SU Martinsburg Course Information Information Spring 2016

(Updated 11/24/15)

BADM 340 – Principles of Marketing

(3 cr) Foundations of the study of management; introduces the major functions of management (planning, organizing, leading, and controlling); examines the management process from a managerial perspective, focusing on the skills, competencies, techniques and knowledge needed to successfully manage an organization; explores concepts and analyses of the behavioral aspects of organizations, expansion of integrative and human skills to form a strategic vision, setting objectives, crafting a strategy and then implementing it. This class can be used for an Upper division level class and is part of the Business Emphasis

CRN: 41236 Online Instructor: Larson, L.

COMM 399B – Elements of Film

(3 cr) This course is an introduction to motion pictures as an art and science and facilitates the development of critical skills that will help the individual understand and evaluate film communication, literature, and art. Students are required to subscribe to Hulu Plus for this class. This class can be used for an Upper division elective for RBA.

CRN: Online Instructor: McKahan, J.

CRIM 340 – Treatment and Rehabilitation-FULL

(3 cr) This course provides an in-depth examination of legal and social agencies aiding in the treatment of the offender, including the rise of specialty courts in the United States. A survey of treatment theories that influence and alter the attitudes, values, and behaviors of inmates and those recently released from correctional institutions are other topics. This class can be used for an Upper division level class and is part of the Social Issues and Health Emphasis.

CRN: 41315 Online Instructor: Staff

FACS 310 – Parent and Child through the Lifespan

(3 cr) A study of the relationships between parents and children from the prenatal period throughout the life cycle. This class can be used for Social Science elective and/or upper division level class.

CRN: 41281 Tuesdays 6:00pm-8:40pm SUMC 116 Instructor: Staff

HLTH 320 – Human Sexuality

(3 cr) An in-depth study of sexuality across the lifespan with attention to psychological, physiological, ethical, and sociocultural implications. Prerequisites: HLTH 103 or HLTH 204 or permission of the instructor. This class can be used for an Upper division level class and is part of the Health Emphasis.

CRN: 41363 Online Instructor: Graham, J.
LBSC 300 – Digital Information Literacy

(1-3 cr) An online, self-paced course designed to expose students to digital information literacy and computing skills that will enable them to define, access, evaluate, manage, and ethically use information for academic, professional, and personal needs. Students will complete various online assignments and utilize online discussion forums to reflect on issues pertaining to information retrieval and usage. The assignments will allow students to apply critical thinking and problem-solving skills to address information needs. This course is repeatable to a maximum of 3 credits. Upper division elective for RBA

CRN: 40813 Online Instructor: Neal, L.

PSYC 305 – Social Psychology

(3 cr) A study of the interaction of individuals in group situations, the products of collective activity, and their influence upon the individual. Prerequisites: PSYC 101. This class can be used for Social Science elective and/or upper division level class and is part of the Social Issues emphasis.

CRN: 41223 Wednesdays 5:00pm-7:40pm SUMC 116 Instructor: Staff

PSYC 316 – Art Therapy

(3 cr) An introduction to therapeutic techniques using artistic productions as an aid to psychotherapy. The course involves an analysis of approaches with specific clinical populations; e.g., juvenile delinquents, geriatric clients, etc. This course also includes a historical and theoretical appraisal of the use of art therapy in both clinical practice and research. Prerequisites: PSYC 309 or permission of the instructor. This class can be used for Social Science elective and/or upper division level class.

CRN: 41259 Thursdays 6:30pm-9:10pm SUMC 213 Instructor: Magnetti, B.

PSYC 331 – Counseling Children

(3 cr) This course focuses on the main components of an elementary school counseling program: counseling (both individual and small group), class guidance, and consultation. Included is information about how to use a variety of counseling techniques, an overview of relevant counseling approaches, childhood social-emotional developmental issues and situational concerns, evaluation and treatment planning, and legal and ethical issues specific to the elementary counseling setting. Prerequisites: PSYC 101 or permission of the instructor. This class can be used for Social Science elective and/or upper division level class.

CRN: 41261 Wednesdays 6:30pm-9:10pm SUMC 117 Instructor: Tokach, D.

SOCI 303 – The Family

(3 cr) This course is an objective description and analysis of families. The course will examine the development and functions of traditional family forms as well as explore a variety of other family forms. Problems and issues facing contemporary families will be addressed. Diversity among American families will be emphasized. This class can be used for Social Science elective and/or upper division level class.

