

Keystone College



2020-2021 Undergraduate Catalog Addendum

One College Green
La Plume, PA 18440
(570) 945-8000
1-800-824-2764
admissions@keystone.edu
www.keystone.edu

In January 2021, an addendum was published to the 2020-2021 Undergraduate Catalog. The addendum includes changes and additions to academic programs that are effective for the 2020-2021 academic year and should be used in conjunction with the 2020-2021 Undergraduate Catalog. Any questions concerning the catalog addendum should be directed to the Registrar's Office at registrar@keystone.edu.

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Data Analytics Bachelor of Science

The Bachelor of Science degree in Data Analytics provides students the theoretical and practical foundation for core concepts and theories of data science. Students will learn how to think critically, communicate effectively and use different technical, analytic and modeling skills. Individuals who graduate from this program are equipped to pursue careers in diverse fields such as business, education, government, medicine and science.

Graduation Requirements

ENGL 0050 - Critical and Analytical Reading: All students must demonstrate competency in this course whether by achieving specified SAT/ACT scores or by successful completion of the course. The course carries two credits which are included in full-time status and financial aid considerations, but do not count toward the minimum earned credits necessary for graduation. Students who are exempted from the course due to SAT/ACT scores receive an exemption that does not carry credits.

All students must successfully complete the general education and curriculum requirements listed below with a minimum overall grade point average of 2.00 to graduate from this curriculum. Additional graduation criteria are found beginning on page 39 of the 2020-2021 Undergraduate Catalog.

General Education Requirements (Minimum 40 credits)

Courses fulfilling the General Education Requirements can be found in the 2020-2021 Undergraduate Catalog beginning on page 52.

Competencies

Communication Skills	11 credits
COMM 1125 - Speech Communication	
ENGL 1110 - College Writing I: Academic Writing	
ENGL 1125 - College Writing II: Writing About Literature	
FYS 1110 - The First-Year Seminar	
Moral Reasoning	3–6 credits
Quantitative Reasoning	3–6 credits
Scientific Literacy	3–6 credits
Technology & Information Literacy	3–6 credits
Critical Analysis & Reasoning	
Arts & Humanities Literacy	6–9 credits
Social & Cultural Consciousness	6–9 credits

Curriculum Requirements

At least 36 of the 120 credits required for the bachelor's degree must be at the 3000-and/or 4000 level.

CPSC 1140 – Programming for Everyone

CPSC 3110 – Data Structures

IT 1110 – Introduction to Information Technology

IT 1120 – Introduction to Programming: Python

IT 1140 – Foundations of Data Analytics I

IT 1145 – Foundations of Data Analytics II

IT 3190 – Data Analytics
IT 3195 – Principles and Techniques of Data Analytics
IT 4920 – Data Analytics Practicum
MATH 2115 – Statistics
MATH 2150 – Calculus I
MATH 3120 – Statistics and Research

Curricular Electives (choose two):

CPSC 4110 – Machine Learning
CPSC 4115 – Artificial Intelligence
IT 2120 – Database Management Systems II
IT 4240 – Programming Languages
MATH Elective – 3000 level

Free Elective Courses: Sufficient free electives must be taken to ensure a minimum of 120 credits earned for graduation.

Recommended Sequence of Courses: Visit www.keystone.edu/academics for further information.

The academic advisor assists the student in planning his/her curriculum and in preregistration; however, the student is ultimately responsible for meeting the requirements of the curriculum selected.

Course offerings are dependent on enrollment.

eSports and Gaming Management Bachelor of Science

The Bachelor of Science in eSports and Gaming Management focuses on the business side of this fast-growing industry. The curriculum prepares leaders to excel in this ever-evolving industry consisting of participants, athletes, coaches, fans, publishers, broadcasters, event planners, promoters, sponsors, and the media. Unlike traditional sports, games and technology are always changing and this degree provides the core skills necessary for success. Students enrolled in this program will learn how to plan and execute small and large scale events utilizing the latest in streaming technology, develop business plans to develop teams, create online communities, and promote events through digital technology. eSports and Gaming Management students will also explore the culture of eSports, its audience and fan base, and the dominant game genres that make up the industry. Please note some courses will be delivered in an online format.

