

## **Business Administration** (An ACBSP Accredited Program)

Professor Bale

Professor Manns

Associate Professor Hart

Associate Professor Merritt

Associate Professor Moorman

Assistant Professor Lipins

Assistant Professor Thomas

The Business Administration major prepares students for a variety of careers in business. The Business Administration major requires students to demonstrate their abilities to anticipate, understand, and adapt to change as it affects the diverse business world. Students must exhibit effective communication and interpersonal skills in a variety of business contexts. Successful completion of this major will significantly enhance a student's career opportunities in the many fields of business. The Business Administration major at Doane College also prepares students for further study at the graduate level.

### **Requirements for the Business Administration Major:**

1. Complete the following 27 credits in business: 205, 212, 215 (or Mathematics 356), 226, 242, 251, 302 (or Accounting 411 for accounting majors), 341, 497.
2. Complete the following cognates:
  - a. Accounting 103, 104
  - b. Economics 203, 204
  - c. Mathematics 115 or 235
3. Complete one emphasis chosen from the following:
  - a. **Finance** – Business/Economics 307, 394, 428 (or 445), 460; and the cognate Accounting 231.
  - b. **Human Resource Management** – Business 312, 315, 410, 418  
*NOTE: Only two common courses may be used for a double emphasis in Management and Human Resource Management within the Business Administration major.*
  - c. **International Business** – Business 346, 357, 496 and three credits from the following: Business 428, Economics 306, Economics 347; and the cognates Speech Communication 321 and one foreign language through the intermediate level.  
*NOTE: International students studying full-time at Doane College are considered to have met the language requirements at matriculation.*
  - d. **Management** – Business 315, 496 and six credits from the following: Business 312, 339, 342, 346, 410, 454.

*NOTE: Only two common courses may be used for a double emphasis in Management and Human Resource Management within the Business Administration major.*

- e. **Marketing** – Business 452, 456, and six credits from the following: Business 301, 324, 357.
- 4. The senior capstone course, Business 497 (Business and Professional Ethics), plus six business credits at the 300/400 level, must be completed in residence through the Division of Economics and Business.

### **Requirements for the Business Administration Minor:**

- 1. Complete Business 226, 251, and 212 (or 242).
- 2. Complete six credits from any 300 or 400 level business course except 317, 319, 321, 325, 421, and 497.
- 3. Complete the following cognates:
  - a. Accounting 103, 104.
  - b. Economics 203.

### **Business Principles (for Secondary Education Students)**

The Business Principles major meets the specific requirements of secondary business teaching careers. Only students interested in teaching business at the secondary level should seek to complete this major. The course of study listed below is not considered preparation for graduate study in business.

### **Requirements for the Business Principles Major:**

- 1. Complete the following 23 credits in business: 205, 212, 215, 226, 242, 251, 302, 317, 319, 321, 325, and 341.
- 2. Complete the following cognate courses:
  - a. Accounting 103, 104.
  - b. Economics 203, 204.
  - c. Mathematics 115 or 235.
- 3. Complete one additional teaching major.
- 4. Complete the typing tutorial at the advanced level.
- 5. Complete all requirements listed under the catalog section Secondary Education.

### **205 Business Writing (3)**

An examination of effective written communication in organizational contexts through realistic applications relevant to the current business environment. Upon successful completion of the course, students will be able to: 1) use technically correct, clear English in the preparation of business documents, including letters, memoranda, and reports; 2) analyze and synthesize information to write a focused, effectively organized report for a designated audience; and 3) document research sources appropriately.

**212 Human Resource Management (3)**

An introduction to the organization of human resources in business organizations. This course presents human resource issues in a manner relevant to all students and emphasizes practical applications for managers and supervisors in various organizations. Topics include human resource environments, securing human resources, rewarding and developing human resources, and evaluating the human resource function. *Prerequisite: Sophomore standing or above.*

**215 Applied Statistics for Business (3)**

An introductory course in statistical procedures with applications to business. Topics include descriptive statistics, the binomial and normal distributions, sampling, hypothesis testing, estimation, correlations, contingency tables, one-way analysis of variance and linear regression. *Prerequisite: Sophomore standing or above.*

**226 Finance (3)**

A survey of financial concepts and analytical tools used by domestic and international businesses. This course includes financial mathematics, financial and operational planning and management, and long-term investment analysis, including cost of capital and capital budgeting. When appropriate, spreadsheet applications are integrated into this course. *Prerequisite: Sophomore standing or above, Accounting 103, and Economics 203. Strongly recommended: Accounting 104 and Business 215.*

**242 Management (3)**

An introduction to the internal organization, structure and executive functions in the business enterprise and other goal-directed institutions. *Prerequisite: Sophomore standing or above.*

**251 Marketing (3)**

An introduction to the adjustment of the firm to its market environment with emphasis on competitive strategy. Also covers international aspects of marketing. *Prerequisite: Sophomore standing or above.*

**271, 371, 471 Selected Topics (1-3) (1-3) (1-3)**

An investigation of topics not offered in other courses, selected on the basis of student interest and available instruction.

**290, 390, 490 Directed Study (1-3) (1-3) (1-3)**

An opportunity for supervised, independent study of a particular topic based on the interest of the student and the availability and approval of the faculty.

**301 Consumer Behavior (3)**

An emphasis on the application of behavioral science theories, concepts, methods, and research findings to the understanding and prediction of consumer behavior as the basis of decision-making by marketing managers. *Prerequisite: Business 251. (Psychology 117 is recommended.) Offered alternate fall terms.*

**302 Managing Information Systems (3)**

This course addresses the management of some of the information systems that exist in today's business environment. The focus is on the use of strategic information systems related to the functional areas of management, marketing, and human resources. This is a case-based course allowing students to apply the concepts involved in managing corporate information systems to simulated business situations. Students successfully completing this course will be able to identify the various types of information systems that are available, describe the potential uses of each type, and incorporate the information derived from the strategic systems into the decision-making processes that are required for successful business operation. *Prerequisite: Business 212, 242, 251, and junior or senior standing; or permission.*

**307 Money and Banking (3)**

An examination of the history of the U.S. banking system, with special emphasis on the history, purpose, and functions of the Federal Reserve System. The tools and techniques of monetary policy will also be addressed. Students completing this course will be able to: 1) understand basic monetary concepts and frameworks including the role of money and financial institutions and financial markets, 2) critically examine and analyze the business of banking and the role of government regulation of the banking industry, and 3) describe and evaluate Federal Reserve monetary policy in both a domestic and international setting. *Prerequisite: Economics 203 (Cross-referenced with Economics 307.)*

**312 Advanced Human Resource Management (3)**

An advanced examination of human resource issues. The course provides opportunities for students to participate in analysis and case applications involving topics such as job analysis and design, performance evaluation (including instrument design), labor-management relations, and employee safety. *Prerequisite: Business 212.*

