

This course emphasizes aggressive strategic planning of entrepreneurial projects. The course integrates professional management and entrepreneurial values, concepts, and tools. Students are coached through development of strategic plans for their projects.

BUAD 430 PRACTICUM IN BUSINESS (3) *Prerequisite: Senior standing in a School of Business And Economics major.* This course provides the student with firsthand experience in problem solving and decision making in a business environment. Students will work as part of a team on an actual business case culminating in a thorough report recommending solutions for the firm's problems.

BUAD 441 INTEGRATED APPLICATION OF BUSINESS PRINCIPLES (3) *Prerequisites: ECON 201-202, FIN 317, MGMT 244, 260, and MKTG 209.* This course focuses on integrating business theory and practice. Students apply core business concepts (accounting, economics, finance, law, management, marketing, and operations management) to develop a business plan. Students also explore topics associated with the strategic management and control of small- to medium-size business enterprises.

CHEMISTRY COURSES (CHEM)

CHEM 111 FUNDAMENTALS OF CHEMISTRY I (4) *Prerequisite or corequisite: MATH 103.* Three hours lecture and three hours laboratory. This course covers fundamental principles and concepts necessary for a successful understanding of major aspects of chemistry. Major topics include atomic structure, periodicity, bonding, and intermolecular forces.

CHEM 112 FUNDAMENTALS OF CHEMISTRY II (4) *Prerequisites or corequisites: CHEM 111, MATH 102 or 103.* Three hours lecture and three hours laboratory. This course is a continuation of CHEM 111 and continues to cover fundamental principles and concepts necessary for a successful understanding of major aspects of chemistry. Major topics for this course include chemical reactions, thermodynamics, kinetics, equilibrium, acid/base chemistry, and electrochemistry.

CHEM 127 THE CHEMISTRY OF LIFE (4) This is an introductory course in general, organic, and biological chemistry recommended for, but not restricted to, those who are preparing for nursing. Major concepts include atomic structure, chemical bonding, acid/base chemistry, carbon-containing compounds, and biomolecules (carbohydrates, proteins, and lipids). The laboratory is designed to investigate the role chemistry plays in biological life processes.

CHEM 206 ENVIRONMENTAL CHEMISTRY (4) *Prerequisite: Satisfactory completion of CHEM 111.* Three hours lecture and three hours laboratory. This course can substitute for CHEM 112 for environmental science majors only. This course focuses on the application of fundamental chemical principles to environmental problems. Laboratory techniques and field collection methods used in modern environmental analysis are introduced to assess aspects of water quality, atmospheric chemical reactions, and soil chemistry.

CHEM 221 ORGANIC CHEMISTRY I (4) *Prerequisites: A grade of C- or better in both CHEM 111 and 112.* Three hours of lecture and three hours of lab. The fundamentals of organic chemistry are presented with an emphasis on the nomenclature, stereochemistry and reaction mechanisms that functional groups undergo. Specifically, the reactions of alkyl halides, alkenes and alkynes are reviewed. Laboratory techniques used to synthesize, purify, and analyze organic compounds are investigated. Spectroscopic and instrumental methods of analysis are also examined with a focus on IR spectroscopy.

CHEM 222 ORGANIC CHEMISTRY II (4) *Prerequisite: CHEM 221 with a grade of C- or better.* Three hours of lecture and three hours of laboratory. The fundamentals of organic chemistry are further explored in this course. The nomenclature, stereochemistry and reaction mechanisms of specific functional groups are expanded upon. Specifically, the reactions of aromatic compounds and carbonyl chemistry are explored. This course emphasizes the multistep synthesis of small organic compounds and an exploration into retrosynthetic analysis. More advanced organic laboratory techniques used to synthesize, purify, and analyze organic compounds are investigated. Spectroscopic and instrumental methods of analysis are examined with emphasis on H1 and C13 NMR and MS.

