

Programs and Courses of Instruction

Professional Studies in Accounting

The Professional Studies in Accounting major is designed to provide students with educational opportunities to develop a solid foundation in accounting and financial practices and to provide additional coursework required for persons who wish to take the CPA examination.

Requirements for the Professional Studies in Accounting Major:

1. Complete the following core courses:
Accounting 103, 104, 231, 232, 315, 331, 332, 335, 427, 496
2. Complete the following cognates:
 - a. Business 205, 215, 226, 242, 251, 341, 342, 497
 - b. Computer Systems Applications 102 (or competency)
 - c. Economics 203, 204
 - d. Interdisciplinary Studies 206
 - e. Mathematics 115 or 235

The "Revised and Substituted Rules of the Nebraska State Board of Public Accountancy," effective February 28, 1993, specifically mandates the completion of 150 college credits and the course content which must be included in those credits for persons who wish to sit for the CPA exam. The 150 credits may all be completed at the undergraduate level or may be a combination of undergraduate and graduate credits. The major requirements listed above and the additional credits recommended below are designed to conform to those requirements.

Students who wish to prepare for the CPA examination should complete the major requirements and the following additional graduate and undergraduate courses: ACC 411, Systems/Applied Accounting; ACC 432, Tax Accounting II; ACC 435, Government and Not-For-Profit Accounting; CMS 316, Business and Professional Communication; CSA 107, Advanced Spreadsheets; BUS 602, Human Resource Management; BUS 603, Ethics and Social Responsibility; BUS 604, Advanced Organizational Behavior; BUS 621, Management Science for Decision Making; BUS 623, Communication in Multicultural Environments; BUS 624, American Social and Economic Institutions.

Allied Health

This degree program for registered nurses and other health care professionals provides the opportunity to complete a bachelor's degree based on prior education in nursing, other health care training, and professional experience. Doane recognizes that the academic, clinical, and professional experiences of persons in the health care professions constitute the foundation for the bachelor of arts degree in health care. Documentation of in-service learning 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:
Interdisciplinary Studies 206 Introduction to Research **and either**
Social Science 217 Applied Statistics for Social Science **or** Business
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:
 - ❑ *Finance*: Business 394, 428, 445, 460
 - ❑ *Human Resources*: Business 312, 331, 345, 415, 418; Speech Communication 323
 - ❑ *Management*: Business 312, 315, 331, 354, 410, 454, 496
 - ❑ *Marketing*: Business 301, 323, 452, 454 and 496.
 - 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:
 - ❑ Have completed or be in the final term of completion of all 100/200 level core and cognate requirements.
 - ❑ Have a minimum cumulative grade point average of 3.00.
 - ❑ Have a minimum cumulative grade point average in Business of 3.25.

(Students completing a Self-Designed Emphasis must complete Business 492, 493, 494 or 495.)

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.

Requirements for the Human Relations Major:

1. Human Relations 315, 417, 421 (1-3 credits), 428, 496
2. Interdisciplinary Studies 206
3. Psychology 117, 234, 259 (or 255 or 256), 336, 365, 416
4. Social Science 217
5. Speech Communication 112, 220.

Information Systems Management

The Information Systems Management major prepares an individual for a career within the information systems component of an organization. An individual who completes this major will have the knowledge, skills, and experience to design, implement, and manage information systems and coordinate the communication function of information technology among the various components of the enterprise. This education is accomplished through the integration of coursework drawn from a variety of disciplines, including business, information science and technology, and communication.

Basic Skills

The level of teaching and learning for the Information Systems Management major requires that students have certain basic skills before beginning coursework for the major. All students must demonstrate basic competencies in each of the following areas before enrolling in any ISM prefixed course: word processing, spreadsheets, database, and information retrieval skills. Competency may be demonstrated by the successful completion of introductory level coursework in the areas, by successful completion of tests in the areas, or by the award of credit through portfolio.

Requirements for the Information Systems Management Major:

1. Complete the following courses: Information Systems Management 101, 102, 215, 253, 315, 316, 342, 409, 496.
2. Complete the following cognates:
 - a. Business 215, 242, 354
 - b. Economics 203 or 204
 - c. Interdisciplinary Studies 206
 - d. Philosophy-Religion 231
 - e. Speech Communication 220, 301, 316
3. Complete four additional approved courses chosen from the areas of information science and technology or related field. The four courses must represent a minimum of 10 semester credits.