**315 Organizational Behavior (3)**

A study of the latest research and theory in organizational behavior and its practical application to the management of organizations. Topics include employee performance and satisfaction, leadership, and organizational development. *Prerequisite: Business 242.*

**317 The Teaching of Business Principles I (0)**

This course begins the transition from student of business principles to teacher of business principles. Major emphasis is on innovative methods for facilitating learning in business principles in the public and private schools and the methods and procedures for evaluating student learning. **Generally taken during the sophomore year. Offered spring term.**

**319 The Teaching of Business Principles II (0)**

Examines topics in the teaching and evaluation of middle school business principles curriculum. **Generally taken during the junior year. Prerequisite: Business 317 or permission. Offered fall term.**

**321 The Teaching of Business Principles III (0)**

Examines topics in the teaching and evaluation of business principles in the high school curriculum. **Generally taken during the junior year.** *Prerequisite: Business 319 or permission. Offered spring term.*

**324 Promotions Management (3)**

A study of all aspects of marketing communication. Both personal and impersonal efforts are considered, ranging from sales to advertising. A managerial approach is taken with the emphasis on strategic decision-making applied to marketing communication. Integration of sales promotions programs and public relations is also covered. *Prerequisite: Business 251.*

**325 The Teaching of Business Principles IV (2)**

A study and experience in the methods and materials of teaching business principles in the secondary schools, including keyboarding competency in secondary schools. *Prerequisite: Business 317, 319, 321, or permission and enrolled in professional term. Offered fall term.*

**339 Quantitative Methods (3)**

An introduction to modern quantitative methods used in decision-making in business. Topics include linear models, simplex method, network and scheduling models, inventory models, decision theory, transportation method, and other methods. *Prerequisite: Math certification and cognates, or permission. (Mathematics 115 or 235 recommended.) Offered alternate fall terms.*

**341 Business Law I (3)**

An examination of legal issues related to the operation of business entities. Students will be able to (1) identify the elements necessary to form a contract and the remedies available for breach of contract; (2) recognize appropriate dispute resolution methods for business situations; (3) identify negotiable instruments and understand the legal issues surrounding their creation and transfer; (4) understand the concepts of negligence, duty, breach, proximate cause, intentional torts, and strict liability; and (5) apply general principles of the Uniform Commercial Code to sales contracts. *Prerequisite: At least junior standing or permission.*

**342 Business Law II (3)**

An examination of the legal rights and responsibilities present when business entities are operated in various forms, including sole proprietorships, partnerships, corporations, and limited liability corporations. Students learn (1) how to create and terminate agency relationships; (2) the advantages and disadvantages of the various forms of business entities; (3) the bankruptcy system in the United States, and will be able to describe the key features of Chapter 7 and Chapter 11 bankruptcies; and (4) the general rights and responsibilities of bailees, bailors, landlords, and tenants. *Prerequisite: At least junior standing or permission.*

**346 International Management (3)**

An overview of management of U.S. enterprises operating in the international context. Using case studies and application of relevant theories from management and economics, students consider ways in which cultural, economic, political, and social differences affect management of business. Students successfully completing this course will be able to identify the various components of the international business environment and understand the interrelationships among them, critically evaluate international business situations and identify potential outcome alternatives, and develop action plans that will explicate and accommodate anticipated changes in the international business environment. *Prerequisite: Business 242.*

**357 International Marketing (3)**

An introduction to International Marketing, focusing on the competitive rigors of today's global business environment. The successful marketing student must be globally aware and have a marketing frame of reference that goes beyond a country or given region, and encompasses the world. Students will develop global awareness and build skills related to strategic planning and organizing for global markets. They will be able to explain how products and services can be adapted to reflect international differences, and how advertising and promotion methods can either communicate a common message to the world or be adapted to each and every community. *Prerequisite: Business 251.*

**394 Investments (3)**

An introduction to the risks and returns of investing (domestic and global). This course examines and analyzes various financial securities and their markets. When appropriate, computer applications are integrated into this course. *Prerequisite: Business 226.*

**410 Regulatory Compliance (3)**

An introduction to the American legal system, focusing on the roles and authority of the federal and state regulatory agencies. Students learn the rights and responsibilities of individuals and business entities in the context of several regulatory schemes, including: environmental issues (EPA), employment issues (EEOC), and safety issues (OHSA). Students will be able to identify and analyze business situations involving regulatory issues, and will be able to apply legal concepts to determine a recommended course of action for individuals and organizations.

**418 Human Resource Strategy (3)**

An advanced in-depth exposure to relevant human resource topics. Students apply human resource principles and tools to actual and simulated case situations. Topics include human resource planning and forecasting, recruiting and selection, performance appraisal, compensation administration, and labor relations. *Prerequisite: Business 312. Offered alternate spring terms.*

**421 Business Internship (0-12)**

Supervised on-the-job experience in a for-profit, not-for-profit, or governmental environment. *Prerequisite: Cooperative Education 205 and permission. (Pass/Fail.)*

**428 International Finance (3)**

An examination of the interaction of multi-national corporations and international capital markets. This course considers international capital movement and its impact on the financial decisions of a corporation. When appropriate, computer applications are integrated into this course. *Prerequisite: Business 226. Business/Economics 307 strongly recommended. Offered alternate spring terms.*

**445 Financial Institutions Management (3)**

A survey of the function, management and regulation of financial institutions while addressing the specific roles of commercial banks. When appropriate, computer applications are integrated into this course. *Prerequisite: Business 226. Business/ Economics 307 or Economics 303 strongly recommended. Offered alternate spring terms.*

**452 Marketing Research (3)**

An examination of the methods and principles of investigation and analysis used by manufacturers and middlemen in solving problems of marketing policies, product markets, channels, sales effort, and advertising. Includes planning investigations; gathering, organizing, and interpreting data; and presentation of findings. *Prerequisite: Business 215 and 251 or permission.*

**454 Entrepreneurship (3)**

An application of management techniques to the small business setting. This course examines business problems and opportunities using the field case-study approach. *Prerequisite: Business 242, 251, and senior level, or permission. Offered alternate fall terms.*

**456 Strategic Marketing (3)**

A focus on the strategic and tactical marketing decisions that impact the design and management of an integrated marketing program. The course is case-based, allowing students to apply marketing principles to situations involving competitive analysis, consumer analysis, market segmentation and the product, pricing, distribution and promotion functions. In addition to expanding discipline specific knowledge, this course enhances analytical skills and written/oral communication skills. *Prerequisite: Senior standing, Business 251, any two of the following three (301, 324 and 357), 452, or permission.*

