also uses virtualization software to isolate the UNIX operating system from the underlying host operating system. As such, administrative access to a fast machine running Windows XP or better with at least 2 gigabytes of memory and 40 gigabytes of available hard drive space is required.

ITEC 410

Information Technology Internship (1-4 cr. hrs.)

Prerequisite(s): None

This course provides students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves a Learning Contract, periodic meetings with the faculty representative, professional experience at a level equivalent to the other senior-level courses, and submission of materials as established in the Learning Contract. Participation cannot be guaranteed for all applicants.

ITEC 425

Information Storage Management (4 cr. hrs.)

Prerequisite(s): Computer Networks: Switching, Routing, and WANs (ITEC 275) or Principles of Network Design and Administration (ITEC 370), and Information Systems Architecture and Technology (ITEC/MIS 310).

Individuals, governments, and businesses depend daily on digital information to make informed decisions. The proliferation of this data has led to increased complexity in information storage and management. The design and implementation of robust storage infrastructures has become a critical piece of the foundations of information technology. This course will explore storage systems, technologies, and networks. Particular emphasis is placed on designing, securing, and managing storage infrastructures that promote business continuity and data retention compliance.

ITEC 430

Information Technology Project Management (4 cr. hrs.)

Prerequisite(s): Information Systems Architecture and Technology (MIS 310), Technical Communication (MIS 320), and Statistical Concepts (MATH 215).

This course provides an introduction to the concepts of information technology project management and techniques for initiating, planning, executing, monitoring and controlling of resources to accomplish specific project goals. Both technical and behavioral aspects of project management are discussed. While the focus is on information technology projects, the principles follow the nine project management knowledge areas outlined in the Project Management Institute's PMBOK® Guide Third Edition and thus are applicable to the management of any project. Topics will include integration, scope, time, cost, quality, human resource, communications, risk, and procurement management. Project management software utilization is emphasized.

ITEC 450

Database Administration (4 cr. hrs.)

Prerequisite(s): Database Management Systems (COMP/ITEC 281) OR Database Management Systems (COMP/ITEC/MIS 380).

This course covers a breadth of subjects in Database Administration. Building on the database management systems course, this course covers topics about the configuration, administration and performance of the database engine itself. Using Oracle 10g as a platform, students will learn about installation, configuration, performance tuning, security, disaster planning and recovery, and network connectivity of databases. This course also uses virtualization software to isolate the database server operating system from the underlying host operating system. As such, administrative access to a fast machine with at least 1 gigabyte of memory and 20 gigabytes of available hard drive space is required.

ITEC 480

Special Topics in Information Technology (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content classroom course in Information Technology in which students pursue topics or subjects of current interest that are not found in the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

ITEC 495

Information Technology Capstone (4 cr. hrs.)

Prerequisite(s): UNIX Administration (ITEC 400), Information Technology Project Management (ITEC 430), and Information Systems Security (MIS 484).

The Information Technology capstone course encourages teamwork in small groups on a substantial project. The intent of this course is to provide a capstone experience that integrates the material contained in required courses of the ITEC major. It also provides an opportunity for students to recognize and evaluate the interrelationship of their general education courses with the courses taken for their major. The capstone will include discussion about professional and ethical issues related to Information Technology. Students will also culminate their experiences with an overview of the evolution of computer systems and a look at the near-term future.

ITEC 499

Independent Studies in Information Technology (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

INTERACTIVE MEDIA DESIGN

IMD 400

Interactive Media for Training and Instruction (4 cr. hrs.)

Prerequisite(s): Advanced Graphic Design (GRPH 310), Technical Communication (MIS 320), and completion of IMD Technical Credit area.

This upper-level Interactive Media Design course provides practical application and experience in the creation of digitally mediated communication for training and instructional purposes. Students work individually and within teams to produce professional quality media used for interactive training and instruction. The course provides hands-on experience in conducting a training needs analysis, followed by the design of a suitable innovation, and ending with the implementation of a solution. Students use computer software and technology to present text, graphics, video, audio, and animation in an integrated way to produce interactive training and instruction.

IMD 430

Interactive Media for Entertainment (4 cr. hrs.)

Prerequisite(s): Advanced Graphic Design (GRPH 310), Technical Communication (MIS 320), and completion of IMD Technical Credit area.

This upper-level Interactive Media Design course provides practical application and experience in the creation of digitally mediated communication for entertainment. Students work individually and within design teams, filling the necessary roles to produce professional quality entertainment media. The course provides hands-on experience conducting a needs analysis, followed by the design of a suitable innovation, and ending with the implementation of a solution. Students use computer software and technology to present text, graphics, video, audio, and animation in an integrated environment that produces an interactive and engaging media product.

IMD 450

Interactive Media for Advertising (4 cr. hrs.)

Prerequisite(s): Advanced Graphic Design (GRPH 310), Technical Communication (MIS 320), and completion of IMD Technical Credit area.

This upper-level Interactive Media Design course provides practical application and experience in the creation of digitally mediated communication for advertising purposes. The course provides students with the knowledge and experience to design interactive media used in advertising to satisfy marketing objectives. The course provides hands-on experience conducting a needs analysis, followed by the design of a suitable advertising innovation, and ending with the implementation of a solution. Students utilize computer software and technology to present text, graphics, video, audio, and animation in an integrated way to produce interactive marketing materials.

IMD 490

Interactive Media Design Practicum (4 cr. hrs.)

Prerequisite(s): Project Management (AMGT 390), Human Computer Interaction (COMP 325), and two of the following: Interactive Media for Training and Instruction (IMD 400), Interactive Media for Entertainment (IMD 430), or Interactive Media for Advertising (IMD 450).

In this course, students create interactive media products for actual clients, thus gaining the most practical experience possible in an education setting. The practicum is organized like an actual design firm with the instructor as the organizational leader and students filling different roles in the organization. Students are placed in design teams based on their experience and talents. Within the teams, they collaborate to design and develop solutions to practical problems that require interactive media solutions. These problems may be training, marketing, or entertainment oriented or a combination of all three.

IMD 495

Interactive Media Design Capstone (4 cr. hrs.)

Prerequisite(s): Interactive Media for Training and Instruction (IMD 400), Interactive Media for Entertainment (IMD 430), Interactive Media for Advertising (IMD 450), and Interactive Media Design Practicum (IMD 490).

This is the final course in the Interactive Media Design major. Students at this level have completed all of the instructional elements of the curriculum. The capstone prepares students to find employment in the interactive media industry. The course completes the practicum sequence, requiring students to take on management roles in the assigned projects. In addition, students will assemble their portfolios and prepare for final presentations. Finally, they will present their work and receive feedback, preparing them for the interview process.

INTERDISCIPLINARY STUDIES**IDST 100**

Introduction to Portfolio (1 cr. hr.)

Prerequisite(s): Learning Strategies (PF 321).

This course will introduce students to the concept of portfolio as a means of communicating ideas to a range of audiences. Using LiveText, a leader in e-portfolio software, students will design their own portfolios, learn about criteria for excellent portfolio design, share and critique portfolios, and discuss the importance of tailoring portfolios for particular audiences. The goal of the course is to empower students to use the portfolio tool to reflect academic and personal growth, illustrate the interconnection of personal and academic knowledge, and ultimately to create and maintain an effective electronic curriculum vita.

IDST 300

Introduction to Interdisciplinary Studies (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120) and Introduction to Portfolio (IDST 100).

This course introduces terms and definitions essential to Interdisciplinary Studies and explores the application of multiple disciplinary insights to construct a comprehensive perspective on a complex problem or issue. Students will use cognitive maps to codify academic, professional, and personal knowledge and will use portfolio software to illustrate connections and conflicts among knowledge areas. The course will culminate in the illustration of how diverse knowledge can be systematically and successfully applied to complex problems both inside and outside of the workplace. The course will stress the importance of informed and varied perspectives in today's complex world.

IDST 495

Interdisciplinary Studies Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all Interdisciplinary Core and Focus Area courses.

As part of the Capstone experience, students will define a complex, real world problem, possibly in their local communities. Then, using skills and knowledge of interdisciplinary practices, and leveraging information and approaches from their own specific focus areas, students will study a problem from the perspective of several disciplines, generate interdisciplinary insights, illustrate disciplinary connections and conflicts, evaluate assumptions and concepts in the context of this specific problem and, ultimately, construct a new understanding of a problem and recommend solutions or responses. Students will be encouraged to present their responses to business or community leaders where such new perspectives or insights might be implemented. Students will be required to finalize a comprehensive e-portfolio of work that reflects work completed in the program, specifically examples of learning experiences that reflect program outcomes, which might be shared with current or prospective employers.

MANAGEMENT

MGMT 300

Human Resources Management (4 cr. hrs.)

Prerequisite(s): Junior standing and Business Principles (BSAD 110). Not open to students with credit for Personnel Administration, Human Resources Management (HRM 322) or HRM 300.

An introduction to the human resources function and related elements and activities. The course outlines the roles and functions of members of the human resources department. The student will learn the process of evolution in human resources management as we know it today. Emphasis is placed on the modern day importance of HRM and the new “corporate view” of the function. Additionally, the student will be exposed to the organizational view of HRM from the perception of both management and subordinate employees. The importance of maintaining fair and equitable compensation and benefit programs will be discussed. The student will be exposed to practical situations and problem solving regarding areas of employee counseling, discipline and termination. Equal Employment Opportunity will be discussed in order for the student to understand its need, importance and the legal issues surrounding it.

MGMT 310

Process Management Applications (4 cr. hrs.)

