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BUAD 215 Principles of Management KRSN BUS2020\*\*

Prerequisite: None

Credit Hours: 3

Principles of Management introduces the student to the functions of management: planning, organizing, leading and controlling. This includes concepts such as organizational cultures, ethics, decision making, dynamics of teams and leadership.

BUAD 220 Principles of Marketing KRSN BUS1030\*\*

Prerequisite: None

Credit Hours: 3

Principles of marketing introduces the student to the marketing of goods and services by organizations and individuals in a free enterprise economy. Topics covered include product, channels, price, promotion, consumer behavior, international marketing, strategy and control.

## Chemistry

All 5 Credit Hour Chemistry courses include a Lab.

CHEM 120 (1951) Introduction to Chemistry KRSN CHM1030\*\*

Prerequisite: None

Credit Hours: 5

This course provides a basic foundation in general chemistry. Course content includes nomenclature, acids and bases, nuclear chemistry, bonding, molecular structures, biological molecules, unit conversions, and solution chemistry. This course is recommended for students in health and science fields, for students preparing for CHEM 124 College Chemistry II, and students fulfilling general education requirements. The overall objectives to the course are as follows: To provide a body of knowledge concerning transformations and processes in chemistry. To provide insights into the nature of matter. To develop problem solving skills. To understand how the microscopic (atoms and molecules) effects the macroscopic (the visible world). To develop a sense of chemistry's societal importance, especially its impact on the environment, industry, and technology.

CHEM 124 (1961) College Chemistry I KRSN CHM1010\*\*

Prerequisite: MATH 114 College Algebra with Review or MATH 115 College Algebra

Recommended: CHEM 120 Introduction to Chemistry or 1 year High School Chemistry.

Credit Hours: 5

First course of a two-semester study of general chemistry. Course content includes nomenclature, stoichiometry, acids and bases, oxidation-reduction reactions, gas laws, thermo-chemistry, atomic structure, periodicity, bonding, molecular structures, and bonding theory. (Fall Semester)

CHEM 126 (1962) College Chemistry II KRSN CHM1020\*\*

Prerequisites: CHEM 124 College Chemistry I

Credit Hours: 5

A continuation of College Chemistry I with course content including kinetics, equilibrium thermodynamics, acid-base theories, electro-chemistry, and nuclear chemistry. (Spring Semester)

CHEM 204 (1972) Organic Chemistry I KRSN CHM2010\*\*

Prerequisite: None

Recommended Prerequisite: CHEM 126 College Chemistry II

Credit Hours: 5

First course of a two-semester study of the principles of organic chemistry. Course content includes organic nomenclature, reaction mechanisms elimination and substitution, and stereo-chemistry. Classes of compounds include alkanes, alkenes, ethers, alcohols and thiols. (Fall Semester)

\*Refer to the Placement Testing Procedure 3.22, page 22 \*\*Refer to Course Transfer, page 17

CHEM 207 (1995) Organic Chemistry II KRSN CHM2020\*\*

Prerequisite: CHEM 204 Organic Chemistry I

Credit Hours: 5

Continuation of CHEM 204 Organic Chemistry I with course content extending into aldehydes, ketones, carboxylic acids and derivatives, aromatics, amines, and other classes of compounds, reaction mechanisms, and spectroscopy.\

## Communication

COMM 101 (1560) Public Speaking KRSN COM1010\*\*

Prerequisite: None

Credit Hours: 3

A basic study of communication theory and its practical application at all levels: intra-personal (understanding the self), interpersonal (one-to-one relationships and small group interaction), and public speaking. Students examine factors that influence the development of the self-concept and interpersonal relationships, participate in problem-solving panel discussions, deliver informative and persuasive speeches, and improve their critical listening and thinking skills.

COMM 102 Interpersonal Communication KRSN COM1020\*\*

Prerequisite: None

Credit Hours: 3

This course is a study of dyadic communication within interpersonal relationships between friends, family, fellow students, romantic partners, supervisors, and colleagues in the workplace. Emphasis is placed on the role of healthy and meaningful communication in establishing, building, maintaining, and sometimes refashioning personal and /or professional interpersonal relationships. Course content stresses how to become a more effective and competent communicator by exploring personal communication goals, analyzing communication barriers, identifying relational breakdowns in communication, and addressing conflict scenarios in order to deepen a student's understanding of the communication process and improve communication skills.

COMM 103 (0635) Introduction to Advertising

Prerequisite: None

Credit Hours: 3

This course examines strategies, techniques, and principles behind effective advertising including planning, targeting, media selection and buying, strategy and design.

COMM 105 (0637) Introduction to Public Relations

Prerequisite: None

Credit Hours: 3

This course introduces students to the public relations industry from management and practitioner standpoints. It focuses on developing skills and knowledge required to be a successful public relations practitioner.

COMM 106 (0620) Introduction to Mass Media KRSN COM1030\*\*

Prerequisite: None

Credit Hours: 3

This course is an introduction to different forms of mass media – newspaper, magazines, books, radio, recordings, television, motion pictures and others. It is designed to give students an understanding of the media's role in society today. The course will explore the histories of the different forms of media, the evolution of the media's role in society, problems with media today, possible solutions to those problems, current media practices, mass media theory, ethics, and the media and social problems. Students will be asked to keep abreast of the media and current events through reading newspapers, watching television, listening to the radio, surfing the web, and more.

\*Refer to the Placement Testing Procedure 3.22, page 22 \*\*Refer to Course Transfer, page 17