**460 Advanced Financial Management (3)**

An examination of the use of financial theory in the financial management of domestic and multi-national corporations. This course reviews and applies the analytical techniques of financial decision-making and the use of spreadsheet analysis to case studies. *Prerequisite: Business 226, 394, Business/Economics 307.*

**496 Strategic Management (3)**

A focus on the development, implementation, and ongoing analysis of corporate strategy. Students learn the principles and framework of strategy formation and apply these to various simulated business situations. This course uses a case study approach to present “real world” business situations for students to examine. These situations are analyzed from a top management perspective and students will determine the impact of business decisions at all organizational levels on the overall operation of the firm. In addition to expanding discipline specific knowledge, students’ analytical skills and written/oral communication skills will be enhanced. *Prerequisite: Completion of all Business Administration core and cognate courses, or permission.*

**497 Business and Professional Ethics (3)**

An integration of the student’s experience by focusing on the ethical implications of business policies. Using the case study method, students are exposed to business issues and practice the use of leadership skills to make and implement decisions considered to be ethically troublesome to managers of businesses. *Prerequisite: Completion of all Business Administration core and cognate courses, or permission.*

**Chemistry (CHM)**

Associate Professor Clevette

Assistant Professor Holmes

Assistant Professor Wilson

Chemistry is the study of matter and its changes. These changes affect everything we eat, wear, and touch. Chemistry is the only science that studies the changes that involve both huge industries and the well-being of each of us. Chemists are employed in almost every sector of the economy. The work called chemistry is incredibly varied.

Chemistry graduates pursue advanced degrees in chemistry, chemical engineering, pharmacy, medicine, medical technology, law, and other areas. Other graduates obtain jobs in the chemical or pharmaceutical industries.

**Requirements for the Chemistry Major:**

Complete 1 or 2.

1. Students not seeking certification for public school teaching of chemistry must complete the following:
  - a. The following ten courses in chemistry: Chemistry 125, 126, 205, 206, 303, 351, 411, 412, 495, and 496.
  - b. Two additional courses from chemistry 322, 326, or 408.
  - c. The following cognates: Mathematics 235, 236, and Physics 107, 108.

2. Students seeking certification for public school teaching in chemistry must complete:
  - a. The following eight courses in chemistry: Chemistry 125, 126, 205, 206, 303 408, 411 and 412.
  - b. The following cognates from the natural sciences: Physics 107 and 108, Biology 101, and either Astronomy 103 and 103L or Geology 103.
  - c. The following cognates in mathematics: Mathematics, 235, 236.
  - d. The following natural science methods courses: Natural Science 322, 324, 326, and 327.
  - e. One additional teaching major.
  - f. All requirements listed under the catalog section Secondary Education.

### **Requirements for the Chemistry Subject Endorsement:**

Students who are not chemistry majors and are seeking certification for public school teaching in chemistry must complete the following:

1. A total of 24 credits in chemistry, which includes Chemistry 125, 126, 205, 303, eight credits chosen from Chemistry 206, 322, 326, 408.
2. Cognates Biology 101; Geology 101 or 103; Natural Science 322, 324, 326, 327; Physics 107.
3. A teaching major.
4. All requirements listed under the catalog section Secondary Education.

### **Requirements for the Chemistry Minor:**

Complete the following courses: Chemistry 125, 126, 205, 303 and eight credits chosen from Chemistry 206, 322, 326, and 408.

#### **125 General Chemistry I (4)**

Through lecture and lab experience, students will be exposed to and will demonstrate an understanding of basic concepts in chemistry such as nomenclature, stoichiometry, thermochemistry, the periodic table, the electronic structure, bonding, and the gas laws. *Prerequisite: Two years of high school algebra or any mathematics course numbered 100 or above. Offered fall term.*

#### **126 General Chemistry II (4)**

Through lecture and lab experience, students will be exposed to and will demonstrate an understanding of the factors that determine the speed and extent of chemical reactions - kinetics, equilibria, thermodynamics, and electrochemistry. *Prerequisite: Chemistry 125. Offered spring term.*

#### **205 Organic Chemistry I (4)**

Organic Chemistry is the chemistry of carbon and its compounds. Organic molecules are building blocks of life. Proteins, fats, sugars,

nucleic acids are some examples of important organic molecules. However, organic chemistry also includes synthetic compounds, such as polyesters, plastics, and countless other materials used in every day life. Through lecture and laboratory, students successfully completing the course will demonstrate an understanding of organic reactions, syntheses, mechanistic, and structural studies of organic compounds. Students will also learn classical organic laboratory skills and instrumentation, such as nuclear magnetic resonance, infrared spectroscopy, chromatography, and mass spectroscopy. *Prerequisite: Chemistry 126 Offered fall term.*

**206 Organic Chemistry II (4)**

This course is a continuation of Chemistry 205 and will teach students advanced organic reactions, syntheses, mechanistic, and structural studies of organic compounds. Furthermore, students will learn the organic synthesis of proteins and DNA. Through lecture and and laboratory, students successfully completing the course will demonstrate an understanding of organic synthesis, organic laboratory skills, and instrumentation, such characterization of unknowns, nuclear magnetic resonance, infrared spectroscopy, chromatography, and mass spectroscopy. *Prerequisite: Chemistry 205. Offered spring term.*

**290, 390, 490 Directed Study (1-3) (1-3) (1-3)**

An opportunity for supervised, independent study of a particular topic based on the interest of the student and the availability and approval of the faculty

**303 Analytical Chemistry (4)**

An introduction to modern analytical techniques, including sampling, sample preparation, instrument calibration and analysis. Students successfully completing the course will demonstrate an understanding of aqueous solution equilibria and statistical treatment of data. Lecture and laboratory. *Prerequisite: Chemistry 126. Offered alternate fall term.*

**322 Instrumental Analysis (4)**

A survey of modern instruments - their components and uses. Through lecture and laboratory, students successfully completing the course will demonstrate an understanding of spectroscopy and chromatography which provides the bulk of the material, with emphasis on method development. *Prerequisite: Chemistry 303 or permission. Offered alternate spring terms.*

**326 Advanced Inorganic Chemistry (4)**

The study of structures, properties, and reactivities of selected elements. Students successfully completing the course will demonstrate an understanding of modern theories of chemical bonding, transition metal and organometallic chemistry, as well as newly discovered compounds. Lecture and laboratory. *Prerequisite: Chemistry 126. Offered alternate spring terms.*

**351 Chemistry Research I (2)**

An introduction to research techniques in chemistry, experimental

design, literature searching methods, scientific writing, record keeping, and ethical perspectives. Students successfully completing the course will demonstrate an understanding of several scientific topics, investigate them thoroughly in the scientific literature and present their result in a written and oral setting. This report will include an original research proposal that will be pursued in Research II and III. *Prerequisite: Chemistry major and junior standing; Chemistry 126 and Chemistry 205, or permission from instructor. Offered spring terms.*

