
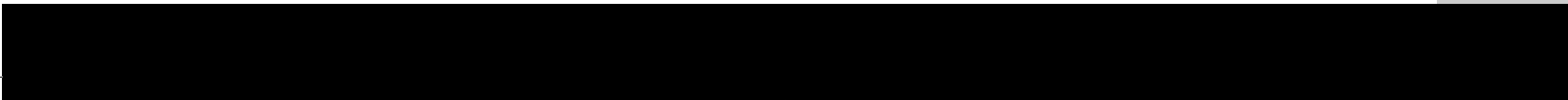




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**CATALOG**  
*of*  
**STUDY**  
**15/16**





## ACT STATEMENT OF ACCREDITATION

The American College of Thessaloniki, a division of Anatolia in Thessaloniki, Greece, is accredited by the New England Association of Schools and Colleges, Inc., through its Commission on Institutions of Higher Education.

Accreditation of an institution of higher education by the New England Association indicates that it meets or exceeds criteria for the assessment of institutional quality periodically applied through a peer review process. An accredited college or university is one which has available the necessary resources to achieve its stated purposes through appropriate educational programs, is substantially doing so, and gives reasonable evidence that it will continue to do so in the foreseeable future. Institutional integrity is also addressed through accreditation. Accreditation by the New England Association is not partial but applies to the institution as a whole. As such, it is not a guarantee of every course or program offered, or the competence of individual graduates. Rather, it provides reasonable assurance about the quality of opportunities available to students who attend the institution.

Inquiries regarding the accreditation status by the New England Association should be directed to the administrative staff of the institution. Individuals may also contact:

Commission on Institutions of Higher Education  
New England Association of Schools and Colleges  
209 Burlington Road  
Bedford, MA 01730-1433  
(617) 271-0022  
e-mail: [cihe@neasc.org](mailto:cihe@neasc.org)  
web-site: [www.neasc.org](http://www.neasc.org)

**OPEN UNIVERSITY VALIDATION:****Institutional Approval and Program validation by The Open University**

The American College of Thessaloniki is approved by The Open University (OU) as an appropriate organization to offer higher education programs leading to Open University validated awards.

All four of ACT's undergraduate degree programs- BSc (Hons) Business Administration, BSc (Hons) Business Computing, BA (Hons) English and BA (Hons) International Relations - are currently validated by The Open University. Starting Fall 2013, all entering students follow a program of studies leading simultaneously to a dual degree: a U.S. degree from ACT accredited by NEASC and a European degree awarded by The Open University. ACT is one among few institutions to enjoy such a privilege in international higher education. Details on these programs are available from the Admissions Office and the Provost's Office.

For more information about The Open University and its validation services, including the Student's guide to studying on a program validated by The Open University, please visit <http://www.open.ac.uk/validate>

**Institutional Memberships**

The American College of Thessaloniki holds institutional membership in the following organizations:

1. Association of American Colleges of Greece (AACG)
2. Association of American International Colleges and Universities (AAICU)
3. The Institute of International Education (IIE)
4. American International Consortium of Academic Libraries (AMICAL)
5. Committee for the Support of Libraries (CSL)





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## UNDERGRADUATE DEGREE PROGRAMS

<b>Fall 2015</b>	
New Student Orientation	September 14 (M)
First Day for Housing Move-in	September 14 (M)
Registration	September 14-15 (M-Tu)
Study Abroad Orientation	September 17-18 (Th-F)
First Day of Classes	September 21 (M)
Re-sit Exams Week	September 21-25 (M-F)
Last Day for Course Changes	September 25 (F)
Fall Break	October 26-28 (M-W)
Last Day to Drop a Course	November 13 (F)
Polytechnic Day (no classes)	November 17 (Tu)
Last Day of Classes Before Winter Break	December 22 (Tu)
Classes Resume	January 11 (M)
Last Day of Classes	January 19 (Tu)
Reading Day	January 20 (W)
Final Examinations	January 21-29 (Th-F)

(Note for prospective Study Abroad students: As Fall U.S. Study Abroad students need to return to their home institutions for the Spring semester, they are not required to complete the Fall term following the Winter Break. The earliest departure date is December 15, by making arrangements with one's instructors for early final exams and submission of term papers and assignments. All course requirements (including a maximum of no more than a total of 2 weeks of absences during Sept. 22-Dec. 15) must be fulfilled before a grade is submitted. Any departure "before" December 15 for serious personal or family reasons must receive the prior official approval of the Assistant Dean of Academic and Student Affairs and International Programs and must be documented accordingly.)

\*In Fall 2015 a small number of sections will be offered on adjusted 12-week teaching schedule (September 21-December 4), with final exams scheduled between December 7-10. Those classes will meet 4 hours weekly, the full equivalent of the standard 14-week schedule

<b>Spring 2016</b>	
New Student Orientation/Registration	February 1 (M)
First Day for Housing Move-in	February 1 (M)
Study Abroad Orientation	February 4-5 (Th-F)
First Day of Classes	February 8 (M)
Re-sit Exams Week	February 8-12 (M-F)
Last Day for Course Changes	February 12 (F)
Shrove Monday (Kathara Deftera), No Classes	March 14 (M)
Last Day to Drop a Course	March 24 (Th)
Independence Day (no classes)	March 25 (F)
Last Day of Classes Before Spring Break	April 22 (F)
Classes Resume	May 9 (M)
Last Day of Classes	May 27 (F)
Final Examinations	May30 - June 3 (M-F)
Commencement	June 29 (W - Tentative)

<b>Summer Session 2016</b>	
First Day for Housing Move-in	June 10 (F)
Study Abroad Orientation	June 13 (M)
First Day of Classes	June 15 (W)
Last Day for Course Changes	June 16 (Th)
Day of the Holy-Ghost, No Classes	June 20 (M)
Last Day to Drop a Course	June29 (W)
Last Day of Classes	July 13 (W)
Reading Day	July 14 (Th)
Final Examinations	July 15 (F)



**MBA PROGRAM****Fall 2015****Quarter 1**

First Day of Classes	September 28 (M)
Break	October 26- October 30 (M-F)
Classes Resume	November 2 (M)
Break	November 16-November 20 (M-F)
Final Examinations	November 23-November 27 (M-F)

**Quarter 2**

First Day of Classes	November 30 (M)
Last Day of Classes Before Winter Break	December 18 (F)
Winter Break	December 21 - January 8 (M-F)
Classes Resume	January 11 (Mo)
Final Examinations	February 1-February 5 (M-F)

**Spring 2016****Quarter 3**

First Day of Classes	February 8 (M)
Make-up class for March 14	February 29 (M)
Break	February 29- March 4 (M-F)
Classes Resume	March 7 (M)
No classes	March 14
Break	March 28-April 1 (M-F)
Final Examinations	April 4-April 8 (M-F)

**Quarter 4**

First Day of Classes	April 11 (M)
Last day of Classes before Easter Break	April 22 (F)
Easter Break	April 25 - May 6 (M-F)
Classes Resume	May 9 (M)
Break	June 6 - June 10 (M-F)
Final Examinations	June 13- 17 (M-F)
Commencement	To be determined



## ACADEMIC & STUDENT AFFAIRS AND INTERNATIONAL PROGRAMS

### OFFICE OF ACADEMIC AFFAIRS & STUDENT SERVICES

#### Assistant Dean

**Dr. Grigoris Baglavas**

New Building, Ground Floor

2310-398382

grigoris@act.edu

#### Student Services Coordinator

**Ms. Natalia Alexiou**

New Building, Ground Floor

2310 398-242

Email: nalexiou@act.edu

The Provost's office oversees and coordinates all aspects of academic & co-curricular life at ACT. The Office aims to foster intellectual, emotional and physical growth and leadership potential in an environment that supports and challenges the student population. The College's size and commitment to personal attention allows faculty advisors and Student Services staff to engage students in a variety of student clubs and academic societies, leadership development and community service opportunities, athletics, and recreational sports.

All issues relating to academic affairs & student services / policies are clearly defined and detailed in the ACT Student Handbook. It is intended to address some of the common questions and concerns relating to academic and student life.

### OFFICE OF INTERNATIONAL PROGRAMS

#### Director of International Programs

**Ms. Heather Funk Theodoridi**

New Building, Ground Floor

2310-398215

heather@act.edu

#### Study Abroad Coordinator

**Ms. Miranda Margariti**

New Building, Ground Floor

2310-398-205

Email: mmargari@act.edu

#### Enrolment Office for North America

Anatolia College Trustees Office

18 Tremont Str., Suite 784, 7th Floor

Boston, MA 02108

(877) 524-7301 toll free (in US)

(617) 742-7992 (US Office)

Email: abroad@act.edu

### Study Abroad Opportunities US Students Coming to ACT

The Study Abroad Program at ACT has been growing in the past few years with more than 400 students now coming to ACT from the US each year. The Office of International Programs is responsible for the Study Abroad Program at ACT (for US students studying at ACT). All study abroad students are bound to the rules and regulations of the Handbook and the Catalog of Study.

The ACT study abroad program includes a two-day comprehensive study abroad orientation, two cultural mandatory excursions per semester or summer program, many optional group field trips and excursions and an exit evaluation. Study-abroad students are fully integrated into ACT's regular courses and programs during their semester (or year) on campus. In addition to Modern Greek (which all study-abroad students not fluent in the language are strongly advised to take), students are free to enroll in any other courses they wish, offered during a given semester, in order to fulfill either elective or major requirements at their home institution.

Students interested in studying abroad at ACT should address the Office of International Programs for further information.



## **ACT Students Studying in the US**

ACT has signed a number of study abroad and exchange agreements with colleges and universities that enable students to spend a semester (or, in some cases, an academic year) studying in the US. Through these study abroad and exchange agreements, ACT students may spend a semester, normally in their second or third year of study, at a college in the US, and upon return to ACT receive full transfer credit for all courses successfully completed while abroad. Agreements with partner schools allow ACT students to enroll at collaborating institutions for a semester while continuing to pay ACT tuition and fees.

### **FINANCIAL POLICIES**

#### **Vice President for Finances & Human Resources/CFO**

**Mr. Pavlos Floros**

Stephens Hall, First Floor

2310 398-214

Email: pfloros@act.edu

All issues relating to financial policies / administration are clearly defined in the ACT Student Handbook. Following is a synopsis of the financial aid policy and the eligibility criteria applicable for interested students.

#### **Scholarships at ACT**

The very definition of the word 'scholarship' embodies what the college experience is all about – learning, knowledge acquired by study, and the academic achievements of a student. ACT recognizes top students for outstanding academic achievement and helps them build a better future.

ACT strives to be not only the 1st choice, but also an affordable choice for the education of youth from Greece, Southeast Europe, the US and beyond. To that end, the College awards financial aid to a substantial number of students in each entering class. Financial aid awards aim to make quality education affordable to students in need, particularly during these difficult times, and also reward a student's academic accomplishments and potential. The American College of Thessaloniki has developed a well-established program of financial aid to assist students in their quest for a college education. This program ensures that no student should be deprived from attending ACT because of financial strains.

Our goal is to provide opportunities for academically talented students to achieve their aspirations through the pursuit of a college education. At ACT we foster an environment of recognition and equal opportunities that lead to academic excellence.

## **Financial Aid Scholarships at ACT**

### **What is a financial aid scholarship?**

The financial aid program grants awards to both local and international undergraduate and graduate students. Financial aid grants will be determined according to student or family financial need, as appropriate, and academic merit within College budget limitations. Financial aid is a percentage reduction in the ACT tuition fees.

### **How can I apply?**

Candidates should submit the following documents to the Admissions Office:

- a letter explaining in detail the financial situation of the candidate's family, and his/her educational objectives;
- the complete tax statements of the people financially responsible for the candidate (parents/guardians) for the last two years, including the real estate tax statement;
- a personal CV;
- a completed ACT Financial Aid Application Form (online).

### **When should I apply?**

Candidates who wish to be considered for a Financial Aid Scholarships must complete ACT's Financial Aid Application online in addition to their application for admission. The application must be submitted, complete with all supporting material, at the time of admission application. Due to the limitation of funds available, it is advisable to apply in time. A Financial Aid scholarship is normally renewed on an annual basis, pending availability of funds, and providing that the recipient:

- Maintain a good academic standing based on the award level received.
- Maintain a full-time status (12 credit hours per semester or above); unless you're a graduating senior and that's your last semester.
- Continues to demonstrate financial need

The financial aid committee consists of administrative and faculty staff members. The committee decides based on the credentials submitted by the applicants and the availability of funds. Notification regarding a financial aid scholarship is normally made within a month after the application.

### **Who is eligible for a financial aid scholarship?**

Any candidate applying for admission to the school may apply for a financial aid scholarship. ACT does not discriminate on the basis of race, creed, color, sex, national origin, age or disability in the administration of its academic and admission policies, scholarship and financial assistance programs.

In order to be considered for the Institutional Financial Aid program, certain requirements must be met:

- Be enrolled or accepted for enrollment.
- Be degree-seeking.
- Demonstrate financial need through submitting the financial aid application.

An interview maybe required, either in person, for Greek residents, or via skype, for international applicants.

## THE BISSELL LIBRARY

The Bissell Library of the American College of Thessaloniki (ACT) opened in the fall of 2002 and is one of the largest English language libraries in Greece and southeast Europe. The three-level, 4,500-square meter building houses the Bissell Library, plus the Stavros Niarchos Technology Center which is located in the basement. The Bissell Library offers a collection of over 25,000 books in print, over 130,000 electronic books, DVDs, and other media. The Library collection concentrates on business, English language and literature, international relations, politics, and Balkan studies. Library staff are available all hours the Library is open to assist with research and information literacy. Students are encouraged to contact the Bissell Library with any questions, Library resource suggestions, and research support requests by phone (2310 398 390), email [actlib@act.edu](mailto:actlib@act.edu), or 'Ask a librarian' instant messaging service. For more information please visit the Bissell Library website at [library.act.edu](http://library.act.edu). The Anatolia Libraries (Bissell Library of ACT, and the Eleftheriades Library of Anatolia College) share a Library catalog and the collections of both Libraries may be searched using the shared catalog. All currently enrolled students are entitled to full use of the Anatolia Libraries holdings. A current ACT student identification card or public membership account is required to use the collections.

Facilities and services provided:

- over 42,000 full-text journals, magazines, and newspapers
- over 20 research databases
- 24/7 access to the online library and library catalog both on- and off-campus
- a wi-fi enabled building including network ports
- 250 seating places and 40 computers
- an information literacy lab for up to 24 students
- areas for quiet study, group study, solo study
- soft seating areas
- a designated subject liaison librarian for each division
- subject specific research guides
- information literacy sessions
- research support (drop-in or by appointment)

The ACT Writing Center is located on the upper floor of the Library. Students are invited to meet with the tutors and receive assistance with their English language and mathematics needs. The Admissions and Enrollment Department offices are also located on the upper floor of the Library where all the necessary information concerning studies and financial support for prospective students is available.



## UNDERGRADUATE DEGREE REQUIREMENTS

In order to successfully complete all requirements for graduation from the College, students must fulfill or have:

1. A minimum of forty courses, or at least 121 credit hours, including at least one laboratory session.
2. One semester of keyboard literacy or demonstrated proficiency (CS 100—non-credit).
3. General Education Requirements (GER): The courses listed below satisfy the GER, and in some cases, may be used to also satisfy requirements for certain majors.