Graduation Requirements

ENGL 0050 - Critical and Analytical Reading: All students must demonstrate competency in this course whether by achieving specified SAT/ACT scores or by successful completion of the course. The course carries two credits which are included in full-time status and financial aid considerations, but do not count toward the minimum earned credits necessary for graduation. Students who are exempted from the course due to SAT/ACT scores receive an exemption that does not carry credits.

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Competencies

Communication Skills	11 credits
COMM 1125 - Speech Communication	
ENGL 1110 - College Writing I: Academic Writing	
ENGL 1125 - College Writing II: Writing About Literature	
FYS 1110 - The First-Year Seminar	
Moral Reasoning	3–6 credits
Quantitative Reasoning	3–6 credits
Scientific Literacy	3–6 credits
Technology & Information Literacy	3–6 credits
Critical Analysis & Reasoning	
Arts & Humanities Literacy	6–9 credits
Social & Cultural Consciousness	6–9 credits

Curriculum Requirements

At least 36 of the 120 credits required for the bachelor's degree must be at the 3000-and/or 4000 level.

ACCT 1125 – Managerial Accounting
BUSN 2130 – Business Communication
BUSN 4115 – Organizational Behavior
or LEAD 4110 – Leadership Strategies
HOSP 2130 – Event Planning
SRM 1115 – Introduction to eSports Management
SRM 1120 – Introduction to Games
SRM 2110 – Program Development and Planning
SRM 2115 – Facilities Management
SRM 2120 – Sociology of Sport
SRM 2125 – Economics of Sport and Recreation
SRM 2710 – Practicum
SRM 3115 – Legal Issues in Sport and Recreation
SRM 3120 – Sport Marketing and Promotion
SRM 3195 – Convention, Event, and Tradeshow Planning
SRM 3300 – Sport Ethics
SRM 4140 – Sport Public Relations
SRM 4150 – Distribution of Games
SRM 4720 – Internship I
SRM 4725 – Internship II
SRM 4910 – Senior Seminar
Curricular Elective (chosen from list below)
Curricular Elective (chosen from list below)

Curricular Electives

BUSN 3115 – Financial Management
BUSN 3145 – E-Marketing
BUSN 4135 – Business Research Methods
BUSN 4150 – Consumer Behavior
CPSC 3260 – Game Development
IT 3190 – Data Analytics
SRM 3125 – Principles of Coaching
SRM 3190 – Sport Psychology
SRM 4110 – Governance of Sports and Athletics
SRM 4135 – Sport Business Practices

Free Elective Courses: Sufficient free electives must be taken to ensure a minimum of 120 credits earned for graduation.

Recommended Sequence of Courses: Visit www.keystone.edu/academics for further information.

The academic advisor assists the student in planning his/her curriculum and in preregistration; however, the student is ultimately responsible for meeting the requirements of the curriculum selected.

Course offerings are dependent on enrollment.

Financial Planning Bachelor of Science

The world of finance and investing gets more complicated each year. Yet, on balance, stocks, bonds and mutual funds remain important to individuals seeking financial security. That's why investors need the help of a professional to protect their investments-and what they represent. A financial planner provides their clients with financial advice, helping develop a plan toward the future to achieve their goals. A financial planner assesses the needs and resources of their clients in order to help them accomplish what they desire financially.

The Bachelor of Science in Financial Planning degree provides a broad array of accounting, business, and finance courses in addition to the required courses necessary to sit for the Certified Financial Planner (CFP) exam.

CFP certification requires individuals to meet the “four Es” of initial certification requirements: Education, Examination, Experience, and Ethics. Individuals must pass the CFP exam to achieve financial planner certification, but must meet the qualifications to do so. The CFP certification shows an individual has met professional standards.