Liberal Arts Studies

This degree program is specifically designed for nontraditional students who seek a bachelor's degree for career advancement and personal growth. This program of study provides a curriculum that focuses on the development of critical and analytical thinking skills, oral and written communication skills with a strong liberal arts component.

Requirements for the Liberal Arts Studies Major:

1. One course from History 105, 106, 205, 206, 303, 305, 321, 324, 303, 305
2. English 205 or 206 or 237
3. One course from Philosophy-Religion 110, 111, 120, 121, 231, 323, 324
4. Political Science 101 or 243 or 323
5. Economics 203 or 204
6. One course from Psychology 117, 365, Psychology/Sociology 336, Sociology 109, 324, 366
7. One course from Anthropology/Sociology 308, Speech Communication 321, English 329, History 314, Philosophy 305, Sociology 324, one semester foreign language

8. Two courses from Astronomy 103 (no lab), Biology 101, 252, Chemistry 105, 106, Geography 107 (no lab), Geology 103, 104, Physical Science 105, Physics 107, 108. **(At least one course must include a lab.)**
9. Business 215
10. One course from Mathematics 103, 105, 115, 125, 217, 235
11. Speech Communication 210, 220, 316
12. Business 205, Interdisciplinary Studies 206, English 101
13. Two courses from Art 107, 110, 204, 205, 207, 224, Fine Arts 281, Music 335, Theatre 101, 103, 112
14. Physical Education 101, 104
15. Fifteen credits at the 300/400 level in at least two different disciplines.

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.

Requirements for the Organizational Communication Major:

Complete the following courses:

1. Business 215 and 497.
2. Computer Systems Applications 108.
3. English/Mass Communication 113 (or Business 205), Mass Communication 320.
4. Interdisciplinary Studies 206.
5. Speech Communication 112, 210, 216 (or 316), 220, 296, 321 (or 348), 323, 336, 342, 351, 496.
6. Two courses chosen from the following: Business 212, 242, 251, 301, 315.
7. Two courses chosen from Psychology 256, 365, Psychology/Sociology 336, Sociology 324.

Paralegal Studies

The Paralegal Studies major is designed for those persons who wish to pursue a career as a paralegal/legal assistant. This baccalaureate program provides a unique academic curriculum, composed of legal and professional education built on a foundation of liberal arts. It is the mission of this program to develop graduates who are competent to perform substantive legal work that requires knowledge of legal concepts, as well as skills for critical thinking, organization, legal research, legal writing, interviewing and investigation, technology, and oral communication.

Requirements for the Paralegal Studies Major:

1. Complete the following courses: Paralegal Studies 121, 205, 221, 233, 307, 315, 330, 345, 354, 412, 425, 496
2. Complete the following cognate courses:
 - a. Business 341, 342, 331, 345, 410
 - b. Speech Communication 105, 334
 - c. Philosophy 114
3. Students must demonstrate competency or complete the following: Computer Systems Applications 101, 102, 103.

Public Administration

The Public Administration major is designed to prepare individuals for careers in public service and for the further development of those already in professional and paraprofessional levels of career activity.

Requirements for the Public Administration Major:

1. Complete the following courses:
Business 212, 215 (or Social Science 217), 242; Speech Communication 316; Economics 203 (or 204); Economics/Political Science 308; Interdisciplinary Studies 206; Political Science 101, 243, 323, Public Administration 496.
2. Complete six courses (minimum of 12 semester credits) chosen from the following:
Business 205, 312, 315, 331, 410, 415, 497; Mass Communication 320; Speech Communication 112, 220; Political Science 214, 234, 271, 316, 328, 371, 471; Psychology/Sociology 336; Sociology 109, 314.

NOTE: A maximum of six credits of selected topics in Political Science 271, 371, 471 may be applied to the major.

Courses of Instruction

Accounting (ACC)

103 Financial Accounting (3)

An introduction to accounting principles and their application to the proprietorship, partnership and corporation through a financial statement approach.

