

### Business Course Outlines

**AC224 ACCOUNTING III (4.5 credits/60 clock hours)** Accounting III is a continuation of an in-depth study of financial accounting concentrating on partnership and corporate entities, including LLC's. This course includes the recording and reporting of partner and member investments, withdrawals and liquidation, corporate contributed capital, retained earnings, and long-term liabilities. In addition, the preparation of the statement of cash flow, the corporate income statement, and analysis of financial statements will be discussed. Prerequisite: Accounting I

**IT234 ADVANCED MICROSOFT EXCEL (2.5 credits/36 clock hours)** The student will be taught advanced techniques in spreadsheets, building on the skills learned in Spreadsheets. A class project will serve as the lecture base and individual projects will provide student interaction with spreadsheet applications. Prerequisite: Microsoft Excel.

**IT224 ADVANCED MICROSOFT WORD (4.5 credits/60 clock hours)** This course is designed to further the student's knowledge of Microsoft Office, Microsoft Word, and Microsoft Windows. Students learn advanced features such as macros, electronic forms, and document collaboration. The course includes integrating Word and Excel. Prerequisite: Microsoft Word.

**GA236 ADVANCED WEB SITE DESIGN (MOTION GRAPHICS) (4.0 credits/60 clock hours)** This course will continue to introduce new and advanced features of web site graphics development using Adobe Photoshop and Illustrator in conjunction with Adobe Animate CC, Adobe After Effects CC. Various methods of animation and motion media graphic techniques will be covered. The students will also be challenged to develop content rich storyboards, work with audio and video and other elements integrated within their projects to further explore the possibilities of web-based & social media motion graphics. Prerequisite: None.

**GA230 ADVERTISING DESIGN (3.5 credits/60 clock hours)** This course explores theories, methods and strategies for effectively selling products and services. Students will develop advertising concepts and solutions based on target audiences, demographics, psychographics, and overall company vision. Hands-on projects and presentations will be developed by the student. Prerequisites: Electronic Design or Electronic Design I or Electronic Design II, Typography, Computer Graphics—Illustrator (prior to or concurrently).

**IM210 APPLIED PHYSICS FOR ENGINEERING TECHNOLOGY (4.5 credits/60 clock hours)** An algebra-based course for the ET program students. Topics covered include technical measurements, elasticity, temperature and expansion, equilibrium and friction, acceleration, work and power, and simple machines, as they are applied to engineering technology. Prerequisite: Applied Algebra II.

**IM211 APPLIED PHYSICS FOR ENGINEERING TECHNOLOGY LAB (.5 credits/10 clock hours)** A lab-based course for the ET program students. Topics covered include technical measurements, elasticity, temperature and expansion, equilibrium and friction, acceleration, work and power, and simple machines. Students work together in laboratory exercises to supplement the lectures. Prerequisites: Applied Algebra II. This course is taken concurrently with Applied Physics for ET.

**IM257 ARCHITECTURAL CAD III (4.5 credits/60 clock hours)** An introduction to the concepts, practices, standards, and drafting techniques used in residential/light commercial architectural drafting and design utilizing AutoCAD and Revit. This will include but not be limited to architectural site plans, mechanical plans, plumbing plans, electrical plans, and related details. Additionally general construction specifications are covered. Prerequisite: Architectural CAD II.

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**CE111 BUILDING CODES (3.0 credits/36 clock hours)** An introduction to international building codes (IRC) that govern residential and light commercial construction. Students explore codes as they relate to the administration, building and planning, safety and fire construction requirements. Prerequisite: None.

**CP135 BUSINESS APPLICATIONS (4.0 credits/60 clock hours)** This course introduces students to the concepts and applications of word processing, spreadsheets, presentation, and e-mail software. Students will receive hands-on lab experience acquainting the student with a broad range of tools and techniques for each application. Prerequisite: None.

**GE232 BUSINESS ECONOMICS (3.0 credits/36 clock hours)** This course is designed to introduce the students to the basic fundamentals of economics and how such knowledge can help them in understanding business decisions as well as personal decisions. We will discuss the principles of supply, demand, and market equilibrium and how these principles affect price and production in various economies along with graphs demonstrating how pricing decisions relate to these principles. We will discuss how marginal analysis is used to make business decisions. We will explore American history, the Industrial Revolution, and the way the country was transformed into a global superpower. Prerequisite: None.

**GE210 BUSINESS ENGLISH III (3.5 credits/60 clock hours)** In order to prepare them to be successful writers of business correspondence, students will, via individual and group practice, apply the skills learned to writing effective business messages by memo, letter and e-mail. Additionally, students prepare a resume, letter of application, and thank-you letter. Prerequisite: Business English II.