#### 408 Biochemistry (4)

Biochemistry studies the organic chemistry of compounds and processes occurring in living organisms. This course teaches the efforts to understand biology within the context of chemistry and how molecular structure and function relate to metabolic cycles. Students successfully completing the course will demonstrate an understanding of classical biochemistry techniques, such as protein purifications and enzyme kinetics. Lecture and laboratory. *Prerequisite: Chemistry 205. Offered spring term.*

#### 411 Physical Chemistry I (4)

Through lecture and laboratory, students successfully completing the course will demonstrate an understanding of macroscopic physical properties of matter, including thermodynamics and kinetics. *Prerequisite: Chemistry 303, Mathematics 236. May be taken concurrently. Offered fall term.*

#### 412 Physical Chemistry II (4)

Through lecture and laboratory, students successfully completing the course will demonstrate an understanding of microscopic physical properties of matter, including quantum mechanics and spectroscopy. *Prerequisite: Chemistry 411 or permission. Offered spring terms.*

#### 421 Chemistry Internship (0-12)

On-the-job experience in chemistry. *Prerequisite: Cooperative Education 205 or permission. (Pass/Fail)*

#### 495 Chemistry Research II (2)

This is a second course in a three course sequence. Students successfully completing the course will participate in an original, independent research project conducted with a chemistry faculty member. Undergraduate research experience in chemistry is vital to the student's competitiveness in applying to professional or graduate school and in the workplace. *Prerequisite: Chemistry 351. Offered fall term.*

#### 496 Chemistry Research III (2)

This course is a continuation of Chemistry Research II (the third course in a three-course sequence). The student engages in an original, independent research project conducted with a chemistry faculty member. Students completing the course will demonstrate an understanding of the research and complete their studies with a report in an appropriate format. *Prerequisite: Chemistry 495. Offered spring term.*

## **Communication Studies**

Associate Professor Thomas  
Assistant Professor Swartzlander  
Instructor Bartlett  
Instructor McCown

Doane College provides courses and experiences leading to majors and minors in **Organizational Communication**, **Mass Communication**, and **Speech Communication**.

These courses of study prepare students for a wide range of professional pursuits in or associated with such areas as advertising, public relations, journalism, broadcasting, corporate video, and audio production. A command of the English language, both written and spoken, an interest in business and/or non-profit organizations, and interpersonal communication skills are necessary prerequisites for work in communication fields.

### **ORGANIZATIONAL COMMUNICATION**

This major is designed for students interested in serving as communication experts for business and non-profit organizations — often representing organizations or events, or improving communication in a workplace. Interest and skills in writing, and in interacting with and motivating people, are among the attributes necessary for this work.

#### **Requirements for the Organizational Communication Major:**

Complete the following courses (53 credits):

1. Mass Communication/English 113, Mass Communication 223, 320, 345, 421 (minimum of three credits).
2. Speech Communication 112, 210, 216, 296, 336, 342, 348 (or 321), 351, 385, 424 (or 435).
3. Complete either Business 212 and 242 or Business 251 and 324.
4. Six credits chosen from the following: Psychology 256, 365, Psychology/Sociology 336, Sociology 324.

#### **Requirements for the Organizational Communication Minor:**

Complete the following courses (18 credits):

1. Business 242.
2. Speech Communication 216, 336, 342.
3. Mass Communication 320.
4. Psychology/Sociology 336.

## MASS COMMUNICATION (CMM)

### Requirements for the Mass Communication Major:

1. Complete the following core requirements:  
Mass Communication 107, 232, 242, 301, 353, 418, 445, Mass Communication/English 113.
2. Complete the following cognates: Speech Communication 351, 385.
3. Complete one emphasis chosen from the following:
  - a. **Print Media** – English/Mass Communication 213, Mass Communication 214, 223, one credit each of practica 291, 319, 419, and Activity 135.
  - b. **Electronic Media:** Mass Communication 235, 342, 496, one credit each of practica 293, 323, 423, and Activity 131.
  - c. **General Media:** Choose a minimum of 12 credit hours from Mass Communication 206, 214, 223, 235, 320, 342, 496, English/Mass Communication 213 and 2 credit hours of practicum or activity credits from two different areas:
    - i) Print – Mass Communication 291, 319, 419, Activity 135.
    - ii) Radio – Mass Communication 323, 423, Activity 131.
    - iii) Television – Mass Communication 293.
4. Completion of a minimum of three credits in Mass Communication 421 (Cooperative Education 205 and junior standing are required before enrolling in the internship).
5. Mass communication majors are strongly urged to complete a minor relevant to their professional interests.

### Requirements for the Mass Communication Minor:

Complete 18 credits in mass communication, including Mass Communication 107 and 445. A maximum of two mass communication practicum or Activity 135 credits apply to the minor.

#### 107 Introduction to Mass Communication (3)

This introductory course acquaints students with the history, nature, and impact of mass media on individuals and society. Students who successfully complete this course will recognize and appreciate both historical and contemporary relationships between mass media and political, economic, and social institutions, and the professional practices common to principal mass media industries. They will also be able to demonstrate critical mass media literacy skills. *Offered fall term.*

#### 113 Basic News Writing and Reporting (3)

An introduction to journalistic writing, including news values and sources, and problems and issues in news reporting. The student who successfully completes this course will have developed interviewing, note taking and writing skills, especially for print media. *The Doane*

*Owl* serves as a laboratory for student writing. (*Cross-referenced with English 113.*)

**206 Introduction to Film Studies (3)**

A study of the evolution and development of cinematic forms and styles. The relationship of film art to historical context, cultural trends, and technical innovations are examined. Students who successfully complete this course will be able to speak and write knowledgeably about film history, technique and style, using standard film criticism vocabulary, and will be able to draw upon their experience of film viewing to make critical comparisons and contrast useful in future film experience. *Offered alternate spring terms.*

**213 Advanced News Writing and Reporting (3)**

A study of the fundamentals of newsgathering, interviewing, cultivating sources, developing beats and in-depth reporting. The student who successfully completes this course will demonstrate a competency in computer-assisted reporting and the online research necessary to analyze data for stories. The student will also have developed skills in public affairs reporting and be able to articulate the social responsibilities of a reporter, as well as the obstacles to communicating information to the public. *The Doane Owl* serves as a laboratory for student writing. *Prerequisite: Mass Communication/English 113. Offered spring term. (Cross-referenced with English 213.)*