104 Managerial Accounting (3)

An introduction to the use of accounting data by managers in directing the internal affairs of organizations. Topics include cost relationship, statement analysis, management reports and other accounting techniques and methodology used for management purposes. *Prerequisite: Accounting 103 with a minimum grade of C- or permission.*

231-232 Intermediate Accounting I, II (3-4) (3-4)

An introduction to the theory and practice of accounting which addresses financial reporting, conceptual framework, review of the accounting process, preparation of accounting statements (financial position), results of operations (income), cash flow, and changes in retained earnings. Other topics include calculation of compound interest; financial reporting; determination of cash and receivables; inventory measurement and flow assumptions; acquisition and disposal of property, land, and equipment; calculation and presentation of appreciation and depreciation. The courses also cover measurement of intangibles; valuation of current and noncurrent liabilities; valuation of current and noncurrent investment; accounting for income taxes and post retirement benefits; accounting for leases; computation and presentation of earnings per share; and accounting for changes in prices (inflation). *Prerequisite for Accounting 231: Accounting 104 with a C- or higher, or permission. Prerequisite for Accounting 232: Accounting 231 with a C- or higher, or permission.*

315 Tax Accounting I (3)

A focus on taxation fundamentals with emphasis on procedures for business taxpayers and individuals and practice in preparation of tax returns. *Prerequisite: Junior standing.*

331 Advanced Accounting I (3)

Advanced Accounting I focuses primarily on financial accounting concepts and methods of analysis applicable to accounting for (1) combined, consolidated financial statements, and (2) multinational accounting issues (foreign currency transactions and financial instruments, and translation of foreign entity financial statements). Upon completion of this course, students will recognize the ethical implications and understand the precise accounting terminology and rules and procedures related to

combined and/or consolidated corporations, and issues related to accounting for transactions with foreign countries that have currencies other than U.S. dollars (foreign currency exchange rate differences). *Prerequisite: Accounting 232 with a C- or higher, or permission.*

332 Advanced Accounting II (3)

Advanced Accounting II focuses on the concepts and methods of analysis applicable to accounting for partnerships and the major types of not-for-profit organizations: governmental units, hospitals and other health care providers, colleges and universities, and voluntary health and welfare organizations. Other advanced accounting topics are also covered (SEC reporting, and segment and interim reporting). Upon completion of this course, students will recognize the ethical implications and understand the precise accounting terminology and rules and procedures related to partnerships and not-for-profit organizations, as well as in the other advanced accounting topic areas discussed. *Prerequisite: Accounting 331 with a C- or higher, or permission.*

335 Managerial Cost Accounting (3)

A study of the concepts and techniques of managerial cost accounting. Includes analysis for management planning, budgeting, internal control and standard costing. *Prerequisite: Accounting 232 with a C- or higher, or permission.*

411 Systems/Applied Accounting (3)

A presentation of the rudiments of a conceptual framework for designing and evaluating management accounting and control systems. Students utilize the personal computers and selected programs on a variety of problems, cases and exercises. *Prerequisite: Accounting 232 with a C- or higher, or permission.*

415 Tax Accounting II (3)

A general overview of income tax laws as they relate to partnerships, corporations, fiduciaries, estates and trusts, gifts, and tax research and planning. *Prerequisite: Accounting 232 and 315 with a C- or higher, or permission.*

427 Auditing (3)

This course focuses on Generally Accepted Auditing Standards (GAAS), the ethical and legal responsibilities of auditing, and auditing procedures and sampling techniques. In addition to focusing on current ethical issues in accounting/auditing, the course includes the study of working paper techniques, preparation of audit reports, and evaluation of internal controls. Upon successful completion of this course, students will: 1) recognize the ethical and legal implications of various accounting/auditing situations in terms of the standards set by the accounting profession, 2) analyze, synthesize, and evaluate various accounting/auditing issues to form reasoned, logical solutions in light of the ethical and legal considerations, 3) analyze prepared financial statements in light of current Generally Accepted Auditing Standards, 4) be able to read

and understand the precise accounting terminology used in the field of auditing, and 5) be able to communicate audit findings, both orally and in written form, to interested stakeholders. *Prerequisite: Senior accounting majors only. Accounting 232 with a C- or higher.*

435 Governmental and Not-For-Profit Accounting (3)

An examination of procedures for accounting and financial reporting for educational, health and welfare, governmental, health care, and certain other non-profit organizations. *Prerequisite: Accounting 232 with a C- or higher, or permission.*