**GE233 BUSINESS WRITING (3.5 credits/60 clock hours)** Students apply the principles of composition and psychology to writing effective business messages by composing memos and letters for typical business situations. Students prepare a resume, letter of application, and thank-you letter. Additionally, students complete research to create business-related documents relevant to their field of study. Prerequisite: Business English II.

**GA225 COMPUTER GRAPHICS –ILLUSTRATOR (4.0 credits/60 clock hours)** This course will explore the essentials of creating vector-based artwork using Adobe Illustrator. Students will explore corporate identity and logo design, creating poster and outdoor advertising, and creating vector artwork from scans and raster artwork. Students are introduced to skillsets including image trace, live paint, creating and modifying shapes using Bezier points, and transformation and modification techniques. Prerequisite: None.

**CP285 COMPUTER PRESENTATIONS (3.0 credits/36 clock hours)** The course will use a problem-solving approach to teach the use of the computer for presentation purposes. The student will be able to create a business-oriented presentation, document the presentation, and deliver the presentation to an audience. The student will be introduced to the concept of integrating spreadsheets, word processing and graphics with the presentation software program. Prerequisite: None.

**GA217 CONCEPT DEVELOPMENT (2.5 credits/36 clock hours)** This course focuses on real-world applications of graphic design principles and theory. Problem identification, solving and research methods will be explored. Design solutions will be developed geared to a targeted audience and market will be emphasized. Effective interaction with a creative team will be developed and employed as a resource in the conceptual process, as well as idea-generating exercise. Prerequisites: Electronic Design and Introduction to Computer Graphics (Photoshop).

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**CJ225 CRIMINAL INVESTIGATIONS (3.0 credits/36 clock hours)** This course provides for an examination of the fundamentals of criminal investigation from the crime site to the courtroom preparation experience. It presents an overview of crimes and their elements, identifies the major goals of investigation, and covers the criminal investigators relationship with individuals and other agencies. Particular investigative procedures employed in investigation of such crimes as homicide, rape, arson, and organized crime will be detailed. Prerequisite: None

**CJ227 CRIMINOLOGY (5.0 credits/60 clock hours)** This course examines the extent and nature of crime in today's societies, the nature of criminal behavior and other forms of deviance. Major areas of investigation include general characteristics of crime and criminals, social and individual factors producing criminality, the most significant theoretical contributions to the study of crime and delinquency, and specific forms of crime. Prerequisite: Introduction to Criminal Justice

**MG107 CUSTOMER RELATIONS (3.0 credits/36 clock hours)** Principles of customer service and customer service techniques will be presented. Emphasis will be placed on communication skills, telephone skills, problem solving, customer retention issues, and the development of customer service strategies and policies. Prerequisite: None.

**GA231 DIGITAL PHOTOGRAPHY (3.5 credits/48 clock hours)** Introduces students to the history and aesthetics of photography, while encouraging artistic expression and experimentation with picture content and design focused around identifying the basic photographic tools and their intended purpose, including the proper use of camera systems, lighting, and composition. Students will learn how to operate a camera, download, print making to editing, along with presentation. Prerequisite: None.

**IM222 GEOMETRY & TRIGONOMETRY FOR ENGINEERING TECHNOLOGY (4.0 credits/60 clock hours)** Geometry & Trigonometry for Engineering Technology is designed to prepare engineering professionals with a basic knowledge in Geometry and Trigonometry concepts used by engineering professionals. The topics covered are angular measure, calculations of perimeter, area, volume, and surface area of geometric figures, trigonometric functions with right triangles, and trigonometric functions with oblique triangles. This course forms a mathematical foundation for future courses such as Civil CAD, Machining Processes, and CNC Programming. Prerequisite: Applied Algebra II.

**GE178 HUMAN RELATIONS IN THE WORKPLACE (2.5 credits/36 clock hours)** This course is designed to be a study of interpersonal communication issues in the workplace. Specific communication skills that foster good working relationships and teamwork are practiced, such as perception checking, listening, I language, supportive language, and 5-part assertion messages. Other topics include gender communication differences, conflict resolution techniques, diversity in the workplace, defensiveness, non-verbal communication, and communication styles. Through case studies, role-plays, and practical application exercises, students will practice and utilize the aforementioned strategies in possible workplace scenarios. Prerequisite: None.

**MG116 INTRODUCTION TO BUSINESS (4.5 credits/60 clock hours)** This course is designed to prepare the student to interact with the business world in a knowledgeable manner whether he/she owns the business, works for the business, or just deals with the business as a customer. The course will cover areas including forms of business ownership; the process of management and empowerment; the global dimensions of business; working in teams; promotional strategy; and labor/management relations. Prerequisite: None.