### (I) The Arts and Humanities

#### *Group A (Communication):*

English 101, 102, 203

#### *Group B (Philosophy):*

Philosophy 101, 203

#### *Group C (Literature & Fine Arts):*

One course from: English 120, Art 120 or 121, Music 120

### (II) The Sciences

#### Group A (Natural and Physical Sciences):

One course from: Biology 112, Chemistry 115, Ecology 110

#### Group B (Mathematics and Statistics):

One course from: Math 100, 101, 115, Statistics 205

#### Group C (Computer Science):

One course from: Computer Science 101, 105, 107, 151

Plus one additional course from any of Groups A-C

## (III) The Social Sciences

*Group A (Politics and Economics):*

Economics 101, Politics 101

*Group B (Anthropology, Psychology, Sociology):*

One course from: Anthropology 101, Psychology 101, Sociology 101

*Group C (History):*

One course from: History 120 or History 210

4. All prescribed requirements in the student's declared major(s)-concentration(s)-minor(s), as these are specified under each program. Students are encouraged to consult the Student Handbook for more information on General Education Objectives.
5. An overall GPA of 2.0 (C) or better.
6. After fulfilling all GER/major/concentration requirements for their degree, students may use any residual courses up to the minimum graduation requirement of 40 courses in order to complete a second concentration, a minor, or even a double major. Students must fulfill all prescribed work in their declared major(s) - concentration(s)-minor(s), but may use a common course required in more than one major or minor to satisfy the requirements of both programs, unless otherwise specified.
7. Minimum Residency Requirement: According to NEASC Standards, students must complete at least one fourth of their undergraduate program, including advanced work in the major or concentration, at the institution awarding the degree. As a consequence, all candidates for an ACT degree must have been in residence at the College for at least the last two semesters of full-time instruction, assuming availability and equivalency of transferable courses.
8. Starting with Fall 2013, all entering students complete a single course of studies leading simultaneously to a dual degree: a U.S. degree from ACT accredited by NEASC and a European degree (validated Honors Diploma) awarded by the British Open University: All four of ACT's undergraduate degree programs - BA (Hons) Business Administration, BSc (Hons) Business Computing, BA (Hons) English and BA (Hons) International Relations - are currently validated by The Open University.

A student must meet a common set of degree requirements for the dual degree. All ACT degree requirements must be met in order to confer an Open University validated degree. Details on course offerings and program requirements can be found under each Division.

Students are subject to all ACT academic policies and regulations and in addition are subject to the Open University regulations for the validated program of studies. The ACT Student Handbook includes all applicable policies and regulations.



# SCHOOLS, ACADEMIC DIVISIONS & AREAS



It's the beginning of  
writing because I just  
something for the book  
bullet point number one  
is number two





# ANATOLIA SCHOOL *of* BUSINESS



## DIVISION of BUSINESS STUDIES

### Chair

**Dr. Nikolas Hourvoulides**

**Associate Professor (Finance)**

BA, Economics, Aristotle University of Thessaloniki; MBA, Yale School of Management, Finance and Political Marketing; PhD, Finance, Aristotle University (Reg)  
Bissell Library, Lower Level  
Tel.: +30-2310-398385  
Email: hourvoul@act.edu

**FACULTY** (\*=Faculty teaching in the ACT MBA program or in both the MBA and the undergraduate programs)

**\*Mr. Georgios Anastasiades**, Adjunct Professor (Economics)

*BSc, Economics and Econometrics, Essex University; Mphil, International Macroeconomics, Essex University (Adj)*

**Mr. Konstantinos Antoniou**, Adjunct Professor (Finance)

*Diploma Business Administration, SBAL-A; BA Economics, University of Essex; MSc International Economics Banking & Finance, University of Wales (Adj)*

**Mr. Vassilis Blatsas**, Associate Professor (Management, Marketing)

*BA, Economics, BSc, Biology, Loras College, Iowa; MBA, Management, Roosevelt University (Reg)*

**Ms. Evita Gantina**, Adjunct Professor (Marketing)

*Diploma Business Administration, SBAL-A; BSc Business Management, University of Houston-Clear Lake; MA Business Communication & Public Relations, European University Montreux (Adj)*

**Dr. Athanasia Gkimperiti**, Adjunct Professor (MIS)

*BSc Social Policy & Social Anthropology, Panteion University; MSc Health Management, City University London; PhD eHealth, University of Macedonia (Adj)*

**Mr. Chris Grammenos**, Lecturer (Economics, Management)

*BBA, Marketing and Advertising, Pace University; MBA, International Business and Finance, Pace University (Reg)*

**\*Mr. Marios Grantas**, Adjunct Professor (Marketing)

*B.Sc, Business Administration, University of Makedonia, Thessaloniki, Greece; MBA, Marketing & Supply Chain Management, Michigan State University, USA (Adj)*

**Mr. Anastasios Katsapis**, Adjunct Professor (Finance)

*BSc Business Administration, American College of Thessaloniki; MSc Corporate Risk & Security Management, Southampton University (Adj)*

**\*Dr. Sevasti Kessapidou**, Professor (Leadership, Communication)

*BA, English Language & Literature, Aristotle University of Thessaloniki; MA, PhD, English, Kent State University (Reg)*

**Dr. Costas Klimis**, Adjunct Professor (Accounting, Marketing)

*BSc, Business Administration, Aristotle University of Thessaloniki; MSc, Financial & Managerial Controls, University of Southampton; PhD, Bank Marketing, Macedonia University (Adj)*

**Dr. Sophia Mitropoulou** (Business Law)

*BSc, Law, Aristotle University of Thessaloniki. MSc, Business & Commercial Law, Aristotle University of Thessaloniki. PhD, Business & Commercial Law, Aristotle University of Thessaloniki. (Adj)*

**\*Mr. Hercules Mousiades**, Adjunct Professor (Marketing)

*BSc, Business, Wright State University; MS, Management, Kellogg School of Management (Adj)*

**Ms. Fotini Papamavroudi**, Adjunct Professor (Accounting)

*BA, Accounting and Financial Management, University of Essex; MA, International Management and Finance, Bradford University (Adj)*

**Mr. Theodoros Papanestoros**, Adjunct Professor (Advertising)

*BSc in Business Administration, Deree College. MA in Marketing, Middlesex University Business School. (Adj)*

**Ms. Ioanna Tavanidou**, Adjunct Professor (Banking)

*BA, Economics, Aristotle University of Thessaloniki; MSc, International Banking and Finance, Southampton University (Adj)*

### **Goals and Objectives**

ACT's programs in business are designed to lead to U.S.-accredited and EU-validated BS and MBA degrees, as well as to offer a forum for communicating new insights into management and marketing research and applications among the academic, business and entrepreneurial communities of Greece & Southeast Europe. The business education envisioned by ACT is unique for its comprehensive view of management and explicit focus on fostering entrepreneurial approaches to management in the region. Graduates will have acquired an appreciation of the interactions among all elements of an organization and be ideally equipped to lead entrepreneurial activity throughout Southeast Europe over the next decades. The foremost goal of the business curriculum is to develop and strengthen students' coherent and logical thinking processes in order to make and implement sound, ethically responsible business decisions throughout their careers.

### **Our Vision**

**Graduate Program:** To provide quality education to a diverse graduate student body who will be immediately effective in cutting edge business organizations.

**Undergraduate Program:** To provide the highest quality business education to a diverse student body which reflects the realities of the business world.

### **Our Mission**

**Graduate Program:** Our MBA programs prepare our students to be decision-makers, leaders, and entrepreneurs, ready for a broad spectrum of managerial responsibilities and/or for success as higher level professional specialists. We affirm our commitment to intellectual contributions that enhance our teaching, particularly to applied scholarship and instructional development. We employ our professional skills in service to the College, scholarly and professional organizations, the business community, and the regional community.

**Undergraduate Program:** Our undergraduate programs prepare our students for successful careers and life-long learning in a rapidly changing world. We guide our students in the development of their intellectual experience.

### **Our Stakeholders**

We recognize the following stakeholders as significant partners in our success:

- Current and potential students
- Employers
- The business and professional community
- Our alumni
- The academic community
- Anatolia College
- Greek public policy makers and non-profit and community organizations



## **Our Educational Philosophy**

To prepare our students for the roles we have described we must assure their mastery of:

*Thinking Skills:* logical, critical and integrated analysis, the capacity to exercise good judgment; creative and non-traditional problem solving; and proficiency in ethical reasoning.

*Discipline-Specific Knowledge and Competencies:* e.g., information technology and quantitative skills appropriate to problem solving in real work settings.

*Communications Skills:* proficiency in oral, written, presentation, and distance communication.

*Change Management:* understanding and shaping the forces of change, including globalization, and using this understanding to formulate, evaluate, and select from alternative strategies to achieve sustainable competitive advantage for themselves and for their companies and organizations.

*Self-Development:* the capacity to engage in the effective self-management of lifelong learning to achieve continuous professional and personal growth.

## **Our Core Strategies**

To realize our vision, to implement our mission and to act according to our educational philosophy we must:

- Creatively intervene in the student recruitment, selection and advising process
- Forge numerous collaborations and affiliations with leading educational institutions and organizations
- Promote mutually beneficial partnerships and strategic alliances with our stakeholders
- Review, reconsider and implement faculty staffing and development strategies
- Continuously develop and enhance our curriculum

## **Indicative List of Strategic Alliances**

- Tippie School of Business, University of Iowa
- California State University Fresno
- Ohio University
- University of Michigan
- World Bank
- Greek Institute of Banking
- Karamanlis Institute
- American-Hellenic Chamber of Commerce
- Koc University
- American University in Bulgaria

## **Experiential Learning**

*Tell me and I will forget  
Show me and I might remember,  
Involve me and I will understand,*

Following this rubric, business students are given multiple opportunities to be involved through: company visits, internship opportunities, participation in student clubs and participation in the prestigious John Pappajohn Annual Business Plan Competition which offers both graduate and undergraduate students the opportunity to test their entrepreneurial skills and earn project seed money of up to \$ 5,000 doing so.



## GRADUATE BUSINESS PROGRAMS

The graduate business programs offered by ACT include a comprehensive Full Time / Part Time MBA program.

### **MBA Program**

Participants in ACT's MBA program may choose one of more of the following program concentrations:

- Banking & Finance
- Entrepreneurship
- Management
- Digital Marketing

These concentrations share certain core skill-based and knowledge-based goals essential to managerial effectiveness. The MBA program is designed to provide students with a comprehensive understanding of contemporary organizational theories and practices and to provide students with enhanced capabilities in analytical problem solving, decision-making, communication, critical thinking, and leadership skills.

Regardless of concentration, the program consists of sixteen courses (48 credits) taken in four (4) 6-week sessions (3 class meetings per month) and a final exam.

In Session 1 students are introduced to and begin to develop skills in intellectual inquiry through courses in Communications, Managerial Accounting and Applied Business Statistics, and Management Information Systems.

In Session 2 students continue defining the managerial process through courses in Marketing, Organizational Behavior, Corporate Finance and Managerial Economics.

In Session 3 students formulate answers to the managerial questions through courses in International Business, Organizational Leadership, Strategic Management and Operations Management.

In Session 4 students specialize in their chosen track by taking 3 courses in their specialization and select topics for the Capstone MBA course which is an integrative case study that combines all components of the MBA curriculum.

Classes are held on weekday evenings and/or Saturday morning.

### **For further information about MBA applications:**

**Enrolment Management Office**  
Bissell Library, First Floor  
2310-398398  
Email: [admissions@act.edu](mailto:admissions@act.edu)

## MBA PROGRAM OF STUDY

### Semester One (October-February)

**Quarter One**                   MBA-ACC 501: Managerial Accounting  
 MBA-STAT 505: Applied Statistics for Business Decisions  
 MBA-COM 515: Leadership Communication Skills  
 MBA-MIS 550: Management Information Systems

**Quarter Two**                   MBA-ECON 510: Managerial Economics  
 MBA-MNGT 520: Organizational Behavior  
 MBA-MKTG 530: Marketing Management  
 MBA-FIN 540: Corporate Finance

### Semester Two (February-June)

**Quarter Three**               MBA-MNGT 521: Organizational Leadership & Change  
 MBA-MNGT 525: Operations Management  
 MBA-BUS 570: International Business  
 MBA-BUS 580: Strategic Management

**Quarter Four**               Digital Marketing concentration  
 Management concentration  
 Entrepreneurship concentration  
 Banking & Finance concentration  
 + 2 concentration electives

### Closure Requirement

MBA-BUS 599: Integrated Case Study



## MBA COURSES

### **MBA-ACC 501: Managerial Accounting**

This course introduces the use and analysis of accounting data so that managers may better conduct planning, controlling, and decision-making. In the first part, students will be exposed to the nature of costs, as well as to cost analysis for decision-making. The second part of the course relates to accounting for control, and is intended to deepen knowledge of processes, including budgetary control, divisional performance appraisal, profit centers, transfer prices, management planning and control systems. Lastly, students will gain an understanding of technical information and learn how to apply this information within several organizational contexts. **Required** (Quarter One)

### **MBA-STAT 505: Applied Statistics for Business Decisions**

This course introduces statistical techniques used in business decision-making and focuses on enhancing students' ability to select the appropriate statistical method to draw informative conclusions successfully. Topics covered include: analytic and graphical representation of data, descriptive statistics, estimation for means and proportions, hypothesis testing for decision-making, control charts, linear and multiple regression, and an overview of time series methods. Statistical software is employed for all projects. **Required** (Quarter One)

### **MBA-ECON 510: Managerial Economics**

This course applies economic theory and statistics to managerial decision-making in a micro- and macro-economic environment. Topics covered include capital budgeting, cost and demand analysis, forecasting, pricing, the competitive environment, investment appraisal, labor market issues, and government regulation. **Required** (Quarter Two)

### **MBA-COM 515: Leadership Communication Skills**

This course builds upon principles of effective written and oral business communication. The course develops the framework for intercultural communication and analyzes concepts of managerial communication necessary for corporate leadership. Topics include: communication strategies, writing business letters and memos, as well as managerial reports, syntax, diction, editing, format and delivery as these apply to both written and oral business communication.

**Required** (Quarter One)

### **MBA-MNGT 520: Organizational Behavior**

This course is designed to improve both interpersonal and conceptual skills. Among the issues considered: Why do people behave as they do at work? How can individuals, groups, and organizations work together effectively while facing changes, restructurings, downsizings, and global competition? What can managers do to motivate employees toward greater productivity? Topics covered include the context of organizational behavior, organizational culture, communication, motivation, leadership, empowerment and participation, attitudes, job satisfaction, conflicts, interpersonal behavior and dynamics, teambuilding, change, job stress, power, and politics. **Required** (Quarter Two)

### **MBA-MNGT 521: Organizational Leadership and Change**

This course examines leadership and its role in the change process. Students learn how to catalyze action by creating a vision and build momentum for change. In the process, they learn more about themselves as leaders.

**Required** (Quarter Three)

**MBA-MNGT 525: Operations Management**

This course introduces the modeling tools used to manage the complex 21st century business environment. It includes examination of decision analysis, probabilistic models, simulation techniques, regression-based inference and mathematical programming. **Required** (Quarter Three)

**MBA-BUS 528: Essentials of Working Capital**

This course provides a comprehensive introduction to working capital. Emphasis is given to the perspective that there is a limited access to credit and short term funding, so efficient working capital management is essential for freeing up funds and optimizing liquidity. The course covers the latest trends concerning working capital, including cash management, bank relations, accounts receivable, inventory, accounts payable and foreign exchange. In addition, the course explores the gathering and management of information and forecast data to effectively use funds and identify risk. **Elective** (Quarter Four)

**MBA-MKTG 530: Marketing Management**

This course introduces students to marketing strategy and management and provides a rigorous analytical framework for developing, pricing, distributing and promoting products and services. Emphasis is placed on developing the approaches and skills necessary to assess marketing opportunities by analyzing customers, competitors and the company ("3 Cs") and to design effective marketing programs by choosing and applying appropriate strategies for pricing, promotion, place and product ("4 Ps"). The course explains marketing's role and its linkages with other functions and the firm's strategy, and introduces and argues the need for a market orientation in company planning and thinking. The focus is on identifying, analyzing and solving marketing problems, and students are provided with opportunities to present and defend their own marketing analyses and recommendations. Lectures, cases and classroom discussion are used to develop themes and issues. **Required** (Quarter Two)

**MBA-MKTG 531: New Product Development**

The course focuses on the strategic management of new products and the new product development process. It aims to provide a thorough understanding of the steps involved in bringing a new product (or service) successfully from idea to launch; to develop the concepts, issues and decisions involved in new product development; and to examine techniques and analytical models designed to assess new product readiness. The course lays out the Stage-Gate™ process for managing the development of new products and outlines the process ingredients that are critical in improving the probability of success in new product development. Techniques for managing a firm's new product portfolio and for developing a firm's new product strategy are addressed along with ideation techniques and market research methods used to incorporate the perspective of the relevant consumer in product definition, design and positioning. Models available to analyze/evaluate opportunities and the innovation diffusion process are explored and utilized in case applications.