CHEM 238 INTRODUCTION TO RESEARCH (1-3) *Prerequisite: Consent of supervising instructor.* This course provides the beginning student the opportunity to conduct lab, field, or library research

under the supervision of a faculty member. Credit is dependent upon the scope of the work.

CHEM 241W RESEARCH METHODOLOGY IN CHEMISTRY [Writing Enriched] (2) *Prerequisites:* CHEM 111-112, and ENGL 111W-112W or ENGL 223W. One hour lecture and three hours laboratory. This course introduces the student to chemistry research protocols including experimental design, conducting a literature review, and introductory instrumentation. Students will participate in a research project designed by the instructor(s) of the course.

CHEM 320 INTRODUCTORY BIOCHEMISTRY (4) *Prerequisites:* CHEM 221-222. Three hours lecture and three hours laboratory. This course is a study of the structure and function of biological macromolecules and the relation of chemistry to metabolic processes. Biochemistry is especially recommended for biology majors and pre-health science students.

CHEM 352 ADVANCED ORGANIC CHEMISTRY (3) *Prerequisite:* CHEM 222. Three hours lecture. This course explores advanced topics in organic chemical bonding and reactivity, including molecular orbital theory, stereochemistry, stereoelectronic effects, molecular rearrangements, structure-reactivity relationships, pericyclic reactions, additions, and condensations. These concepts are applied in the study of organic synthesis and determination of mechanisms. Modern spectroscopic methods, including mass spectrometry, infrared spectroscopy, and one- and two-dimensional nuclear magnetic resonance spectroscopy will be emphasized. Structure determination using a combination of methods will also be emphasized.

CHEM 359 ANALYTICAL CHEMISTRY I (4) *Prerequisite:* CHEM 112. Three hours lecture and three hours laboratory. This course focuses on the theory and practice of modern analytical chemistry including volumetric and electrochemical methods, sample collection, preparation, and sample validation. Laboratory work is designed to complement this study.

CHEM 360 ANALYTICAL CHEMISTRY II (4) *Prerequisite:* CHEM 359. Three hours lecture and three hours laboratory. This course examines theoretical and experimental aspects of instrumental analysis with an emphasis on modern chromatographic, spectroscopic, and electrochemical methods.

CHEM 397 INDEPENDENT STUDY IN CHEMISTRY (1-3) *Prerequisites:* Approval of faculty sponsor and school dean; junior or senior standing. This course provides students the opportunity to pursue individual study of topics not covered in other available courses. The area for investigation is developed in consultation with a faculty sponsor and credit is dependent on the nature of the work. May be repeated for no more than six credits.

CHEM 398 SPECIAL TOPICS IN CHEMISTRY (1-3) [credit depends on topic] *Prerequisite:* A background of work in the discipline. This course will focus on an aspect of the discipline not otherwise covered by the regularly offered courses. The topic will vary according to professor and term; consequently, more than one may be taken by a student during his/her enrollment.

CHEM 399 INTERNSHIP IN CHEMISTRY (1-12) *Prerequisites:* Juniors or seniors with a 2.25 minimum QPA; approval of written proposal by internship coordinator and supervising faculty prior to registration. This internship is offered to provide practical experience in applications of chemical knowledge while under the supervision of a qualified professional. Internship opportunities are limited. Only three hours of this course may be applied toward the chemistry major. (See "Internships.")

CHEM 421 PHYSICAL CHEMISTRY I (4) *Prerequisites:* CHEM 241, MATH 211, and PHYS 141-142 or 161-162. Three hours lecture and three hours laboratory. This course focuses on theoretical and experimental principles of chemistry that are used to explain and interpret observations made on states of matter. This course focuses on an in-depth understanding of equilibrium thermodynamics and chemical kinetics. Key topics include internal energy, work, enthalpy, entropy, Helmholtz free energy, Gibb's free energy, chemical potential as they relate to the solids, liquids, gases, and mixtures. Students keep a journal-style laboratory notebook and submit reports consistent with American Chemical Society style guidelines.