496 Senior Seminar (3)

With the guidance of a faculty member, students will review all aspects of accountancy required by the "Revised and Substituted Rules of the Nebraska State Board of Public Accountancy." At the conclusion of the course, to demonstrate the knowledge and skills expected upon completion of the major, students will complete a standardized examination designed to measure the knowledge and skills required for public accountancy. Satisfactory completion of this course 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. *Prerequisite: Interdisciplinary Studies 206, senior standing, C- or higher for all accounting courses completed, and permission.*

Anthropology (ANT)

308 Cultural Anthropology (3)

An anthropological investigation of the meaning, content, and acquisition of the ways of thinking, doing and behaving as individuals in society. **This course fulfills the Cultural Perspectives requirement of the Doane Plan.** *(Cross referenced with Sociology 308.)*

Art (ART)

107 Two-Dimensional Design (3)

A course which focuses on the fundamentals of visual composition and design theory. Students work in various media, exploring the visual potential of line, color, texture, pattern, light and shadow, and space. Students will be able to apply the principles and elements of design, to understand how these principles and elements interact, and to analyze and evaluate the quality of design and form.

204 Visual Communication in History I (3)

A presentation of the various patterns of symbolic communication used in European, African and Middle-Eastern cultures and civilizations, from prehistoric times through the later Middle Ages. Topics include the Egyptian pyramids, Stonehenge, the classical heritage of Greece and Rome, and the Christian arts of Rome, Byzantium and northern Eu-

rope. Students will be able to articulate the meanings of artworks in their historical context.

205 Visual Communication in History II (3)

A discussion of the symbolic expression of ideas and values from the 14th century proto-Renaissance through 17th century Baroque. The major visual arts of architecture, painting, and sculpture are studied in the context of important historical, philosophic, and spiritual concerns. Students will be able to articulate the meanings of artworks in their historical context.

207 Drawing (3)

An exploration of various drawing media in relation to the expression of still life objects and the human figure. Students will learn to sketch fundamental shapes, draw still life compositions, and be able to draw what they see through the use of the principles and elements of design.

221 Ceramics (3)

Studio work in ceramics with emphasis given to various methods of making pottery-making: slab, coil, sculptural, and wheel-thrown pottery. Students will present a body of work that demonstrates their understanding of these methods. Open to non-art majors.

234 Introduction to Digital Photography (3)

An introduction to the fundamentals of digital photography, including the operation of digital cameras and related hardware, the uses of the various digital media, and the basic functions of image editing software. Additional topics will include basic principles of photographic aesthetics and composition, and the history of photography. Course content will consist of lectures and demonstrations, with an emphasis on hands-on learning through the application of digital techniques to sample photographs and to the student's own work. Upon satisfactory completion of the course, the student will have the requisite knowledge to determine the appropriate equipment, materials and software to meet their basic photographic requirements. The student will know the basic functions and capabilities of common digital devices and software, and the skills required to utilize those functions and capabilities.

235 Color Theory and Application (3)

The study of color systems and interaction through studio work, computer programs, and the consideration of historically notable works of art. Students will demonstrate their understanding through the creation of a portfolio of works. *Prerequisite: Art 107.*

252 Modern Art (3)

The study of architecture, sculpture, and painting in Europe from the 18th century through the present. Attention is given to the role of the visual arts in political and social milieu, the impact of aesthetic theories, and the revolutionary impulses in modern Western civilization. Students will articulate the meanings and significance of artworks in their historical context.

254 The Visual Arts in the United States (3)

The history of the visual arts of architecture, sculpture, and painting in America from colonial times through the present. Emphasis is placed on the inter-relationships of the visual arts and social, political, and spiritual concerns. Students will articulate the meanings and significance of artworks in their historical context.

256 Illustration (3)

The development of concepts and techniques relevant to the interpretation of stories, historical and contemporary events, architecture, and nature. The course includes an historical perspective on illustration art from the mid-19th century to the present. Upon completion of the course, students will be able to plan and execute a copy illustration, choosing the style, medium, and color scheme that most effectively illustrates the copy. *Prerequisite: Art 107, 308, and permission.*

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.