Teaching includes lectures, class discussions, and case analyses. The overall focus is on applied, practical decision-making and the skills and tools involved. This decision orientation is challenging and can be time-intensive. Students are required to work in teams to create an idea for a product or service that is worthy as a new business venture, in the process implementing the new product development process as taught in the course. **Elective** (Quarter Four)

**MBA-MKTG 536: Global Marketing**

This course recognizes the cultural differences and related implications for marketing strategy and tactics. An understanding is developed of the pros and cons of international trade, learning how to assess and target countries/markets, understanding the intricacies of organizing and managing cross-cultural teams in a global market, as well as developing strategy and marketing plans to enter country markets. In addition, contemporary trends in sustainable marketing business practices are examined and critically evaluated. **Elective** (Quarter Four)

**MBA-MKTG 539: Market Research**

Marketing managers depend on the availability of timely and accurate market information to reduce risk in decision-making. This course explores the methods and techniques of securing information essential to the efficient solution of marketing problems. This course includes topics such as qualitative and quantitative market research techniques, electronic and traditional formats, sampling and data collection procedure, demand forecasting, product search and test marketing. **Elective** (Quarter Four)

**MBA-MKTG 540: Branding in the New Digital Era**

Today you can build powerful, enduring brands by integrating classic brand positioning concepts with 21st century digital strategies, tools, and practices. The course will present new ways to uncover, communicate, and evolve brand position, embed branding in organizational culture, and collaborate with brand community. In addition, the concept of Marketing 2.0 will also be explored. **Elective** (Quarter Four)

**MBA-MKTG 541: Strategic Brand Management**

Branding is a hot topic. Companies, countries, and even individuals are concerned about their “brand”. They all need to understand the financial value of their brand and its products; manage brands strategically; and deliver implementations to customers that are relevant, differentiated and powerful to build an emotional bond and loyalty.

The course focuses primarily on three topics: brand strategy and valuation; visual identity and experiential branding; and organizational branding issues. Students will learn to combine analytical and strategic thinking with the creative development of ideas and their implementation; they will be exposed to branding case studies, successful and some not so much — and some unsuccessful — so they learn what to do and not to do in their own job. Students will learn about frameworks and concepts and be equipped with methodologies and tools to manage a branding project. **Elective** (Quarter Four)

**MBA-FIN 540: Corporate Finance**

This course provides an introduction to the interpretation of financial information. It adopts the decision-maker's perspective, emphasizing the interplay between publicly available accounting data and proprietary information on underlying economic values. Topics include valuations, capital restructuring, asymmetric information and incentive problems, bankruptcy, and elements of risk management. **Required** (Quarter Two)

**MBA-FIN 541: Banking: Theory and Practice**

The major focus of this course is in providing students with an understanding of the operating and regulatory environments of the banking industry. Topics include the financial statements of banks, measuring and evaluating the performance of banks, asset-liability management techniques, investment banking and real-world management actions of banking managers. **Banking & Finance concentration requirement** (Quarter Four)

**MBA-FIN 542: Portfolio Analysis and Management**

This course covers the elements of an “ideal” investment, the examination and testing of specific investment securities, and alternative approaches to the management of stock and fixed-income security portfolios. Topics include efficient capital markets, stock market analysis, derivative security analysis, swap contracts, convertible securities and professional asset management. Problems and cases are assigned for analysis. **Elective** (Quarter Four)



**MBA-FIN 545: Financing New Ventures**

This course introduces the financing tools available to the entrepreneur, with particular focus on the venture capital structure and the valuation of a new venture. Focus is placed on the financial sources, strategies, and mechanisms that are used from pre-start, through the early growth stage to the harvest of a business venture. **Elective** (Quarter Four)

**MBA-FIN 546: Financial Markets and Instruments**

The course overviews the main asset classes, their principal characteristics and analytical techniques, examines the main considerations for investors, and looks in some detail at the main asset classes, excepting property. Students will examine each of the securities markets, the instruments available in these markets, and put the different investments into perspective. An important part of this module is to introduce students to the characteristics of the major investors and to the terminology used in the securities markets. The course will also cover derivative products. As made clear by the current financial crisis, a good understanding of derivatives (such as futures, swaps, and options) is indispensable for all practitioners, from investment managers to corporate financiers. The course provides students with the necessary knowledge on how to use and not to use the models for derivatives. **Elective** (Quarter Four)

**MBA-MIS 550: Management Information Systems**

The aim of this course is to provide students with the appropriate knowledge to understand and appreciate the role of information systems in the management of the modern business organization. It provides an understanding of the information and communication technology revolution and its implications. The course continues with an overview of the various types of Information Systems and the information needs of the modern manager. The course concludes with an investigation of the risks of information systems and methods of dealing with these. **Required** (Quarter One)

**MBA-BUS 555: Small Business Management**

This course examines critical small business issues as well as effective marketing, management and financial strategies small businesses can use to compete effectively in a fast-paced market. With respect to the internal environment, there is a focus on operational processes, information technology processes, communication processes and promotion, customer relationship management, total product offering, evaluating prospects and employee selection processes. External environment issues include financial and legal topics critical for small business such as cash flows, risk management, small business insurance, firm's valuations and forms of ownership. Real-world cases covering the growth stage strategies of a business life cycle with entrepreneurial emphasis are considered. **Management concentration requirement** (Quarter Four)

**MBA-BUS 560: Entrepreneurship**

The principal goal of this course is to present concrete management practices that have proved valuable for creating new businesses and successfully generating innovation and change within existing organizations. The focus is on hands-on experience at every level in starting new businesses, both within and outside of existing corporations. Topics covered include the launching of a new venture and its development, managing and financing a new venture, and creation of a detailed business plan. **Entrepreneurship concentration requirement** (Quarter Four)

**MBA-BUS 562: Creative Thinking**

This course is about productive thinking, and is designed to assist students in developing critical and creative thinking skills, which are essential ingredients to enhance their innovation and decision-making skills. These skills include the ability to make well-reasoned decisions, solve problems skillfully, and make carefully thought-out judgments about the worth, accuracy, and value of information, ideas, claims and proposals. Students will apply various modes of thinking to address critical business issues and workplace applications. **Elective** (Quarter Four)

**MBA-BUS 570: International Business**

This course analyzes the major forces that affect the operations of firms across national boundaries. It undertakes an in-depth look at the international political, cultural, and economic forces affecting multinational enterprises' market entry strategy, marketing, financial, production and human resource functions. It examines the conditions needed to create and maintain an international competitive advantage in an increasingly globalized and interactive market environment. **Required** (Quarter Three)

**MBA-BUS 580: Strategic Management**

This course develops a framework for assessing the current strategic competitive position as well as future performance outlook for a business entity within a given economic environment. Focus on developing skills for the application of concepts and tools for strategy formulation at corporate levels, and on the design of organization structures and management processes required for effective strategy implementation. Case applications involve strategic issues facing the modern manager of a business enterprise impacted by globalization, and information and technology. **Required** (Quarter Three)

**MBA-BUS 581: Strategic Management of Technology**

The aim of this course is to help students develop a strong conceptual foundation for managing technological innovation. It introduces concepts and frameworks for analyzing how firms can create, commercialize and capture value from technology-based products and services. The concepts and analytical frameworks are useful and relevant so as to deal with rapid changes in the technological environment, intellectual property, organizational knowledge, and knowledge professionals. This is not a course on Information Technology although some of our examples come from the IT industry. Topics covered include (1) technological change and how it affects competition between new and existing firms, (2) strategies for firms competing in high-technology industries, (3) how to create and manage an innovative organization and (4) entrepreneurship and venture capital. **Elective** (Quarter Four)

**MBA-BUS 582: Innovation Management**

This course aims to explore the contemporary developments and various perspectives on the issue of Management of Innovation. Emphasis will be placed on its linkage with organizational effectiveness and the process of achieving business and strategic goals. In particular, the course will: a) focus on the need for strategic direction for innovation and how this is planned, b) explore the ways of designing and redesigning organizations so that they can potentially acquire competitive advantage through innovation in the context of rapidly-changing environment; c) analyze how organizational design can impact employees in terms of tasks, jobs, training and creativity; d) to assess the effectiveness of organizational design on the innovation outcome, and e) demonstrate how an organization's culture can be designed to stimulate creativity and innovation. **Elective** (Quarter Four)

**MBA-BUS 583: Globalization and Corporate Strategies**

The focus of the course is on globalization, its meaning and main trends. Emphasis is given on the political economy of the main players in the global economic arena in the context of the global financial crisis and global economic interdependence. Topics include: the special role of emerging markets in shaping the future outlook of the global economy, the rise of the global middle class, urbanization in emerging markets, new technologies and other key factors shaping the future outlook of the global economy. The course provides implications and scenarios for corporate strategies and how they need to adjust to the challenges. **Elective** (Quarter Four)

**MBA-BUS 584: Greece and South Eastern Europe: Economics, finance and business opportunities**

The course explores the transition process, the main characteristics of South Eastern European economies and their financial sectors. Countries reviewed include: Albania, Bulgaria, Croatia, FYR-Macedonia, Romania, Serbia and Turkey and their progress towards European integration. Emphasis is given on the characteristics of the Greek economy and key economic sectors, their evolution over time and future prospects in the context of the current European crisis. Topics include: regional economic interdependence and prospects for further regional integration, the business environment and corporate opportunities. **Elective** (Quarter Four)

**MBA-BUS 586: The political economy of the European Union and corporate challenges**

The course reviews the process of European economic integration, the evolution of European institutions and the acquis communautaire. A comparative analysis of the varieties of market economy models in Europe and their implications for economic integration is also provided. Emphasis is given on the place of Europe in the global economic arena and the European context of the global financial crisis, the future economic and political challenges faced by the European Union, and corporate opportunities/threats in the evolving European economic zone. **Elective** (Quarter Four)

**MBA-BUS 585: Global Business Management**

The course is about managing a business. It entails the running of a simulated company in a competitive environment and the course strengthens the participant's decision making skills in the areas of finance, marketing, operations, and strategic planning. The student will develop and guide their own simulated business through twenty-five years of operation. Students will have the opportunity to develop corporate policy and strategy, put theory they've learned in their other MBA courses into practice, and gain a clearer understanding of the impact that functional decisions have on financial and non-financial performance. **Elective** (Quarter Four)

**BUS-MAN 498: Applied Business issues**

This course integrates functional knowledge and general management principles acquired in previous courses with new concepts and operational principles applicable to business entities seeking to establish strategic outcomes to enhance their competitive advantage in a changing global environment. Students make tactical decisions in areas such as product pricing and development, process designs, cash management, hiring and training, market selection and promotion, customer and supplier relations. **Elective** (Quarter four)

**BUS-MAN 433: Conflict Management and Resolution**

This course analyses and seeks to enlarge student's understandings of the nature and dynamics of conflict in various environments and contexts, and the ways in which organizations may resolve conflict-related issues. Topics covered include power and conflict, culture and conflict, impasse and communication, negotiation and advocacy techniques, mediation and arbitration and strategic dispute management. **Elective** (Quarter four)

**MBA-MKTG 543: Digital Marketing Strategy**

Given the digitalization of communication in today's era, the course will provide an in-depth analysis of all digital media, such as social media, web display, affiliation, mobile marketing, e-mail marketing, Search Engine Marketing, and digital TV. The fundamentals of digital marketing communications as well as the differences between digital and conventional marketing communications will also be presented. The use of these new technological capabilities is applied in developing and implementing marketing strategy in an integrated way. **Elective** (Quarter four)

**MBA-MKTG 542: Consumer Behavior**

The marketing discipline and marketing activity is or at least should be customer centric and that means consumer centric. The marketing process and theory start with the consumer and end with the consumer, from identifying needs all the way to post purchase satisfaction and loyalty. Students are expected to understand the factors involved in consumer behavior, including the use of digital media, as well as the process of consumer choices and behaviors in the current social environment. The usefulness of this understanding in terms of marketing application, consumer choice optimization and its implications on society are to be explored. **Marketing concentration & Digital Marketing concentration requirement** (Quarter four)

**MBA-MKTG 544: Branding Communications & Digital Analytics**

This course explores content strategy and its alignment with the company's digital marketing strategy and broader communications strategy. The course teaches you how to create compelling content that can drive business results; discusses the tools that can be used to promote and differentiate a brand, retain customers and influence word of mouth. The course also explores the alternative "communities" and digital channels that can be used to engage customers and prospects and distribute content, aligning and integrating the message across content types and social media channels to shape a consistent voice for the brand. As Marketing ROI has always been a major focus for marketers to measure their marketing activities' effectiveness and efficiency, the course takes an extra step in measuring brand performance given the large number of digital media through which brands are developed and communicated. On-line reputation management, sentiment analysis, social media analytics, email marketing evaluation, web analytics, Search Engine marketing, e-CRM, are some of the areas that this course covers. **Elective** (Quarter four)

**MBA-BUS 599: Integrated Case Study**

This capstone course is designed to provide MBA students nearing the end of their program with an opportunity to integrate and apply the knowledge and skills developed in the program in a real-world environment. Students must undertake a work-related problem, project or thesis and successfully demonstrate an ability to apply theory to practice by utilizing appropriate business tools and theories in realistic and appropriate ways. **Required** (Quarter Four)

# UNDERGRADUATE BUSINESS PROGRAMS

## ACADEMIC PROGRAMS

The Division of Business Studies offers the following undergraduate programs:

### **Degree Programs:**

Bachelor of Science in Business with Concentrations in:

- Entrepreneurial Management
  - Finance
  - International Business
  - Marketing
- 
- Minor in Human Resources Management
  - Minor in International Business

## DEGREE PROGRAMS

### **BACHELOR OF SCIENCE IN BUSINESS CONCENTRATION IN ENTREPRENEURIAL MANAGEMENT**

This Concentration deals with the challenges of leading organizations and working with people in a constantly changing economic environment. The Entrepreneurial Management program prepares you for a wide variety of positions in business or consulting. One of the most common career paths is to begin as a management trainee, the first step towards becoming a general manager or executive. Students can also prepare for a career in human resource management working in areas such as training and development recruiting and staffing. Finally, management courses will advance your own personal leadership and negotiation skills.

**Degree Requirements**

In order to receive the BS degree, the student must have fulfilled all the GER and major requirements and have completed at least 121 US credit hours with an overall G.P.A. of 2.0 or better. All business students take a Research Methods course followed by a Business Strategy I and Business Strategy II (capstone, final project) course. According to NEASC Standards, students must complete at least one fourth of their undergraduate program, including advanced work in the major or concentration, at the institution awarding the degree. As a consequence, all candidates for an ACT degree must have been in residence at the College for at least during the last two semesters of full time instruction, assuming availability and equivalency of transferable courses.

**Open University degree structure:** The program in Business—Entrepreneurial Management is currently validated by Open University: under this scheme, 24 are out of the 40 courses required for a Bachelor's degree are validated by Open University. Students must necessarily take the fourth year courses at ACT. Successful students will receive a Bachelor's degree from Open University in addition to the ACT degree for a single course of studies by meeting the following common set of requirements (in addition to meeting General Education Requirements)—courses highlighted in bold are validated by Open University.