**214 Photojournalism (3)**

An introduction to the principles of photojournalism, including capturing, processing, and presenting images in finished form for visual and electronic media. Students will develop the skills necessary to shoot on deadline while examining various techniques for photographing sports, and general, spot, and feature news events. The student who successfully completes this course will demonstrate proficiency in producing photographs and exhibit the professional conduct necessary among editors, reporters, and photojournalists. The student must provide a manual-focus camera. *Offered fall term.*

**223 Editing and Design (4)**

An introduction to the theory and practice of copy editing and design for print media. The student who successfully completes this course will demonstrate competency in editing the written word, writing headlines and cutlines, and practicing sound news judgment. The student will also be able to apply industry-standard software in designing pages and displaying photographs and other art. *Prerequisite: Mass Communication/English 113.*

**232 Basic Audio Production (3)**

An introduction to the terminology, concepts, and practices of audio production. Students perform typical audio studio responsibilities such as microphone placement, console operation, mixing, recording and announcing. They also develop and produce radio announcements and

programs. Students who successfully complete this course will be able to recognize and identify the elements of effective audio production as well as develop a working knowledge of the production process which includes pre- and post-production and recording with a range of industry standard audio technologies. *Offered fall term.*

**235 Writing for the Electronic Media (3)**

Building on basic writing skills, this course emphasizes forms, styles, and requirements of electronic media. Students will write scripts individually and collaboratively for a variety of purposes, some of which will be produced on Doane radio and television. The student who successfully completes this course will be able to identify measurable audience objectives of information and/or persuasion for messages in audio and video electronic media. They also will be able to demonstrate competency in writing scripts in formats commonly used by electronic media to a level of effectiveness necessary to achieve those objectives in commercial, public service, and promotional announcements, news, sports, features, documentaries, and fiction. *Prerequisite: Mass Communication/English 113. Offered spring term.*

**242 Basic Video Production (3)**

An orientation to broadcast video equipment as applied to various functions of the television medium. Students learn the basic elements, components, and terminology associated with videography. Students will also incorporate practical application of videotape editing and production values. Students who successfully complete this course will demonstrate the techniques required in professional video production environments.

**271, 371, 471 Selected Topics (1-3) (1-3) (1-3)**

An investigation of topics not covered in other courses, selected on the basis of student interest and available instruction.

**290, 390, 490 Directed Study (1-3) (1-3) (1-3)**

An opportunity for supervised, independent study of a particular topic based on the interest of the student and the availability and approval of faculty.

**291 Newspaper Reporting and Photojournalism Practicum (0-1)**

Students benefit from supervised hands-on work experience with the campus newspaper. The student who successfully completes this course will be able to demonstrate skills necessary to function as a newspaper reporter and photojournalist. *(Pass/Fail)*

**293 Television Practicum (1)**

Supervised work experience in the broadcast facility of Doane Television. The student gains practical hands-on experience and develops a sense of professionalism. The student who successfully completes this course will be able to incorporate and practice duties and responsibilities of working within the broadcast medium. *Prerequisite: Mass Communication 242. (Pass/Fail)*

**301 History of Media (3)**

An examination of the history of media, emphasizing appreciation and understanding of the technological, social, and cultural trends that affect print and electronic media industries. Students will research, discuss, and investigate development and influence of the various mass media institutions. Students who successfully complete this course will be able to articulate the stages of development and historical perspective of the mass media. *Offered alternate fall terms.*

**319 Newspaper Advertising Practicum (0-1)**

Students benefit from supervised hands-on work experience with the campus newspaper. The student who successfully completes this course will demonstrate practical skills necessary to sell and place advertisements on a newspaper page. *Prerequisite: Mass Communication 223. (Pass/Fail)*

**320 Public Relations (3)**

This course provides a basic understanding of public relations processes, practices and effects, and focuses on public relations as a career. It provides an understanding of how public relations decisions affect various occupations in an increasingly technological and intercultural environment. The course reviews key social science concepts, such as public opinion, persuasion, and systems theory, and the ethical, analytic, and strategic approaches used by public relations professionals. Students completing this course will be able to describe the history and theories of public relations, use the basic vocabulary of the public relations practitioner, and recognize and discuss public relations as used by institutions, business, politics, government, and other organizations. They will also be able to develop writing skills for public relations tactics, use critical thinking to identify organizational problems, offer appropriate public relations suggestions for their solution, and identify the ethical implications of public relations practices. *Offered fall term.*

**323 Audio Practicum (1)**

Supervised work experience in use of audio production techniques inside and outside the studio, including live remote broadcast and location recording. The student who successfully completes this course will have developed the skills necessary to independently initiate and complete audio production projects. *Prerequisite: Mass Communication 232. (Pass/Fail)*

**342 Advanced Video Production (4)**

A course that instructs in the art of studio and field video production. Students create, write, direct, and assist in the production of studio and location-based events and programs, some of which will air on Doane TV. Each student produces an original high-quality program from conception to completion. The student writes treatments and rough scripts, prepares pre-production materials, and directs production crews.

The student who successfully completes this course will demonstrate studio and field production techniques and the organizational and practical skills necessary to achieve a professional quality broadcast program. *Offered fall term.*

**353 Contemporary Issues in Mass Communication (3)**

An examination of the principal social, economic, political, and global forces influencing the nature and development of mass media, including commercial and public television, radio, cable, satellite, film, and new electronic technologies. Relationships between media and social, economic and government institutions are explored. The student who successfully completes this course will be able to articulate and explain underlying causes of issues facing media entities and identify the conflicting forces that shape policies and practices influencing their behavior. *Prerequisite: Mass Communication 107. Offered spring term.*

**418 Mass Communication Theory and Criticism (3)**

The capstone course for mass communication majors examines theories of mass media in an historical context. Students analyze and critique media artifacts and their social consequences, using principal theoretical frameworks to understand the practical application of theory in describing, explaining, and predicting media phenomena. The student who successfully completes this course will understand the background and history of the key theories of mass media, articulate how these theories work, demonstrate knowledge of criticism and the ability to critique, research supporting theories, and demonstrate competency in appropriate application of theories to mass-mediated situations. *Prerequisite: Mass Communication 353 and Speech Communication 385. Offered fall term.*

**419 Newspaper Editing and Management Practicum (0-1)**

Students gain from supervised hands-on work experience with the campus newspaper. Students who successfully complete this course will be able to demonstrate skills in editing and managing a newspaper and be able to articulate the issues involved in editing and management. *Prerequisite: Mass Communication/English 113, 213, and Mass Communication 291, 319, or permission. (Pass/Fail)*

**421 Communication Studies Internship (0-12)**

A course offering students a structured professional experience in media fields. The nature and location of this experience is arranged in cooperation with the Director of Career Development and must be approved by the Communication Studies faculty. *Prerequisite: Cooperative Education 205. (Pass/Fail)*