308 Drawing II (3)

A course in which students further improve their drawing skills, especially the use of proper lighting and proportions with application to products and the human figure, and learn how to draw complex and intricate textures. *Prerequisite: Art 207.*

309 Drawing Studio (3)

An advanced drawing course implementing the media and techniques learned in Art 207 Drawing and Art 308 Drawing II. Students more finely tune their drawing skills and apply those skills to a professional-level rendering of a variety of subjects. *Prerequisite: Art 308.*

358 Arts, Issues, and Controversies (3)

The study of the interplay within the arts and the role they play in ideology, politics, propaganda, and moral issues. Consideration is given to issues of patronage, advertising, eroticism and pornography, religion, and the visual images of popular culture. Students will be able to articulate the role of the visual arts in society and relate how images serve and challenge dominant human institutions. *Prerequisite: Junior standing or three previous credits in Art History.*

Astronomy (AST)**103 Introductory Astronomy (3)**

A study of the structure and evolution of the universe with emphasis on the solar system, stellar evolution, galaxies, cosmology, and planetary systems.

103L Astronomy Laboratory (1)

An optional laboratory accompanying Astronomy 103. The laboratory work includes telescope operations and viewing and laboratory experiments illustrating the physical principles of astronomy.

Biology (BIO)

101 Introduction to Biology (4)

An introductory course in biology utilizing the scientific method in the study of molecular, cellular, organismal, taxonomic, genetic, ecological and evolutionary aspects of life. A weekly laboratory experience emphasizes observation and problem solving.

115, 116 Microbiology for Nurses I, II (2) (2)

Provides students with a knowledge of microorganisms (bacteria, viruses, fungi and protozoa) and the infections caused by them. Upon completion, students will understand the etiology of infectious diseases and have an awareness and understanding of the significance and complications of infection. The knowledge gained will enable students to deliver improved patient management and control of infection. *Prerequisite: Biology 101.*

215, 216 Human Anatomy and Physiology (4) (4)

A study of the structure and function of the human body. The course begins with the study of the structure and function of cells and tissues and then continues with the study of the 11 major systems.

219 Pathophysiology (3)

An introduction to the basic concepts of pathophysiology. Students examine the phenomena that produce alterations in human physiologic function and the resulting human response. Upon completion of this course, students 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.

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.)*

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 regulations of the banking industry, and 3) describe and evaluate Federal Re-

serve monetary policy in both domestic and international settings. *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. *Prerequisites: 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 (OHSAs). 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 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 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.*

Chemistry

105, 106 Elementary Chemistry (4) (4)

A study, including laboratory experience, of the principles of chemistry primarily directed toward the presentation of a broad understanding of chemistry to those without high school chemistry.

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.*)

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. The student who successfully completes 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 personal experience of film viewing to make critical comparisons and contrast useful in future film experience.

320 Public Relations (3)

A course providing a basic understanding of public relations processes, practices and effects, focusing on public relations as a career. It also 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, to offer appropriate public relations suggestions for their solution, and to identify the ethical implications of public relations practices.

Speech Communication (CMS)

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 communicative competency in public speaking and in interpersonal, small group, organizational, public, and mass communication contexts.

112 Small Group Communication (3)

A practical course in the theory and practice of small-group problem solving. Small-group processes and procedures are examined and practiced. Students focus on leadership which fosters effective teamwork by a group and how effective leaders adapt to the competencies and needs of their members as well as the situations within which they work.

210 Public Speaking (3)

A course focusing 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.

216 Introduction to Organizational Communication (3)

A course that begins the study of organizational communication by examining the theory and practice of communication in public and private organizations, including related 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.

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, friendships, romance, and family relationships.

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*)

301 Global Network Communication (3)

An examination of the research, educational, social, and business applications of the Internet and World Wide Web. Students explore virtual environments and master search strategies and online information retrieval; plan, design, and maintain personal web sites; and develop and implement a plan for marketing a product or service on the Internet.

Prerequisite: Computer Systems Applications 109, or competence.

316 Business and Professional Communication (3)

An exploration of the communication process in organizations and institutions. The course includes study and practice in interpersonal, small group, and public communicative situations as those typically encountered in the workplace. *Prerequisite: Speech Communication 105 or permission.*

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.**

323 Training and Development (3)

A course providing the knowledge and skills necessary to be effective as a trainer in the workplace. The leadership role of the trainer in the organizational socialization process is explored. Units on needs analysis, program design and training strategies, and program evaluation are included. *Prerequisite: Sociology 285 or permission.*

334 Interviewing and Investigation (3)

A study of the strategies used to gain information from individuals, businesses, government agencies, and health care organizations. The principles applicable to all interviewing situations will be examined, as well as the various techniques and approaches used. Students will develop skills for structuring, planning, and conducting an effective interview and for accurately analyzing and recording the information gained.