Prerequisite(s): Introduction to Spreadsheets (COMP 106), and Statistical Concepts (MATH 215). Not open to students with credit for Process Fundamentals or Process Management Applications (PCMT 310) or Production Management.

This course introduces students to the concept of a business as an integrated set of business processes and associated systems designed to deliver value to customers. Students will learn the terminology, concepts, and theories of how to align and manage processes with business strategy and operational objectives.

MGMT 320

Decision Making and Problem Solving (4 cr. hrs.)

Prerequisite(s): Statistical Concepts (MATH 215) and Principles of Management (BSAD 312). Not open to students with credit for BSAD 320.

This course develops decision-making and problem solving skills by applying various tools and techniques to both qualitative and quantitative case studies covering current issues in domestic and global organizational settings. Fundamentals of conflict management will be applied to create effective, efficient outcomes by defining and analyzing the types of conflict, its causes and effects, and how to diffuse and manage confrontational situations.

MGMT 325

Organizational Behavior (4 cr. hrs.)

Prerequisite(s): Business Principles (BSAD 110) or Principles of Management (BSAD 312). Not open to students with credit for Leadership: Behavioral Approach (OLM 325) or to students with credit for BSAD 325.

This course analyzes behavioral processes and their implications for organizational culture and the management of performance. Emphasis will be on the creation of high performance work systems through the development of effective teams. Topics will include: values, perception, attitudes, learning, motivation, conflict, power and influence, group dynamics and leadership.

MGMT 352

Management and Leadership: A Continuum (4 cr. hrs.)

Prerequisite(s): Principles of Management (BSAD 312). Not open to students with credit for OLM 352 or OLM 425.

This course explores the concept of management and leadership through experiencing uncertainty by shifting the focus to possible futures. Several tools and processes are introduced to assist with this exploration of self and uncertainty.

MGMT 410

Management Internship (1-4 cr. hrs.)

Prerequisite(s): Completion of 12 Major Area required credits.

This course provides students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves a Learning Contract, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses, and submission of materials as established in the Learning Contract. Participation cannot be guaranteed for all applicants.

MGMT 435 (formerly MGMT 390)

Evolution of Management (4 cr. hrs.)

Prerequisite(s): Principles of Management (BSAD 312). Not open to students with credit for MGMT 390.

This course covers the development of management concepts, major contributors, events and theories that are the foundation of modern management practices.

MGMT 476

Global Business Issues (4 cr. hrs.)

Prerequisite(s): Principles of Management (BSAD 312) and Global Issues (HUMN 305). Not open to students with credit for BSAD 476.

This course focuses on global economic integration and emerging market economies and the effects these trends have on both service and manufacturing industries in the short- and long-term. Other global business issues will include: the European Union (EU), North American Free Trade Association (NAFTA), and the World Trade Organization (WTO); environmental considerations in business operations; the influences of the political and legal environment on markets; the strategies for business entry into a global market; and the development of leadership talent in a global setting.

MGMT 480

Special Topics in Management (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content classroom course in Management in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

MGMT 495

Management Capstone (4 cr. hrs.)

Prerequisite(s): Senior standing, completion of Business Core, and completion of, or concurrent enrollment in, all other major courses. Not open to students with credit for BSAD 495.

This course serves as the Capstone for the Management major. The purpose of the course is to integrate all prior learning in management, related coursework, and workplace experiences to individually assess an organization. Three major components comprise the course: the strategic analysis of an organization; the development of a forward looking strategy with competitive, ethical, and global considerations; and the development of an implementation plan.

MGMT 499

Independent Studies in Management (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

MANAGEMENT INFORMATION SCIENCES**MIS 200**

Management Information Systems (4 cr. hrs.)

Prerequisite(s): Learning Strategies (PF 321). Not open to students with credit for MIS/ITEC 300.

The purpose of this course is to provide the fundamentals associated with the management of information technology in a business enterprise. These fundamentals are business concepts in which the influence of information technology has caused change or brought about new concepts. Special emphasis will be placed on understanding the managerial issues that are relevant to usage of computers. The student will be given problems isolating these issues and will be asked to propose solutions with alternatives.

MIS 310

Information Systems Architecture and Technology (4 cr. hrs.)

Prerequisite(s): Business & Professional Communication (COMM 320). Not open to students with credit for ITEC 310.

This course provides a conceptual survey of general systems theory followed by a conceptual and technological survey of the structure of distributed information systems architectures, operating systems, network operating systems, peripheral technology and user interfaces. Interoperability between these architectural components will be explored and current technology and trends in each architectural element will be reviewed. This course will de-emphasize, although not ignore, mainframe architectures in favor of information architectures more applicable to client/server computing. The various interacting categories of client/server computing as well as the benefits and implications of such a system will be fully explored.

MIS 320

Technical Communication (4 cr. hrs.)

Prerequisite(s): Business & Professional Communication (COMM 320). Not open to students with credit for ITEC 320.

This course will prepare students for the bi-directional technical communication demands specific to computer and information systems. Topics include technical research methods and approaches, critical analysis of technical documents, synthesis of data, information and knowledge gained through research and critical analysis, creation of accurate technical documents, and effective delivery of technical material via oral presentations supported by visual media.

MIS 330

Systems Integration Concepts and Practices (4 cr. hrs.)

Prerequisite(s): Information Systems Architecture and Technology (MIS 310).

Systems integration permeates the information management landscape, operating conceptually on three levels: the strategy of achieving enterprise-level information systems (IS) integration, the process at the IS department-level to achieve integration and the selection of technologies needed to achieve integration. This course examines these levels of systems integration, emphasizing realistic solutions, guidelines, and practices, through a hands-on approach.

MIS 360

Enterprise-wide Electronic Commerce (4 cr. hrs.)

Prerequisite(s): Information Systems Architecture and Technology (MIS 310).

This course is designed to familiarize individuals with current and emerging business processes that utilize electronic data transmission technologies including the Internet. Topics will include network and Internet technology for business advantage, enterprise-wide business functions and processes, re-engineering of legacy processes through electronic commerce, and Internet-based business-to-consumer business ventures. Social, political and ethical issues associated with electronic commerce are reviewed. The purpose of this course is to educate a new generation of managers, planners and analysts of the realities and potential for electronic commerce.

MIS 400

Systems Analysis and Design (4 cr. hrs.)

Prerequisite(s): Information Systems Architecture and Technology (MIS 310) and completion of the MIS Professional Core.

This course is designed to provide an understanding of the Systems Development Life Cycle (SDLC), tools and methods. The course is centered on evaluating existing business processes and choosing a system development methodology to improve upon it. Emphasis will be on analyzing, modeling and designing processes that improve business processes through the deployment of information technology. It will also emphasize the factors for effective communication and integration with users and user systems. It encourages interpersonal skill development with clients, end-users, team members and others associated with development, operation and maintenance of systems.

MIS 410

Management Information Sciences Internship (1-4 cr. hrs.)

Prerequisite(s): None.

This course provides students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves a Learning Contract, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of materials as established in the Learning Contract. Participation cannot be guaranteed for all applicants.

MIS 478

Quantitative Methods and Analysis (4 cr. hrs.)

Prerequisite(s): Principles of Management (BSAD 312), Introduction to Spreadsheets (COMP 106), Introduction to Databases (COMP 108), College Algebra (MATH 160), Finite Mathematics (MATH 210), and Probability and Statistics (MATH 380).

This course addresses the importance of applying quantitative methods and analysis to the solution of business problems using structured problem solving and specialized data analysis software tools. Focus will be on solutions to problems of inefficiency, poor productivity and risky situations within the management of business and technical processes, projects and operations. Some of the methodologies covered are linear programming, PERT-CPM analysis, time series and decision tree analysis, forecasting, regression analysis and data mining. Key success factors in the course will be for the student to build on statistical techniques and spreadsheet tools covered in prerequisite(s) courses.

MIS 480

Special Topics in Management Information Sciences (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content course in information systems that will explore current topics or trends relevant to enhancing the career of information systems professionals. This course may be used to underwrite individual and independent study projects under the leadership of a faculty member, provided the subject matter does not overlap any other existing course, and subject to current departmental policies and restrictions.

MIS 484

Information Systems Security (4 cr. hrs.)

Prerequisite(s): Information Systems Architecture and Technology (MIS 310) or Principles of Computer Networks (COMP 204) or Principles of Network Design & Administration (ITEC 370).

Students will review and analyze the control and security concerns in the information systems environment. The security challenges created from the emergence of new technology and the changing internal and external environments will be analyzed. The effect of legal, regulatory, and current security technology on policy development will also be reviewed.

MIS 495

Management Information Sciences Capstone (4 cr. hrs.)

Prerequisite(s): Systems Analysis and Design (MIS 400), Quantitative Methods & Analysis (MIS 478) or Statistical Concepts (MATH 215) or Probability and Statistics (MATH 380), Database Management Systems (COMP/ITEC/MIS 380 or COMP 281) and Senior standing.

The capstone course will encompass and consolidate all of the concepts covered in the MIS curriculum. In this course, students will manage an Information Systems project, design an appropriate database and incorporate both LAN and Web-based distributed information solution to support a business process, effectively document the system and incorporate elements of the general education into a successfully implemented information systems solution.

MIS 499

Independent Studies in Management Information Sciences (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of “B” and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See “Independent Studies” for more details.)

MARKETING

MKTG 300

Marketing (4 cr. hrs.)

Prerequisite(s): Business Principles (BSAD 110).

A general course in marketing theory and methods. Among topics discussed are the importance of marketing, the interrelationship of the different phases of marketing, the differences between the marketing of goods and services, wholesaling, retailing, pricing strategies, analysis of markets, and distribution.