Graduation Requirements

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COMM 1125 - Speech Communication	
ENGL 1110 - College Writing I: Academic Writing	
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FYS 1110 - The First-Year Seminar	
Moral Reasoning	3–6 credits
Quantitative Reasoning	3–6 credits
Scientific Literacy	3–6 credits
Technology & Information Literacy	3–6 credits
Critical Analysis & Reasoning	
Arts & Humanities Literacy	6–9 credits
Social & Cultural Consciousness	6–9 credits

Curriculum Requirements

At least 36 of the 120 credits required for the bachelor's degree must be at the 3000-and/or 4000 level.

ACCT 1155 – Financial Accounting

ACCT 2145 – Individual and Business Taxes

ACCT 3110 – Accounting Information Systems I

ACCT 3150 – Tax Planning

ACCT 3185 – General Principles of Financial Planning

ACCT 4120 – Retirement Savings & Investment Planning

ACCT 4125 – Estate Planning

BUSN 1110 – Introduction to Business

BUSN 2130 – Business Communications

BUSN 2710 – Career Preparation

BUSN 3110 – Personal Finance

BUSN 3115 – Financial Management

BUSN 3150 – Business/Civil Law

BUSN 3160 – Investments

BUSN 3175 – Risk Management and Insurance Planning

BUSN 3180 – Investment Planning

BUSN 3300 – Business Ethics

BUSN 4115 – Organizational Behavior

BUSN 4130 – Advanced Financial Management

BUSN 4715 – Internship

or BUSN 3130 – Workplace Environments

BUSN 4920 – Financial Plan Development

ECON 2110 – Principles of Economics I

ECON 2115 – Principles of Economics II

ECON 3110 – Money and Banking

MATH 2115 – Statistics

or MATH 2120 – Math for the Social Sciences

IT 2140 – Spreadsheets and Databases

IT 3190 – Data Analytics

Free Elective Courses: Sufficient free electives must be taken to ensure a minimum of 120 credits earned for graduation.

Recommended Sequence of Courses: Visit www.keystone.edu/academics for further information.

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Course offerings are dependent on enrollment.

Public Administration Bachelor of Science

Students who want to effect a significant change in the world might find themselves drawn to the public sector through non-profit work or work in local, state, or federal government. The Bachelor of Science degree in Public Administration prepares students to work in a variety of operational roles in the non-profit and government sectors. Students will learn the fundamentals of federal, state, and local government administration.

The degree provides students with an excellent foundation for graduate work in public administration or public policy, a common requirement for advancement in the public sector.

Graduation Requirements

ENGL 0050 - Critical and Analytical Reading: All students must demonstrate competency in this course whether by achieving specified SAT/ACT scores or by successful completion of the course. The course carries two credits which are included in full-time status and financial aid considerations, but do not count toward the minimum earned credits necessary for graduation. Students who are exempted from the course due to SAT/ACT scores receive an exemption that does not carry credits.

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ENGL 1110 - College Writing I: Academic Writing	
ENGL 1125 - College Writing II: Writing About Literature	
FYS 1110 - The First-Year Seminar	
Moral Reasoning	3–6 credits
Quantitative Reasoning	3–6 credits
Scientific Literacy	3–6 credits
Technology & Information Literacy	3–6 credits
Critical Analysis & Reasoning	
Arts & Humanities Literacy	6–9 credits
Social & Cultural Consciousness	6–9 credits

Curriculum Requirements

At least 36 of the 120 credits required for the bachelor's degree must be at the 3000-and/or 4000 level.

