FALL 2019 COURSE DESCRIPTIONS FOR NEW COURSES, CONTEMPORARY ISSUES, REVISED COURSES, HONORS COURSES & SPECIAL TOPICS COURSES

ACC477-01 SPECIAL TOPICS IN ACCOUNTING (3.0): TOPIC: Data Analytics for Accounting & Auditing Data has proliferated in almost every aspect of businesses and management. Accountants and managers need to understand the implications of big data for decision-making in order to tap into the data for better insights into customers, operations, and market trends/forecast. This course is intended to provide students with solid foundations and hands-on learning about how data analytics can streamline audit processes and enable financial statement analysis to be done more efficiently. This course also helps students build the skills necessary to translate accounting and business problems into actionable proposals. Prerequisites: BUS210 Finance, ACC303 Intermediate Accounting III, ACC350 Auditing.

BUS277-01 SPECIAL TOPICS IN BUSINESS (3.0): TOPIC: Personal Finance This course designed to help students understand the impact of individual choices on occupational goals and future earnings potential. This course surveys the basic personal financial needs of most individuals and emphasizes the basics of budgeting, saving, checking, investments, credit, the wise use of insurance, and paying and preparing income tax returns. Prerequisite: Sophomore status or permission of instructor.

BUS377-01 SPECIAL TOPICS IN BUSINESS (3.0): TOPICS IN FINANCE: Behavioral Finance Financial theories and models developed in the past decades rely on the assumption that people are rational. Evidence suggests otherwise. In more recent years theoretical as well as empirical studies have emerged that expose deficiencies in the established paradigm. Behavioral finance studies the impacts of psychological forces and cognitive biases on our financial decisions. This course will explore the human component of markets and provide insight into how behavioral finance complements traditional models in more accurately describing the dynamics of financial markets. Prerequisites: BUS210 or permission of instructor, Junior Status.

BUS377-02 SPECIAL TOPICS IN BUSINESS (3.0): TOPICS IN FINANCE: Decision Analysis This course provides an introduction to the concepts and quantitative methods used in business, which involves the application of mathematical modeling and analysis to management problems. It also provides a foundation in modeling with spreadsheets. The primary goal of the course is to help the student become a more skilled builder and consumer of models and model-based analyses. Prerequisites: BUS210 and Junior Status.

BUS377-03 SPECIAL TOPICS IN BUSINESS (3.0): TOPIC: Contemporary Topics in Entrepreneurship This course isolates and explores key topics in entrepreneurship. Topics and catalog descriptions will change from semester to semester. Examples of topics may include project funding, project management, intellectual property protection, business model development, tools to evaluate business opportunities, employee hiring/retention and business ownership models. Prerequisites: Junior Status

DM377-01 SPECIAL TOPICS IN DIGITAL MEDIA (3.0): TOPIC: Next Generation Storytelling Using Virtual & Augmented Reality This hands-on course explores the new visualization and storytelling possibilities resulting from the combination of 360 degree cameras, navigational interfaces, and augmented reality (AR) tools. Students will experiment with interactive POV storytelling, create shorts that induce strong physical sensations in a virtualized space, and collaborate with a concurrent Digital History course to create site-specific educational videos weaving virtual content into real spaces. Besides learning first-hand about the opportunities and challenges offered by these Next Generation technologies, students will take a stand in the social and cultural debates engendered by them. Prereq: DM110 Intro to Digital Filmmaking

ED 290-01 TOPICS IN EDUCATION (3.0): TOPIC: Connecting Children with Nature In this course, students will explore how to connect young children with the natural world. In our fast-paced society with advanced technologies, federally mandated academic performance standards and structured family lives, young children have little opportunity to explore natural environments. Through hands-on interactions with the beauty that is Endicott, students will explore their surroundings and personally construct their own nature aesthetic. Natural elements will serve as provocations for inquiry as students examine the research on the cognitive, social, emotional, physical and creative benefits embedded in nature education. Additionally, students will design and implement developmentally appropriate outdoor learning experiences that not only address state and national standards, but also foster connections with the natural world.