MKTG 320

Advertising (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300).

The study of the components of advertising and its function within the total marketing function. The course examines advertising campaigns and procedures dealing with planning, creation, production, media, management, research and budgeting.

MKTG 330

Marketing Behavior (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300). Not open to students with credit for Consumer Behavior (MKTG 330).

An understanding of consumer decision processes is developed through application of behavioral sciences. Organizational decision-making processes are also considered. The implications of these processes are considered in relation to marketing, organizational strategies and decision making.

MKTG 332

Marketing Research (4 cr. hrs.)

Prerequisite(s): Statistical Concepts (MATH 215) or Statistics I (MATH 230) and Marketing (MKTG 300).

Students develop an understanding of the theories and techniques of planning, conducting, analyzing and presenting market studies. Students will study different methodologies with emphasis on primary research including questionnaire design.

MKTG 350

Persuasive Strategies (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300).

This course focuses on the most prevalent promotional and persuasive approaches used in written, oral, and electronic communication. Students investigate the psychological aspects of persuasion and influence. Methodologies that incorporate analyses of audience, situation, and purpose are evaluated. The application of effective strategies for sales, product introduction, and advocacy for a position are emphasized.

MKTG 410

Marketing Internship (1-4 cr. hrs.)

Prerequisite(s): At least 12 credit hours of Marketing.

This course provides students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves a Learning Contract, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of materials as established in the Learning Contract. Participation cannot be guaranteed for all applicants.

MKTG 430

Relationship Marketing (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300). Not open to students with credit for MGMT 430.

Students develop skills in planning, constructing and organizing one-to-one marketing activities. Included in these activities are collaborative relationships between consumers and sellers that can be applied by both small and large organizations. New technologies in interactive marketing and in database creation and implementation will be studied.

MKTG 450

Global Marketing (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300).

A course in marketing theory and methods as they apply to world markets. Among the topics discussed are: the importance of linking international marketing with the overall strategy of the business while examining the impact of cultural, political and legal issues and the economic differences in global strategies. Emphasis is placed on developing the marketing mix appropriate to various international global environments.

MKTG 480

Special Topics in Marketing (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content classroom course in marketing in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

MKTG 495

Integrated Marketing (4 cr. hrs.)

Prerequisite(s): Senior standing, Advertising (MKTG 320), Marketing Behavior (MKTG 330) and Marketing Research (MKTG 332).

This course serves as the capstone for the marketing academic area as well as a bridge to the marketing profession. Three major components comprise the course: the analysis of a contemporary marketing case, evaluation of alternative marketing strategies and the preparation of a comprehensive marketing plan for a client.

MKTG 499

Independent Studies in Marketing (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

MARKETING & COMMUNICATION

MCM 607

Essentials of Marketing (2 cr. hrs.)

Prerequisite(s): Admission into the Marketing and Communication program.

An understanding of marketing terminology and concepts is imperative for success in not only the Marketing & Communication Program but also in business. Marketing is becoming even more important as competition increases and consumer choice expands. Fundamental strategies for the marketing mix will be explored along with traditional and new tactics to reach specific target markets.

MCM 707

MCM Foundations (2 cr. hrs.)

Prerequisite(s): Admission into the Marketing and Communication program.

In this "gateway" course, you will employ various strategies that will help you attain a high level of achievement in your coursework and employment. You will begin the process of understanding what it means to be a graduate student at Franklin University. This includes tangibles such as research, writing, and team leadership skills plus intangibles such as critical thinking, attitude, ability to see the big picture, and the joy of learning.

MCM 711

Media and Technology (4 cr. hrs.)

Prerequisite(s): MCM Foundations (MCM 707).

This course will concentrate on the integration of existing and emerging technology with marketing and communication strategies. Topics will range from the appropriateness and timing of using social media strategies to the tactical use of viral campaigns. Functional topics such as video uploading and file compression, web-conferencing, Photoshop Elements, and FranklinLive! will also be addressed.

MCM 713 (formerly MCM 704)

Communication and Persuasion (4 cr. hrs.)

Prerequisite(s): Media and Technology (MCM 711).

The ability to communicate effectively has never been more important than in today's networked business environment. Communication skills are ranked as among the most important attributes of an individual. In this course, students will develop skills in business and research-level writing, group communications, and professional presentations of the quality expected of graduate students and communication professionals in the field. Additionally, effective communication-framing techniques will be addressed with a focus on persuasion and in multiple contexts including motivation, internal audiences, and global/multicultural communication.

MCM 721 (formerly MCM 740)

Design Concepts (4 cr. hrs.)

Prerequisite(s): Communication and Persuasion (MCM 713).

Marketing and communication professionals are often called upon to produce brochures, web pages, and other print or electronic media, and to know design concepts used to improve these activities. The focus will be on layout, color, texture, and copy as applied to specific media and how design concepts attract a specific target audience.

MCM 723

Metrics and Analytics (4 cr. hrs.)

Prerequisite(s): Design Concepts (MCM 721).

As with all areas of business and organizational operations, a thorough understanding of marketing and communication financial issues is key to your success as a managing professional. This course will expose you to the various fiscal competencies required for effective administration of marketing and communication projects and departments. Instruction and assignments are geared to issues specific to marketing and communication and are designed to ensure that you gain a working knowledge of such key functions as forecasting, break-even analysis, budgeting, interpreting financial statements, Return on Marketing (ROM), costing/pricing, and pro forma development.

MCM 727 (formerly MCM 720)

Behavioral Research (4 cr. hrs.)

Prerequisite(s): Metrics and Analytics (MCM 723).

Understanding consumer motives and actions are essential to the success of any organization. Students will explore consumer behavior, specifically analyzing consumer wants and needs and researching solutions to consumer problems. Students will learn to determine which measurements and analyses are most suited for specific situations. Areas addressed include archival research, content analysis, focus groups, surveys, and observational techniques with an emphasis on quantitative versus qualitative results.

MCM 731 (formerly MCM 771)

Applied Communication Theory (4 cr. hrs.)

Prerequisite(s): Behavioral Research (MCM 727).

The role of communication within organizations has expanded to meet a variety of new challenges and responsibilities. Fragmented audiences and emerging technologies require that the traditional communication model be reexamined. The communication professional must analyze audiences and understand the strengths and weaknesses of a variety of communication media and activities. Students will explore communication theories and the application of those theories in media relations, crisis management, reputation management, and special events planning from a managerial perspective.

MCM 733 (formerly MCM 772)

Applied Marketing Theory (4 cr. hrs.)

Prerequisite(s): Applied Communication Theory (MCM 731).

Marketing has emerged as a key function within successful organizations. It is expected that the marketing professional be able to analyze their market, craft the right message, and develop and execute a plan that effectively reaches the target audience. Students will explore how to manage the marketing function within an organization, including market analysis, target marketing, branding, advertising, and marketing mix manipulation.

MCM 737

Management and Leadership (4 cr. hrs.)

Prerequisite(s): Applied Marketing Theory (MCM 733).

While fundamental management and leadership skills transfer easily from one area to another, the professional marketing and communication manager will also benefit from the development of other particular abilities. This course presents theories of supervision, management, and leadership while exploring the topics of power, negotiation, conflict, and motivation – all within the framework of the marketing and communication function. You will find both the theoretical knowledge of these topics and their practical application of considerable value as you advance in your management and leadership roles.

MCM 741

MCM Capstone (4 cr. hrs.)

Prerequisite(s): Management and Leadership (MCM 737).

The capstone will be a culminating experience building upon all prior courses. It is becoming much more difficult for organizations to cut through the clutter and create marketing and communication messages that not only attract attention, but also resonate with customers, clients, and stakeholders. Emphasis in this course will focus on alternative marketing and communication strategies; what strategies and tactics are working for organizations, which are not, and what is the difference; and how can we learn from this for successful application of alternative strategies in a business setting.

MBA**MBA 699**

Independent Studies in MBA (1-4 cr. hrs.)

Prerequisite(s): Minimum 3.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of the Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by regular curriculum or to extend study in areas currently taught. Study is under faculty supervision and graded on a letter-grade basis. (See "Independent Studies" for details.)

MBA 707 (formerly GRAD 703)

MBA Foundations (4 cr. hrs.)

Prerequisite(s): Acceptance into the MBA program.

More than ever before, the ability to understand and be understood is critical for success in the corporate world. Communication is no longer limited by the narrow definitions of the past. Achieving a business leadership position today means not only being adept at both oral and written communication, but also understanding communication from a strategic point of view and knowing how to effectively organize and present information to audiences of all sizes. In this course, you will develop and refine these capabilities. What you gain from this course will be of value throughout your MBA program, as well as in the workplace.

MBA 711

Business Environment (4 cr. hrs.)

Prerequisite(s): MBA Foundations (MBA 707).

This course systematically explores the external environment in which businesses operate – legal and regulatory, macroeconomic, cultural, political, technological, and natural. Additionally, the course will examine the critical opportunities and threats that arise from an analysis of external business conditions. Students will apply scenario planning to a selected industry and synthesize trends in the external environment in the presence of risk and uncertainty.

MBA 713 (formerly MBA 705)

Human Resources Management (4 cr. hrs.)

Prerequisite(s): Business Environment (MBA 711).

Organizations are composed of groups of people who work together to achieve defined outcomes. Experience has proven time and again that the key factor which differentiates successful companies from those who struggle to survive is people who make up the employee base. While the human resources function is given the specific task of planning for and resolving many employee-related issues and needs, individual managers have direct responsibility and accountability for motivating and leading employees to achieve sustained organizational success. The purpose of this course is to provide students with the knowledge and skills needed to work effectively with human resources to enhance the contributions of all employees to organizational effectiveness. Students will learn about the elements which drive business success, theories of motivation, and methods for creating a plan for maximizing the human capital of an organization.