CRN: 41325 Thursdays 6:30pm-9:10pm SUMC 116 Instructor: Leroi, M.
WVROCKS Classes Offered at Shepherd University-Spring 2016

RESTRICTED SUMC RBA STUDENTS ONLY

1st 8 weeks (January 19, 2016 – March 11, 2016)

COMM 399C – Intercultural Communications – CRN 41385

This course examines the meaning, significance and impact of intercultural communication as it applies individually, nationally and globally as well as in groups and organizations. The course will explore the meaning of “culture” and its effects on perception and understanding. Both macro and micro cultural differences will be examined and the danger of cultural misunderstanding will be explored. The course will also examine the ever growing need for intercultural communication competence and introduce ways to increase that competence. This class can be used for a General Education elective and/or upper division level class.

Title: Intercultural Competence
Author: Myron W. Lustig; Jolene Koester
ISBN: 978-0-205-21124-1
Publisher: Prentice Hall PTR
Publication Date: July 20, 2012
Type: Print
Price: $133.80
Required

PSCI 399C – Politics and Film – CRN 41266

This course examines the role of how American politics is viewed through fictional portrayals as well as the burgeoning documentary genre. For decades now, Hollywood has increasingly relied on Washington DC and the political scene for movie fodder. In this vein, it is important to clarify this relationship and to better understand how movies help us relate to ourselves as citizens, to politics, political actors, and key issues. We will touch on a number of relevant topics including, but not limited to: how do these films portray the need for government, how do films illustrate key political institutions, and how do the various governmental branches shape policymaking and politics. We will rely on both written materials and movies (broadly defined) over the past several decades to answer these questions. Please check the class schedule at your home institution to see if this class is available for enrollment this term. This class can be used for Social Science elective and/or upper division level class.

Title: A Novel Approach to Politics: Introducing Political Science Through Books, Movies, and Popular Culture, 2nd Edition
Author: Kenneth M. Mash; Douglas A. Van Belle
Publisher: CQ Press
Publication Date: November 30, 2009
Type: Print
Price: $75.00
Required
This course focuses on self-assessment, reflection and interpersonal skill development. Individual assignments and group exercises, film, and literature will be used to explore the self, to engage in activities with others, and to allow for meaningful introspection of one’s own values, motivation, and ethics. Topics such as work-life balance, personal financial management, career planning will be explored. Please check the class schedule at your home institution to see if this class is available for enrollment this term. **This class can be used for a upper division level class.**

Title:  Mastering Self Leadership  
Author: Charles C. Manz; Christopher P. Neck  
Publisher: Prentice Hall PTR  
Publication Date: January 4, 2012  
Type Print  
Price $65.60  
Required
2nd 8 weeks (March 14, 2016 – May 6, 2016)

**PSYC 399A – Adulthood and Aging – CRN 41367**

A developmental psychology class that explores the lives of adults from 21 until death. It takes a Biopsychosocial approach to development and investigates the interaction of physical maturation and aging with cognitive growth and decline and social interactions and expectations. The course will be delivered entirely online, including exams, assignments and communication. **This class can be used for Social Science elective and/or upper division level class.**

Title: Journey of Adulthood  
Author: Barbara R. Bjorklund  
Publisher: Pearson Education  
Publication Date: February 7, 2014  
Type: Print  
Price: $216.60  
Required  
Description: You may purchase the 7th edition instead. The ISBN for it is: 978-0205018055

**BADM 399B – E-Commerce Strategy – CRN 41359**

This course covers emerging online technologies and trends and their influence on the electronic commerce marketplace. Students will learn building blocks of web technology and various revenue models and their application in a variety of sectors and industries. This course will also explore current issues surrounding electronic commerce and electronic business including electronic marketing, security, privacy, and search engine optimization. Please check the class schedule at your home institution to see if this class is available for enrollment this term. **This class can be used for an upper division level class elective.**

Title: E-Commerce 2014  
Author: Kenneth Laudon; Carol Traver  
Publisher: Pearson Education  
Publication Date: November 21, 2013  
Type: Print  
Price: $228.20  
Required: This textbook can be rented for as little as $96.00 from online vendors.
This course will explore policing and the legal system with regard to juvenile delinquency. The course will also examine formal and informal institutions that are designed to manage and control young offenders, and various treatment options and treatment strategies. In addition, the class will introduce students to the measurement, definition, and theoretical explanations of youth norm breaking from the 19th to the 21st century. The course will also examine several causes and consequences of violence, school shootings, gang membership, and drug use. **This class can be used for an upper division level class elective and/or substitute towards Social Issues emphasis.**