

ing and professional practice, along with formal professional education, provides a sound basis for further work. Completion of degree requirements involves courses in the liberal arts and electives in areas of interest.

**To Be Admitted to the Program:**

1. An individual must have a three-year diploma from a school of nursing and provide documentation of two full years of professional practice as a registered nurse, **or**  
An individual must have a two-year associate degree (or diploma) and three full years of employment as a registered nurse, or the part-time equivalent, in the allied health field.
2. Registration as a certified professional (e.g., Nursing, Medical, Dental) must be current.

**To Graduate from the Program:**

1. An individual must earn a minimum of 132 credits, with a cumulative grade point average of 2.00 (C) or better.
2. Doane Plan requirements for the bachelor of arts degree must be met.
3. A maximum of 12 credits may be earned through learning portfolio based on individual attainments in areas other than previous professional education.
4. Students must complete the following courses:  
IDS 206 Introduction to Research **and either**  
SSI 217 Applied Statistics for Social Science **or**  
BUS 215 Applied Statistics for Business
5. Students must provide documentation of professional practice.
6. Students must complete 30 graded credits at Doane College.

## **Professional Studies in Business**

**Requirements for the Professional Studies in Business Major:**

1. Complete the following courses in Business: 205, 212, 215, 226, 242, 251, 341, and 497.
2. Complete the following cognate courses:
  - a. Accounting 103, 104
  - b. Computer Systems Applications 102 (or competency), 109
  - c. Economics 203, 204
  - d. Interdisciplinary Studies 206
  - e. Mathematics 115 or 235
  - f. Speech Communication 316
3. Complete one emphasis chosen from the following:
  - a. **General Business** – Business 495, plus three courses at the 300/400 level (excluding internship credits). The three courses must be from three of the following four areas and must total a minimum of six semester credits. One of these courses must be at the 400 level:
    - 1) *Finance*: Business 394, 428, 445, 460
    - 2) *Management*: Business 312, 315, 331, 354, 410, 454, 496

- 3) *Marketing*: Business 301, 323, 452, 454 and 496
- 4) *Human Resources*: Business 312, 331, 345, 415, 418; Speech Communication 323.
- b. **Human Resource Management** – Business 312, 418, 493; plus one course chosen from the following: Business 315, 331, 345, 415; Speech Communication 323.
- c. **Management** – Business 492, plus one course chosen from each of the following groups (the three courses chosen must total a minimum of six semester credits): Business 331, Business 454 (or 496 or 354), and Business 315 (or 410).
- d. **Marketing** - Business 301, 323, 452, 494.
- e. **Self-Designed Emphasis** – A student majoring in Professional Studies in Business may apply to the Dean of Undergraduate Studies for a Self-Designed emphasis. To apply for the Self-Designed Emphasis, the student must meet the following criteria:
  - 1) Have completed or be in the final term of completion of all 100/200 level core and cognate requirements.
  - 2) Have a minimum cumulative grade point average of 3.00.
  - 3) Have a minimum cumulative grade point average in Business of 3.25.

## Graphic Design

The mission of the Graphic Design program is to provide a balanced foundation of knowledge and skills for careers involving graphic design and visual communication. The major prepares students to work in areas including newspaper and magazine layout and design, advertising and public relations, production and design, illustration, and electronic media publication and production.

### Requirements for the Graphic Design Major:

1. Complete the following core courses: Graphic Design 228, 237, 241, 252, 258, 315, 316, 415, 416, 496.
2. Complete the following cognate courses:
  - a. Art 107, 207, 235, 308, 309, 356, 358
  - b. Business 323
  - c. Computer Systems Applications 109
  - d. Interdisciplinary Studies 206
  - e. Speech Communication 105

## Human Relations

The Human Relations major is designed to provide undergraduate education appropriate for persons seeking careers in human services professions. In addition, it provides undergraduate coursework that prepares students to continue beyond the bachelor's degree to advanced education in various fields of counseling.

will understand pathophysiological changes, including how pathological processes are manifested, progress in the body, and primary and secondary effects. *Prerequisite: Anatomy and Physiology II.*

## **Business (BUS)**

### **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 covered include the following: human resource environments, securing human resources, rewarding and developing human resources, and evaluating the human resource function.

### **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, and one-way analysis of variance and linear regression.

### **219 Issues in Health Care Costs and Financing (3)**

An introduction to the basic principles of health care costs and financing, including supply and demand, product markets, employment, payer and price systems, and the impact of government and regulatory agencies. Upon completion of the course, students will be able to apply basic business principles to discussion of health care issues, including health care costs, access, and payment for service. *Prerequisite: Math competency.*

### **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 will be integrated into this course. *Prerequisite: Accounting 103, Economics 102 and Computer Systems Applications 102 (or demonstrated competency). (Accounting 104, Business 215, and Economics 101 are strongly recommended.)*

### **242 Management (3)**

An introduction to the internal organization, structure and executive functions in the business enterprise and other goal-directed institutions.

**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.

**270 Management for Supervisors (3)**

An intensive sequence teaching the individual to master the nature of supervisory management, problem solving and decision making, leadership skills, and specified planning processes. Students develop the ability to work with organization and staffing, and establish managerial control.

