Spring 2017 Experimental, Topics and New Courses

**ARCH 350-A  Advanced Methods in Archaeology**  
**TTH 09:45AM-11:35AM**  
An upper-level archaeological methods course where students apply critical reading and thinking skills to archaeological questions and evidence. Students consider the basics of scientific thinking in archaeology, the use of logic and analogy, the meaning and context of facts, as well as the evaluation of source materials. Case studies illustrate the appropriate application of methods ranging from DNA analysis, GIS, and paleobotany to address substantive research questions. By the end of the course, students will be able to develop their own research proposal that outlines the steps, methods, and data required to address a theoretically-informed question.  
Prerequisite: Junior/Senior standing or consent of instructor.

**BIO 351-A Nutrition: Metabolism, Health & Disease**  
**MWF 12:45PM-01:50PM**  
A study of protein, carbohydrate and lipid metabolism, as well as the integrated function of vitamins and minerals. In addition to studying nutrient absorption and utilization by the human body, the course will examine how these macro- and micronutrients influence health and disease states. *For the Biology major, this course counts in the organismal category.*  
Prerequisites: Biology 110, 111, Chemistry 110, 111.

**BUS 353-A Digital Marketing in Practice**  
**TTH 09:45AM-11:35AM**  
With the rapid shift of advertising dollars away from traditional media to digital platforms, it is becoming increasingly important for marketing graduates to be well-versed in digital marketing fundamentals. Through readings, papers, videos, case studies and hands-on projects, students will come away with an understanding of successful digital marketing strategies, user generated content, search, social media and networks, mobile, and web analytics. Students will also complete a hands-on project to build a marketing plan for a local business. Students will exit the course with a solid understanding of digital marketing tactics, tools, and resources available for ongoing education.  
Prerequisites: BUS 228, BUS 238, BUS 244.

**BUS 450-A Quantitative Financial Analytics**  
**MWF 12:45PM-01:50PM**  
This course introduces students to mathematical, programming and statistical tools used in the real world analysis and modeling of financial data. These tools are applied to model asset returns, measure risk, construct optimized portfolios, value securities and develop advanced capital budgeting tools using Microsoft Excel and other software if necessary. Students will learn to build probability models for asset returns, to apply statistical techniques to evaluate if asset returns are normally distributed, to use Monte Carlo simulation, to construct efficient portfolios and other tools to evaluate financial models. *Prerequisites: BUS 228, BUS 238, BUS 244 BUS 351.*

**BUS 451-A Advanced Human Resource Mgmt**  
**MW 02:00PM-03:50PM**  
This course introduces students to mathematical, programming and statistical tools used in the real world analysis and modeling of financial data. These tools are applied to model asset returns, measure risk, construct optimized portfolios, value securities and develop advanced capital budgeting tools using Microsoft Excel and other software if necessary. Students will learn to build probability models for asset returns, to apply statistical techniques to evaluate if asset returns are normally distributed, to use Monte Carlo simulation, to construct efficient portfolios and other tools to evaluate financial models. *Prerequisites: BUS 228, BUS 238, BUS 244 BUS 351.*
Advanced Human Resource Management is an upper-level course focusing on theories, tools, and methods for dealing with human resource issues. Interdisciplinary in approach, this course integrates psychological and management theories with managerial practices for: 1) understanding major changes HR specialists need to be aware of, 2) dealing with human resource problems in organizations and, 3) making organizations more effective and more satisfying places to work. Prerequisites: BUS 228, BUS 238, BUS 244, BUS 310.