**Major Requirements****a. Business Requirements**

- |                               |  |
|-------------------------------|--|
| • Accounting 101              | <b>Financial Accounting (OU)</b>                             |
| • Accounting 102              | <b>Managerial Accounting (OU)</b>                            |
| • Business Administration 240 | <b>International Business Law (OU)</b>                       |
| • Economics 101*              | <b>Introductory Macroeconomics (OU)</b>                      |
| • Economics 102               | <b>Introductory Microeconomics (OU)</b>                      |
| • Finance 201                 | <b>Financial Management (OU)</b>                             |
| • Management 101              | <b>Introduction to Management (OU)</b>                       |
| • Management 201              | <b>Organizational Behavior (OU)</b>                          |
| • Management 312              | <b>Operations Management (OU)</b>                            |
| • Management 322              | <b>Business Strategy I (OU)</b>                              |
| • Management 323              | <b>Business Strategy II (OU)</b>                             |
| • Marketing 101               | <b>Introduction to Marketing (OU)</b>                        |
| • Marketing 301               | <b>Entrepreneurial and Corporate Marketing Strategy (OU)</b> |

**b. Entrepreneurial Management Concentration Requirements**

- |                  |   |
|------------------|---|
| • Finance 202    | <b>Entrepreneurial and Corporate Finance (OU)</b> |
| • Management 210 | <b>Human Resources Management for Growth (OU)</b> |
| • Management 218 | <b>International Business (OU)</b>                |
| • Management 240 | Creative Thinking                                 |
| • Management 330 | <b>Entrepreneurship and Innovation (OU)</b>       |
| • Management 340 | <b>Business in Greece and the E.U. (OU)</b>       |
| • Marketing 330  | <b>Consumer Behavior (OU)</b>                     |



**c. Other Degree Requirements**

- |                                |                                       |
|--------------------------------|---------------------------------------|
| • Mathematics 101*             | Elements of Finite Mathematics        |
| • <b>Mathematics 115*</b>      | <b>Calculus (OU)</b>                  |
| • <b>Statistics 205*</b>       | <b>Introductory Statistics (OU)</b>   |
| • Computer Science 101*        | Introduction to Computing             |
| • <b>Computer Science 151*</b> | <b>Quantitative Computing (OU)</b>    |
| • <b>Computer Science 201</b>  | <b>Business Computing (OU)</b>        |
| • <b>Research 299</b>          | <b>Business Research Methods (OU)</b> |

**d. Business Electives**

One Business Elective from among:

Business 399: Global Competitiveness Practicum

Econ 242: Applied Managerial Economics

CS 250: E-Commerce

Business 398: Undergraduate Internship in Business

**CS 306: Advanced Web Development (OU)**

**CS 312: Database Management Systems (OU)**

**CS 325: Distributed Applications (OU)**

**CS 412: Object Oriented Programming (OU)**

**CS 422: Advanced Database Systems (OU)**

**CS 450: System Analysis and Design (OU)**

CS 499: Advanced Programming Tools

**Fin 210: International Money and Banking (OU)**

**Fin 220: Investment and Portfolio Management (OU)**

**Fin 232: International Finance (OU)**

Fin 400: Seminar in Finance

**Mkg 200: Principles of Public Relations (OU)**

**Mkg 212: Sales Management (OU)**

**Mkg 214: Advertising (OU)**

**Mkg 311: Retailing**

**Mkg 318: Global Marketing (OU)**

**Mkg 320: Marketing Research (OU)**

**Mkg 324: e-Marketing (OU)**

**Mgt 218: International Business (OU)**

Mgt 244: Managerial Decision Making

**e. One free elective.**

*\*Any of the major courses above marked with an asterisk may be taken to meet part of the GER.*



**Suggested Program of Studies****Year One:**

Mathematics 101  
 CS101 or CS105  
 History 120  
 English 101  
 Politics 101  
 Mathematics 115 (OU)  
 Computer Science 151(OU)  
 Philosophy 101  
 English 102  
 Bio 101 or Ecology 110

**Year Two (Level 4):**

Management 101 (OU)  
 Accounting 101 (OU)  
 Economics 101 (OU)  
 English 203  
 English 120, Art 120, or Music 120  
 Accounting 102 (OU)  
 Economics 102 (OU)  
 Marketing 101 (OU)  
 Philosophy 203  
 Anthropology 101, Sociology101, or Psychology 101

**Year Three – semester 1 (Level 5):**

Management 201 (OU)  
 Finance 201 (OU)  
 Business Administration 240 (OU)  
 Computer Science 201 (OU)  
 Free Elective

**Year Three – semester 2 (Level 5):**

Research Methods 299 (OU)  
 Statistics 205 (OU)  
 Finance 202 (OU)  
 Management 340 (OU)  
 Business Elective

**Year Four – semester 1 (Level 6):**

Management 322 (OU)  
 Management 218 (OU)  
 Management 312 (OU)  
 Marketing 330 (OU)  
 Management 240

**Year Four – semester 2 (Level 6):**

Management 323 (OU)  
 Management 210 (OU)  
 Management 330 (OU)  
 Marketing 301 (OU)  
 Business elective (OU)





## BACHELOR OF SCIENCE IN BUSINESS CONCENTRATION IN FINANCE

Global financial markets remain a dynamic sector of the world economy. Today the demand for Finance professionals to interpret the flood of information and to implement trading and financial strategies requires that the students understand theory and also have hands-on experience. ACT's goal is to educate and prepare students for successful careers in financial management through a careful balance between theory and hands-on learning.

### Degree Requirements

In order to receive the BS degree, the student must have fulfilled all the GER and major requirements and have completed at least 121 US credit hours with an overall G.P.A. of 2.0 or better. All business students take a Research Methods course followed by a Business Strategy I and Business Strategy II (capstone, final project) course. According to NEASC Standards, students must complete at least one fourth of their undergraduate program, including advanced work in the major or concentration, at the institution awarding the degree. As a consequence, all candidates for an ACT degree must have been in residence at the College for at least during the last two semesters of full time instruction, assuming availability and equivalency of transferable courses.

**Open University degree structure:** The program in Business—Finance is currently validated by Open University: under this scheme, 24 are out of the 40 courses required for a Bachelor's degree are validated by Open University. Students must necessarily take the fourth year courses at ACT. Successful students will receive a Bachelor's degree from Open University in addition to the ACT degree for a single course of studies by meeting the following common set of requirements (in addition to meeting General Education Requirements)—courses highlighted in bold are validated by Open University.

### Major Requirements

#### a. Business Requirements

- Accounting 101
- Accounting 102
- Business Administration 240
- Economics 101\*
- Economics 102
- Economics/Management 242
- Finance 201
- Management 101
- Management 201
- Management 312
- Management 322
- Management 323
- Marketing 101
- Marketing 301

- Financial Accounting (OU)
- Managerial Accounting (OU)
- International Business Law (OU)
- Introductory Macroeconomics (OU)
- Introductory Microeconomics (OU)
- Applied Managerial Economics (OU)
- Financial Management (OU)
- Introduction to Management (OU)
- Organizational Behavior (OU)
- Operations Management (OU)
- Business Strategy I (OU)
- Business Strategy II (OU)
- Introduction to Marketing (OU)
- Entrepreneurial and Corporate Marketing Strategy (OU)

#### b. Finance Concentration Requirements

- Finance 202
- Finance 210
- Finance 220
- Finance 232
- Finance 400
- Corporate Finance (OU)
- Money and Banking (OU)
- Investment and Portfolio Management (OU)
- International Finance (OU)
- Seminar in Finance



**c. Other Degree Requirements**

· Mathematics 101*	Elements of Finite Mathematics
· <b>Mathematics 115*</b>	<b>Calculus (OU)</b>
· <b>Statistics 205*</b>	<b>Introductory Statistics (OU)</b>
· Computer Science 101*	Introduction to Computing
· <b>Computer Science 151*</b>	<b>Quantitative Computing (OU)</b>
· <b>Computer Science 201</b>	<b>Business Computing (OU)</b>
· <b>Research 299</b>	<b>Research Methods (OU)</b>

**d. Business Electives**

Three Business Electives (one must be an OU validated course) from among:

Business 398: Undergraduate Internship in Business

Business 399: Global Competitiveness Practicum

CS 250: E-Commerce

**CS 306: Advanced Web Development (OU)**

**CS 312: Database Management Systems (OU)**

**CS 325: Distributed Applications (OU)**

**CS 412: Object Oriented Programming (OU)**

**CS 422: Advanced Database Systems (OU)**

**CS 450: System Analysis and Design (OU)**

**CS 499: Advanced Programming Tools (OU)**

**Econ 232: International Economics (OU)**

**Mkg 200: Principles of Public Relations (OU)**

**Mkg 212: Sales Management (OU)**

**Mkg 214: Advertising (OU)**

Mkg 311: Retailing

**Mkg 318: Global Marketing (OU)**

**Mkg 320: Marketing Research (OU)**

**Mkg 324: E-Marketing (OU)**

**Mkg 330: Consumer Behavior (OU)**

**Mngt 210: Human Resource Management for Growth (OU)**

**Mngt 218: Entrepreneurial International Business (OU)**

**Mngt 330: Entrepreneurship and Innovation (OU)**

**Mgt 340: Business in Greece and the EU (OU)**

**e. One free elective**

*\* Any of the Major courses above marked with an asterisk may be taken to also meet part of the GER.*



## Suggested Program of Studies

### Year One:

Mathematics 101  
CS101 or CS105  
History 120  
English 101  
Politics 101  
Mathematics 115 (OU)  
Computer Science 151(OU)  
Philosophy 101  
English 102  
Biology 101 or Ecology 110

### Year Two (Level 4):

Management 101(OU)  
Accounting 101(OU)  
Economics 101(OU)  
English 203  
English 120, Art 120, or Music 120  
Accounting 102 (OU)  
Economics 102 (OU)  
Marketing 101 (OU)  
Philosophy 203  
Anthropology 101, Sociology101, or Psychology  
101

### Year Three – semester 1 (Level 5):

Management 201 (OU)  
Finance 201(OU)  
Business Administration 240 (OU)  
Computer Science 201(OU)  
Free Elective

### Year Three – semester 2 (Level 5):

Research Methods 299 (OU)  
Statistics 205 (OU)  
Finance 202 (OU)  
Economics/Management 242 (OU)  
Business elective

### Year Four – semester 1 (Level 6):

Management 322 (OU)  
Finance 232 (OU)  
Management 312 (OU)  
Finance 210 (OU)  
Business elective

### Year Four – semester 2 (Level 6):

Management 323 (OU)  
Finance 220 (OU)  
Finance 400  
Marketing 301 (OU)  
Business elective (OU)

## BACHELOR OF SCIENCE IN BUSINESS CONCENTRATION IN INTERNATIONAL BUSINESS

The International Business program deals with the challenges and the opportunities of working in a global environment. Students learn to analyze market and investment opportunities in other countries. Through a careful blending of theory and practical applications students are prepared to pursue careers in international companies or international organizations.

### Degree Requirements

In order to receive the BS degree, the student must have fulfilled all the GER and major requirements and have completed at least 121 US credit hours with an overall G.P.A. of 2.0 or better. All business students take a Research Methods course followed by a Business Strategy I and Business Strategy II (capstone, final project) course. According to NEASC Standards, students must complete at least one fourth of their undergraduate program, including advanced work in the major or concentration, at the institution awarding the degree. As a consequence, all candidates for an ACT degree must have been in residence at the College for at least during the last two semesters of full time instruction, assuming availability and equivalency of transferable courses.

**Open University degree structure:** The program in Business—International Business is currently validated by Open University: under this scheme, 24 are out of the 40 courses required for a Bachelor's degree are validated by Open University. Students must necessarily take the fourth year courses at ACT. Successful students will receive a Bachelor's degree from Open University in addition to the ACT degree for a single course of studies by meeting the following common set of requirements (in addition to meeting General Education Requirements)—courses highlighted in bold are validated by Open University.

### Major Requirements

#### a. Business Requirements

- |                               |  |
|-------------------------------|--|
| • Accounting 101              | <b>Financial Accounting (OU)</b>                             |
| • Accounting 102              | <b>Managerial Accounting (OU)</b>                            |
| • Business Administration 240 | <b>International Business Law (OU)</b>                       |
| • Economics 101*              | <b>Introductory Macroeconomics (OU)</b>                      |
| • Economics 102               | <b>Introductory Microeconomics (OU)</b>                      |
| • Finance 201                 | <b>Financial Management (OU)</b>                             |
| • Management 101              | <b>Introduction to Management (OU)</b>                       |
| • Management 201              | <b>Organizational Behavior (OU)</b>                          |
| • Management 312              | Operations Management  |
| • Management 322              | <b>Business Strategy I (OU)</b>                              |
| • Management 323              | <b>Business Strategy II (OU)</b>                             |
| • Marketing 101               | <b>Introduction to Marketing (OU)</b>                        |
| • Marketing 301               | <b>Entrepreneurial and Corporate Marketing Strategy (OU)</b> |

#### b. International Business Concentration Requirements

- |                  |  |
|------------------|--|
| • Economics 232  | <b>International Economics (OU)</b>                |
| • Finance 232    | <b>International Finance (OU)</b>                  |
| • Finance 210    | <b>International Money and Banking (OU)</b>        |
| • Management 218 | <b>Entrepreneurial International Business (OU)</b> |
| • Management 340 | <b>Business in Greece and the EU (OU)</b>          |
| • Marketing 318  | <b>Global Marketing (OU)</b>                       |
| • Marketing 324  | <b>E-Marketing (OU)</b>                            |

**c. Other Degree Requirements**

- |                                |                                       |
|--------------------------------|---------------------------------------|
| · Mathematics 101*             | Elements of Finite Mathematics        |
| · <b>Mathematics 115*</b>      | <b>Calculus (OU)</b>                  |
| · <b>Statistics 205*</b>       | <b>Introductory Statistics (OU)</b>   |
| · Computer Science 101*        | Introduction to Computing             |
| · <b>Computer Science 151*</b> | <b>Quantitative Computing (OU)</b>    |
| · <b>Computer Science 201</b>  | <b>Business Computing (OU)</b>        |
| · <b>Research 299</b>          | <b>Business Research Methods (OU)</b> |

**d. Business Electives**

Two Business Electives from among:

Business 398: Undergraduate Internship in Business

Business 399: Global Competitiveness Practicum

CS 250: E-Commerce

**CS 306: Advanced Web Development (OU)**

**CS 312: Database Management Systems (OU)**

**CS 325: Distributed Applications (OU)**

**CS 412: Object Oriented Programming (OU)**

**CS 422: Advanced Database Systems (OU)**

**CS 450: System Analysis and Design (OU)**

**CS 499: Advanced Programming Tools (OU)**

**Fin 220: Investment and Portfolio Management (OU)**

Fin 400: Seminar in Finance

**Mkg 212: Sales Management (OU)**

**Mkg 214: Advertising (OU)**

Mkg 311: Retailing

**Mkg 320: Marketing Research (OU)**

**Mkg 330: Consumer Behavior (OU)**

**Mngt 210: Human Resource Management for Growth (OU)**

Mgt 240: Creative Thinking

**Mngt 330: Entrepreneurship and Innovation (OU)**

**e. One free elective**

*\*Any of the Major courses above marked with an asterisk may be taken to meet part of the GER.*

**Suggested Program of Studies****Year One:**

Mathematics 101  
 CS101 or CS105  
 History 120  
 English 101  
 Politics 101  
 Mathematics 115 (OU)  
 Computer Science 151 (OU)  
 Philosophy 101  
 English 102  
 Bio 101 or Ecology 110

**Year Two (Level 4):**

Management 101 (OU)  
 Accounting 101 (OU)  
 Economics 101 (OU)  
 English 203  
 English 120, Art 120, or Music 120  
 Accounting 102 (OU)  
 Economics 102 (OU)  
 Marketing 101 (OU)  
 Philosophy 203  
 Anthropology 101, Sociology 101, or Psychology 101

**Year Three – semester 1 (Level 5):**

Management 201 (OU)  
 Finance 201 (OU)  
 Business Administration 240 (OU)  
 Computer Science 201 (OU)  
 Free Elective

**Year Three – semester 2 (Level 5):**

Research Methods 299(OU)  
 Statistics 205 (OU)  
 Management 340 (OU)  
 Economics 232 (OU)  
 Business Elective

**Year Four – semester 1 (Level 6):**

Management 322 (OU)  
 Finance 232 (OU)  
 Marketing 324 (OU)  
 Finance 210 (OU)  
 Management 312

**Year Four – semester 2 (Level 6):**

Management 323 (OU)  
 Management 218 (OU)  
 Marketing 318 (OU)  
 Marketing 301 (OU)  
 Business elective



## BACHELOR OF SCIENCE IN BUSINESS CONCENTRATION IN MARKETING

Marketing is a critical function for all business since it involves the closest contact with customers. Marketing managers identify who a firm's customers are, what they need, and how the firm can best satisfy that need. As a result, this discipline plays a large role in creating profits for a business. Many successful marketing managers achieve high positions within an organization. Marketing graduates may find professional opportunities in sales, market research, retailing and advertising. More experience brings advancement to marketing management, market analysis, and consulting.