ACCT 1155 – Financial Accounting

ACCT 3140 – Accounting for Non-Profit Organizations

ACCT 3145 – Governmental Accounting

BUSN 3170 – International Business

BUSN 3300 – Business Ethics
BUSN 4115 – Organizational Behavior
ECON 2110 – Principles of Economics I
ECON 2115 – Principles of Economics II
HRM 1110 – Introduction to Human Resource Management
IT 2140 – Spreadsheets and Databases
IT 3190 – Data Analytics
LEAD 3115 – Civic Responsibility
MATH 2115 – Statistics
PADM 1110 – Introduction to Public Administration
PADM 3110 – State and Local Government Administration
PADM 4910 – Public Administration Capstone
PBHL 3115 – Environmental Health
PBHL 3165 – Public Health Administration
PHSC 1145 – Global Change
POSC 1110 – American National Government
POSC 2110 – State and Local Government
POSC 3120 – Comparative Government
POSC 3130 – Public Policy
PSYC 4125 – Research Implementation and Analysis
SOC 1110 – Introduction to Sociology

Free Elective Courses: Sufficient free electives must be taken to ensure a minimum of 120 credits earned for graduation.

Recommended Sequence of Courses: Visit www.keystone.edu/academics for further information.

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Supply Chain Management Bachelor of Science

The Bachelor of Science degree in Supply Chain Management offers students the comprehensive knowledge and technological skills they need in order to ensure employment in leading supply chain management roles. Supply chain management is how business gets done and spans all movement and storage of raw materials, work-in-process inventory, and finished goods from point-of-origin to point-of-consumption.

Supply Chain Management students are prepared for positions such as procurement/sourcing manager, logistics planner, supply management analyst, acquisition project analyst, marketing analyst, and sales/distribution managers. Industries such as pharmaceutical and healthcare companies are investing heavily in creating and supporting supply chains that achieve new heights of efficiency and productivity.

Graduation Requirements

ENGL 0050 - Critical and Analytical Reading: All students must demonstrate competency in this course whether by achieving specified SAT/ACT scores or by successful completion of the course. The course carries two credits which are included in full-time status and financial aid considerations, but do not count toward the minimum earned credits necessary for graduation. Students who are exempted from the course due to SAT/ACT scores receive an exemption that does not carry credits.

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ENGL 1125 - College Writing II: Writing About Literature	
FYS 1110 - The First-Year Seminar	
Moral Reasoning	3–6 credits
Quantitative Reasoning	3–6 credits
Scientific Literacy	3–6 credits
Technology & Information Literacy	3–6 credits
Critical Analysis & Reasoning	
Arts & Humanities Literacy	6–9 credits
Social & Cultural Consciousness	6–9 credits

Curriculum Requirements

At least 36 of the 120 credits required for the bachelor's degree must be at the 3000-and/or 4000 level.

ACCT 1125 – Managerial Accounting
ACCT 1155 – Financial Accounting
BUSN 2130 – Business Communication
BUSN 2200 – Project Management
BUSN 2710 – Career Preparation
BUSN 3110 – Personal Finance
BUSN 3115 – Financial Management
BUSN 3150 – Business/Civil Law
BUSN 3185 – Forecasting and Logistics
BUSN 3300 – Business Ethics
BUSN 4115 – Organizational Behavior
BUSN 4135 – Business Research Methods
 or MATH 3120 – Statistics and Research
BUSN 4145 – Strategic Business Management
BUSN 4165 – Sourcing and Operations
BUSN 4715 – Internship I
 or BUSN 3130 – Workplace Environments
BUSN 4930 – Supply Chain Management Capstone
HOSP 2135 – Purchasing
HRM 1110 – Introduction to Human Resource Management
LEAD 2110 – Team Building
ECON 2110 – Principles of Economics I
ECON 2115 – Principles of Economics II
IT 2140 – Spreadsheets and Databases
IT 3190 – Data Analytics

Free Elective Courses: Sufficient free electives must be taken to ensure a minimum of 120 credits earned for graduation.

Recommended Sequence of Courses: Visit www.keystone.edu/academics for further information.

The academic advisor assists the student in planning his/her curriculum and in preregistration; however, the student is ultimately responsible for meeting the requirements of the curriculum selected.

Course offerings are dependent on enrollment.