MBA 721 (formerly MBA 706)

Marketing Management (4 cr. hrs.)

Prerequisite(s): Human Resources Management (MBA 713).

In today's business world, success can often be attributed more to the genius of a company's marketing efforts than to the genius of its products or services. A clear understanding of the importance of marketing, as well as a grasp of effective marketing practices, is essential for anyone who wishes to achieve a position of leadership. This course focuses on the essentials of marketing, providing an excellent foundation for future studies in either the MBA or MCM programs. You will gain a working knowledge of both marketing theory and the practical application of innovative marketing strategies. You will come to understand how product, price, place, and promotion contribute to the marketing mix as you explore research-based insights into consumer behavior. As your final course assignment, you will prepare and present a marketing plan of your own.

MBA 723

Managerial Economics (4 cr. hrs.)

Prerequisite(s): Marketing Management (MBA 721).

This course surveys the fundamental concepts and methods of economic analysis for managers. Real-world decision making is emphasized. Application of key economic concepts such as market demand, market supply, market equilibrium, marginal analysis, production, costs, revenue, profit, and market structure constitute the core material of the course. Quantitative spreadsheet-based tools, namely multiple regression analysis and linear programming, will be used to implement and make operational the core economic concepts.

MBA 727 (formerly MBA 750)

International Business Management (4 cr. hrs.)

Prerequisite(s): Managerial Economics (MBA 723).

Globalization has opened the world marketplace to companies that were once merely regional or even local operations. This course is designed to equip you with the knowledge and decision-making skills to perform effectively as a leader within a company with global operations. Course content covers multinational business strategies, from exporting to foreign direct investment, as well as economic, political, and cultural influences on the international marketplace.

MBA 731

Operations and Project Management (4 cr. hrs.)

Prerequisite(s): Managerial Economics (MBA 723) and International Business Management (MBA 727).

In today's business environment, the success of organizations depends on the effective and efficient management of operations and planning and execution of projects. Guided by these two objectives, the student will learn how operations and project management skills will help them contribute to the bottom line of an organization. The student will study methods to select, plan, and execute projects, analyze and improve organizational processes, manage quality, make optimal capacity decisions in supply chains, and develop production and inventory plans and schedules.

MBA 733 (formerly MBA 716)

Financial and Managerial Accounting (4 cr. hrs.)

Prerequisite(s): Operations and Project Management (MBA 731).

Effective leadership in today's complex and highly regulated business environment demands more than a working knowledge of basic accounting practices. Managers must fully grasp sophisticated financial and managerial accounting concepts and be able to apply them with ease in handling day-to-day responsibilities. Managers must also be well versed in the intricacies of corporate governance and asset protection. In this course, students will develop a clear understanding of these critical functions and issues. Students will study the foundational aspects of financial accounting, including professional structure, the interrelationships of financial statements, and multiple forms of financial analysis. Additionally, the functional aspects of managerial accounting will be covered, including planning, decision making, and performance evaluation. Students will also study the Sarbanes-Oxley Act of 2002, which introduced heightened responsibilities in corporate governance and increased managerial requirements regarding the protection of corporate assets.

MBA 737 (formerly MBA 726)

Corporate Finance (4 cr. hrs.)

Prerequisite(s): Financial and Managerial Accounting (MBA 733).

Financial decisions made at the higher levels of a business organization can have far-reaching effects. Intended to achieve firm operating goals and create shareholder value, they must be made judiciously, with a thorough understanding of all the factors involved. In this course, you will learn to apply the analytical techniques required for developing effective and workable financial solutions at the executive level. You will gain an overall understanding of the workings of the U.S. financial system. In addition, you will study the concepts of financial risk, return, and the valuation of bonds, common and preferred stock, cost of capital, capital budgeting, capital structure, and the evaluation of investment opportunities.

MBA 741 (formerly MBA 760)

Strategic Management (4 cr. hrs.)

Prerequisite(s): All preceding MBA courses.

One of the keys to success for today's organizations is their ability to develop, implement, and accurately evaluate effective business strategies. In this course, you will integrate the knowledge you have gained from your prior MBA courses to develop and sharpen your skills for formulating, deploying, and assessing an organization's strategy for achieving competitive advantage in the marketplace. This course will enable you to merge your knowledge of all of these individual disciplines into a comprehensive and meaningful whole.

MATHEMATICS

MATH 040

Re-Entry Mathematics (4 cr. hrs.)

Prerequisite(s): None. Not open to students with credit for Introduction to Algebra.

This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements. Students who place into this course must pass it prior to enrolling in any course at the 200 level or higher. This course is designed for students who, having been away from math for a period of time, need to sharpen their college entry-level skills and for students whose previous work left them with insufficient skills. Topics include fractions, decimals, percents, ratios and proportions, basic statistics, basic geometry, signed numbers, order of operations, basic equations and inequalities, mathematical notation, and estimation. Emphasis is placed on the development of reasoning and logical thinking through applications.

MATH 150

Fundamental Algebra (4 cr. hrs.)

Prerequisite(s): Re-Entry Mathematics (MATH 040) or its transfer equivalent or appropriate score on mathematics placement test and Learning Strategies (PF 321).

This course will fulfill the algebra competency requirement for Franklin students who did not earn a grade of at least "C" in high school Algebra II. This course will address the outcomes of introductory and intermediate algebra. Topics include: basic algebraic properties, integers, simplifying and factoring polynomials, solving and graphing linear equations and inequalities, solving systems of equations in two and three variables, functions, rational expressions, quadratic and rational equations and inequalities, absolute value, radicals, graphing systems of equations and inequalities, and other selected topics. Applications will be emphasized, and numeric, algebraic, and graphical modes will be used.

MATH 160

College Algebra (4 cr. hrs.)

Prerequisite(s): Intermediate Algebra (MATH 050) or Fundamental Algebra (MATH 150) or passing the Algebra Competency examination and Learning Strategies (PF 321).

This course is designed to prepare students for Applied Calculus and Discrete Mathematics and to provide the mathematical background needed for the analytic reasoning used in other courses. Topics include functions and their graphs, including exponential and logarithmic functions; complex numbers; systems of equations and inequalities; matrices; basic principles of counting and probability; and other selected topics.

MATH 170

Discrete Mathematics (4 cr. hrs.)

Prerequisite(s): College Algebra (MATH 160) and Learning Strategies (PF 321).

This course introduces students to fundamental algebraic, logical and combinational concepts in mathematics that are needed in upper division computer science courses. Topics include logic; sets, mappings, and relations; elementary counting principles; proof techniques with emphasis on mathematical induction; graphs and directed graphs; Boolean algebras; recursion; and applications to computer science.

MATH 180

Applied Calculus (4 cr. hrs.)

Prerequisite(s): College Algebra (MATH 160) and Learning Strategies (PF 321).

This course is designed to meet the needs of the Computer Science Program. Topics include limits, the derivative, rules for differentiation, graphing strategy, optimization problems, differentials, implicit differentiation, related rates, exponential and logarithmic functions, antiderivatives, definite integrals, areas, and methods of integration. Applications are emphasized.

MATH 210

Finite Mathematics (4 cr. hrs.)

Prerequisite(s): Fundamental Algebra (MATH 150) and Learning Strategies (PF 321).

This course includes such topics as matrices, solutions of simultaneous linear equations using matrix methods, graphic and simplex solutions to linear programming problems, set theory, counting problems (including permutations and combinations), probability theory (including Bayes' theorem), Markov chains, and the mathematics of finance. Game theory may be discussed if time permits. Applications in business, economics, and management are emphasized. This course should be taken as soon as possible after acquiring the necessary algebra skills and concepts, preferably within the first 60 hours of any degree program.

MATH 215

Statistical Concepts (4 cr. hrs.)

Prerequisite(s): Fundamental Algebra (MATH 150), Introduction to Spreadsheets (COMP 106) and Learning Strategies (PF 321).

This course introduces the student to statistics with business applications. The course covers both descriptive and inferential statistics. Topics included are: measures of central tendency; measures of dispersion; graphical displays of data; linear regression; basic probability concepts; binomial and normal probability distributions; confidence intervals; and hypothesis testing. These topics will be covered using a basic knowledge of algebra and Microsoft Excel.

MATH 220

Business Calculus (4 cr. hrs.)

Prerequisite(s): Fundamental Algebra (MATH 150) and Learning Strategies (PF 321).

This course may not be taken by students who previously received calculus credit. Topics include limits, the derivative, rules for differentiation, graphing strategy, optimization problems, differentials, implicit differentiation, related rates, exponential and logarithmic functions, antiderivatives, definite integrals, areas, and methods of integration. Applications in business, economics, and management are emphasized. This course should be taken as soon as possible after acquiring the necessary algebra skills and concepts, preferably within the first 60 hours of any degree program.

MATH 380

Probability and Statistics (4 cr. hrs.)

Prerequisite(s): One semester of calculus and Learning Strategies (PF 321).

This course is designed to introduce probability theory, statistical inference, analysis of variance and regression techniques to students majoring in Computer Science. Topics include sets and probability, random variables, discrete and continuous probability distributions, estimation theory, hypothesis testing, regression and correlation, and analysis of variance.

MATH 480

Special Topics in Mathematics (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content classroom course in mathematics in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

MATH 499

Independent Studies in Mathematics (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

MILITARY SCIENCE AND LEADERSHIP

The following Army ROTC courses are taught at Capital University and offered to Franklin University students. Students attend classes at Capital University but credit is awarded by Franklin University.