### Degree Requirements

In order to receive the BS degree, the student must have fulfilled all the GER and major requirements and have completed at least 121 US credit hours with an overall G.P.A. of 2.0 or better. All business students take a Research Methods course followed by a Business Strategy I and Business Strategy II (capstone, final project) course. According to NEASC Standards, students must complete at least one fourth of their undergraduate program, including advanced work in the major or concentration, at the institution awarding the degree. As a consequence, all candidates for an ACT degree must have been in residence at the College for at least during the last two semesters of full time instruction, assuming availability and equivalency of transferable courses.

**Open University degree structure:** The program in Business—Marketing is currently validated by Open University: under this scheme, 24 are out of the 40 courses required for a Bachelor's degree are validated by Open University. Students must necessarily take the fourth year courses at ACT. Successful students will receive a Bachelor's degree from Open University in addition to the ACT degree for a single course of studies by meeting the following common set of requirements (in addition to meeting General Education Requirements)—courses highlighted in bold are validated by Open University.

### Major Requirements

#### a. Business Requirements

- Accounting 101
- Accounting 102
- Business Administration 240
- Economics 101\*
- Economics 102
- Economics/Management 242
- Finance 201
- Management 101
- Management 201
- Management 312
- Management 322
- Management 323
- Marketing 101
- Marketing 301

- Financial Accounting (OU)
- Managerial Accounting (OU)
- International Business Law (OU)
- Introductory Macroeconomics (OU)
- Introductory Microeconomics (OU)
- Applied Managerial Economics (OU)
- Financial Management (OU)
- Introduction to Management (OU)
- Organizational Behavior (OU)
- Operations Management (OU)
- Business Strategy I (OU)
- Business Strategy II (OU)
- Introduction to Marketing (OU)
- Entrepreneurial and Corporate Marketing Strategy (OU)

#### b. Marketing Concentration Requirements

- Management 240
- Marketing 212
- Marketing 214
- Marketing 318
- Marketing 320

- Creative Thinking
- Sales Management (OU)
- Advertising (OU)
- Global Marketing (OU)
- Marketing Research (OU)



- **Marketing 324** **e-Marketing (OU)**
- **Marketing 330** **Consumer Behavior (OU)**

**c. Other Degree Requirements**

- **Mathematics 101\*** **Elements of Finite Mathematics**
- **Mathematics 115\*** **Calculus (OU)**
- **Statistics 205\*** **Introductory Statistics (OU)**
- **Computer Science 101\*** **Introduction to Computing**
- **Computer Science 151\*** **Quantitative Computing (OU)**
- **Research 299** **Business Research Methods (OU)**

**d. Business Electives**

Two Business Electives from among:

Business 398: Undergraduate Internship in Business

Business 399: Global Competitiveness Practicum

**Econ 232: International Economics (OU)**

**CS 250: E-Commerce**

**CS 306: Advanced Web Development (OU)**

**CS 312: Database Management Systems (OU)**

**CS 325: Distributed Applications (OU)**

**CS 412: Object Oriented Programming (OU)**

**CS 422: Advanced Database Systems (OU)**

**CS 450: System Analysis and Design (OU)**

**CS 499: Advanced Programming Tools (OU)**

**Fin 202: Corporate Finance (OU)**

**Fin 210: International Money and Banking (OU)**

**Fin 220: Investment and Portfolio Management (OU)**

**Fin 232: International Finance (OU)**

Fin 400: Seminar in Finance

**Mgt 210: Human Resource Management for Growth (OU)**

**Mgt 218: International Business (OU)**

**Mgt/Econ 242: Applied Managerial Economics (OU)**

**Mgt 330: Entrepreneurship and Innovation (OU)**

**Mgt 340: Business in Greece and the EU (OU)**

Mkg 311: Retailing

**e. One free elective**

*\*Any of the Major courses above marked with an asterisk may be taken to meet part of the GER.*



## Suggested Program of Studies

### Year One:

Mathematics 101  
CS101 or CS105  
History 120  
English 101  
Politics 101  
Mathematics 115 (OU)  
Computer Science 151 (OU)  
Philosophy 101  
English 102  
Bio 101 or Ecology 110

### Year Two (Level 4):

Management 101 (OU)  
Accounting 101 (OU)  
Economics 101 (OU)  
English 203  
English 120, Art 120, or Music 120  
Accounting 102 (OU)  
Economics 102 (OU)  
Marketing 101 (OU)  
Philosophy 203  
Anthropology 101, Sociology 101, or Psychology 101

### Year Three – semester 1 (Level 5):

Management 201 (OU)  
Finance 201 (OU)  
Business Administration 240 (OU)  
Computer Science 201 (OU)  
Free Elective

### Year Three – semester 2 (Level 5):

Research Methods 299 (OU)  
Statistics 205 (OU)  
Marketing 212 (OU)  
Marketing 214 (OU)  
Business elective

### Year Four – semester 1 (Level 6):

Management 322 (OU)  
Management 312 (OU)  
Marketing 330 (OU)  
Marketing 324 (OU)  
Management 240

### Year Four – semester 2 (Level 6):

Management 323 (OU)  
Marketing 320 (OU)  
Marketing 318 (OU)  
Marketing 301 (OU)  
Business elective

**MINORS**

The Division of Business offers the opportunity to students from other majors to pursue Minors in Human Resources Management and in International Business. These minors are not available to Business majors.

**Minor in Human Resource Management**

- Management 101, 201, 210
- 3 electives from the following: Business Administration 240, Economics 102, Management 218, Marketing 200

**Minor in International Business**

- Management 101, 218
- Marketing 101, 318
- 2 electives from the following: Business Administration 240, Economics 102 or 232, Finance 210, Marketing 214, 324



## UNDERGRADUATE BUSINESS COURSES

*The courses listed below are expected to be offered at least every two years and a reevaluation of the entire course curriculum will be carried out every two years in order to maintain an updated list of course offerings.*

### Accounting

#### **Accounting 101: Financial Accounting**

This course is designed to provide students with an understanding of accounting information and the environment in which it is developed and used. Accounting principles and procedures are discussed in order to provide an understanding of the financial accounting process, including the recording, summarizing, and reporting of business transactions, which result in the preparation of financial statements. Topics covered include accounting and the business environment, revenue and cost recognition, asset valuation, depreciation, and an introduction to financial statement analysis.

#### **Accounting 102: Managerial Accounting**

This course is designed to give insight into the interpretation and use of financial reports for management planning, coordination and control. Students will be exposed to the kind of accounting information needed, where this information can be obtained, and how this information can be used by managers as they carry out their planning, controlling, and decision-making responsibilities. Topics include management accounting vs. financial accounting, classification and behavior of costs, CVP analysis, segmented reporting, standard costing and responsibility accounting. **Prereq: Accounting 101, Management 101**

### Business Administration

#### **Business Administration 240: International Business Law**

The aim of the course is to introduce students to business law in the international environment. The course will cover the following topics: the formation of contracts, performance and non-performance of contracts, breach of contracts, a detailed analysis of commercial supply contracts, international sales and transactions, intellectual property, as well as commercial dispute resolution. The course will also reflect on different ethical dilemmas that businesspersons face today in the global society. It will also cover issues relating to different forms of getting incorporated and labor law.

#### **Business Administration 242: European Business Law**

An introduction to institutional European Community Law, beginning with an analysis of the basic principles of the European Union and the rules concerning the establishment and functioning of the internal market. Topics examined: consumer protection policy and legal protection, including directives on product liability and on the drawing of contracts away from business premises; elements of environmental EU law which may affect the opening and/or operation of a business; characteristics and limitations of new types of business (hire-purchase, leasing, factoring, forfeiting); negotiable instruments; technology transfer agreements; patent law; copyright protection; aspects of EU external trade in relation to commercial defense measures such as import and export regimes, and anti-dumping and subsidy measures related to the operation of multinationals within the EU. Ethical and management issues are considered throughout the course.

## Economics

### **Economics 101: Introductory Macroeconomics**

An introduction to modern economic analysis and its policy implications. The course centers on the applications of economic theory to national policy problems such as growth, inflation, unemployment, government expenditures and taxation, and the role of money. In addition, it provides a broad introduction to the understanding of the modern national socioeconomic systems in today's globalized economies.

### **Economics 102: Introductory Microeconomics**

A continuation of the introduction to modern economic analysis concentrating on the factors affecting behavior and decision-making by households, business firms, and institutions operating under a mixed socioeconomic system. It also considers the issues of market failures and introduces basic concepts of international economics.

### **Economics 232: International Economics**

The goals and objectives of this course are to facilitate the students understanding of foreign trade flow issues including the causes, the volume and the direction of these flows. Strong emphasis is given to the formulation of industrial trade policies. Topics to be covered include various trade and exchange rate theories, tariffs, and commercial policy, factor movement, regional economic integration, international institutions, international macroeconomic interactions, and international environmental issues and policies. Prereq: Economics 101 and 102

### **Economics/Management 242: Applied Managerial Economics**

This course deals with the application of economic theory and the tools of analysis of decision science to examine how an organization can achieve its aims most efficiently. The course uses the theory of the firm to integrate and link economic theory (microeconomics and macroeconomics), decision sciences (mathematical economics and econometrics), and the functional areas of business (accounting, finance, marketing, personnel or human resource management, and production) and shows how all of these topics are crucial components of managerial decision-making. Emphasis is placed on actual real world managerial decisions. Prereq: Economics 102, Math 115

## Finance

### **Finance 201: Financial Management**

This course provides a comprehensive introduction to the field of financial management. Emphasis is given to the examination of the processes and the methodology of financial statement analysis that can be applied and used as guidelines in assessing, interpreting and planning financial data to meet the objectives of managing a business entity effectively. Topics covered include goals and functions of financial management, short-term financial management decisions, financial statement analysis, planning and financial forecasting, and time value of money. **Prereq: Accounting 102**

**Finance 202: Entrepreneurial and Corporate Finance**

This course will clearly focus on financing an existing family business, start-ups, corporations, and NGO's, including sound financial management practices. The course will go into depth on how to analyse financial statement, create financial forecasts, and evaluate the various ventures. Tools and methods used in determining how much money a venture actually needs in order to be viable will also be covered. Attention will be devoted to the different types of financing alternatives available to an entrepreneur. The venture capital market will be investigated in detail, including self-financing, debt financing, angel financing, and financing from venture capital firms. Students will be encouraged to understand financing issues and options from the vantage points of the entrepreneur, the lender, and the investor. In short, the course will explore the most important financial issues that an entrepreneur may face. **Prereq: Finance 201**

**Finance 210: International Money and Banking**

The main intention of this course is to provide an overview of some key issues related to money, monetary policy and banking. Major topics covered in the money segment of the course include money creation, the monetary system, policy and control. The banking part of the course begins with the main banking operations and functions and continues with a discussion of the principles of bank asset and liability management. The markets in which banks operate are then described and the operations of banks in these markets are assessed. The risks encountered in banking are addressed, together with the means of controlling such risks. The safety and stability of the banking system is finally considered. **Prereq: Economics 102 and 102**

**Finance 220: Investment and Portfolio Management**

The principal purpose of this course is to offer a comprehensive introduction to the characteristics and analyses of individual securities as well as the theory and practice of combining securities to form optimal portfolios. It provides an understanding of the general principles of financial and investment decision-making through an examination of asset pricing models and the efficient market hypotheses as well as treatment of interest rates, bond and stock pricing, and bond and stock fund management. **Prereq: Economics/Management 242, Finance 202, Statistics 205**

**Finance 232: International Finance**

This course, designed for students who wish to build upon the basic economic and financial principles they have acquired in the areas of economics and corporate finance, covers both the management and the markets of multinational and European businesses. Students are exposed to the international business environment, with emphasis on the challenges financial managers face in the dynamic and rapidly expanding field of international and European finance. More specifically, students thoroughly examine recent developments in the following areas: financial management of an internationally-oriented business, international financial markets, multinational capital structure and the cost of capital, hedging of exchange rate movements and financing of international trade, and the international banking environment. **Prereq: Finance 202, Statistics 205**

**Finance 400: Seminar in Finance**

The purpose of this course is to analyze topics in Financial Management that have received limited coverage or no coverage in the other courses in Finance. The following topics will be covered in the course: Financial Innovations / Derivatives / Venture Capital / International Portfolio Management / International Acquisitions and Valuation / Currency Risk Management. The course topics and theme will vary over time to include the most recent issues affecting the financial sector. **Prereq: Finance 202 and Finance 232**

## Management

### **Management 101: Introduction to Management**

This course provides students with knowledge of basic management theories and concepts and introduces them to simple case studies relevant to the theoretical background that is covered. The subjects examined, including some insights from international management, are the following: the external and internal environment within which an organization operates; the historical foundations of Management; the social responsibility of business and the relation between business and government; the managerial function of planning; management by objectives; the organizing function and organizational structures; the function of staffing and personnel selection; the function of leading, motivation and job satisfaction, and finally, the function of controlling and coordinating a firm's actions to achieve its objectives.

### **Management 201: Organizational Behavior**

The behavior of individuals and groups within the organizational context is presented and analyzed. Different forms of organizational behavior are considered, providing students with exposure to various models. Topics covered include the context of organizational behavior, organizational culture, understanding individual behavior, personality-perception attitudes, job satisfaction, job stress, motivation and learning, interpersonal behavior and dynamics, leadership, power and politics. **Prereq: Management 101**

### **Management 210: Human Resource Management for Growth**

The course provides an overview of the basic concepts and practices of human resource management of a modern entrepreneurial organization. Its emphasis is on HRM's strategic perspective and well-being of the people for the success of new ventures. It also focuses on the global realities of HRM and the use of modern technologies within an ethical framework. Topics covered include , basic concepts, strategic HRM, legal aspects of HRM, Job analysis & Job Design, human resource planning, employee recruitment, selection, motivation and orientation, performance evaluation and compensation, Training and development, labour relations, safety, health and wellness, social and ethical issues. **Prereq: Management 101**

### **Management 218: International Business**

The objective of this course is to present an overview of the global environment within which firms operate. Students are exposed to all aspects of international business and will learn how to interpret international developments and evaluate their consequences for the firm. Among the topics considered are the nature of the multinational corporation, the institutional framework for international business, environmental factors influencing the choice of international investment sites, factors related to business operations in specific countries/regions, and the special circumstances relating to the marketing and financing of international businesses. **Prereq: Economics 101, Management 101**

### **Management 240: Creative Thinking: The Business Imperative**

The course introduces students to the principles and techniques of creative thinking. Students are taught how to evaluate their own ideas, as well as the ideas of others. The focus of the course is in developing the student's innovation and decision-making skills. The course also covers how to anticipate objections to ones' ideas and how to overcome them.

