

ACCOUNTING FOR DECISION MAKERS

Introductory, Nonliberal

Meets General Education Requirement: None

Offered Periodically

This study will provide an overview of accounting topics in relation to management decisions. Topics covered will include the accounting cycle, financial statement analysis, and management accounting techniques, with an emphasis on planning, control and decision making. The group study format will provide support for interpreting accounting information and analyzing case problems.

ATLANTIC HISTORY

Introductory or Advanced, Liberal

Meets General Education Requirement: American History (2 credits)

Western Civilization (2 credits)

In this study, students will learn how the histories of North and South America, Africa, and Europe shaped each other from the age of European exploration to the consolidation of western nations, 1400-1870. In the process, they will learn how to distinguish fact from interpretation, analyze primary documents, and evaluate historical arguments.

CLINICAL RESEARCH I

Advanced, Nonliberal

Meets General Education Requirement: None

This study is specifically designed for those seeking a career as a Clinical Research Associate (CRA) or are currently acting as a CRA and would like to earn the degree. The study will incorporate the following subject areas: History of Pharmaceutical and Biotechnology Research and Development; Impact of Pharmaceutical and Biotechnology Industry Regulations; Guidelines for Good clinical Practice; Pre-Clinical R&D, Drug Development, Clinical Trials; Marketing the Site/Business and Professional Development; Basic review of Pharmacology

CORPORATE FINANCE

Advanced, Nonliberal

Meets General Education Requirement: None

This upper - level learning experience will provide a strong conceptual framework for the study, understanding, and application of corporate financial theory as it applies to the contemporary corporate environment. The study focuses on financial planning and analysis and explores both qualitative and quantitative problems from a corporate financial management perspective with appropriate references to small business and global applications. The study blends the language of accounting with the theories of economics to provide a meaningful exposure to today's "bottom line" financial decision making.

EDUCATIONAL PLANNING I

Advanced, Liberal

Meets General Education Requirement: Critical Thinking
Information Management

The process of educational planning creates the foundation and building blocks for the work that is to be done at Empire State College. The study involves selecting an area of concentration that best reflects the student's aspirations, writing a degree program that satisfies those aspirations as well as the general education requirements of the SUNY system, and the requirements of Empire State College. Educational planning also gives each student the opportunity to reflect on learning they have acquired over time, and write about it, gaining credit for that learning. (CBEs) The degree program will be supported by a rationale, which will explain the program to the assessment committee when the student's portfolio is submitted. The importance of liberal studies are examined, and each student will write a short reaction paper on the importance of liberal studies in a business curriculum. This is one of the most important studies at Empire State College, and the student's efforts put forth in this study will benefit him/her greatly as they progress in the program.

EDUCATIONAL PLANNING II

Advanced, Liberal

Meets General Education Requirement: Critical Thinking
Information Management

Educational Planning II is a continuation of EP I, which served as the foundation for moving the student through a series of learning activities that would eventually lead to the submission of a degree program portfolio to the Assessment Office.

The student's primary mentor will serve as the tutor for this EP II independent tutorial. The primary goal of this study is to provide the student the opportunity to complete any remaining requirements and to facilitate the submission of the student's portfolio for assessment review. Each student will be expected to read all pertinent Empire State College material relevant to the Assessment Review process and to work closely with his/her mentor to ensure the timely completion of learning activities for this contract. Based upon the timeline created in EP I, the student will strive to have an approved degree program in place prior to entering his/her final term in FORUM.

HUMAN RESOURCE DEVELOPMENT

Advanced, Nonliberal

Meets General Education Requirement: None
Offered Periodically

This study provides the student of Human Resources and/or of Business with the concepts, techniques, methods and models of workforce learning and performance. There are several forces that affect individuals, communities, businesses and society today. Among those forces are globalization; need for leadership; increased value placed on knowledge; attracting talent; quality emphasis; workforce diversity; technology; and high-performing work systems (Noe, 2002). Human Resource Development (HRD) plays a vital role in the success of today's organizations. Training refers to the planned activities of an organization to either remedy a skill deficiency, or provide competencies and skills. Development refers to planned activities and experiences that provide opportunities for growth and prepare employees for the future.

This study will strengthen a degree program with a concentration in Human Resource Management, Management, Business Administration, Technology Management, and Labor Relations.

Prerequisites: Knowledge, training or coursework in Principles of Management.

INTERNATIONAL BUSINESS

Advanced, Liberal

Meets General Education Requirement: None

Offered Periodically

This study will examine the ways that Global companies conduct international business. Students will become familiar with various economic theories of international trade and investment, understand the complexities of the international monetary system and balance of payments, appreciate and understand the mechanics of doing business abroad, including various methods of trade ranging from exporting to joint ventures, understand the importance of cultural, economic, environmental, legal, political, and sociological differences between countries and to discuss how they affect the success or failure of U.S. business operations abroad.

Topics to be studied will include understanding of cultural differences, political, economic and legal structures of foreign countries, marketing considerations in an international environment, financial considerations, management concerns in global business.