**423 Radio Operation and Management Practicum (1)**

Supervised work experience in the campus radio station. The student gains practical hands-on experience in radio station operations and management issues and develops a sense of professionalism by performing

in a management position on the campus radio station. The student who successfully completes this course will demonstrate a working knowledge of FCC rules and regulations and of the structure and operation of the fundamental areas of a working radio station, including programming, promotion, news, public relations, and engineering and competency in management communication in an organizational setting. *Prerequisite: Mass Communication 232, 323, or permission. (Pass/Fail)*

#### **445 Legal and Ethical Issues in Mass Communication (3)**

Study of statutes and significant case law affecting the mass media, including libel, copyright, rights of privacy, First and Fourth Amendments, and regulations and procedures of federal regulatory agencies. A case study approach is used to examine significant ethical issues related to advertising, public relations, news gathering, and reporting. The student who successfully completes this course will recognize and understand the key laws and regulations governing media institutions and their employees, and will be able to identify significant areas of contention regarding them. They will also develop a foundation for articulating a personal code of ethics to guide their future professional activities in mass media. *Offered spring term.*

#### **496 Television Production Seminar (3)**

An advanced seminar in the creation and production of the long-format documentary form of television (i.e., documentary, news magazine, biography). Students write a treatment, then research, write, shoot, and produce a program suitable for broadcast. Students who successfully complete this course will demonstrate the advanced skills and competency necessary to create an organized story in video and audio formats. *Prerequisites: Mass Communication 342. Offered alternate fall terms.*

### **ACTIVITIES**

#### **131 Radio Announcing (0-1)**

Practical work experience with the FCC-licensed campus radio station. The student produces programming and performs on-air. The student who successfully completes this course will demonstrate knowledge and skills in selecting and presenting material on the air, according to accepted professional and regulatory standards. *(Pass/Fail)*

#### **135 Journalistic Activity - Yearbook (0-1)**

Students benefit from a practical, hands-on experience working for *Doane Tiger Yearbook*. The student who successfully completes this course will demonstrate skills in producing books and magazines, including writing, taking photographs, and designing pages. *(Pass/Fail)*

*NOTE: See Mass Communication 291, 293, 323, 423 Practicum for participation in the college newspaper, television or radio production.*

## **SPEECH COMMUNICATION (CMS)**

This general communication major is designed for students who are interested in the essential role communication plays in the development and maintenance of identities, relationships, groups, organizations (public as well as private), and societies and cultures. Communication structure and process is explored and particular attention paid to the way in which meaning is managed in order to coordinate joint activity.

### **Requirements for the Speech Communication Major:**

Complete 1 or 2.

1. Students not seeking certification for public school teaching in speech communication must complete the following courses:
  - a. Speech Communication 112, 210, 216, 220, 348, 351, 385, 435 (or 424).
  - b. Mass Communication 445.
  - c. Six additional credits chosen from the following: Speech Communication 321, 336, 342.
  - d. Complete the cognate Psychology/Sociology 336.
  - e. Complete a minimum of three practical experience credits chosen from the following: Mass Communication 421, or Speech Communication 226, 227.

*Speech Communication majors are strongly urged to complete a minor in an area relevant to their professional interests.*

2. Students seeking certification for public school teaching in speech communication must complete the following:
  - a. Speech Communication 112, 210, 216, 220, 320, 321, 322, 324, 325, 351.
  - b. Six credits chosen from the following courses: Speech Communication 336, 342, 348, Mass Communication 445.
  - c. Six credits chosen from Speech Communication 126, 127 (or 226, 227), 326, 327 (or 426, 427).
  - d. Complete the cognate Theatre 103.
  - e. One additional teaching major.
  - f. All requirements listed under the catalog section Secondary Education.

### **Requirements for the Speech Communication Minor:**

Complete 18 credits in speech communication, including Speech Communication 220 and 351. A maximum of three credits chosen from Speech Communication 126, 127, 226, 227, 326, 327, 426, 427 apply to the minor.

**105 Fundamentals of Communication (3)**

An introduction to basic concepts in communication, focusing upon the development of speaking, listening, and critical thinking skills necessary for effective communication. Students completing this course will begin developing competency in public speaking and in interpersonal, small group, organizational, public and mass communication contexts.

**112 Small Group Communication (3)**

A course in the theory and practice of communication in small groups for problem solving, decision making, education, therapy, and other purposes. Students completing the course will understand and be able to apply leadership concepts, small group processes, decision-making and problem-solving methodology (including parliamentary procedure). This knowledge will be demonstrated through group activities and by public speaking experiences.

**126, 127 Competitive Speech Workshop I & II (0-1) (0-1)**

An experience-based workshop course in competitive speech, including participation in a non-traveling speech team, helping the team to prepare for competition, and learning about competitive speech and debate. Students will learn about the different categories of competitive speech and debate, and the qualities of effective public speaking. (*Pass/Fail*)

**210 Public Speaking (3)**

This course focuses on the development of effective public speaking skills. Students completing this course will understand and be able to apply public speaking knowledge, including audience analysis, exigency analysis, research and critical analysis of content, organization of content in appropriate formats, presentational skills, and the linguistic requirements of effective public speaking. These skills will be demonstrated through several speech presentations including informative, persuasive, interpretive, and other styles. *Offered fall term.*

**216 Introduction to Organizational Communication (3)**

This course begins study in organizational communication by examining theory and practice of communication in public and private organizations. It includes relating elements of interpersonal, interviewing, small group, mass, and public address communication. Students completing the course will begin to understand the relationship between organizational structure and the dialectic action of those affecting the structure, including symbolic forms and socialization (i.e., ritual, storytelling), power and leadership, conflict, decision making, and organizational culture. *Offered fall term.*

**220 Interpersonal Communication (3)**

A focus upon the nature and influence of communicative behavior in close, personal relationships. Interpersonal communication structure and processes are explored as they relate to the development and maintenance of identities and friendships, as well as romantic and family relationships.

**226, 227 Beginning Competitive Speech I & II (0 or 3) (0 or 3)**

This is a skills-based course for students participating in one or more competitive speech events (i.e., debate, oratory, informational speaking, impromptu, extemporaneous speaking, and oral interpretation). Students will develop beginning skills in public speaking for specialized contexts, analyzing contemporary issues, and techniques of textual analysis and communication criticism. **This course is recommended for students interested in law, politics, teaching or graduate study in communication. Experience in high school speech competition, while helpful, is not required.**

**271, 371, 471 Selected Topics (1-3) (1-3) (1-3)**

An investigation of topics not covered in other courses, selected on the basis of student interest and available instruction.