Minors

Paralegal Studies

PARA 1110 - Introduction to Paralegalism/Legal Ethics

PARA 1115 - Legal Research & Writing

PARA 2110 - Civil Litigation

And three of the following courses, at least 2 must be at the 3000-level

BUSN 3150 - Business/Civil Law

CJ 3115 - Criminal Evidence & Court Procedures

CJ 3135 - Juvenile Justice System

ENVT 2125 - Environmental Policy and Management

ENVT 3130 - Environmental Law

HRM 2110 - Employment Law

POSC 2110 - State and Local Government

POSC 3110 - Constitutional/Criminal Law

POSC 3120 - Comparative Government

POSC 3130 - Public Policy

SRM 3115 - Legal Issues in Sport

General Updates

BUSN 2570 - Career Preparation is now BUSN 2710 - Career Preparation

Course Descriptions

Accounting

ACCT 3150 Tax Planning: Covers taxation for individuals, sole proprietorships, partnerships, and corporations, as well as the tax aspects of investments, insurance, annuities, and retirement planning. Students will be able to identify the likely tax consequences of personal and business financial activities and select appropriate and lawful tax-minimizing tactics and strategies. Prerequisite: ACCT 1155 and sophomore standing. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*

ACCT 3185 General Principles of Financial Planning: Provides a comprehensive examination of the general principles of financial planning, professional conduct and regulation, and education planning. These topics constitute thirty percent of the principle knowledge topics tested on the CFP® Certification Examination. Introduces students to the financial planning process and working with clients to set goals and assess risk tolerance. Students learn how to process and analyze information, construct personal financial statements, develop debt management plans, recommend financing strategies, and understand the basic components of a written comprehensive financial plan. Covers the regulatory environment, time value of money, and economic concepts. Prerequisite: ACCT 1155. *3 hours lecture and discussion, 3 credits, Online only; not offered every year.*

ACCT 4120 Retirement Savings & Income Planning: Provides students with the foundation to conduct a retirement needs analysis for individuals, to understand the different types of retirement plans available to individuals, and to recognize the key factors that affect retirement plan selection for business owners. Students evaluate and compare the characteristics of various retirement plans, address client suitability, and provide plan recommendations. Examines tax-deferred retirement plans, IRAs, non-qualified plans, Social Security, Medicare, Medicaid, distribution strategies, taxation of distributions, and regulatory considerations. In particular, the course covers strategies used by financial planners to help clients assess employee benefits and to reduce the tax burden while planning for retirement. Covers topics including retirement needs analysis; defined benefit and contribution plans; profit sharing; 401k; 403b; ESOP; IRA; SEP-IRA; Roth-IRA; Keogh; TSA; social security benefits and integration; vesting; employee benefits analysis; funding vehicles; plan installation and administration; asset balancing; buy-sell agreements; ERISA; stock redemption and cross purchase plans evaluation of retirement timing; life-cycle planning; retirement life style issues; distribution planning; and post-retirement financial and qualitative assessment of needs. Satisfies part of the educational requirements to sit for the CFP exam. Prerequisite: ACCT 1155 and sophomore standing. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*

ACCT 4125 Estate Planning: Provides an introduction to federal gift, estate, and generation-skipping transfer taxes and the many planning techniques used to minimize the impact of these taxes on transfer of wealth. Explores the income-tax effects of gifts and bequests, with particular attention to the limitations on income-shifting to family members. Examines the non-tax aspects of estate planning, including the estate planning process, property ownership, planning for incapacity, and planning for business owners are examined as are the need for estate planning documents for individuals, spouses, and unmarried couples. The course stresses the need for balancing tax and non-tax considerations in creating successful estate plans. Prerequisite: ACCT 1155 and sophomore standing. *3 hours lecture and discussion 3 credits. Online only; not offered every year.*