CHEM 422 PHYSICAL CHEMISTRY II (4) *Prerequisite:* CHEM 421. Three hours lecture and three hours laboratory. This course focuses on the theoretical and experimental principles of chemistry that are used to explain and interpret chemical data. This course will focus on chemical quantum mechanics with a particular emphasis on the Schrodinger equation and the postulates of quantum mechanics. Quantum mechanical models will be developed for the particle-in-a-box, harmonic oscillator, rigid rotor, and hydrogen

atom. These models will be studied as they relate to spectroscopic properties of atoms and molecules. In addition, computational methods in chemistry will be investigated. Students keep a journal-style laboratory notebook and submit reports consistent with American Chemical Society style guidelines.

CHEM 428 INDIVIDUAL RESEARCH IN CHEMISTRY (1-6) *Prerequisites: Junior or senior standing; consent of supervising instructor.* This independent opportunity to conduct a field, laboratory, or literary study project culminates in a formal paper and/or presentation as directed by the supervising instructor. Credit is dependent on the nature of the work but may not exceed three credit hours per semester.

CHEM 441 CHEMISTRY SEMINAR (1) *Prerequisite: Senior standing.* Two hours lecture. This capstone course focuses on advanced scientific written and oral communication skills, scientific philosophy, research methodology, and scientific reasoning.

COMMUNICATION COURSES (COMM)

COMM 101 ARGUMENTATION AND PRACTICAL REASONING (3) This course in oral argumentation emphasizes student ability to support and refute claims, master linear organization, and deliver arguments confidently and effectively. In creating and delivering arguments across topics and disciplines, students are introduced to such basics of critical thinking as inductive and deductive reasoning, recognition of fallacies, and argument analysis.

COMM 104 INTRODUCTION TO MEDIA TECHNOLOGY (3) This course will introduce basic technologies that are vital to success in communication courses requiring video and multi-media production and will serve as a foundation for the advanced study of media production techniques. Students will receive instruction in the aesthetics and hands-on application of various technologies related to the communication field including video camera operation, digital video editing, and media presentation software.

COMM 112 INTERPERSONAL COMMUNICATION (3) This course focuses on traditional and contemporary theory and research in interpersonal communication in formal and informal settings. Practical application with attention to communication concepts and behaviors such as self-concept, perception, verbal and non-verbal codes, relational development, maintenance, and termination are included.

COMM 114 SMALL GROUP COMMUNICATION (3) This course focuses on theory and research relevant to the communication process in formal and informal small group settings. It provides practical application through participation in structured and unstructured group simulations, and effective group participation, including group influence, leadership, role behavior, attraction, cohesiveness, interaction networks, decision making, problem solving, and discussion agenda systems.

COMM 171 MEDIA AND CULTURE (3) Mass media play a prominent role in our lives, conveying cultural meaning that impacts us on many levels, from the global to everyday. This course examines the dynamic relationship between mass media and culture. Students will also explore the history, structure, and regulation of mass media industries.

COMM 180 STAGE AND STUDIO TELEVISION (3) This course introduces the aesthetics, technology, and practices of working in a television studio environment. Critical analysis of directing techniques and directorial problem solving are included. Students will engage in a series of training exercises and larger projects that develop basic skills in all the major duties associated with conducting a studio production. Additionally, they will be introduced to standard audio studio practices.

COMM 201 MEDIA WRITING I (3) A study of the principles and practices of writing for print, broadcast, and online media. The emphasis is on acquiring skills in reporting, writing, and the presentation of information.

COMM 202 MEDIA WRITING II (3) *Prerequisite: COMM 104 and 201.* While writing for publication or broadcast in campus media, students will gain skills in news style and form. Students expand on the principles of media writing introduced in COMM 201 through classroom exercises, lectures, and critiques of student writing.