MS 111

Leadership and Personal Development (2 cr. hrs.)

Prerequisite(s): None.

This course introduces students to the personal challenges and competencies that are critical for effective leadership. Cadets learn how the personal development of life skills such as critical thinking, goal setting, time management, physical fitness, and stress management relate to leadership, officership, and the Army profession. The focus is on developing basic knowledge and comprehension of Army leadership dimensions while gaining a big picture understanding of the ROTC program, its purpose in the Army, and its advantages for the student.

MS 112

Introduction to Tactical Leadership (2 cr. hrs.)

Prerequisite(s): None.

This course is an overview of leadership fundamentals such as setting direction, problem solving, listening, presenting briefs, providing feedback, and using effective writing skills. Students explore dimensions of leadership values, attributes, skills, and actions in the context of practical, hands-on, and interactive exercises. Continued emphasis is placed on recruitment and retention of students. Cadre role models and the building of stronger relationships among the students through common experience and practical interaction are critical aspects of the MS 112 experience.

MS 211

Innovative Team Leadership (3 cr. hrs.)

Prerequisite(s): None.

This course explores the dimensions of creative and innovative tactical leadership strategies and styles by examining team dynamics and two historical leadership theories that form the basis of the Army leadership framework (trait and behavior theories). Students practice aspects of personal motivation and team building in the context of planning, executing and assessing team exercises, and participating in leadership labs. Focus is on continued development of the knowledge of leadership values and attributes through an understanding of Army rank, structure, and duties and basic aspects of land navigation and squad tactics. Case studies provide tangible context for learning the Soldier's Creed and Warrior Ethos as they apply in the contemporary operating environment (COE).

MS 212

Foundations of Tactical Leadership (3 cr. hrs.)

Prerequisite(s): None.

This course examines the challenges of leading tactical teams in the complex contemporary operating environment (COE). The course highlights dimension of terrain analysis, patrolling, and operation orders. Further study of the theoretical basis of the Army leadership framework explores the dynamics of adaptive leadership in the context of military operations. This course provides a smooth transition into Adaptive Tactical Leadership (MS 311). Students develop greater self awareness as they assess their own leadership styles and practice communication and team building skills. COE case studies give insight into the importance and practice of teamwork and tactics in real-world scenarios.

MS 311

Adaptive Tactical Leadership (3 cr. hrs.)

Prerequisite(s): None.

This course challenges students to study, practice, and evaluate adaptive leadership skills as they are presented with challenging scenarios related to squad tactical operations. Students receive systematic and specific feedback on their leadership attributes and actions. Based on such feedback, as well as their own self-evaluations, students continue to develop their leadership and critical thinking abilities. The focus is on developing students' tactical leadership abilities to enable them to succeed at ROTC's summer Leadership Development and Assessment Course (LDAC).

MS 312

Leadership in Changing Environments (3 cr. hrs.)

Prerequisite(s): None.

This course uses increasingly intense situational leadership challenges to build student awareness and skills in leading tactical operations up to platoon level. Students review aspects of combat, stability, and support operations. They also conduct military briefings and develop proficiency in garrison operation orders. The focus is on exploring, evaluating, and developing skills in decision-making, persuading, and motivating team members in the contemporary operating environment (COE). Students in this course are evaluated on what they know and do as leaders as they prepare to attend the ROTC summer Leadership Development Assessment Course (LDAC).

MS 313

Leader Development and Assessment Course (LDAC) (3 cr. hrs.)

Prerequisite(s): Successful completion of the MS III course of study.

Warrior Forge: A five-week summer training course held at Fort Lewis, Washington. This course is designed to develop leadership in a demanding environment and to evaluate the student's officer potential. Cadets are ranked upon the completion of this training. Topics include confidence training, weapons familiarization, land navigation, and small unit tactics.

MS 411

Developing Adaptive Leaders (3 cr. hrs.)

Prerequisite(s): None.

This course develops student proficiency in planning, executing, and assessing complex operations, functioning as a member of a staff, and providing performance feedback to subordinates. Students assess risk, make ethical decisions, and lead fellow ROTC students. Lessons on military justice and personnel processes prepare students to make the transition to Army officers. MSL IV students analyze, evaluate, and instruct students at lower levels. Both their classroom and battalion leadership experiences are designed to prepare students in this course for their first unit of assignment. They identify responsibilities of key staff, coordinate staff roles, and use situational opportunities to teach, train, and develop subordinates.

MS 412

Leadership in a Complex World (3 cr. hrs.)

Prerequisite(s): None.

This course explores the dynamics of leading in the complex situations of current military operations in the contemporary operating environment (COE). Students examine differences in customs and courtesies, military law, principles of war, and rules of engagement in the face of international terrorism. They also explore aspects of interacting with non-government organizations, civilians on the battlefield, and host nation support. This course places significant emphasis on preparing students for their first unit of assignment. It uses case studies, scenarios, and "What Now, Lieutenant?" exercises to prepare students to face the complex ethical and practical demands of leading as commissioned officers in the United States Army.

OPERATIONS & SUPPLY CHAIN MANAGEMENT

OSCM 378

Foundations of Quantitative Analysis (4 cr. hrs.)

Prerequisite(s): Finite Mathematics (MATH 210) and Statistical Concepts (MATH 215).

This course provides the foundations of quantitative analysis methods used in business and operations management problems. Students will be able to develop analytical skills in modeling and analysis of problems faced by business and operations managers. Some of the topics covered are: linear programming, network and transportation analysis, queuing models and simulation.

OSCM 390

Operations Management (4 cr. hrs.)

Prerequisite(s): None.

This course instructs students on how manufacturing and service operations contribute to organizational strategy. Concepts such as productivity, economies of scale, vertical and horizontal integration, and push vs. pull will be explained. Implications of applying "Green" policies to materials and processes will be explained.

OSCM 440

Quality Management (4 cr. hrs.)

Prerequisite(s): Decision Making and Problem Solving (BSAD 320).

This course provides students with understanding and knowledge of the philosophies and methods used to improve effectiveness and efficiency of organizational processes. Quality concepts from Juran and Deming will be discussed along with more current quality concepts such as six-sigma, black-belt quality associates, and total quality management (TQM). In addition, issues applying quality concepts to global companies will be explained.

OSCM 450

Supply Chain Management (4 cr. hrs.)

Prerequisite(s): Quantitative Methods and Analysis (MIS 478) or Foundations of Quantitative Analysis (OSCM 378).

This course will expose students to topics related to design and management of supply chains, from incoming raw materials to final product delivery. Course topics will include supply chain network design, facility planning, capacity planning, globalization and outsourcing, information technology, and global issues in supply chain management.

OSCM 455

Transportation and Logistics Management (4 cr. hrs.)

Prerequisite(s): Quantitative Methods and Analysis (MIS 478) or Foundations of Quantitative Analysis (OSCM 378) and Supply Chain Management (OSCM 450).

This course explores the transportation and logistics concepts within supply chains. Topics covered will include tools and techniques used in the design and operation of transportation and logistics systems and global issues in transportation and logistics management. In addition, "Quick Response" scenarios used to handle transportation and logistics issues, in the event of natural and non-natural disasters, will be explained.

OSCM 458

Purchasing and Inventory Management (4 cr. hrs.)

Prerequisite(s): Quantitative Methods and Analysis (MIS 478) or Foundations of Quantitative Analysis (OSCM 378) and Supply Chain Management (OSCM 450).

This course will provide students with the concepts of purchasing and inventory management. Topics covered are purchasing and inventory planning processes, supplier selection, contract negotiations, "Green" policies, and procurement.

OSCM 491

Integrated Project Management (4 cr. hrs.)

Prerequisite(s): Project Management (AMGT 390).

This course will instruct the student to manage multiple organizations and projects. Concepts on how to deal with organizational obstacles, risk, and project development will be covered.

OSCM 495

Operations and Supply Chain Management Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all other Major Area courses.

This course will provide the student with a cumulative experience for the Operations and Supply Chain Management major. The student will use all the knowledge gained in the previous classes on operations management, supply chain management, quality, transportation, and purchasing in developing operational strategies for real-life applications.

OSCM 499

Independent Studies in Operations and Supply Chain Management (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of the Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

ORGANIZATIONAL COMMUNICATION**ORGC 321**

Organizational Communication (4 cr. hrs.)

Prerequisite(s): Business and Professional Communication (COMM 320). Not open to students with credit for ORGC 300.

The course examines the role of communication in organizations. Students will learn the major theories of organizational communication, identifying and defining primary concepts, and applying them to discussions of real-world situations. The role of technology, corporate culture, leadership, teamwork, ethics, and diversity in communication is examined. Effective communication in global organizations and critiques of organization communication systems and structures are also presented.

ORGC 325

Public Relations (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300). Not open to students with credit for MKTG 325 or PBRL 325.

A general course in the technique of establishing and maintaining public relations. Activities span a variety of media to influence public opinion and manage an organization's reputation.

ORGC 335

Communication in Groups and Teams (4 cr. hrs.)

Prerequisite(s): Business and Professional Communication (COMM 320).

The course examines current theories and best practices of working collaboratively in professional contexts. Students apply these concepts to analyze their own work experience, generating strategies for how to improve their performance in work groups. Students will learn basic project management skills and work in online virtual teams to complete a final communication project.

ORGC 345

Interactive Communication and Research (4 cr. hrs.)

Prerequisite(s): Statistical Concepts (MATH 215).

This course is an introduction to research strategies in communication that combines a review of published works with original research conducted by the student for a final research paper. The course includes the following topics: product or media use analysis, audience-centered design, and effectiveness of communication strategies and products.