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**CJ124 INTRODUCTION TO CRIMINAL LAW (5.0 credits/60 clock hours)** This course takes students on a study of the basic purposes of the criminal law, essential elements of criminal liability, criminal defenses and substantive criminal laws. Students explore issues of criminal *mens rea*, liability for inchoate offenses and justification principles. Homicide and other offenses against the person are discussed in detail. Prerequisite: None.

**IM107 INTRODUCTION TO GEOGRAPHIC INFORMATION SYSTEMS (3.0 credit/36 clock hours)** GIS (Geographic Information Systems) is a computer-based tool that uses spatial (geographic) data to analyze and solve real-world problems. This course is designed to introduce the student to the basic principles and techniques of GIS. The lab material will emphasize GIS data collection, entry, storage, analysis, and output using ArcGIS. Prerequisite: None.

**GE181 INTRODUCTION TO STATISTICS FOR CRIMINAL JUSTICE (3.0 credits/36 clock hours)** Introduction to Statistics for Criminal Justice is designed to review basic mathematical concepts and cover a basic knowledge of statistics used in criminal justice research. The topics that will be covered are order of operations, evaluating formulas, percentages, frequency distributions, graphing, cross tabulations, central tendencies, and dispersion. Prerequisite: None.

**CJ126 INTRODUCTION TO VICTIMOLOGY (4.5 credits/60 clock hours)** This course focuses on the criminal justice system's treatment of crime victims, victim programs and services, and the impact of victimization on individuals and communities. The course will discuss why victims have been "rediscovered" recently, why they often do not report crimes to the police, how some victims might share responsibility for the crimes with the offenders, how they can be repaid for their losses through offender restitution and government compensation; and what new services are available to help victims prevent crime and survive attacks. Prerequisite: None.

**CD207 JOB SEARCH SKILLS (2.0 credit/24 clock hours)** This course prepares students for the job search process. Topics include skill identification, resume development, cover letters and thank-you letters, interviewing skills, and job-seeking methods. Students will conduct an informational interview with a professional in their field of interest, role-play a mock interview in the classroom to practice interviewing skills, and start to develop a list of prospective employers for which they would like to work. Prerequisite: None.

**MG118 MANAGEMENT II (4.0 credits/60 clock hours)** Management II expands on principles introduced in Management I. This course begins by examining the role of the manager as a supervisor. Techniques of motivation and human resource management are explored. Total Quality Management and the role of the manager in the control function are defined. Methods for creating control systems including inventory control, budget creation, and quality management are analyzed. Prerequisite: None.

**MK112 MARKETING (4.0 credits/60 clock hours)** An introduction to the principles of marketing. Through readings, case studies and lecture, the student will become familiar with consumer behavior as well as the 4 P's (price, promotion, place and product). The marketing of services and non-business situations will also be discussed. Prerequisite: None.

**IM239 MECHANICAL CAD (4.5 credits/60 clock hours)** An intermediate course of 2D drafting using AutoCAD. This course will present advanced commands and techniques to create, annotate, revise and print technical drawings. This course will build on the first CAD class to allow the student to become more proficient with AutoCAD. The course material will be reinforced through hands-on examples and projects. Prerequisite: Technical Drawing II.

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**IM243 MECHANICAL DESIGN (4.0 credits/60 clock hours)** Students learn to identify, describe, select, assemble, and operate machine elements commonly found in mechanical devices. The machine elements covered include: belt and chain drives, gears, shafts, keys, bearings, cams, springs, and linkages. Also included is a design project for the students to incorporate machine elements into a working machine. Prerequisites: Machining Processes and Applied Algebra.

**IT235 MICROSOFT ACCESS (3.5 credits/48 clock hours)** This course will cover beginning and intermediate database topics. The student will learn what a database is and how it is used in business. The student will also learn how to design and build a database, tables, reports, queries and forms. Prerequisite: None.

**CP284 MICROSOFT WORD (4.5 credits/60 clock hours)** This course is designed to provide students with the basic understanding of word processing applications, concepts, and terminology. The purpose of the course is to develop an ability to use the current version of Microsoft Word for both professional and personal use. Prerequisite: Keyboarding or Introduction to Document Processing.

**GE213 ORAL BUSINESS COMMUNICATIONS (2.0 credit/24 clock hours)** This applied communications course teaches the fundamentals of oral business communication with emphasis on improving speaking and listening skills in the workplace. This course will help students create informational speeches and familiarize students with formal speech preparation, business presentation skills, and effective nonverbal communication. Prerequisite: None.

**GE262 ORAL PRESENTATION SKILLS (2.5 credits/36 clock hours)** Oral Presentation Skills will introduce students to fundamentals in workplace communication with an emphasis on improving speaking and listening skills in a business environment. The course focuses on planning informative and persuasive messages, presenting business plans effectively, and speaking with confidence and poise. Prerequisite: Taken concurrently with the Business Plan.