### **Management /Economics 242: Applied Managerial Economics**

This course deals with the application of economic theory and the tools of analysis of decision science to examine how an organization can achieve its aims most efficiently. The course uses the theory of the firm to integrate and link economic theory (microeconomics and macroeconomics), decision sciences (mathematical economics and econometrics), and the functional areas of business (accounting, finance, marketing, personnel or human resource management, and production) and shows how all of these topics are crucial components of managerial decision-making. Emphasis is placed on actual real world managerial decisions. **Prereq: Economics 102, Math 115**

**Management 304: Total Quality Management**

The objective of this course is to provide students with in-depth knowledge and understanding of the importance of quality and customer satisfaction in business competitiveness, and to introduce them to the basic principles and tools of quality management and improvement. The course will focus on the continuous improvement of all aspects of a business, from design through production, to after-sales service, using leadership and employee participation. Topics covered will include the concept of quality and the different quality management philosophies; the basic principles and components of TQM; the link with recognized quality awards (Malcolm Baldrige National Quality Award & European Quality Award); quality assurance systems & ISO 9000 standards; measurement of quality cost; quality improvement tools & techniques. Both secondary readings and real-world cases are provided as a basis for class discussion. **Prereq: Management 312**

**Management 312: Operations Management**

The course provides an overview of concepts, methodologies and applications of production and operations management. Topics include productivity, forecasting demand, location and capacity planning, inventory control, project management, operations scheduling, just-in-time systems, quality control, total quality management. **Prereq: Management 101**

**Management 322: Business Strategy I**

The aim of this course is to enable students to approach the whole organization: marketing, finance, accounting and personnel functions together. Strategy and structure are the central themes of the course. Topics covered include the business environment, the systems approach, industry analysis, organizational intelligence, organizational structuring, organizational power, strategy development and implementation, leadership styles, management of the external environment, and strategic decision-making. **Prereq: Finance 201, Management 312, Marketing 101**

**Management 323: Business Strategy II (Capstone Project)**

This course is designed to synthesize the knowledge and skills developed in previous business courses and apply them to the research project. Students learn about all aspects of the process of developing and carrying out their business strategy research project, and gain an understanding of standards and expectations that students need to meet to be successful in completing their research. Typically there are no classroom sessions throughout the course. However, in order to make substantial progress, it is essential that students set and meet aggressive goals and meet regularly with their coordinator to ensure the research project is progressing in a focused and high quality manner. Lastly this research project should prove the student's independent ability to investigate and develop an issue within the field of business strategy. **Prereq: Management 322**

**Management 330: Entrepreneurship and Innovation**

An in-depth study of the legal, financial, marketing and organizational aspects of starting up, implementing, and successfully managing one's own business venture. The major portion of the course, apart from presentation and discussion of theoretical bases involving starting a new business, consists of construction of a detailed business plan. Class members consider all issues involving initiation, building, and controlling a new venture. The main goal is first the analysis and secondly the simulation of an effective business plan based on realistic, contemporary case scenarios. **Prereq: Economics 102**



**Management 340: Business in Greece and the EU**

The aim of the course is to give students in-depth insights into the complexities of the European environment from a global, business, economic, political, and legal perspective. The course also analyzes the various ways in which the European Union institutions influence a company working in or with Europe, with specific emphasis placed on doing business in Greece. **Prereq: Economics 101 and 102**

**Management 421/MBA-MAN 521: Organizational Leadership and Change**

This course examines leadership and its role in the change process. Students learn how to catalyze action by creating a vision and build momentum for change. In the process, they learn more about themselves as leaders. **(Permission by the instructor)**

**Management 425/MBA-MAN 525: Operations Management**

This course introduces the modeling tools used to manage the complex 21st century business environment. It includes examination of decision analysis, probabilistic models, simulation techniques, regression-based inference and mathematical programming. **(Permission by the instructor)**

**Management 470/MBA-BUS 570: International Business**

This course analyzes the major forces that affect the operations of firms across national boundaries. It undertakes an in-depth look at the international political, cultural, and economic forces affecting multinational enterprises' market entry strategy, marketing, financial, production and human resource functions. It examines the conditions needed to create and maintain an international competitive advantage in an increasingly globalized and interactive market environment. **(Permission by the instructor)**

**Management 480/MBA-BUS 580: Strategic Management**

This course develops a framework for assessing the current strategic competitive position as well as future performance outlook for a business entity within a given economic environment. Focus on developing skills for the application of concepts and tools for strategy formulation at corporate levels, and on the design of organization structures and management processes required for effective strategy implementation. Case applications involve strategic issues facing the modern manager of a business enterprise impacted by globalization, and information and technology. **(Permission by the instructor)**

**Business 399: Global Competitiveness Practicum**

The course is designed to give students an opportunity to leverage their existing business skills, as well as, develop new ones in an exciting and team cooperative environment. ACT faculty select a number of local businesses and the students work on consulting assignments for them. GCP faculty assign students to teams, each consisting of generally two ACT and two Ohio University students. Each team is given a different business project and is charged with developing and implementing an approach for completing it in a fashion that satisfies its client and meets the course objectives. \*It should be noted that this course is a special summer course offered only to regular ACT and Ohio University students.

**MARKETING****Marketing 101: Introduction to Marketing**

The objectives of this course are to introduce the basic marketing concepts, to present the practical use of marketing in modern corporations, to provide students with the elements of market thinking in solving business problems and to prepare them for working in the competitive and dynamic field of marketing. Topics covered include the macro and micro role of marketing, market segmentation, basic principles of marketing research, demographic and behavioral dimensions of consumers, marketing mix, product analysis, product strategies, new product development, distribution channels, pricing policies, introduction to promotion and advertising, and marketing plan construction. The course is enriched with supplementary up-to-date articles, real-world cases, video projections, and marketing simulation. **Prereq: Economics 102**

**Marketing 200: Principles of Public Relations**

The course introduces students to the theories and techniques involved in planning and carrying out appropriate programs in order to influence public opinion and behavior. The students will receive a comprehensive knowledge of Public Relations, public opinion, public practices and problem solving and prevention.

**Marketing 212: Sales Management**

The main objectives of the course are to introduce the basic concepts of personal selling, to give an explicit and practical view of salespeople's main tasks and working practices, and to discuss and organize the current sales management tactics by analyzing up-to-date, real world situations. Topics include sales management functions and strategies, the personal selling process, account relationship management, territory management, setting sales goals, personnel recruitment and selection, sales training, territory design, leadership, motivating and compensating the sales force, and evaluation and control of sales force performance. **Prereq: Management 101, Marketing 101**

**Marketing 214: Advertising**

The primary objective of this course is to introduce students to the challenging world of advertising and promotion. Advertising is examined as a distinctive element of promotion, together with other communication tools. Current developments of advertising are discussed and an integrative perspective is adopted, due to rapid changes and metamorphoses in the advertising business. Emphasis is given to the role of modern marketing communications, the organizational needs and structure in the field of advertising and promotion, determining advertising objectives and budget, creative strategy, media planning, analysis of broadcast and print media, types of support media and other promotional tools. The large number of advertising techniques and applications, as well as students' everyday exposure to thousands of communication messages, recommend the use of cases, projects, real-world examples and class discussions. **Prereq: Marketing 101**

**Marketing/Computer Science 250: E-commerce**

This course provides students with a broad understanding of the electronic commerce domain. It introduces aspects of e-commerce, and students gain insight into technical, business, legal and policy issues. On completion of the course business students will be able to understand what e-commerce is and how to exploit an e-commerce strategy in an organization. Business and Computing majors will be ready to comprehend the e-commerce domain and apply it technically.

**Prereq: Computer Science 101 or 105, Marketing 101**

**Marketing 301: Marketing Strategy**

An advanced marketing course that offers in-depth examination and analysis of the basic marketing principles gained in Marketing 101: Introduction to marketing. Students are taught what is being confronted in a marketing department and what the alternative procedures for carrying out various marketing projects are. A considerable effort is made to provide students with the elements of marketing thinking in structuring marketing strategies for various corporations. Supporting students' ability to think, express themselves, write, speak and argue in marketing terms also constitutes one of the main course objectives. Finally, students are prepared to work in the competitive and dynamic field of marketing and to become professionals with a global perspective. Case analysis and class discussions of current issues are among the important educational and learning tools used. **Prereq: Marketing 101**

**Marketing 311: Retailing**

This course provides an examination and analysis of a vital marketing distribution channel. Basic issues regarding retailing, and all major aspects of decision-making in retail businesses are covered, including types of retail businesses, consumer behavior, external environments, location decisions, store design and layout, merchandising, human resource management, pricing decisions, financial considerations, promotion, organizational and managerial aspects of operation, and marketing research applications. **Prereq: Marketing 101**

**Marketing 318: Global Marketing**

This course addresses marketing management problems, techniques and strategies needed to incorporate the marketing concept into today's global marketplace. More specifically the course deals with modes of foreign market entry, pricing issues, cultural and demographical issues and the impact of foreign currency fluctuations on a firm's performance.

**Prereq: Management 101, Marketing 101**

**Marketing 320: Marketing Research**

The major objective of this course is to introduce students to the useful and multi-purpose theory and practice of marketing research. Application of this theory to product, price, place and promotion strategies, as well as to every practical marketing issue confronting a business organization, is one of the main course goals. Topics that are discussed in detail include the role and the environment of marketing research, planning a research project, secondary sources of information, qualitative interviewing methods, survey-interviewing methods, the basics of sampling, major sampling techniques, questionnaire construction, data-processing, analysis and tabulation, and reporting research findings. All topics are dealt with through examples in the context of real business situations. **Prereq: Marketing 101, Statistics 205**

**Marketing 324: E-Marketing**

This course focuses on the key marketing issues in E-Business, comparing marketing concepts in the traditional marketing environment with those employed in E-Business. Topics addressed include Marketing Research on the Web, Personalization/Online Community, Pricing Online, Customer Support and Online Quality, E-Commerce, Business to Business (B2B) Marketing, Advertising/Brand Building, Web Promotion, and "Virtual Legality". **Prereq: Marketing 101**

**Marketing 330: Consumer Behavior**

An analysis of consumer behavior, this module introduces students to the processes that consumers employ in order to select, purchase, use, evaluate, and dispose of products and services that will satisfy their needs. The module will also provide students with an understanding of the influences (external and internal) that determine consumer behavior. And, since consumers vary in the ways that they consume products and services, the module will demonstrate in various ways how and why the analysis of consumer behavior is critical to the field of marketing.

**RESEARCH****Research 299: Research Methods**

This course aims to provide to students a comprehensive knowledge of good research practices. Students will also be exposed to ethical and legal issues related to research. Emphasis will be placed on the ability of the students to apply the appropriate research methodologies and analytical techniques and on acquiring academic writing and presentation skills.





## DIVISION *of* HUMANITIES and SOCIAL SCIENCES

### Chair

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### FACULTY

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*BA English Language and Literature, University of Thessaloniki; DEA Social Anthropology, Ecole des Hautes Etudes en Sciences Sociales; Ph.D. Social Anthropology, Panteion University (Adj)*

**Ms Fiona Cornes,** Instructor (English)

*BA (Hons) Theatre Arts/English Literature with Film and Video Studies, University of Exeter; MA Contemporary Theatre Practice, University of Lancaster (Adj)*

**Dr. Nikolaos Dimitriadis,** Adjunct Professor (Humanities)

*BA, MPhil, DD Theology, University of Thessaloniki (Adj)*

**Dr. Joseph Michael Gratale,** Professor (International Relations)

*BA History, William Paterson College; MA Social Sciences/Modern History, Montclair State University; PhD American Literature and Culture/American Studies, University of Thessaloniki (Reg)*

**Ms. Maria Kalaitzopoulou,** Instructor (Modern Greek)

*BA Byzantine and Modern Greek, University of Thessaloniki; MA Education, University of Thessaloniki (Adj)*

**Ms. Nicola Kondoyiannis,** Instructor (English)

*BA French Language and Literature, Goldsmith's College, University of London; RSA Cambridge TEFL; MA TESL, St Michael's College (Adj)*

**Dr. Serap Aise Kayetekin,** Associate Professor (Economics, Social Science)

*BS Economics, Middle East Technical University; MS, Ph.D. Economics, University of Massachusetts Amherst (Reg.)*

**Dr. Emily Bakola,** Adjunct Professor (English)

*BA English with Minor in Cinema and Cultural Studies; MA; PhD Comparative Literature, SUNY Stony Brook, N.Y. (Adj)*

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*BA Medieval and Modern Greek Studies; MA Applied Linguistics, Aristotle University of Thessaloniki (Adj.)*

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*BA Sociology, Panteion University for Social and Political Science, Athens, Greece; MA in Political Science and Sociology, National Kapodestrian University of Athens; PhD Gender and Cinema, Department of Political Science and Public Administration, National Kapodestrian University of Athens (Adj)*

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*BA Art History, University of Akron; MA Art History, Kent State University (Adj)*

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*BA Philosophy, Phillips University Marburg; MA Philosophy, King's College, London; PhD Philosophy, University of Hamburg (Reg)*

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*BA Political Science, Hunter College; JD Law, Brooklyn Law School (Adj)*

**Ms. Georgia Nenopoulou**, Instructor (English)

*BA English and French Literature, Simmons College; MA TESL, Saint Michael's College (Adj)*

**Dr. Maria Patsarika**, Adjunct Professor, Honors Program Convener (Social Sciences)

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**Dr. David Wisner**, Professor (International Relations), Executive Director, Michael and Kitty Dukakis Center for Public and Humanitarian Service

*BA Philosophy, University of South Florida; PhD Modern History, University of Rochester (Reg)*

## **GOALS AND OBJECTIVES**

### **MISSION**

The Division of Humanities and Social Sciences provides introductory and advanced instruction in all areas of the human sciences, with undergraduate programs of distinction in English and International Relations, minors in select fields, and special certificate programs in Hellenic Studies and in Teaching English as a Foreign Language (TEFL). More generally, the Division offers a solid liberal arts underpinning to ACT's academic and professional programs. Teaching and research strengths within the division include: communication practice, modern literature, and language teaching methodology; history, politics, and European integration; applied and counseling psychology; cultural studies; and ethnography and cultural anthropology.

The principal mission of the Division is to assist students to master and integrate different modes of knowledge and experience in order to solve problems, resolve conflict, and express new ideas creatively and professionally; and challenge youth to cultivate personal integrity and respect for values not one's own.

Division alumni have been admitted for post-graduate study, often as scholarship recipients, in the most prestigious universities in Europe and North America, including Oxford, Cambridge, LSE, St Andrew's, King's, HEI Geneva, the College of Europe, Johns Hopkins SAIS, Georgetown, the Fletcher School, Columbia, and the University of Texas at Austin, while some of our American alumni have gone on to law school after studying at ACT. Many have worked or are now working in ministries of foreign affairs and other public entities, leading international NGOs, colleges and universities of repute, and MNCs worldwide.

### **THE MICHAEL AND KITTY DUKAKIS CENTER FOR PUBLIC AND HUMANITARIAN SERVICE**

Launched in September 1999 as the Michael S. Dukakis Chair in Public Policy and Service, in its current form the Dukakis Center is the administrative home to ACT's BA in International Relations. The mission of the Dukakis Center is to expose youth to the pressing public affairs issues of our times, with a principal view toward inspiring young people to become involved in public service.

An integral function of the Dukakis Center is the Dukakis Seminar Series. Each semester ACT hosts prominent Greek and international public figures whose professional careers illustrate the Dukakis' own commitment to public service. Dukakis lecturers have included Nicholas Burns, Monteagle Stearns, Mark Mazower, Thea Halo, Dušan Batakovic, Radmila Sekerenska, Edi Rama, Nadezhda Mihaylova, Alvaro de Soto, and Michael Dukakis himself.