ORGC 400

Intercultural Communication (4 cr. hrs.)

Prerequisite(s): Business and Professional Communication (COMM 320) and Global Issues (HUMN/PF 305).

An overview of issues, processes, and theories involved with communicating with individuals from different cultures. Topics include thinking and communicating in global contexts and professional relationships in diverse environments.

ORGC 410

Organizational Communication Internship (1-4 cr. hrs.)

Prerequisite(s): Business & Professional Communication (COMM 320) and Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150).

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves a Learning Contract, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Learning Contract. Participation cannot be guaranteed for all applicants.

ORGC 425

Media and Crisis Communication (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300). Not open to students with credit for MKTG 425 or PBRL 425.

Today's public relations professionals have entered a new era where preparedness to respond rapidly to various levels of crisis is essential. Building a positive reputation through the strategic management of communications with internal and external audiences during good times is a necessary foundation for withstanding negative press. Utilizing analysis techniques, public relations tactics, and hands-on projects, students will evaluate crisis situations, create and implement a strategic crisis communication plan, and learn to coach the corporate spokesperson and manage the media, while maintaining the organization's reputation.

ORGC 445

Public Relations and Promotional Strategy (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300) and Business and Professional Communication (COMM 320). Not open to students with credit for MKTG 445 or PBRL 445.

Students research, develop and implement persuasive and promotional campaign strategies appropriate to corporate, governmental and non-profit organizations. This advanced course is designed for those who desire specialized skills in public relations and promotional communication. Emphasis is placed on various tactics including investor relations and employee communications.

ORGC 460

Strategic Communication (4 cr. hrs.)

Prerequisite(s): Business and Professional Communication (COMM 320), Organizational Communication (ORGC 321), and one additional Organizational Communication course.

Innovation and change are the central themes for this course covering advanced organizational communication topics and projects. Topics include internal communication, balancing task and relationship needs, and coordinating with different departments or teams to achieve goals.

ORGC 480

Special Topics in Organizational Communication (4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

This course allows students to examine significant topics and issues of current interest outside the regular organizational communication curriculum or to explore a communication issue more in-depth. A specific course description will be published in the Course Schedule for the trimester the course is offered.

ORGC 495

Organizational Communication Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all other Major Area and Professional Core courses. Not open to students with credit for PBRL 495.

This course gives students the opportunity to develop and critique the strategies involved in planning and managing communication in an organization. Students examine principles of integrated communication by applying them in class and in a project that demonstrates planning and managing communication for organizational goals. Real-world projects focused on various organizations (e.g., non-profit, for profit, and not-for-profit) provide students the opportunity to design and create samples of professional work.

ORGC 499

Independent Studies in Organizational Communication (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

ORGANIZATIONAL LEADERSHIP

**OLM 495 will be phased out during the 2010-2011 Academic Year.*

OLM 352 (formerly OLM 425)

Management and Leadership: A Continuum (4 cr. hrs.)

Prerequisite(s): Principles of Management (BSAD 312). Not open to students with credit for MGMT 352 or OLM 425.

This course explores the concept of management and leadership through experiencing uncertainty by shifting the focus to possible futures. Several tools and processes are introduced to assist with this exploration of self and uncertainty.

*OLM 495

Leadership: Capstone (4 cr. hrs.)

Prerequisite(s): Leadership: Scenario Planning (OLM 425) or Management and Leadership: A Continuum (OLM 352) and Leadership: Philosophies for Leading (OLM 470).

This course builds on the leadership concepts contained in the course prerequisite(s) and provides an opportunity to bring together all prior learning in leadership and related coursework and experiences, professional and personal. It enables students to expand their thinking outside the present concepts and explore the arena of leadership as it will impact and apply in the future to the individual, the group, the organization and an industry.

OLM 499

Independent Studies in Organizational Leadership (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

PROFESSIONAL FOUNDATIONS

PF 321

Learning Strategies (2 cr. hrs.)

Prerequisite(s): None.

This course prepares students to be successful lifelong learners both academically and in their chosen careers. Franklin courses require a high level of self-directed learning and focus on skills required in the workplace and the classroom that are easily transferable between the two environments. The course includes strategies for advancing communication skills, including the use of electronic tools to participate in virtual environments. The assignments and activities in the course are created to closely simulate teamwork found in the workplace.

PF 355

Introduction to Grant Writing for Non-Profits (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120).

This course will enable students to recognize when a grant might be appropriate as a source of funds for a non-profit organization or project, identify and understand non-profit status, adhere to conventions and standards associated with successful grant applications, locate grant opportunities, analyze grant requirements, prepare metrics for success, and develop a written grant proposal. This course will provide an opportunity for students to extend and apply their communication skills. Students pursuing this course will also leverage interdisciplinary insights to solve a real-world problem.

PSYCHOLOGY

PSYC 110

General Psychology (4 cr. hrs.)

Prerequisite(s): Learning Strategies (PF 321).

A survey of the various fields of study comprising modern scientific psychology. The course examines the theories, research findings, and applications in each of the major areas of psychology, with the goal of providing students with practice information they can apply to their personal and professional lives. The topic areas covered in the course include learning and memory, motivation and emotion, human development, theories of personality, psychopathology, and social behavior.

PSYC 204

Principles of Motivation (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120) and Learning Strategies (PF 321). Not open to students with credit for PF 304.

This course is a systematic study of various theories and approaches to work motivation, with assessments of the research and practice evidence supporting their scientific validity and applicability to the work environment. Students will explore factors that contribute to motivation and strategies that today's manager can use to become a successful motivator.

PSYC 310

The Psychology of Personal Development (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120) and Learning Strategies (PF 321).

This psychology based course provides evidenced-based information and application strategies for improving personal and professional adjustment and effectiveness. The purpose of this course is to enable students to address and utilize more of their inherent potential. Students will use a self-coaching model to apply principles and methods taken from a variety of current sources, i.e. emotional and social intelligence, multiple intelligences, and positive psychology and executive coaching. The primary course outcome will be a plan for effecting improved adjustment and performance in students' personal and professional lives.

PSYC 315

Applied Psychology: Theory to Practice (4 cr. hrs.)

Prerequisite(s): General Psychology (PSYC 110), College Writing (COMM 120), and Learning Strategies (PF 321).

This course is an exploration of the expanding field of Applied Psychology. The framework of inquiry incorporates an interdisciplinary approach to understanding the current state of the field and its career possibilities. The principal focus is on applying scientific and humanistic perspectives derived from psychology to individual, social, and institutional opportunities.

PSYC 325

Coaching in Organizations (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120), Learning Strategies (PF 321), and General Psychology (PSYC 110) OR Psychology of Personal Development (PSYC 310). Principles of Motivation (PSYC 204) recommended.

This course is designed to introduce students to the use of coaching skills for improving the adjustment and performance of individuals in an organizational setting. Topics to be covered include: the scope of coaching practice, optimal practitioner characteristics, benefits for coaches, related organizational dynamics, and coaching interventions and resources. This course also includes an emphasis on experimental learning through coaching practice activities.

PSYC 420

Assessment and Intervention in Organizations (4 cr. hrs.)

Prerequisite(s): he Psychology of Personal Development (PSYC 310), and either Applied Psychology: Theory to Practice (PSYC 315) or Coaching in Organizations (PSYC 325).

This course explores the use of psychological instrumentation as a means for improving individual and organizational performance. The emphasis is on the assessment of strengths and positive psychological functioning. Students will become acquainted with various psychological instruments including their selection, construction, and administration. Additionally, students will gain experience with the interpretation and delivery of instrument results and their translation into individual and organizational improvement interventions.

PSYC 480

Special Topics in Psychology (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content course in psychology in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published in the trimester Course Schedule for the trimester the course is offered.

PSYC 495

Applied Psychology Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all Major Area Applied Psychology courses.

This course provides a culminating, integrative experience for all Applied Psychology majors. The purpose is to provide an opportunity for students to demonstrate their mastery of the learning outcomes associated with the major. Students will self-select a capstone project that can be completed within the duration of the course that will provide evidence of their subject matter learning as well as provide a benefit to themselves and a participating organization.

PSYC 499

Independent Studies in Psychology (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for details.)

PUBLIC RELATIONS**PBRL 325**

Public Relations (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300). Not open to students with credit for MKTG 325 or to students with credit for ORGC 325.

A general course in the technique of establishing and maintaining public relations. Activities span a variety of media to influence public opinion and manage an organization's reputation.

PBRL 350

Media Research and Writing (4 cr. hrs.)

Prerequisite(s): Public Relations (ORGC/PBRL 325).

This course explores approaches and techniques for conducting research and writing within key public relations contexts. Students in this course will examine and utilize research techniques and methodologies that are essential for public relations professionals. Components of this course will include: journalistic research, copywriting, research and writing for broadcast, web research, writing for the Web, transforming technical information for general audiences, and media release writing. Additionally, this course will examine the ethics involved in researching and writing for public relations contexts.

PBRL 410

Public Relations Internship (1-4 cr. hrs.)

Prerequisite(s): Public Relations (ORGC/PBRL 325).

This course will provide students with the opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This internship is an ongoing seminar between the student, the faculty member, and the employment supervisor. It involves a Learning Contract, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of materials as established in the Learning Contract. Participation cannot be guaranteed for all applicants.

PBRL 425

Media and Crisis Communication (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300). Not open to students with credit for MKTG 425 or to students with credit for ORGC 425.