INTRODUCTORY SPANISH

Introductory, Liberal

Meets General Education Requirement: Foreign Language

The purpose of this study is to provide students with basic, introductory communication skills in Spanish as well an exploration of the influence of Spanish in the United States. For the language component of the course, students will gain the language skills needed to be able to function in a Spanish speaking country without resorting to English. Typical units of study include personal identity, dates, times, plane and train travel, hotel accommodations, dining out, feelings, etc. The "text" is both audio and visual, *Learn Spanish in Your Car*. Hence, much of the language acquisition can take place while the Student is on the go.

LEADERSHIP

Advanced, Liberal

Meets General Education Requirement: None

Offered Periodically

This four credit advanced liberal study will examine leadership theory with an emphasis on current leadership strategies. Students will be expected to write several reaction papers, a research paper, participate actively at residencies, and examine and evaluate their own leadership style.

LEADING AND MANAGING A CUSTOMER FOCUSED ORGANIZATION

Advanced, Nonliberal

Meets General Education Requirement: None

Offered Periodically

A strategic focus on customers is essential for the success of any business or organization. Managers must identify their target customers, determine the needs, wants and expectations of those customers, institute and manage business processes,

and insure that a customer-focused culture exists to consistently deliver high quality products and services that are valued by their customers.

This study will explore customer-focused models/frameworks, such as the Malcolm Baldrige National Quality Award criteria, Peter Duchessi's Customer Value Framework, Karl Albrecht's Total Quality Service model, and the instructor's Strategic Customer Focus model, and then use these models to assess the ability of businesses and organizations to be successful. The study will include topics such as customer value, customer-focused strategic planning and human resources practices, value propositions, customer-defined service standards, value chain analysis, process improvement, value-based pricing, service recovery, customer retention and customer satisfaction measurement.

Students participating in this study will explore these concepts in general and apply their understanding to a business, a non-profit organization or an educational/governmental agency. Students will also explore how companies like Southwest Airlines, Starbucks, Wegmans, Disney and Marriott have used a strategic customer focus to take them to high levels of success.

LEGAL ENVIRONMENT OF BUSINESS

Introductory, Liberal

Meets General Education Requirement: None

Offered Periodically

This study will provide the student with a basic understanding of the business legal environment. Topics covered will include history and development of the American legal system, the court system, court procedures, torts, business torts, criminal law, contract law, property law, and wills and estates. Students will use the assigned textbook as a resource for learning legal concepts and terminology. They will learn how to brief cases and will prepare to discuss them at the residencies. Work for this study will be completed individually and in a group setting as well. A final research paper, on a topic chosen from the textbook, will be required for this study.

MACROECONOMICS

Introductory, Liberal

Meets General Education Requirement: Social Sciences

Offered Alternate Terms

Macroeconomics examines the workings and problems of the economy as a whole-economic growth, inflation, unemployment and economic fluctuations. This study will introduce the student to the field of economics and help the student understand the economic challenges and opportunities they face as an individual and as a participant in the world economy. Economics entails effectively describing economic events, explaining why the events occur, predicting under what circumstances such events might take place in the future, and recommending appropriate courses of action.

ORGANIZATIONAL DEVELOPMENT AND CHANGE

Advanced, Liberal

Meets General Education Requirement: None

Offered Periodically

Organizational Development and Change is the study of improving the productiveness and efficiency of organizations through the concepts and application of the knowledge

base of behavioral science to the development and strengthening of organizational systems, structures, strategies, and processes. Some topics to be included: the role of organizational development; leadership; organizational culture; motivation; diagnosing organizations; designing, evaluating and institutionalizing interventions; human process and resource interventions; and organizational development in the global setting. Learning will be achieved through readings, discussion, case studies and papers, and a project.

STATISTICS

Introductory, Liberal

Meets General Education Requirement: Mathematics

Offered Periodically

This study's intended outcomes are to provide participants with strategies to: 1) organize, summarize, and present numeric data in ways you and others can understand; 2) make good estimates based on sample data, 3) evaluate the quality of sample data; and 4) improve your understanding of the processes of extracting information from numeric data. To accomplish these outcomes, we will study measures of central tendency and dispersion, graphical methods, probability theory, sample distributions characteristically used as models of our discrete and continuous data, and sampling theory.

STRATEGIC MANAGEMENT

Advanced, Nonliberal

Meets General Education Requirement: None

Offered Periodically

Unlike other business courses that concentrate narrowly on an aspect of the business (accounting, finance, marketing, production, human resources, or information systems), strategic management looks at the bigger picture. Indeed, this study serves as a capstone course in the registered area of business, management, and economics. This study will focus the student's attention to the total business enterprise, its industry, the competitive environment, its long term direction and strategies to get there, and how to continually drive productivity, increasing the bottom line and benefit to stakeholders in the organization. This study will utilize a case study approach, and an emphasis will be placed on SWOT analyses and the understanding of break-even analyses as they relate to pricing, and ultimate performance in the marketplace.

STUDIO ART: DIGITAL PHOTOGRAPHY

Introductory, Liberal

Meets General Education Requirement: The Arts

Digital Photography is a study that explores the image as a form of creative problem solving. Elements of basic composition, editorial images, and individualized points of view are among three of the core themes that will be of interest. During the term, college level written critiques of the photographs will support analytical understandings of the visual objectives. As a final project students create a portfolio that reflects new ways of seeing and interpreting the world around them, which holds the power to transform the everyday. Access to a digital camera and a computer are requirements for this course. A background in visual arts is NOT essential.