**GA220 PACKAGING DESIGN (3.5 credits/60 clock hours)** This course deals with package design for a variety of products, from mass-market to luxury. Students work with concept, surface design, materials, and the physical construction of three-dimensional forms, as well as exploring how packaging fits in to an overall branding and marketing experience. Prerequisites: Electronic Design or Electronic Design I or Electronic Design II, Typography, Computer Graphics –Illustrator, and Geometry for Design (prior to or concurrently).

**AC121 PAYROLL ACCOUNTING (4.5 credits/60 clock hours)** Payroll accounting introduces the student to the history of employment laws in the United States, the requirements for maintaining employees' payroll records, the computations necessary to determine proper wages and appropriate tax withholdings, the procedures for remitting the taxes, and the employer's responsibilities for reporting payroll information to the various governmental agencies. Current federal and Pennsylvania requirements will be discussed. In addition, the student will be exposed to an overview of the process necessary to record payroll transactions in a manual and computerized payroll system. Prerequisites: Accounting I and Business Mathematics (prior to or concurrently).

**MG215 PERSONAL FINANCIAL MANAGEMENT (2.5 credits/36 clock hours)** Upon completion of this course, the student will be able to: set realistic financial goals; understand how, when and where a recordkeeping system should be developed; develop a budget; understand debt and debt reduction; and understand Social Security benefits. Additionally, the following topics will be covered: savings and investment, the home as an investment, funding college education, purchasing an automobile, insurance, retirement, and wills. Prerequisite: None.

## Business Course Outlines cont.

**HI234 PRINCIPLES OF SUPERVISION (3.0 credits/36 clock hours)** This course covers a variety of topics that impact the supervisor in the work force. The areas presented include the role of the supervisor in the work place, employee expectations, goal setting, planning, problem identification and resolution, organizations and organization charts, staffing, training new employees, theories of motivation, leadership styles, effective communication, performance appraisals, counseling problem employees, legislation impacting the work place, employee safety standards and labor unions.

Prerequisite: None

**MK110 SOCIAL MEDIA FOR BUSINESS (2.0 credits/36 clock hours)** Introduction to e-business functions using the Internet. Topics include search engine marketing (SEM), search engine optimization (SEO), e-business, social networking, blogging, discussion groups, e-mail, the different functions and applications of the Internet, and how interactive technologies have changed business and consumer practices. Emphasis on the effect of the use of interactive technology on a company's existing marketing mix and current and potential uses of the Internet for marketing tactics and strategies.

Prerequisite: None.

**GE260 STATISTICAL APPLICATIONS (3.0 credits/36 clock hours)** This course is designed to give the Diagnostic Medical Sonography student a basic knowledge of the statistics used in today's business world. Although most students do not plan to become statisticians, a working knowledge of descriptive and inferential statistics is required for most entry-level positions. The following areas will be covered: data classification, collection of data, introduction to sampling concepts, descriptive statistics, frequency distributions, graphing, cross tabulations, measures of central tendency, measures of variation and position, normal distribution and an introduction to probability.

Prerequisite: Applied Algebra

**GE258 STATISTICAL METHODS AND APPLICATIONS (4.0 credits/60 clock hours)** This course is designed to give the student a basic knowledge of the statistics used in today's business world. Although most students do not plan to become statisticians, a working knowledge of descriptive and inferential statistics is required for most entry-level positions. The following areas will be covered: collection of data, introduction to sampling concepts, descriptive statistics, frequency distributions, graphing, cross tabulations, measures of central tendency, measures of dispersion, introduction to probability, binomial distribution, normal distribution, hypothesis testing with one sample and related areas. Prerequisite: Applied Algebra

**CJ232 TERRORISM AND HOMELAND SECURITY (3.0 credits/36 clock hours)** This course studies the phenomena of international and domestic terrorism from the historical and criminal justice perspectives. Historical and political viewpoints are discussed, as well as a study of the changing trends in homeland security and justice. Students will learn about the major, tragic terroristic events that have occurred in the US and the impact they have had on our society. Prerequisite: None

**OS200 THE VIRTUAL OFFICE ENVIRONMENT (3.5 credits/48 clock hours)** This course is designed to develop the students understanding of project management, SharePoint, and the virtual office environment (Cloud Computing, Transcription, Scanning, etc.). Prerequisites: None

**GA233 VIDEO PRODUCTION AND EDITING (3.5 credits/48 clock hours)** This course introduces the student to video production and non-linear digital video editing. Instruction is given on basic techniques of projection incorporating camera operation, lighting, audio, and storyboarding. Using appropriate software, the student will learn how to operate desktop non-linear editors.

Prerequisites: None