Biology

BIOL 3175 Ichthyology: Presented as an intense study of fish. Exposes students to the range of natural history, ecological, and management concepts, as well as receiving hands-on field training. Includes active lectures and a research project and introduces the taxonomic structures in intensive laboratories. Discusses the evolution, behavior, physiology, and conservation of fish. Through assorted readings and field experiences, examines the evolution and ecology of the different taxa within these groups. Students gain an appreciation for and identify the fish diversity in Pennsylvania and throughout North America. Includes field trips to serve as a means to underscore and/or illustrate the concepts discussed in class, as well as an understanding of techniques used to safely work with fish in the field. Course includes 2.5 hours of lecture and 3 hours of lab weekly, including field trips. Prerequisite: BIOL 2120. Corequisite: BIOL 3176. *3 hours lecture and discussion, 3 hours laboratory, 4 credits.*

Business

BUSN 3175 Risk Management & Insurance Planning: Provides a comprehensive examination of the general principles of risk management and insurance planning for individual and family clients. These topics constitute approximately seventeen percent of the principle knowledge topics tested on the CFP® Certification Examination. Introduces students to the risk management and insurance planning process and working with clients to analyze and evaluate risk exposures. Explores in detail the core insurance lines of coverage are, including: health, disability, long-term care, life, personal property, and casualty (homeowner's, personal auto policy, etc). Students learn to analyze an individual and family's insurance needs to select the most appropriate insurance policy and company, and to understand a business owner's use of insurance to protect the business' assets and future income. Prerequisite: ACCT 1155 and sophomore standing. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*

BUSN 3180 Investment Planning: Designed for students interested in pursuing careers in the financial planning and asset management profession. The course and curriculum are approved by the CFP® Board of Standards and meet one component of the educational requirement for becoming a Certified Financial Planner. Explores the securities market, sources of information, risk/return, stocks, bonds, options, futures, and security analysis, and culminates in portfolio construction and analysis. Students will learn how to evaluate different asset classes for different investment objectives and determine their suitability for investors considering investment goals, time horizons, risk tolerance, and tax situations. Prerequisite: ACCT 1155 and sophomore standing. *3 hours lecture and discussion, 3 credits, online only; not offered every year.*

BUSN 3185 Forecasting and Logistics: Provides a broad overview of the planning and execution of customer demand. The course is divided into two parts: forecasting and logistics. In the first half, the course covers forecasting. Matching supply and demand requires planning. Students will master different forecasting techniques essential for building a sales and operations plan. At the completion of this course, students will have the tools and techniques to analyze demand data, construct different forecasting techniques, and choose the most suitable one for projecting future demand. In the second half, the course covers the three major building blocks of logistics networks: transportation, warehousing, and inventory. After completing this course, students will be able to differentiate the advantages and disadvantages of different modes of transportation. Students will understand what is involved in designing and setting up a warehousing facility. Finally, students will be able to develop

logistics networks that minimize costs and deliver exemplary customer service. Prerequisite: Supply Chain Management majors only, sophomore standing. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*

BUSN 4165 Sourcing & Operations: Provides an overview of sourcing and operations. The course is divided into two parts. In the first part, students will learn the key components of sourcing: supplier selection, supplier segmentation, make vs. buy decisions, and supplier relationships. In the second part, students will learn both the Lean Inventory methodology and the Six Sigma methodology. This will allow them to improve supply chain operations. Students will have the opportunity to apply this knowledge to a product of their choosing. Lastly, the course will be supplemented by guest lecturers who have significant experience in supply chain management. Prerequisite: Supply Chain Management majors only, sophomore standing. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*

BUSN 4920 Financial Plan Development: Provides students an opportunity to demonstrate the knowledge learned through the prerequisite six-course CFP® curriculum. Students will develop a complete financial plan, through the use of case studies and interviewing mock clients. Requires presentations of a formal financial plan, demonstrating the ability to set client expectations and communicate with clients by answering questions and concerns. Prerequisite: ACCT 1155, 3150, 3185, 4125; BUSN 3175, 3180; and senior standing. *3 hours lecture and discussion, 3 credits, Online only; not offered every year.*