Today's public relations professionals have entered a new era where preparedness to respond rapidly to various levels of crisis is essential. Building a positive reputation through the strategic management of communications with internal and external audiences during good times is a necessary foundation for withstanding negative press. Utilizing analysis techniques, public relations tactics, and hands-on projects, students will evaluate crisis situations, create and implement a strategic crisis communication plan, and learn to coach the corporate spokes- person and manage the media, while maintaining the organization's reputation.

PBRL 445

Public Relations and Promotional Strategy (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300) and Business and Professional Communication (COMM 320). Not open to students with credit for MKTG 445 or to students with credit for ORGC 445.

Students research, develop and implement persuasive and promotional campaign strategies appropriate to corporate, governmental and non- profit organizations. This advanced course is designed for those who desire specialized skills in public relations and promotional communication. Emphasis is placed on various tactics including investor relations and employee communications.

PBRL 450

Rhetoric and Social Influence (4 cr. hrs.)

Prerequisite(s): Junior standing.

This course examines how text, images, sound-bites, speeches, and other media operate to influence, define, and change public identity and thought. Students in this course will look at these verbal and non-verbal influences and how they mold and shape public discourse, cultural understanding, and our day-to-day life. Additionally, this course will examine the role of persuasion and attitudinal change in managing conflict and making decisions within various communicative contexts and amongst various publics.

PBRL 480

Special Topics in Public Relations (4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

This is a variable content classroom course in Public Relations in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

PBRL 495

Public Relations Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all other Major Area and Professional Core courses. Not open to students with credit for ORGC 495.

This course gives students the opportunity to develop and critique the strategies involved in planning and managing communication in an organization. Students examine principles of integrated communication by applying them in class and in a project that demonstrates planning and managing communication for organizational goals. Real-world projects focused on various organizations (e.g., non-profit, for profit, and not-for-profit) provide students the opportunity to design and create samples of professional work.

PBRL 499

Independent Studies in Public Relations (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B," and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

PUBLIC SAFETY MANAGEMENT

PSMT 225

Introduction to Public Safety Management (4 cr. hrs.)

Prerequisite(s): None.

An introduction to the study of various agencies involved in public safety, including emergency management and homeland security. Emphasis will be placed on the history and evolution of the various public safety agencies, as well as the leadership and management challenges that are unique to these particular agencies.

PSMT 315

Contemporary Issues in Public Safety Management (4 cr. hrs.)

Prerequisite(s): Junior standing and completion of all Professional Core courses. Not open to students with credit for PSMT 430.

This course provides an overview of selected topical areas of continuing interest and importance to public safety agencies.

PSMT 335

Emergency Management and Homeland Security (4 cr. hrs.)

Prerequisite(s): Junior standing and completion of all Professional Core courses. Not open to students with credit for PSMT 435.

This course analyzes emergency management from a historical perspective. Disaster planning and disaster management in the post 9-11 environment are analyzed. The impact of Homeland Security on local public safety agencies is examined as are selected Homeland Security Presidential Directives (HSPD #5 and HSPD #11 in particular). The National Incident Management System (NIMS) and the National Response Plan (NRP) are examined with regard to their impact on local public safety agencies. Finally, special challenges for emergency management and disaster response will be analyzed.

PSMT 420

Public Sector Finance and Budgeting (4 cr. hrs.)

Prerequisite(s): Junior standing and completion of all Professional Core courses.

A study of the techniques and operations of fiscal administration in the public sector. Particular emphasis is on public funding, spending, cash management and risk management. Emphasis also is on construction of budgets and the estimation of costs of resources and services.

PSMT 440

Administrative Law (4 cr. hrs.)

Prerequisite(s): Junior standing and completion of all Professional Core courses.

This course is a study of administrative legal issues within the context of Public Safety Management. The topics include constitutional limitations, rule-making authority, licensing and standing, evidentiary rules, informal proceeding, ethics regulation and contractual law.

PSMT 480

Special Topics in Public Safety Management (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content classroom course in public safety management in which students pursue topics or subjects of current interests that are not part of the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

PSMT 495

Public Safety Management Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all other major area courses. Not open to students with credit for AMGT 495.

This advanced course in strategic planning serves as the capstone experience for the Public Safety Management program. This course examines the design, implementation, and evaluation of organizational strategy, and the role of strategic planning in your professional environment. You will identify problems and opportunities; and assimilate, analyze, and interpret information, employing critical thinking and judgment to reach a well-reasoned strategic plan. Internal factors, such as ethics, leadership, organizational culture, and employee training will be considered as part of the analysis and planning process. The completed strategic plan and supporting work will be assessed by faculty.

PSMT 499

Independent Studies in Public Safety Management (1-4 cr. hrs.)

Prerequisite(s): Senior standing, Financial Accounting (ACCT 215), Managerial Accounting (ACCT 225), Principles of Management (BSAD 312) and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

SAFETY, SECURITY & EMERGENCY MANAGEMENT

SEMT 322

Ethics and Leadership in Safety, Security, and Emergency Management Agencies (4 cr. hrs.)

Prerequisite(s): Junior standing and completion of all Professional Core courses.

This course will study ethics and leadership theories in the context of public safety agencies. Consideration of leadership skills and traits in both the strategic and tactical settings will be considered. Ethics will be considered in terms of creating a culture of ethics within a public safety agency.

SEMT 326 (formerly Safety and Security Management)

Security Operations Theory and Practice (4 cr. hrs.)

Prerequisite(s): Junior standing and completion of all Professional Core courses.

This course will provide insight into the history, theory, and principles of security operations in private and industrial settings.

SEMT 328

Emergency Management Theory and Practice (4 cr. hrs.)

Prerequisite(s): Junior standing, completion of all Professional Core courses, and Emergency Management and Homeland Security (PSMT 335).

This course will focus on Emergency Management and Homeland Security in the Post 9-11 era. Emphasis will be on mitigation and preparedness related to international and domestic terrorism as well as natural disasters.

SEMT 410

Safety, Security, and Emergency Management Internship (1-4 cr. hrs.)

Prerequisite(s): Senior standing, completion of all required Major Area courses, and approval of the Program Chair.

The Internship provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an agency with a Safety, Security, or Emergency Management mission.

SEMT 424

Labor Relations and Public Sector Bargaining (4 cr. hrs.)

Prerequisite(s): Junior standing, completion of all Professional Core courses, and Administrative Law (PSMT 440).

This course will involve the study of collective bargaining in the public sector, including management and labor relations, public sector bargaining law, and related labor issues particular to public safety agencies.

SEMT 432

Homeland Security - Theory and Practice at the Local Level (4 cr. hrs.)

Prerequisite(s): Junior standing, completion of all Professional Core courses, and Emergency Management and Homeland Security (PSMT 335).

This course will study the impact of Department of Homeland Security requirements on local public safety agencies. Focus will be on interoperability as it relates to planning and responding to terrorist threats or actions at the local level.

SEMT 436

Risk Management and Threat Assessment (4 cr. hrs.)

Prerequisite(s): Junior standing, completion of all Professional Core courses, and Safety and Security Management (SEMT 326).

This course will involve the study of risk management techniques and methods for safety and security purposes. Threat assessment will be studied in terms of private and corporate security concerns.

SEMT 438 (formerly Safety and Security Planning)

Principles of Security Management (4 cr. hrs.)

Prerequisite(s): Junior standing, completion of all Professional Core courses, and completion of Security Operations Theory and Practice (SEMT 326).

This course examines the principles involved in leading and managing private security operations. Areas covered in this class will include leadership, supervision, and a range of personnel issues, including staffing and training, as they pertain to private security operations.

SEMT 480

Special Topics in Safety, Security, and Emergency Management (1-4 cr. hrs.)

Prerequisite(s): Junior standing and completion of all Professional Core courses.

This is a variable content course in safety, security, and emergency management. Students pursue topics or subjects of current interests that are not part of the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

SEMT 495

Safety, Security, and Emergency Management Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all required Major Area and Major Area Elective courses.

This course serves as the capstone experience for the Safety, Security, and Emergency Management degree. Students will apply knowledge, skills, and abilities learned from course work completed in the SEMT program by completing a comprehensive capstone project. The comprehensive project will be applicable to the student's particular area of interest related to safety, security, and emergency management.

SEMT 499

Independent Studies in Safety, Security, and Emergency Management (1-4 cr. hrs.)

Prerequisite(s): Senior standing, completion of all required Major Area courses, and approval of the Program Chair.

Independent course studies allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for details.)

SCIENCE**SCIE 101**

Introduction to Chemistry (4 cr. hrs.)

Prerequisite(s): None.

SCIE 101 is a four credit hour lecture-based course designed to provide the student with a basic knowledge and understanding of inorganic chemistry with a brief introduction to organic chemistry. All topics will emphasize the impact of chemistry in everyday life. Topics include: measurements, atomic structure, periodic classification, chemical equations, solutions, acids, bases, gas laws, types of reactions, bonding, and stoichiometry.

SCIE 112

Introduction to Human Biology (4 cr. hrs.)

Prerequisite(s): None.

SCIE 112 is a four credit hour lecture-based course designed to provide the student with a basic knowledge and understanding of human biology with an emphasis on the impact of science in everyday life. Topics include: chemistry of living things, cell structure and function, genetics and inheritance, cellular reproduction, and the basic anatomy and physiology of major organ systems in the human body.

SCIE 114

Earth Science (4 cr. hrs.)

Prerequisite(s): None.

Special need(s): Broadband access. Earth Science is a four credit hour course that consists of three credit hours of lecture and one credit hour of laboratory. Earth Science is a survey course that provides an overview of geology, meteorology, oceanography, and astronomy. Topics covered will focus on the materials that make up the Earth, the changes that occur both on the surface and in the interior of the Earth, and the forces and processes that are responsible for these changes. This course will also examine the relationship between these Earth processes and human activity.