The Center also hosts a series of larger events. In December 2012 the Center co-hosted the inaugural Business & Politics Forum on the theme "Business and Politics: Where do we Draw the Line?" featuring leading experts in the field of business, institutional economics, journalism, and public administration, while in July 2014 the Honorable Erhard Busek was the keynote speaker at a symposium dedicated to "The Future of Democracy in Europe and Beyond."

Qualified students from all majors may have the opportunity to undertake a formal internship with the Dukakis Center.

### **LUCY CENTER FOR BALKAN STUDIES**

The Lucy Center for Balkan Studies was established in 2004 thanks to a generous donation from ACT friend and trustee, Elias Kulukundis, and named after his late wife Lucy. The Center was created to facilitate the formal study of Southeast European affairs, particularly for undergraduate study abroad students spending a semester or academic year at ACT. Students studying at the Center have the opportunity to do formal coursework in Balkan Studies, participate in study trips throughout the region, and, in select cases, undertake formal internships in regional organizations.

The Center for Balkan Studies also acts as a clearinghouse for information about the Balkans and the Aegean Basin, and as a forum for debate on regional issues. In particular, a lecture series has been established for discussion of such important topics as civil society, democratization, and European and transatlantic integration.



## **ACADEMIC PROGRAMS**

The Division of Humanities and Social Sciences offers the following academic programs:

### **Degree Programs**

- Bachelor of Arts in English, Concentrations in Language & Literature and Communication & New Media
- Bachelor of Arts in International Relations
  
- Minor in Diplomacy and International Relations (for non-IR majors only)
- Minor in Communication and New Media (for non-English majors only)
- Minor in English (for non-English majors only)

### **Certificate Programs**

- Hellenic Studies
- Teaching English as a Foreign Language (TEFL)

## **DEGREE PROGRAMS**

### **BACHELOR OF ARTS IN ENGLISH**

The Bachelor of Arts in English offers a synthesis of traditional and contemporary course content. Students may choose between two different concentrations, Language & Literature or Communication & New Media. The program aims to provide students with vital knowledge in the subject areas of literature, social media and communication, gender, linguistics, and culture; cultivate students' analytical and creative skills for intellectual and professional purposes; enable students to explore the evolution of English studies as it intersects a variety of academic disciplines; help students become more astute readers, writers, thinkers, and communicators; challenge students to operate more effectively in multicultural, interdisciplinary environments, both as students and future professionals; and inspire confidence, open-mindedness, and personal and professional success.

### **Degree Requirements**

In order to receive the BA degree, the student must have fulfilled all the GER and major requirements and have completed at least 121 US credit hours with an overall G.P.A. of 2.0 or better. According to NEASC Standards, students must complete at least one fourth of their undergraduate program, including advanced work in the major or concentration, at the institution awarding the degree. As a consequence, all candidates for an ACT degree must have been in residence at the College during the last two semesters of full time instruction, assuming availability and equivalency of transferable courses.

Open University degree structure: The program in English is currently validated by Open University: under this scheme, 24 are out of the 40 courses required for a Bachelor's degree are validated by Open University. Students must necessarily take the fourth year courses at ACT. Successful students will receive a Bachelor's degree from Open University in addition to the ACT degree for a single course of studies by meeting the following common set of requirements (in addition to meeting General Education Requirements)—courses highlighted in bold are validated by Open University.

## Major Requirements

- English 101: Composition I
- English 102: Composition II
- **English 120: Introduction to Literature (OU)**
- English 203: Issues in the Disciplines
- **Comm 127: Communication, Culture and Society (OU)**
- **English 220: Introduction to Twentieth Century Poetry and Drama (OU)**
- **English 230: English Literatures (OU)**
- **English 273: Introduction to Linguistics (OU)**
- **English 275: Sociolinguistics (OU)**
- **English 250: Advanced Writing and Professional Communication (OU)**
- **English 300: Image, Text, Culture (OU)**
- **Hum 246: Introduction to American Cultural Studies (OU)**
- **CS 107: Multimedia I (OU)**

## Language & Literature Concentration: Required Courses

- English 259: Topics in Contemporary World Literature (OU)
- English 340: Comparative Literature (OU)
- English 274: Applied Linguistics (OU)
- English 325: Second Language Acquisition (OU)
- English 350: Advanced Writing: Writing for Social Change (OU)
- English 380: The Business of Literature (OU)
- Comm 233: Introduction to Journalism

## Language & Literature Concentration: Major Elective Courses (6 of the following)

- History 201: Women in Modern Times (OU)
- English 268: Women and Literature (OU)
- English 221: Short Fiction (OU)
- English 335: English Language Teaching I (OU)
- English 345: English Language Teaching II (OU)
- English 375: Instructional Technology (OU)
- English 370: Literature and Film (OU)
- English 360: Literary Theory (OU)
- Hum 221: History on Film/ Film on History (OU)
- Soc Sc 228: Society & Culture: Theory, Texts and Practices (OU)
- Any course from the Concentration Communication & New Media

**Communication & New Media: Required Courses**

- Comm 217: Media in Transition (OU)
- Comm 317: Communicating Through New Media (OU)
- Comm 227: Media Theory (OU)
- Comm 327: Communication Research Methods (OU)
- Anthr 349: Intercultural Communication in Theory and Practice (OU)
- One of the following:
  1. Marketing 200: Principles of Public Relations (OU)
  2. Marketing 214: Advertising (OU)
  3. SocSc 215: Studies in Media and Contemporary Society (OU)
  4. Comm 233: Introduction to Journalism

**Communication & New Media: Major Elective Courses (6 of the following or any elective in the Language and Literature Concentration)**

- Marketing 324: E-Marketing (OU)
- CS 206: Web Development (OU)
- CS 219: Video Game Design with Unity and Blender (OU)
- CS 306: Advanced Web Development (OU)
- Soc Sc 210: Introduction to Global Studies and Human Geographies
- Comm 333-Communication Design (OU)
- Any of the above Required Courses not selected or courses in the Concentration Language and Literature

**Free Electives: Three (3)****Other Degree Requirements**

- English 390 Senior Thesis I & English 395 Senior Thesis II (OU)
- Practicum (SocSc 399- Service Learning)

**Suggested Program of Studies****Concentration: Communication & New Media****Year One:**

English 101  
 History 120  
 Politics 101  
 Philosophy 101  
 Computer Science 101  
 Math 100  
 Economics 101  
 English 102  
 English 120 (OU)  
 Biology 101 or Ecology 110

**Year Two (Level 4):**

English 203  
 Comm 127 (OU)  
 English 220 (OU)  
 English 273 (OU)  
 Computer Science 107 (OU)  
 Anthropology 101 or Sociology 101 or Psychology 101  
 English 275 (OU)  
 Free Elective  
 Major Elective (OU)  
 English 250 (OU)

**Year Three-semester 1 (Level 5):**

English 230 (OU)  
Comm 217 (OU)  
Philosophy 203  
Free Elective  
Major Elective (OU)

**Year Three-semester 2 (Level 5):**

Hum 246 (OU)  
Mkt 200/ Mkt 214/ SocSc 215/ Soc Sc 228 (OU)  
Comm 327 (OU)  
Comm 233 (OU)  
Major Elective (OU)

**Year Four-semester 1 (Level 6):**

English 390(OU)  
English 300 (OU)  
Comm 317 (OU)  
SocSc 399  
Major Elective (OU)

**Year Four-semester 2 (Level 6):**

English 395 (OU)  
Comm 227 (OU)  
Anthr 349 (OU)  
Internship/Practicum  
Major Elective (OU)

**Concentration: Language and Literature****Year One:**

English 101  
History 120  
Politics 101  
Philosophy 101  
Computer Science 101  
Math 100  
Economics 101  
English 102  
English 120 (OU)  
Biology 101 or Ecology 110

**Year Two (Level 4):**

English 203  
Comm 127 (OU)  
English 220 (OU)  
English 273 (OU)  
Computer Science 107 (OU)  
Anthropology 101 or Sociology 101 or Psychology 101  
English 275 (OU)  
Free Elective  
Major Elective (OU)  
English 250 (OU)

**Year Three-semester 1 (Level 5):**

English 230 (OU)  
English 274 (OU)  
Philosophy 203  
Free Elective  
Major Elective (OU)

**Year Three-semester 2 (Level 5):**

Hum 246 (OU)  
English 325 (OU)  
English 350 (OU)  
Comm 327 (OU)  
Major Elective (OU)

**Year Four-semester 1 (Level 6):**

English 390 (OU)  
English 300 (OU)  
English 380 (OU)  
Soc Sc 399  
Major Elective (OU)

**Year Four-semester 2 (Level 6):**

English 395 (OU)  
English 259 (OU)  
English 340 (OU)  
Major Elective (OU)  
Free Elective

## BACHELOR OF ARTS IN INTERNATIONAL RELATIONS

ACT's renowned BA in IR features career-track training in international diplomacy, with optional four-course specializations for degree candidates (in Diplomacy, Sustainability, and, in collaboration with the Division of Business, International Business) and an internationally oriented pre-law option for American students. The program of studies is particularly strong in American and EU politics, international law and organizations, gender, globalization, and contemporary Balkan and Aegean affairs.

Students majoring in IR have ample opportunities to interact directly with senior practitioners in public affairs under the auspices of the Michael and Kitty Dukakis Center for Public and Humanitarian Service and the Lucy Center for Balkan Studies. Our graduates have had outstanding success in post-graduate study, gaining admission to the most prestigious European and American universities, and experiencing success at the highest levels of professional life.

The mission of the BA in IR is to provide a dynamic contemporary student-centered civic education; train youth for leadership roles in regional and international affairs; and contribute meaningfully through academic instruction, applied research, and professional outreach.

### Degree Requirements

In order to receive the BA degree, the student must have fulfilled all the GER and major requirements and have completed at least 121 US credit hours with an overall G.P.A. of 2.0 or better. All IR students take a two-semester sequence Senior Thesis I and II course. According to NEASC Standards, students must complete at least one fourth of their undergraduate program, including advanced work in the major or concentration, at the institution awarding the degree. As a consequence, all candidates for an ACT degree must have been in residence at the College during the last two semesters of full time instruction, assuming availability and equivalency of transferable courses.

**Open University degree structure:** The program in International Relations is currently validated by Open University: under this scheme, 24 are out of the 40 courses required for a Bachelor's degree are validated by Open University. Students must necessarily take the fourth year courses at ACT. Successful students will receive a Bachelor's degree from Open University in addition to the ACT degree for a single course of studies by meeting the following common set of requirements (in addition to meeting General Education Requirements)—courses highlighted in bold are validated by Open University.

### Major Requirements

#### a. IR requirements

**Politics 201 International Relations (OU)**  
**Politics 202 Political Theory (OU)**  
**Politics 231 International Law (OU)**  
**Politics 232 International Organizations and Institutions (OU)**  
**Politics 249 Politics of International Economic Relations (OU)**  
**Politics 301 War, Genocide, and Peace in the Modern World (OU)**  
**Politics 350-351 Senior Thesis (2 course sequence)--OU**  
**European Studies 210 Foundations of European Integration (OU)**  
**History 201 Women in Modern Times (OU)**

History 221 Global Modernities: World History Since 1900 (OU)  
 History 245 Foreign Policy of the USA (OU)  
 Social Science 210 Introduction to Global Studies and Human Geographies (OU)  
 Politics 349 Contemporary Globalization (OU)  
 Economics 101 Introductory Macroeconomics (OU)  
 Economics 102 Introductory Microeconomics (OU)  
 English 250 Advanced Writing and Professional Communication (OU)  
 Communication 327 Communication Research Methods (OU)

b. Four 200-level IR electives (Level 5; see list below)

c. Four 300-level IR electives (Level 6—see list below)

**d. Other requirements**

Three free electives (to be chosen in concert with an academic advisor)

**Optional IR specializations**

Students may choose 4 of their electives in such a way as to earn one of three specializations. Courses must be chosen with and approved by an academic advisor.

- Specialization in Diplomacy (*sample courses include Politics 221, Politics 301, Politics 321, Politics 333, European Studies 341, Communication 317*)
- Specialization in Sustainability (*sample courses include Politics 304, Politics 335, European Studies 212, European Studies 351, Social Science 219, Social Science 234*)
- Specialization in International Business (*in collaboration with the Division of Business; sample courses include Management 218, Marketing 318, Economics 232, Finance 210*)

**Suggested Program of Studies**

**Year One:**

English 101  
 Math 100  
 Philosophy 101  
 History 120  
 Politics 101  
 English 102  
 CS 101  
 Anthropology 101, Psychology 101 or 204, or Sociology 101  
 Social Science 210 (OU)  
 Politics 201 (OU)

**Year Two (Level 4):**

English 203  
 Economics 101(OU)  
 English 120, Art 120 or Art 121, or Music 120  
 Politics 231 (OU)  
 Free Elective  
 English 250 (OU)  
 Economics 102 (OU)  
 History 201 (OU)  
 European Studies 210 (OU)  
 Science GER

**Year Three – semester 1 (Level 5):**

History 245 (OU)  
 Politics 232 (OU)  
 Politics 202 (OU)  
 IR Elective (200-level)(OU)  
 Philosophy 203

**Year Three – semester 2(Level 5):**

History 221 (OU)  
 Politics 249 (OU)  
 Communication 327 (OU)  
 IR Elective (200-level )  
 Free Elective

**Year Four – semester 1 (Level 6):**

Social Science 349 (OU)  
 Politics 350 (Senior Thesis I)(OU)  
 IR Elective (300-level)(OU)  
 IR Elective (300-level )(OU)  
 Statistics 205

**Year Four – semester 2 (Level 6):**

Politics 301 (OU)  
 Politics 351 (Senior Thesis II)(OU)  
 IR Elective (300-level )(OU)  
 IR Elective (300-level )(OU)  
 Free Elective

**200-level IR electives (OU Level 5) may be selected from among the following:**

History 231 Modern Greek History (OU)  
 Humanities 221 Film in History, History in Film (OU)  
 Humanities 246 Introduction to American Cultural Studies (OU)  
 Politics 207 The Modern Greek Nation State (OU)  
 Politics 221 The Balkans in Contemporary International Relations (OU)  
 Politics 229 US Federal Government (OU)  
 Social Science 215 Studies in Media and Contemporary Society (OU)  
 Social Science 228 Society and Culture: Theory, Texts, and Practices (OU)  
 European Studies 212 The Political Economy of European Integration (OU)

**300-level IR electives (OU Level 6) may be selected from among the following:**

History 331 Topics in Modern Greek History (OU)  
 Politics 304 Women, Power, and Politics (OU)  
 Politics 305 Gender and International Development (OU)  
 Politics 321 US Policy in Southeast Europe (OU)  
 Politics 332 Human Rights (OU)  
 Politics 333 Diplomacy and Negotiation (OU)  
 European Studies 311 The Idea of Europe (OU)  
 European Studies 351 European Environmental Governance (OU)  
 Anthropology 349 Intercultural Communication in Theory and Practice (OU)

**Cross-listed business courses from the OU-validated BS degree programs in Business**

**Administration, may be taken as IR electives with permission of academic advisor**

Management 218 International Business (OU)  
 Economics 232 International Economics (OU)  
 Finance 210 Banking and Finance (OU)  
 Marketing 318 Global Marketing (OU)



## Minors

### Minor in Diplomacy and International Relations

#### (for non-IR majors only)

- Politics 201
- Politics 249
- Politics 231 or European Studies 211
- History 245
- Two additional IR electives\* (to be selected in consultation with an IR advisor)

\*Students may take Politics 101 as both a General Education Requirement and an International Relations elective.