BUS 452-A  Designing & Testing Marketing TTH 03:15PM-04:20PM
Students will study the theories and methods of document design, A/B testing and usability analysis, and then apply their insights to create and test professional-looking marketing materials, such as printed brochures, web sites, and graphically-oriented spreadsheets and memos. Students will also learn how to use software programs and online apps to produce these materials, such as Adobe InDesign and Lightroom, Instagram photo filters, and specialized design tools in Microsoft Word, PowerPoint and Excel. Prerequisites: BUS 228, 244, 238 and 342 or Consent of Instructor

COMM 330-A Topics: Public Communication of Science TTH 09:45AM-11:35AM
Effective communication increases the odds that science and scientists have a maximum positive impact broadly on society and culture. Yet science-based issues often remain shrouded in misperception and misunderstanding by laypersons, undercutting the effectiveness of science to inform policy and business decisions. This Course exposes students to several approaches to science and environmental communication. It examines why scientists think and communicate differently, and for different purposes, than does the public-at-large about science-based issues. The Course also examines the communication of risk.

CJCR 250-A Victimology TTH 09:45AM-11:35AM
This course provides students with an examination of victimization in the United States through an overview of the history and theory of victimology, an analysis of victimization trends and patterns with a special emphasis on types of victims and crimes, and an exploration of the effects of criminal victimization on individuals and society. The role of the victim within the criminal justice system as well as responses to victimization will also be considered with respect to services and policies for supporting victims of crime.

CJCR 4XX-A Applied Research Methods in Criminology MW 02:00PM-03:50PM
Provides students with the opportunity to apply the theoretical and research skills they have obtained through the criminology major by completing an independent research study. Topics are selected by individual students and prior research is examined to develop an original research question to explore. An appropriate methodology, such as surveys, qualitative interviews, experimental design, secondary data analysis or program evaluation, is chosen. Upon completion of the data collection and analysis, a formal research paper is written and presented. Pre-requisite: CJCR 343.

ENGL 115-A Topics in Literature: Arthurian Literature MWF 11:30AM -12:35PM
An introduction to the study of literature organized topically according to each instructor. Prerequisite: ENGL 106 or 107, or consent of the instructor. May be repeated for credit with change of topic.

ENGL 421-A Advanced Topics in Lit: MWF 09:00AM-10:05AM
The purpose of this seminar is to examine a selection of 20th-21st century novels of French expression that feature a child as narrator. We will listen to and analyze narrative voices as they function with varying degrees of discursive constraint, be they direct, retrospective, or meta-autobiographical. In the larger sense, we will consider the complexity and diversity of the texts studied, to enable us to develop a greater knowledge of and appreciation for literatures and cultures of people of French expression.

"Awe yes...this is not just another fun-filled expose on the twirling anxiety and dreadful moodiness of the self conscious few, but rather the rudest anguish known to Man...the Teen Angst Film." Delve deep into the essence of being a rude sloth with an unwavering love of loud music, an unparalleled need for rebellion and an utter disregard for tidiness as we explore the truth behind the ultimate risk-takers from a world of rebels without a cause to dancing footloose.

In countless narratives from Germany and elsewhere, we can follow the circuitous trail of the Uncanny first traced by Freud in his 1919 essay, "Das Unheimliche." What is the Uncanny, and how does it function? Is the Uncanny merely a category of uncertainty, fear, or unease? Or does its presence—as Freud suggests—mark the re-emergence of something once familiar, but long repressed or forgotten? By reading Freud's essay and a variety of literary and cinematic texts—mostly from Germany and in German—we will attempt to answer these questions. Texts from Hoffmann, Poe, Meyrink, Freud, Kafka, Lynch, and others. In German.

A well-educated workforce is fundamental to economic success. What factors are associated with a successful education system? How do we measure success and what outcomes are important? What are the advantages and disadvantages of ideas such as: state or national standardized testing, magnet schools, charter schools, school choice, teacher performance-pay, alterations to teacher tenure, school breakfast/lunch programs, class-size reductions, and federal/state funding grant programs? In this class, we take a balanced look at these and other topics and how they affect educational success. Prerequisite: Membership in the Management Scholars program of the IMS.
A Study of piano in a group setting for beginning pianists. Topics include piano technique, improvisation, sight-reading, and solo and ensemble repertoire. A hands-on approach to music theory topics such as pitch and rhythm notation in treble and bass clefs, scales, and chords. Music majors and minors are encouraged to take Class Piano I as a co-requisite with MUS 120. Lab Fee: $125.00