EX 277-01 SPECIAL TOPICS IN EXERCISE SCIENCE (3.0) TOPIC: Motor Learning and Control This course provides students with an understanding of theory, principles and practice in motor control and learning across the lifespan. Students learn and demonstrate how several cognitive, behavioral, neural and biomechanical factors influence human learning, memory and performance of fine and gross motor skills. Students also develop, evaluate and practice appropriate strategies for motor control and skill achievement.

HON350 01 HONORS SEMINAR (3.0): TOPIC: Ideologies of Music, Art, and Literature This interdisciplinary arts course investigates topics in theology, psychology, Romantic conceptions of nature, and other concepts within the discipline of Humanities. The multi-layered nature of the arts, in regard to these topics, is revealed through close readings of specific musical compositions, paintings, sculpture, literary texts, and writings by artists, philosophers, and cultural theorists, and theater productions from various periods in history and regions of the world.
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HON350 02 HONORS SEMINAR (3.0): TOPIC: The Evolution of Religion and Science This course examines the cultural and historical development of religious traditions and modern scientific practices from the standpoint of evolutionary theory. We will focus on the connections among social structures, technological changes and ethical concerns on the one hand and the religious forms of life and scientific ways of knowing that have emerged in conjunction with these on the other. Our focus throughout will be on group work, active discussions and innovative research.

HON350 03 HONORS SEMINAR (3.0): TOPIC: Making Judgments: The Psychology of Everyday Decisions Our days are filled with judgment making. Is this relationship a good one? Is this job right for me? What medication should I use? Can I trust this news story? What candidate should I vote for? What cereal should I eat? This course will examine how we answer these types of questions by studying heuristic methods, attitude formation, attitude change, and cognitive bias theories. We will examine how people's attitudes have been and can be swayed as it pertains to money, health, politics, love and personal passions.

HON350 04 HONORS SEMINAR (3.0): TOPIC: American Slavery Slavery has played a traumatic role in the development of the American psyche. In this interdisciplinary course, we will read primary and secondary sources, including autobiographies, novels, and poems, and discuss the experiences of enslaved people and the nature and implications of slavery.

HST277 -01 SPECIAL TOPICS IN HISTORY (3.0): TOPIC: Introduction to Digital History Digital technologies and the development of the Internet have transformed the way we conduct research, access sources, analyze documents, and communicate research findings. This course will explore the changing methods and presentation of history in the digital age. Designed as a broad introduction to digital history, students will gain practical experience working with the following: augmented reality, digital archival material, online museum exhibits, app-based walking tours, and more. No prior technological experience is required.

HTM377-01 SPECIAL TOPICS IN HOSPITALITY (3.0): TOPIC: Managing Technology in the Hospitality Industry This course surveys the technology employed by the hospitality industry in operations, marketing, security, and analytics to achieve competitive advantage. Students examine how hospitality organizations integrate and utilize technology. Emphasis is on lodging and resort operations, food and beverage services, meetings and events management, and sales and marketing. Students are introduced to industry best practices and current trends in the rapidly changing hospitality technology sector through readings, research assignments, and team projects designed to foster critical thinking and decision-making.

HTM377-02 SPECIAL TOPICS IN HOSPITALITY (3.0): TOPIC: Contemporary Restaurant Concepts and Operations The restaurant industry is dynamic and competitive. Successfully managing a restaurant or a restaurant group requires leaders who have management skills and who can adapt to emerging societal and economic trends. Students in this class will examine the process of creating and operating a restaurant from concept development to orchestrating successful operational procedures. Students will create a business plan for a new restaurant, complete with a menu design, kitchen and dining area layout plan, a marketing plan, a financial plan, and an operations plan. Current industry trends are explored in this course.

IST277 01 SPECIAL TOPICS IN INTL STUDIES (3.0): TOPIC: Music, Art, and Popular Culture in a Global Context The course provides students with an understanding of popular culture, music, and art within a global context. A range of styles and genres of popular music and art will be explored to understand cultural influences from different countries. The course will focus on both Anglo-American and Asian art and popular music from the 1960s to today. It will cover several themes and concepts, including rebellion, subcultures, post colonialism, migration, and cultural fusion -- how cultures integrate.

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