**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.)*

**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.*

**323 Advertising (3)**

A course which gives students a basic understanding of the advertising industry and how to access and meet client needs. Students learn when, how, and why to use various advertising media and develop and create a small advertising campaign. *Prerequisite: Speech Communication 105.*

**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.*

**331 Personnel Law (3)**

An in-depth study of personnel law from both a conceptual and practical perspective. Students learn (1) the guidelines established for disciplinary actions, hiring, firing and promotion; (2) the legal response to sexual harassment in the workplace; (3) the responsibility of the employer to provide safe working conditions; (4) equal employment opportunity law; and (5) legal issues as they pertain to physical, mental, and emotional illness and disability. *(Cross-referenced with Human Relations 331.)*

**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 is recommended.)*

**341 Business Law I (3)**

An examination of legal issues related to the operation of business entities. Students will (1) be able to identify the elements necessary to form a contract and the remedies available for breach of contract; (2) be able to recognize appropriate dispute resolution methods for business situations; (3) be able to 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) be able to apply general principles of the Uniform Commercial Code to sales contracts. *Prerequisite: At least junior standing or permission.*

**342 Business Law II (3)**

A course that examines 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. Offered alternate spring terms.*

**345 Business, Professional and Consumer Negotiations (3)**

The study of negotiation and mediation theory and practice. Students develop the skills to work with parties at variance to promote reconciliation, settlement, or compromise.

**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. Offered alternate years.*

**354 Operations Management (3)**

An analytical approach to the fundamentals of operations management. Emphasis is on the design, planning and control of production in industry.

Topics include plant layout, materials handling, inventory control, production control, method analysis, work measurement, and time management. *Prerequisite: Business 215, 339, Mathematics 115 (or 235), or permission.*

**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. Offered alternate years.*

**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 and Computer Systems Applications 102 (or demonstrated competency).*

**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 (EPA), employment (EEOC), and occupational safety (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.

**415 Leadership in Organizations (3)**

A course designed to investigate attitudes and behaviors which inspire and motivate others to a common purpose through an investigation of current and historic leadership theories, to lead students to a conceptual understanding of the term leadership, and to help students acquire the attitudes and skills necessary for innovation, risk taking and team building.

**418 Human Resource Strategy (3)**

This course provides 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.*

**428 International Finance (3)**

An examination of the interaction of multi-national corporations and international capital markets. This course considers international capital move-

ment 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 is strongly recommended.)*

**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 and Computer Systems Applications 102 (or demonstrated competency). (Business/Economics 307 is strongly recommended.)*

**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. This course includes planning investigations; gathering, organizing, and interpreting data; and presentation of findings. *Prerequisite: Business 216 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.*

**460 Advanced Financial Management (3)**

An examination of the use of financial theory in the 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.*

**492 Senior Seminar in Management (3)**

With the guidance of a faculty member, students will develop a research or experiential project which will demonstrate the knowledge and skills expected upon completion of the major. Satisfactory completion of this project, including a written and oral presentation, will demonstrate a solid understanding of the major, as well as the confidence and skills to work with existing and emerging aspects of the professional field, to do independent research and effective problem solving, and to communicate effectively. The primary focus of the seminar will be the area of management. *Prerequisite: Business 215, Interdisciplinary Studies 206, senior standing, and permission.*

**493 Senior Seminar in Human Resource Management (3)**

With the guidance of a faculty member, students will develop a research or experiential project which will demonstrate the knowledge and skills expected upon completion of the major. Satisfactory completion of this project, including a written and oral presentation, will demonstrate a solid understanding of the major, as well as the confidence and skills to work with existing and emerging aspects of the professional field, to do independent research and effective problem solving, and to communicate effectively. The primary focus of the seminar will be in the area of human resource management. *Prerequisite: Business 215, Interdisciplinary Studies 206, senior standing, and permission.*

**494 Senior Seminar in Marketing (3)**

With the guidance of a faculty member, students will develop a research or experiential project which will demonstrate the knowledge and skills expected upon completion of the major. Satisfactory completion of this project, including a written and oral presentation, will demonstrate a solid understanding of the major, as well as the confidence and skills to work with existing and emerging aspects of the professional field, to do independent research and effective problem solving, and to communicate effectively. The primary focus of the seminar will be in the area of marketing. *Prerequisite: Business 215, Interdisciplinary Studies 206, senior standing, and permission.*

**495 Senior Seminar in General Business (3)**

With the guidance of a faculty member, students will develop a research or experiential project which will demonstrate the knowledge and skills expected upon completion of the major. Satisfactory completion of this project, including a written and oral presentation, will demonstrate a solid understanding of the major, as well as the confidence and skills to work with existing and emerging aspects of the professional field, to do independent research and effective problem solving, and to communicate effectively. The primary focus of the seminar will be in the area of general business. *Prerequisite: Business 215, Interdisciplinary Studies 206, senior standing, and permission.*

**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: Senior standing, Business 315, 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: Business 226, 242, 251, and senior standing.*

## **Communication Studies**

### **MASS COMMUNICATION (CMM)**

**113 Basic Newswriting 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. *(Cross-referenced with English 113.)*