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 public relations in PR firms, corporate communication departments, government agencies, political organizations and non-profit environments. Upon completion of this course, students 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.*

342 Leadership Communication (3)

A course which examines historical and contemporary theories of leadership, explores the uses, abuses and meaning of power in leadership situations and relationships, 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.

348 Gender Communication (3)

A course surveying writings and research in human communication in order to answer the question "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. *Prerequisite: Speech Communication 220.*

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).

496 Senior Seminar (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. *Prerequisite: Interdisciplinary Studies 206, Business 215, senior standing, and permission.*

Computer Systems Applications (CSA)

090 Introduction to Computer Systems (1)

A course designed to bring students who are weak in computer skills to a competency level to allow for success in college-level computer courses. Students learn to use and navigate through current operating systems, utilize laser and dot-matrix printers, load software, operate CD-ROMS, and develop a working understanding of computer terminology. **Does not apply to minimum degree requirements. (Pass/Fail)**

NOTE: All students in the Lincoln program must demonstrate adequate basic knowledge of the computer and basic keyboarding skills before enrolling in any computer systems course numbered above 090. This requirement may be met in one of the following ways:

1. By passing Doane's Basic Computer Skills Tests.
2. By completing Computer Systems Applications 090 with a grade of "P" (Pass).

101 Introduction to Word Processing (1)

An introduction to the microcomputer. Students learn to use a word processing applications program as a writing tool to create, revise, save and print documents. *(Pass/Fail)*

102 Introduction to Spreadsheets (1)

A course wherein students learn to develop and use an electronic spreadsheet applications program, manipulating numerical data in tabular format for a variety of business applications. *Prerequisite: Computer Systems Applications 101, or permission. (Pass/Fail)*

103 Introduction to Database Software (1)

A course which develops an understanding of how information may be stored and manipulated on a microcomputer with the use of a database applications program. Through hands-on experience, students learn how to organize, enter, manipulate, extract and create reports based on various kinds of data. *Prerequisite: Computer Systems Applications 101, or permission. (Pass/Fail)*

106 Introduction to Statistical Software (1)

Hands-on experience with a statistical applications program entering, manipulating and reporting data using various statistical techniques. Recommended: taken concurrently with a statistics course. *Prerequisite: Computer Systems Applications 101 or permission. (Pass/Fail)*

107 Advanced Spreadsheets/Macros (1)

A course providing advanced concepts for using electronic spreadsheets. Includes advanced functions, programming functions, linking worksheets, development of customized menus, and creation of run-time programs. *Prerequisite: Computer Systems Applications 102 or permission. (Pass/Fail)*

108 Desktop Publishing (3)

Lab-intensive experience in desktop publishing using personal computers. Demonstrates how technology can facilitate the creation of quality documents through the implementation of concepts of layout and design. Provides hands-on use of drawing (paint) programs, design programs, presentation graphics and desktop publishers. *Prerequisite: Demonstrated word processing competence or Computer Systems Applications 101.*

109 Information Retrieval Skills (1)

An introduction to the available resources for researching topics in a variety of discipline areas. Covers traditional search strategies, CD-ROM search, online information retrieval, and proper use/notation of bibliographic information. *Prerequisite: Computer Systems Applications 101 or demonstrated competency. (Pass/Fail)*

283 Microcomputer Applications (1-2)

Mastery of specified applications programs on microcomputers for small businesses and other organizations. Mastery of software-machine interaction and creation of systems for applications in business or other settings is demonstrated through a competency examination. *Prerequisite: Permission. (Pass/Fail)*

285 Complex Microcomputer Systems (2-4)

Mastery of extensive programs linked to businesses and other organizations; demonstration of proficiency in controlling data flow in such applications as finance, management, inventory, production, sales, personnel, scheduling, forecasting, information retrieval, records, and analysis. Assumes competency in microcomputer operation and applications programs. *Prerequisite: Permission. (Pass/Fail)*