**PHED 105-B  Scuba Diving**

{MW 06:30PM-11:00PM}

Explore the mysteries of the underwater world – learn to scuba dive. Accept the challenge: it’s easy and fun. Taught by professional Association of Diver Instructors (P.A.D.I.) certified teachers, this certified Open Water Diver course will provide the students with classroom instruction, pool training in the care and use of diving equipment, as well as water safety. Certification is permanent! Each class will involve classroom and pool work. Students must provide their own personal mask, snorkel, wet suit boots and power fins with adjustable straps and wetsuit gloves if the water is cold. These items may be purchased on the first day of class at a course discount. The first class will meet on Wednesday, TBA in room G-40 of the Heim Bldg., followed by a swim test. All other classes will meet from 6:30 pm to 10:30 pm on Mondays and Wednesdays dates TBA. Open water dives will TBA.

*Bring swimsuit and towel to first class. Cost $370.00*

**PHIL 340W-A  Lying and Lawbreaking**

{MWF 02:00PM-03:05PM}

We will attempt to sort out the rights and wrongs of lying and lawbreaking. In other words: is it ever morally acceptable to lie or break the law? And if it is, when? And why?

*Prerequisite: Students who have not successfully completed two courses in philosophy may not take this course without the permission of the instructor. When topics differ, Philosophy 340 may be repeated for credit; however, except with departmental approval, it may be counted only once toward a major in philosophy.*

**PHIL 340W-B  Special Topics in Ancient Philosophy**

{MW 02:00PM-03:50PM}

**REL/HIST 353-A  History of Reformation Thought**

{TTH 09:00-11:35AM}

A study of the ideas and systems of ideas propounded prior to the Reformation, but which are historically related to its inception, and of the ideas and systems of ideas involved in the formulation of the major Reformation Protestant traditions, and in the Catholic Reformation. Included are the ideas of the humanists of the Reformation Era.

**PSCI 252-A  Latin American Politics**

{TTH 09:45AM-11:35AM}

**PSCI 253-A  TBD**

{MWF 10:15AM-11:20AM}

**SCHOL 301-A  Star Wars: A Cultural Phenomenon**

{T 12:00PM-12:50PM}
A long time ago in a galaxy far, far away. ... Many people know what happens next. From the iconic screen crawl to the unmistakable music, from the epic story informed by centuries’ worth of folklore from many different cultures to the cinematic techniques derived from generations of filmmaking, Star Wars has been a major cultural phenomena for generations. Even for people who are not fans of the films, this seminar’s exploration of various aspects of storytelling in Star Wars should provide food for thought and even insight as to why it can be a good thing when the Force is with you.

SPAN 311-A Topics: Hispanic Culture  
TTH 09:45AM-11:35AM
To introduce students to Spanish-speaking peoples—their values, customs and institutions, with reference to the geographic and historical forces governing present-day Spain and Spanish America.
Prerequisite: SPAN 222 or consent of instructor. Alternate years.

SPAN 321W-A Topics: The Art of Spain  
MW 02:00PM-03:50PM
Beginning with prehistoric artifacts and cave paintings, this course traces the evolution of art in Spain through major historical and cultural periods: Roman Spain; Arabic Spain and the Reconquest; Gothic, Renaissance and Baroque Spain; and the Avant-garde movements of the 20th century. The course will study architecture, painting and sculpture as well as lesser known artist will be included. During Spring Break, the class will travel to Spain, to see art housed in several internationally famous museums, including the Prado and the Reina Sofía, while also visiting several smaller museums both in Madrid and Toledo. Architectural gems will also be experienced, such as El Escorial Monastery and palace in San Lorenzo de El Escorial, the Royal Palace in Madrid, and La Alhambra in Granada.
Prerequisite: SPAN 222. Lab fee $2,200.00