BUSN 4930 Supply Chain Management Capstone: Encapsulates all of the skills that students have learned in BUSN 3185 Forecasting and Logistics and Sourcing and Operations, and asks students to apply these skills toward solving full scale supply chain challenges. It consists of two parts. In the first part, students will use their knowledge of supply chain management to solve the challenges faced by a fictional company called Medical Technologies Corporation (MTC). The students will work to solve MTC's problems in the four key areas covered in BUSN 3185 and 4165: Logistics, operations, planning, and sourcing. At the end of this section of the course, students will have a strong understanding of how the course components of a supply chain fit together. In the second part, students address a real supply chain problem and will work in groups to produce a solution which will consist of a report and a presentation. In this capstone project, students will take on the role of supply chain consultants, redesigning the existing supply chain of a consumer products company with the goals of implementing lean inventory management, using six sigma processes to improve efficiency, and allow the company to bring new products to market more rapidly. This capstone project will be designed in conjunction with real world employers who face similar issues in their supply chain on a daily basis. At the end of the course, students will therefore have real world experience that they can show employers as part of a larger portfolio. Students will also have the opportunity to present their final projects to supply chain professionals which will allow them to gain an understanding of how their knowledge will interact with the real world and will serve as a de-facto screening process for a coveted role within the industry. Prerequisites: BUSN 3185 and 4165 and senior standing. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*

Computer Science

CPSC 1140 Programming for Everyone: Teaches the basics of programming computers using Python and covers the basics of constructing a program from a series of simple instructions in Python.

Explores how to use Python built-in data structures such as lists, dictionaries, and tuples to perform data analysis. Introduces the core syntax, commands, and data structures of the Python programming language. The course has no prerequisites and avoids all but the simplest mathematics. Once a student completes this course, they will be ready to take more advanced programming courses. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*

CPSC 3110 Data Structures: Teaches students fundamental data structures using Python. Data structures allow for the storage of vast quantities of data, as well as efficient access to and modification of said data. Examines what a data structure is, how to perform a range of operations on them, and introduces the study of algorithms as it pertains to the covered data structures. Prerequisites: CPSC 1140, IT 1120 and MATH 2150. *3 hours lecture and discussion, 3 credits. On-line only; not offered every year.*

Human Resources

HRM 2110 Employment Law: Covers laws and legal issues which have an impact on various human resource functions such as recruitment, selection, compensation, and performance evaluation. Covers the Americans with Disabilities Act, Family Medical Leave Act, Equal Employment Opportunity, and Affirmative Action. Provides an introduction to the legal environment related to employment. Prerequisite: HRM 1110. *Spring, 3 hours lecture and discussion, 3 credits.*

Information Technology

IT 1140 Foundations of Data Analytics I: This course is based on UC Berkeley's Data 8 class. In an increasingly data-driven world, everyone should be able to understand the numbers that govern so much of our lives. Examines the core concepts of inference, data analysis, and computing by working with real economic, social, and geographic data. Pays particular attention to Bayes' Theorem which is one of the most important concepts in applying statistics to the real world. Covers the implications and dangers of bias in data. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*

IT 1145 Foundations of Data Analytics II: This course is based on UC Berkeley's Data 8 class. In an increasingly data-driven world, everyone should be able to understand the numbers that govern so much of our lives. Examines the core concepts of inference, data analysis, and computing by working with real economic, social, and geographic data. Introduces the applications of data analytics in the workforce, with specific attention paid to the role of the data scientist or analyst, and to the application of big data. Prerequisite: IT 1140. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*

IT 3195 Principles and Techniques of Data Analytics: Builds on principles and techniques of Data Analytics I and provides a more robust understanding of the tools of a data scientist. Data analytics combines data, computation, and inferential thinking to solve challenging problems to thereby better understand the world. Explores key principles and techniques of data science, including quantitative critical thinking and algorithms for machine learning methods. Introduces students to the ways in which data analytics is deployed in healthcare, marketing, political science, criminal justice, and other fields. Prerequisites: IT 1120, 1140, 1145, 3190; MATH 2150; and CPSC 1140. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*