**296 Organizational Communication Practicum (1)**

Supervised work experience on a campus or community organizational communication project. The student gains practical hands-on experience and develops a sense of professionalism. *(Pass-Fail)*

**320 The Teaching of Speech Communication I (0)**

This course begins the transition from “student of communication” to “teacher of communication.” The major emphasis is on innovative methods for facilitating learning communication in the public and private schools and the methods and procedures for evaluating student learning. **Generally taken during the sophomore year.**

**321 Intercultural Communication (3)**

Communication between cultures in the interpersonal and organizational context. Differences in communication behaviors due to nationality, ethnicity, and social status are explored. Students study their own cultures, as well as the cultures of others, to develop greater awareness of patterns of thinking, beliefs, assumptions, values, and cultural norms which influence communicative (verbal, nonverbal, and listening) behaviors. **This course fulfills the Cultural Perspectives requirement of the Doane Plan.**

**322 The Teaching of Speech Communication II (0)**

This course examines topics in teaching and evaluation of middle school communication curriculum. *Prerequisite: Speech Communication 320 or permission.*

**324 The Teaching of Speech Communication III (0)**

This course examines topics in the teaching and evaluation of communication in the high school curriculum. *Prerequisite: Speech Communication 322 or permission.*

**325 The Teaching of Speech Communication IV (2)**

This course completes the study and experience in the methods and materials of teaching communication in the secondary school. *Prerequisite: Speech Communication 324 or permission.*

**326, 327 Advanced Competitive Speech I & II (0 or 3) (0 or 3)**

This is a skills-based course for students participating in one or more competitive speech events (i.e., debate, oratory, informational speaking, impromptu, extemporaneous speaking, and oral interpretation). Students will develop advanced skills in public speaking for specialized contexts, analyzing contemporary issues, and advanced techniques of textual analysis and communication criticism. *Prerequisite: Speech Communication 226 and 227, or permission.*

**336 Applied Organizational Communication (3)**

An advanced course in organizational communication and its application to real-life enterprises. Study will include examination of actual cases involving media and personnel in public relations firms, corporate communication departments, government agencies, political organizations or non-profit environments. The student who successfully completes this course will understand the nature of organizational culture, methods of organizational socialization, communication needs analysis, and preparing and implementing programs of organizational change. They should be able to critically analyze organizational communication approaches to social, managerial, environmental, and other issues, and project possible ramifications or outcomes of various communication approaches in a variety of contexts. *Prerequisite: Speech Communication 216. Offered spring term.*

**342 Leadership Communication (3)**

An examination of historical and contemporary theories of leadership, exploring the uses, abuses and meaning of power in leadership situations and relationships. The course develops an understanding of the role of communication in facilitating or hindering leadership, identifies the tensions between individuals and communities in a variety of contexts, and applies conflict management principles to those tensions. Students successfully completing this course will become aware of their own leadership styles, develop the ability to improve communication in conflict situations, develop collaborative skills, synthesize information from a variety of sources and apply that information to ethically improving leadership in contextually appropriate ways. *Offered alternate spring terms.*

**348 Gender Communication (3)**

This course surveys writings and research in human communication in order to answer the questions: "Are there differences in the ways men and women communicate, and, if so, what effects do those differences have on relationships?" Students completing this course will become familiar with the research and theories regarding same-gender and cross-gender communication, will increase sensitivity to the effects and functions of communication within human relationships, and will become more aware of their historical/cultural/personal gender biases

and how those biases affect communication with others. *Prerequisites: Speech Communication 220. Offered alternate spring terms.*

**351 Persuasion (3)**

A study of persuasive strategies for the purpose of becoming more enlightened recipients and skillful creators of persuasive messages and campaigns (in advertising, politics, and interpersonal and group interaction).

**385 Communication Research (4)**

An introduction to quantitative and qualitative research methods used in communication studies and encountered by communication practitioners. Students will be involved in defining research problems, data gathering, analysis, evaluation, and reaching conclusions. Students who successfully complete this course will be able to develop research projects typical of the communication discipline, critique the research of others, and explain findings to both professional and lay audiences.

*Prerequisite: Sociology 109. Offered spring term.*

**421 Speech Communication Internship (0-12)**

On-the-job experience in speech communication. *Prerequisite: Cooperative Education 205 or permission. (Pass/Fail)*

**424 Communication Theory (3)**

A focus on current theoretical perspectives on human communication, including social cognitive systems, social exchange, social interactionism, interpretive, and sociocultural (including conversation analysis and communication ethnography) approaches. The relationship between philosophy, theory, and methodology is explored for these major views on communication. *Prerequisite: Speech Communication 220, 385. Offered alternate fall terms.*

**426, 427 Competitive Speech Management I & II (0-1) (0-1)**

Students learn issues in the development and operation of a competitive speech team, including budgeting, group travel arrangements, competitive speech judging, and competitive speech tournament management. Students in this course function as assistant coaches for the competitive speech team. *Communication Studies 326 and 327 recommended.*

**435 Rhetorical Theory and Criticism (3)**

A course providing an historical framework for current perspective on communication through the exploration of classical and contemporary rhetorical theory. Students then apply this theoretical foundation to the criticism of rhetorical acts. Both the nature and strategies of rhetoric and criticism are explored. *Prerequisite: Speech Communication 351 or permission. Offered alternate fall terms.*

## **Cooperative Education (CED)**

Cooperative Education is a process which expands student learning beyond the classroom. Commonly referred to as internship, this on-site learning

is planned and supervised work which relates to a student's major field of study or career path.

**202 Career Education (2)**

An emphasis on career education for students in the middle grades.  
(*Pass/Fail*)

**205 Introduction to Field Experience (0)**

A preparation for the field experience that is concerned with career research, job seeking skills, and Doane's Internship Program requirements. *This course or permission by the Director of Career Development is a prerequisite for any internship course. A student may take this course only once. (Pass/Fail)*

## **Economics**

**Professor Manns**

**Assistant Professor Lipins**

The Economics major prepares students for a variety of careers in business and government. Economics provides a logical, ordered way of looking at various problems and issues. It draws upon history, philosophy and mathematics to help students examine the choices that individuals and groups make concerning the allocation of their scarce resources to meet their varied and limitless wants. The study of economics at Doane is designed from a liberal arts perspective and emphasizes international economics and financial markets. Economics courses are taken by most students of the college as part of the general education requirements (Doane Plan). Pursuit of the major is appropriate for those interested in graduate work in business, law, and economics. The program complements many other areas of study.

### **Requirements for the Economics Major:**

1. Complete the following 30 credits in economics: 203, 204, 303, 304, 419, 495 and four additional courses at the 300-400 level, excluding Economics 421.
2. Complete the following cognates: Business 215 (or Mathematics 356), Mathematics 115 or 235. (Mathematics 235 is strongly recommended for students considering graduate study in economics.)