SCIE 131

Environmental Science (4 cr. hrs.)

Prerequisite(s): None.

Environmental Science is a four credit hour course that consists of three credit hour lecture and one credit hour laboratory components. Environmental Science is an introductory course that explores Earth's natural systems and how human activity affects the environment. Topics covered include food and agriculture, population dynamics, urbanization, resource use and depletion, pollution, environmental health, and sustainability.

SCIE 200

Science and Society (2 cr. hrs.)

Prerequisite(s): Any natural science course.

Science and Society is a two credit hour lecture based course that seeks to explore and understand the ways that science and technology shape the daily lives of humans. We will examine the nature of science and investigate the current controversies over issues in science and technology, so that informed choices among competing scientific, technological, and political and social priorities can be made.

SCIE 225

Microbiology (4 cr. hrs.)

Prerequisite(s): Two semesters of college level general biology and/or two semesters of college level anatomy and physiology and/or Introduction to Human Biology (SCIE 112) or the instructor's consent.

This course is designed to provide the student with a basic knowledge and understanding of medical microbiology. Healthcare applications, microbiological fundamentals, and control of microorganisms are all integrated to assist students in learning microbiology. Topics that will be covered include: types of microorganisms, microbial growth and metabolism, control of microbial populations, and principles of infection and immunity.

SCIE 300

Integrated Science (4 cr. hrs.)

Prerequisite(s): Any natural science course.

Integrated Science is a four credit hour lecture course that provides an introduction to a scientific way of thinking as it introduces fundamental scientific concepts. Topics from natural science disciplines that encompass physics, chemistry, astronomy, earth sciences, and biology will be covered. This course emphasizes general principles and their application to everyday situations and strives to provide a unified understanding of life through investigations across the natural science disciplines.

SCIE 480

Special Topics in Science (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content classroom course in science in which students pursue topics or subjects of current interest which are not part of the regular curriculum. A specific course description will be published in the trimester Course Schedule for the trimester the course is offered.

SCIE 499

Independent Studies in Science (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for details.)

SOCIOLOGY

SOCL 110

Introduction to Sociology (4 cr. hrs.)

Prerequisite(s): None.

Sociology is the scientific study of group behavior – whether the groups are dyads, small groups, associations, bureaucracies, societies, publics, aggregates, social movements, or mobs, etc. This introductory course introduces the student to sociological principles and theoretical perspectives that facilitate understanding the norms, values, structure and process of the various types of groups into which people organize. The course focuses on applying the scientific method to studying social problems (e.g. poverty, crime, sexism and racism) and basic institutions (i.e. family, government, economy, religion, education). Students will develop their "sociological imagination" as a way of understanding what their lives are and can be in relation to the larger social forces at work in local, national, and international environments.

SOCL 310

Diversity in the Workplace (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120) and Learning Strategies (PF 321).

This course explores the spectrum of cultural diversity and its consequences within the workplace. While the focus is on the American workplace, some cross-cultural material is examined in relation to current trends toward globalization and multinational corporations. Important themes running throughout the course relate to recognizing and actualizing the benefits of cultural diversity in the workplace as coworkers and leaders minimize the misunderstandings that frequently accompany diversity.

SOCL 335

Applied Research Methods (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120), Business and Professional Communication (COMM 320), Statistical Concepts (MATH215), and Learning Strategies (PF 321). Not open to students with credit for PF 302.

Applied Research Methods introduces students from business fields and the social sciences to foundational issues of applied research – that is, research pursued for the purpose of collecting, analyzing, and utilizing data pertaining to practical or real-world phenomena. Topics of study include but are not limited to the following: research ethics, steps of the research process, three major data collection techniques (i.e. survey, experiment, observation), as well as additional qualitative research strategies, measurement and sampling issues, and measures of association. Students work individually to conduct and report on a research project.

SOCL 345

Sociology of Work and Organizations (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120) and Learning Strategies (PF 321).

This course examines the mutual influence of social arrangements, on one hand, and business structures and processes on the other. The course begins with a study of pre-business-oriented social life in the earliest human societies with special focus on typical biography, values, assumptions about reality, and norms regulating desires and needs within the limited marketplace. The course will follow the evolution of business and social elements through the Industrial and Post-Industrial Eras and examine ongoing changes as we move toward the Molecular Technology economy now appearing on our horizon. Ending discussions will focus on the role imagination and innovation play in harnessing developments and carrying them into our future society and future business endeavors. The course shares common elements with other courses offered at Franklin University but is unique in terms of its placement of business within a socio-historical context.

SOCL 400

Social Justice (4 cr. hrs.)

Prerequisite(s): College Writing (COMM 120) and Learning Strategies (PF 321).

This course explores the types of cultural diversity in society and the effects such diversity has on attitudes, values, beliefs, behavior, and life chances. Human beings vary by many dimensions including race/ethnicity, national origin, sex and sexual orientation, gender and gender orientation, social class, age, religion, and more. Students will explore the nature of inequality as a socially constructed consequence of diversity, the nature of social and institutional strategies that maintain such inequality, and how social arrangements may be altered to mitigate against this inequality for individual as well as social benefit.

SOCL 480

Special Topics in Sociology (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content classroom course in sociology in which students pursue topics or subjects of current interest which are not part of the regular curriculum. A specific course description will be published in the trimester Course Schedule for the trimester the course is offered.

SOCL 499

Independent Studies in Sociology (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

SPEECH**SPCH 100**

Speech Communication (4 cr. hrs.)

Prerequisite(s): Basic Writing II (COMM 060) or the equivalent placement score. All students are required to pass this course, or Interpersonal Communication (COMM 150), prior to enrolling in any course at the 200 level or above. Not open to students with credit for Speech Communication (COMM 100).

A basic public speaking course intended to improve the student's ability to think critically and to communicate orally. Theory and practice are provided in various speaking situations. Each student is required to speak before an audience, but class work also involves reading, gathering and organizing information, writing and listening.

WEB DEVELOPMENT

WEBD 117

Graphic Editing Software (1 cr. hr.)

Prerequisite(s): Computer Literacy (COMP 085) or equivalent. Not open to students with credit for DCOM 117.

This course provides students with advanced instruction in graphic editing software. Projects will use tools, layers and filters to edit and create digital images for use in design. Note: Students without access to Franklin University's computer laboratories will be required to obtain software at the student's expense, as noted in the section titled "Special Technology Requirements" in this publication.

WEBD 234

Web Design & Implementation (4 cr. hrs.)

Prerequisite(s): Introduction to Web Authoring (COMP 107). Not open to students with credit for COMP/DCOM/ITEC 234.

This course presents introductions to many of the basic concepts, issues and techniques related to designing, developing and deploying websites. During the course, students will learn about Web design, HTML, XHTML, basic JavaScript, Dynamic HTML, and Cascading Style Sheets (CSS). Students will learn how to create sites both manually and through the use of website development software. Note: This is a technology course in a technology program, and it requires the purchase of software that may be used in subsequent courses as well as being suitable for commercial work beyond completion of degree studies. For specific software requirements, consult the course syllabus.

WEBD 334

Web Animation Techniques (4 cr. hrs.)

Prerequisite(s): Survey of Computer Languages (COMP 205), Fundamentals of Graphic Design (GRPH 210) and Web Design & Implementation (WEBD 234). Not open to students with credit for DCOM 334.

This course covers the basics of designing and creating 2 and 2 1/2 dimension animations on websites using industry standard commercial software tools. Appropriate uses of animation are taught as part of the total Web design solution. Some topics covered include character design, creation and motion, tweening, effects and storyboarding. NOTE: This is a technology course, in a technology program, and it requires the purchase of software that may be used in subsequent courses as well as being suitable for commercial work beyond completion of degree studies. For specific software requirements, consult the course syllabus.

WEBD 410

Web Development Internship (1-4 cr. hrs.)

Prerequisite(s): None.

This course provides students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member, and the employment supervisor. It involves a Learning Contract, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses, and submission of materials as established in the Learning Contract. Participation cannot be guaranteed for all applicants.

WEBD 434

Web Application Development (4 cr. hrs.)

Prerequisite(s): Database Management Systems (COMP 281), Human Computer Interaction (COMP 325), Advanced Graphic Design (GRPH 310) and Web Animation Techniques (WEBD 334).

This course brings together all of the elements of website design, graphics, animation, data storage in the construction of fully functional commercial website applications. The use of industry standard software products and end to end construction will be emphasized. NOTE: This is a technology course, in a technology program, and it requires the purchase of software that may be used in subsequent courses as well as being suitable for commercial work beyond completion of degree studies. For specific software requirements, consult the course syllabus.

WEBD 480

Special Topics in Web Development (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester Course Schedule.

A variable content course in Web development in which students pursue topics or subjects of current interest not found in the regular curriculum. A specific course description will be published in the Course Schedule for the trimester the course is offered.

WEBD 495

Web Development Capstone (4 cr. hrs.)

Prerequisite(s): Senior standing, graduating trimester and completion of, or concurrent enrollment in, all Major Area courses. Not open to students with credit for DCOM 495.

The intent of this course is to provide a capstone experience that integrates the material contained in required courses of the Web Development major. It also provides an opportunity for students to recognize and evaluate the interrelationship of their general education courses with the courses taken for their Web Development major. The major areas of the program are reviewed and assessed via standardized exams. The Capstone will include discussion about professional and ethical issues related to the discipline of Web Development. In addition, the historical development of technology related to the Internet and eCommerce is explored.

WEBD 499

Independent Studies in Web Development (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details).