IT 4920 Data Analytics Practicum: Features a capstone project in which students are asked to work through a full data science workflow on a set of real data drawn from sports, politics, business or

public health. Prepares students for the kind of work they will complete on data science or analytics teams, and as such, features and emphasizes interviewing for jobs in the space and communicating results to stakeholders. Prerequisites: IT 1140, 1145, 3190, 3195; MATH 2150; CPSC 3110 and students must be a Data Analytics major with senior standing. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*

Public Administration

PADM 1110 Introduction to Public Administration: Introduces students to the field of public administration. Provides an overview of the theories and practices of governmental administration, discusses both traditional and emerging public sector management issues, and explores the role of administrators in the development and implementation of public policy. Prerequisite: POSC 1110 and sophomore standing. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*

PADM 3110 State and Local Government Administration: Provides an understanding of the structure and function of state and local governments in the United States. Examines local and state-level policy issues and administrative processes. Explores urban issues in the U. S. and discusses solutions to all of these challenges. Prerequisites: POSC 1110, 3130, and sophomore standing. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*

PADM 4910 Public Administration Capstone: This capstone is the culmination for public administration majors and should be taken as the final course in a student's studies for the major. Synthesizes all of a student's learning in the field into one public-sector focused project. Students will work in groups with a public sector organization, such as a non-profit, or their local government. Prerequisites: ACCT 1155, 3140 and 3145; PADM 1110 and 3110; POSC 3120 and 3130; MATH 2115; and senior standing. *3 hours lecture, discussion and hands-on projects, 3 credits. Online only; not offered every year.*

Sport and Recreation Management

SRM 1115 Introduction to eSports Management: Introduces the history of competitive gaming and explores its emerging ecosystem. Covers the complexities involved in understanding the dynamics of the eSports industry and all of its stakeholders from gamers to billion-dollar media companies. Explores each element of the value chain regarding the inter-operations of all companies included in the landscape of eSports. Examines the navigation of the structure of eSports leagues, teams, players, gaming publishers, tournament operators, media, and affiliate organizations. Utilizes relevant projects, market analysis, and critical thinking to understand management approaches that have succeeded and failed with recent eSports ventures. Covers baseline skills in eSports streaming, broadcasting, marketing, public relations, and written communication. Includes an experiential learning component that allows students first-hand experience in analyzing the marketplace and helping local eSports companies with various eSports related tasks. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*

SRM 1120 Introduction to Games: Provides a broad overview of the games industry. Covers the state of the industry, the societal impact of games, and the fundamentals of game creation. Explores the different genres of games and improves students' understanding of the heuristics and aesthetics of play. This course requires no prior knowledge of game design or programming. *3 hours lecture and*

discussion, 3 credits. Online only; not offered every year.

SRM 3195 Convention, Event, and Trade Show Planning: Examines conventions which is a major way in which games are marketed to consumers. Covers shows including the Tokyo Game Show, PAX, and E3 which attract audiences ranging from 60,000–300,000 and serves as one of the best opportunities for game studios to generate excitement and favorable word-of-mouth for upcoming projects. Covers topics including successfully executing a company presence at one of these shows requires a working understanding of budgeting, goal-setting, demo creation, logistics, staffing, merchandising, and ROI evaluation. Prerequisites: SRM 1120 and sophomore standing. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*

SRM 4150 Distribution of Games, The Role of the Publisher: Examines how the role of a publisher in the games industry is to ensure that a game can get in front of its audience successfully. Covers a publishers' consideration of a variety of distribution strategies and channels. Explains the role of a publisher in game distribution and details the various channels by which a game can be distributed. Prerequisites: SRM 1120 and 3120. *3 hours lecture and discussion, 3 credits. Online only; not offered every year.*