### **Requirements for the Economics Minor:**

1. Complete 18 credits of economics, including 203, 204, 303 (or 304), excluding Economics 421.
2. Complete the following cognates: Business 215 (or Mathematics 356), Mathematics 115 or 235. (Mathematics 235 is strongly recommended for students considering graduate study in economics.)

**203 Macroeconomics and Literacy (3)**

The successful operation of modern economies depends on the participation of economically literate citizens. An economically literate citizen should be able to identify problems, gather relevant information, weigh costs and benefits, analyze incentives, and make choices. Students successfully completing this course will be able to comprehend and use basic economic concepts, interpret major macroeconomic statistics, explain how both monetary and fiscal policy can be used to stabilize the economy, and discuss macroeconomic issues.

**204 Microeconomics and Business (3)**

An introduction to basic concepts governing the operation of the microeconomy, with specific emphasis placed on understanding microeconomic theory, policy, and issues as they relate to business decision-making. Students successfully completing this course will be able to comprehend the workings of the supply and demand model from both a graphical and mathematical perspective, explain the role that elasticity plays in the supply and demand model and know how to calculate and interpret various elasticities, understand utility maximization and the theory of consumer behavior, explain how cost structures differ in the short run and the long run, analyze various market structures in terms of their economic performance, and understand the workings of the various factor markets. *Prerequisite: Economics 203.*

**271, 371, 471 Selected Topics (1-3) (1-3) (1-3)**

An investigation of topics not offered in other courses, selected on the basis of student interest and available instruction.

**290, 390, 490 Directed Study (1-3) (1-3) (1-3)**

An opportunity for supervised, independent study of a particular topic based on the interest of the student, and the availability and approval of the faculty.

**303 Intermediate Macroeconomics (3)**

An examination of the major theories developed to explain the functioning of the macroeconomy and the determination of national income in a market-oriented system. Students successfully completing this course will be able to: 1) discuss both the long run classical model and macroeconomic growth theory; 2) describe various macroeconomic measurement techniques and issues; 3) explain the short run Keynesian model; 4) discuss the difficulties inherent in macroeconomic policy-making, both monetary and fiscal, and 5) understand the role of presidential leadership in economic policymaking. *Prerequisite: Economics 203. Offered alternate spring terms.*

**304 Intermediate Microeconomics (3)**

An examination of the theory of individual consumer behavior and the theory of the firm. Students successfully completing this course will be able to: 1) use indifference curve analysis to understand utility maximization; 2) explain cost theory and use production isoquants in

microeconomic analysis; 3) discuss the theory of the firm in competition, monopoly, and oligopoly; and 4) explain the functioning of resource markets. *Prerequisite: Economics 204. Offered alternate fall terms.*

### **306 International Trade and Development (3)**

An examination of current theories of international trade and economic development. The focus of this course is on contemporary issues in international economics. Students successfully completing this course will be able to: 1) demonstrate the working and application of partial- and general-equilibrium models of international trade; 2) explain the concept of comparative advantage and its determinants; 3) evaluate the effects of international trade policies on economic welfare and relevant markets; and 4) apply the theoretical material to critically evaluate real world issues in international trade. *Prerequisite: Economics 203. Offered alternate fall terms.*

### **307 Money and Banking (3)**

An examination of the history of the U.S. banking system, with special emphasis on the history, purpose, and functions of the Federal Reserve System. The tools and techniques of monetary policy will also be addressed. Students completing this course will be able to: 1) understand basic monetary concepts and frameworks including the role of money and financial institutions and financial markets; 2) critically examine and analyze the business of banking and the role of government regulation of the banking industry; and 3) describe and evaluate Federal Reserve monetary policy in both a domestic and international setting. *Prerequisite: Economics 203. (Cross-referenced with Business 307.)*

### **308 Public Finance (3)**

Introduces the basic concepts used to describe and measure government decision-making as it pertains to economics. This course examines the effects of fiscal policy on resources, incomes, prices, and employment. Students successfully completing this course will be able to: 1) understand the characteristics, functions, and interactions of public and private institutions; 2) explain fundamental economic theory and terminology as it relates to public finance; 3) apply economic theory to current policy problems; and 4) analyze and apply economic data to the study of a public policy problem. *Prerequisite: Economics 203. (Cross-referenced with Political Science 308.) Offered alternate spring terms.*

### **309 Environmental Economics (3)**

An examination of the relationship between economic analysis and the quality of the natural environment in which we live. Students successfully completing this course will be able to: 1) understand economic theory and terminology as they relate to issues of environmental quality; 2) apply economic theory, where appropriate, to various environmental problems; 3) comprehend the interactions between both the private and public sectors in the struggle to find workable solutions to environmental problems; 4) appreciate the global dimension of environmental issues;

and 5) analyze and evaluate environmental policy proposals to determine feasible solutions. *Prerequisite: Economics 203. Offered alternate fall terms.*

**314 Industrial Organization (3)**

An examination of the structures of industrial markets, the influence of such structures on the conduct and performance of firms operating in these markets, and how these markets affect the functioning of the economy as a whole. The evolution of the public policy response will also be addressed. Students completing this course will be able to: 1) understand basic market structures including perfect competition, pure monopoly, and oligopoly with special emphasis on the role of strategy in firm decision-making; 2) describe and evaluate the tools and techniques for developing and enhancing monopoly power; 3) critically examine and analyze industrial organization theory; and 4) explain and evaluate both anti-trust law and government regulation as responses to both the accumulation and exercise of monopoly power. *Prerequisite: Economics 203. Offered alternate spring terms.*

**347 Comparative Economic Systems (3)**

Introduces the philosophies, institutions, and methodologies used to study various economic systems around the world. Special emphasis is placed on the historical factors shaping each economic system, along with an examination of current trends and problems. Students successfully completing this course will be able to: 1) explain the role of institutions, values, and beliefs in the development of economic systems; 2) demonstrate the use and limitations of economic data to compare economic systems; and 3) apply a theoretical framework to an analysis of an economic system. **This course fulfills the Cultural Perspective requirement of the Doane Plan.** *Prerequisite: Economics 203. Offered alternate spring terms.*

**419 History of Economic Thought (3)**

An exploration of leadership concepts as they examine economic thought from the mercantilist to the present, with emphasis on such schools of thought as the Classical, Marxist, Neo-Classical, Keynesian and Monetarist. *Prerequisite: Economics 203 and 204. Offered alternate fall terms.*

**421 Economics Internship (0-12)**

Designed to offer students a professional experience in the field of economics in an institutional setting such as a government or financial institution. *Prerequisite: Cooperative Education 205 and Economics faculty permission. (Pass/Fail)*

**495 Seminar (3)**

The utilization of the techniques of economic research combined with intensive reading and discussion of selected topics. *Prerequisite: Junior or senior economics major or minor. Offered alternate spring terms.*