**NB** *Students may be obliged to take extra courses beyond the 40 needed to graduate with a Bachelors Degree in order to fulfill all minor requirements.*

### Minor in Communication and New Media

#### (for non-English majors only)

- Communication 217      Media in Transition
- Communication 227      Media Theory
- Communication 317      Communicating through New Media

*Three elective courses from the following:*

- English 250 Advanced Writing and Professional Communication
- English 350- Writing for Social Change
- Comm 127: Communication, Culture and Society
- Comm 233- Introduction to Journalism
- Comm 327: Communication Research Methods
- Comm 333- Communication Design
- SocSc 215: Studies in Media and Contemporary Society
- CS 206: Web Development
- CS 219: Video Game Design with Unity and Blender
- CS 306: Advanced Web Development
- Marketing 200: Principles of Public Relations
- Marketing 214: Advertising
- Marketing 324: E-Marketing

**NB** *Students may be obliged to take extra courses beyond the 40 needed to graduate with a Bachelors Degree in order to fulfill all minor requirements.*



### Minor in English (for non-English majors only)

- English 120: Introduction to Literature
- either English 220: Introduction to Twentieth Century Poetry and Drama or English 221: Short Fiction
- either English 230: English Literatures or Hum 246: Introduction to American Cultural Studies

Three elective courses from the following

- English 350: Advanced Writing: Writing for Social Change
- English 259: Topics in Contemporary World Literature
- English 268: Women and Literature
- English 288: Greek Literature in Translation
- English 300: Image/Text/Culture
- English 340: Comparative Literature
- English 360: Literary Theory

Any of the above required courses not taken

**NB** *Students may be obliged to take extra courses beyond the 40 needed to graduate with a Bachelor's Degree in order to fulfill all minor requirements.*

## **CERTIFICATE PROGRAMS**

### **Certificate Program in Hellenic Studies**

ACT offers to non-degree students the opportunity to gain a broader understanding of the rich heritage of Hellenism, both ancient and modern. Courses are taught by leading practitioners throughout the academic year, including during accelerated summer sessions. The certificate program consists of three academic courses, one language course, and study trips organized by the Office of Academic and Student Affairs.

**Hellenic Studies courses currently in the ACT catalogue include the following:**

- History 230, 231, 232, 301, 331
- Anthropology 210, 211, 221, 222
- English 288
- Greek 101, 104, 201, 202
- Humanities 204, 205, 209, 230
- Philosophy 220
- Politics 207
- Art History 121, 220, 221, 224
- Music 120

## **Certificate Programs in Teaching English as a Foreign Language (TEFL)**

The American College of Thessaloniki (ACT) offers intensive TEFL courses at an Introductory and Advanced level. The introductory program is open to beginners with little formal teacher training, proficiency certificate holders and university students or graduates of English, while the advanced level course is for relatively experienced teachers. The programs offer participants a solid grounding in current approaches to teaching English as a foreign language, with an emphasis on practical applications in classroom settings.

Guided by an expert team of highly qualified TEFL instructors currently teaching at ACT, participants in the introductory program are taught to develop lesson plans, manage a classroom, design teaching materials for particular age groups, and teach grammar, listening/speaking, reading/writing and vocabulary.

The advanced program is aimed at teachers with some classroom experience who wish to enhance their teaching effectiveness, as well as those teachers who seek practical experience and new ideas for creative teaching. Participants in the advanced level course acquire a deeper understanding of both the theory and practice of teaching English as a foreign language. Building on the participants' prior knowledge of the standard components of an introductory TEFL program, the advanced program addresses more specialized areas of the field such as educational technology, teaching through literature, the age factor in teaching, testing and evaluation and other field-related modules. Participants in both programs will have the opportunity to observe English classes being taught at Anatolia High School and Anatolia Elementary and practice teaching at Anatolia schools.



## HSS COURSES

*The courses listed below are expected to be offered at least every two years and a reevaluation of the entire course curriculum will be carried out every two years in order to maintain an updated list of course offerings.*

### **International Relations (History, Politics, European Studies, Public Service)**

#### **History 120: The Modern World**

This course takes its point of departure in late eighteenth-century Europe during the period of the Enlightenment and the French Revolution, and concludes in the late twentieth century with the end of the Cold War and the immediate post-Cold War decade. Course materials integrate social, cultural, political, and economic approaches, as well as aspects of historiographical analysis, in order to facilitate study of both the foundations of the contemporary world and questions relating to historical representation. The course also provides coverage of significant global developments in the modern era.

**May be taken as Social Sciences/Group C GER**

#### **History 201: Women in Modern Times**

An upper-level survey which studies the evolving conditions in which women have lived and worked in the western world from ca. 1750 to the present. A variety of types of evidence, from legal documents to art and literature, will be examined. Students will also be introduced to contemporary theoretical developments in the larger field of women's studies.

**Required for all IR majors. OU Level 4. Prereq: History 120**

#### **History 221: Global Modernities: World History Since 1900**

This course examines global history from 1900's to the present, addressing key themes and trends in the political, cultural, social, and intellectual landscapes of the period. While emphasis will be on interpreting the century's historical trajectories, the course will also seek to historicize globalization, evaluate the concepts of globality and transnationalism, and study critical responses to globalization. **Required for all IR majors. OU Level 5. Prereq: History 120**

#### **History 230: Byzantine History**

A survey of the political, institutional, religious and cultural history of the Byzantine Empire from the reforms of Diocletian and the conversion of Constantine up to the fall of Constantinople. Special attention will be paid to topics involving civilization, theological controversy, and the relations of the Empire with the Arabs, Slavs, and Western Europeans.

#### **History 231: Modern Greek History**

This course examines themes in Greece's recent past such as nationalism, modernization, economic development, constitutional government, territorial expansion, foreign intervention, etc. Readings form the basis for critical analysis of the causes and consequences of major events, of contemporary ideas and of leading personalities through classroom discussion and written assignments. **IR elective. OU Level 5. Prereq: History 120**



**History 232: Thessaloniki: A City and its Inhabitants**

Throughout its long history Thessaloniki has been home to many different peoples and cultures. The purpose of this course is to review the history of the city and to focus on the different ethnic communities which have inhabited it, including principally Greeks, Turks, Jews, and Armenians, among others. The course will consider the establishment of the city in Hellenistic times, its Roman and Byzantine periods, the impact of the Ottoman occupation, the coming of the Sephardic Jews, the effects of the Balkan and the two World Wars as well as those of the Holocaust on the city. It will include visits to such important cultural sites as the Archeological Museum, the Museum of Byzantine culture, the Jewish Museum of Thessaloniki, Roman antiquities and Ottoman buildings.

**History 245: Foreign Policy of the USA (formerly History 342)**

This course will provide a detailed examination of American foreign policy since the end of the nineteenth century, following a preliminary overview of American foreign relations from the War of Independence to the 1890s. The purpose of the course will be to identify above all the actors, doctrines, and institutional settings of post-WWII American foreign policy, both in a domestic and in an international, if not global, perspective, and to provide detailed analysis of select episodes in contemporary international politics. US relations with Europe, the former Soviet Union, and Pacific rim states China and Japan will be given special attention, while other regional zones of contention, from Latin American to the Middle East to Southeast Asia, will also be discussed. The course will end with a brief glimpse of the foreign policy of the current US Administration. **Required for all IR majors. OU Level 5. Prereq: History 120, Politics 101**

**History 301: History of Ancient Greece**

This course presents a survey of ancient Greek history from the Minoan through the Hellenistic period. The course follows a broad chronological account, but at the same time strongly emphasizes thematic trends and various aspects of social, economic and ideological history, including such institutions and values as political ideas, drama, city states, scientific and philosophical inquiry, trade, colonies, daily life, and gender. A variety of primary and secondary source materials will be employed to explore better who the ancient Greeks were and what their legacies have been.

**History 331: Topics in Twentieth-Century Greek History**

The purpose of this course is to explore in detail some of the main themes in modern Greek history. The course will investigate such topics as immigration and refugees, war and its consequences, the right and the left in Greek politics, the city/country divide and the process of urbanization, and the Greek family and gender identity. The course will also examine modern poetry and literature, and traditional and modern forms of music. **IR elective. OU Level 6. Prereq: History 120**

**Politics 101: Contemporary Politics**

The purpose of this course is threefold. First, it explores various dimensions of what political scientists call “governance” and what psychologists call “Machiavellian Intelligence,” namely those instances in our daily lives where humans, by their very nature, engage in activity one might call “political.” Second, the course examines different aspects of the formal, systematic study of political phenomena, commonly known as the academic discipline of political science. Finally, it considers basic elements of negotiation, from simple exchanges with neighbors to formal diplomatic relations in contemporary international relations. **GER requirement**

**Politics 201: International Relations**

This course examines the key actors and issues in the field of international relations. It focuses in particular on various institutional, social, and economic issues of current interest. At the same time the course provides an introduction to the main classic and contemporary trends in international relations scholarship. **Required for all IR majors. OU Level 4**

**Politics 202: Political Theory**

The purpose of this course is to introduce students to political ideas and their different interpretations in modern times. The course will also focus on various key themes and concepts, such as freedom, justice, rights, and sovereignty, and on classic modern schools of political thought. Emphasis will be given to expositions of theory in its historical, social, economic and political context. **Required for all IR majors. OU Level 5.**

**Politics 207: The Modern Greek Nation-State**

This course analyzes contemporary Greek society by exploring some of its institutions and structures as well as its socio-political practices. A thematic organization of the course allows for particular idiosyncrasies of the Greek state to be investigated in depth. Topics for examination are: the Modern Greek state structure, a civil society indicative of clientelism and populism, public administration and the role of political parties, the Greek Orthodox Church and religion, the Greek economy and the European Union, and the role of geopolitics. **IR elective. OU Level 5. Prereq: Politics 101**

**Politics 221: The Balkans in Contemporary International Relations**

This course starts by outlining the long-term historical evolution of the region of Southeast Europe in international relations, with a particular focus on the nineteenth century and the formation of modern nation-states, and on the two world wars and their consequences in the twentieth century. The course then shifts to the post-Cold War period, taking into account global, regional, national, and local perspectives on contemporary international relations issues. Special consideration will be given to the role being played in the Balkans by the United Nations and different European organizations and institutions on the one hand, and to the concomitant foreign policies of the concerned Balkan states on the other. The course concludes with an examination of the most pressing challenges facing these states and of the prospects for regional cooperation and peace in the twenty-first century. **IR elective. OU Level 5. Prereq: Politics 101**

**Politics 229: The US Federal Government**

The aim of this course is to introduce students to the basic workings of the American federal government, through a study of the Constitution, of political institutions, and of core values (rights, freedom, property, etc.). In addition, the course will provide a general overview of the evolving character of American political life from the colonial period to the present. Such phenomena and issues as lobbies, the role of the media, and the changing face of the American population (districting) will also be considered; so too will a rudimentary explanation of state and local government be offered. Finally, the course will introduce students to the overlapping methodologies inherent in the study of comparative government.

**IR elective. OU Level 5. Prereq: History 120 or Politics 101**

**Politics 231: International Law**

The aim of the course is to introduce students to the basic principles of international (public) law and to the functioning of major international organizations, and to delineate the intensifying organizational and rule-making activity which has come to be characterized as "global governance." Students will be acquainted with the language and the basic concepts of international law. The role of international organizations, political institutions, political groups, and actors will be a major area of study. The development of international law, its content and effectiveness as a system of rules will be the focus of most of the course. **Required for all IR majors. OU Level 4. Prereq: Politics 101**

### **Politics 232: International Organizations and Institutions**

The aim of this course is to introduce students to the basic theories and concepts on international organization and to analyze the role of international organizations in the international legal order. The course begins with the historical development of international organizations, and then introduces the students to the various IR and IL theories on the phenomenon of international institutional cooperation. The course then focuses on the IO's role in the making, implementation and enforcement of international law upon nation-states and individuals, their overall impact in the international order and the question of their accountability. **Required for all IR majors. OU Level 5. Prereq: Politics 201**

### **Politics 249: The Politics of International Economic Relations**

The course aims at giving the students an advanced understanding of international economic relations. This is done by focusing on the following three aspects of the international political economy: 1) the theoretical debate on the history and nature of the international economic transformations which have been taking place since World War II; 2) the histories and impact of international institutions as key players; 3) the impact on communities of the dominant free-market economic policies of the last three decades with particular attention to the recent financial crisis. **Required for all IR majors. OU Level 5. Prereq: Politics 101, Economics 101, History 120**

### **Politics 301: War, Genocide, and Peace in the Modern World**

In many respects war seems to be a major preoccupation of humankind. This course sets out to examine various perspectives on the causes, nature, and implications of war and genocide, as well as familiarizing students with the major issues and concepts associated with violent conflict. In addition students will become engaged with the dynamics of efforts to establish peace and resolve conflicts through an examination of applied theoretical frameworks and case study analyses. **Required for all IR majors. OU Level 6. Prereq: Politics 101, History 120**

### **Politics 304: Women, Power, and Politics (formerly Politics 204)**

This course provides an examination of the intersection of gender with politics, emphasizing the social construction of gender as well as the notion of citizenship and the part of women within a democratic polity. The course addresses the evolution of public policies affecting both men and women, legal systems and women, and the emerging role of women in state and non-state political institutions. The course will also explore the challenge that feminist theory has made to the traditional theories of politics and international relations. **IR elective. OU Level 6. Prereq: Politics 101**

### **Politics 305: Gender and International Development**

This course explores the growth of literature about gender and development, particularly with respect to theories, policies and major projects. Aspects such as education, health, and economic and political empowerment will be discussed. The course considers gender as an integral component of socio-economic development at various, interdependent political levels, with a special emphasis on East and Central Europe. **IR elective. OU Level 6. Prereq: History 201**

### **Politics 321: US Policy in Southeast Europe**

This purpose of this course is to provide a comprehensive overview of US diplomacy and involvement in the region of Southeast Europe from the end of the Cold War to the present. The course will consider the Cold War roots of contemporary Balkan policy, with a focus on the wedge policy in Yugoslavia, efforts to build bridges in Eastern Europe and to transform the realities of Soviet containment, the strategies of the Bush, Sr., Administration to deal with the end of the Cold War, the wars of the 1990s in the former Yugoslavia, and, finally, the unfinished business in the Balkans facing the current US administration. The course will also seek to distinguish between crisis management in the former Yugoslavia, and more programmatic economic and political assistance to all former communist regimes in Eastern Europe. **IR elective. OU Level 6. Prereq: Politics 201**

**Politics 332: Human Rights**

This senior seminar will focus on the basic principles of human rights. Building on the foundation IR students will have received from Politics 231, International Law, it will introduce students to the international and regional conventions and instruments which encode human rights. The course will cover the following issues: how human rights develop; the struggles for human rights; where these rights are encoded; and how to monitor that laws are being enforced. The course will also reflect on how international organizations reflect the values of human rights, not only in their monitoring and campaigning but also in their own practice. **IR elective. OU Level 6. Prereq: Politics 201**

**Politics 333: Diplomacy and Negotiation**

This course considers the overlapping disciplines of diplomacy, negotiation, and conflict resolution. The course begins with an overview of the historical evolution of contemporary diplomatic relations. The students are introduced to different types of international negotiations. The final segment of the course reviews case studies in complex multiparty conflict resolution. Student evaluation will be based in part on participation in a practical simulation.

**IR elective. OU Level 6. Prereq: Politics 201**

**Politics 334: Global Security Challenges and International Law**

This module sets out to highlight the evolution of the concept of security (from State to human security and beyond) and the dynamism of international law and policy responses vis-à-vis a series of global threats (terrorism, threats to human health, environmental disasters, migration, financial threats). Students will be exposed to moral, legal and policy dilemmas highlighted in specific case-studies concerning global security threats and will be required to examine in depth and critically assess them. In order to fulfill these objectives, the main actors involved and the main tools employed in dealing with these threats will be presented and a series of primary sources related to the case-studies will be commented upon. **IR elective. OU Level 6. Prereq: Politics 101**

**Politics 335: Civil Society**

The purpose of this course is to consider theoretical and practical dimensions of civil society, through student participation, critical reflection, and sustained research. Following a core definition of civil society, the course examines such relevant themes as empowerment, consent and dissent, justice, education, information, and economics. The course concludes with a series of activities designed to help students establish their own NGO/CSO. **May be taken by IR students as a free elective. Prereq: Politics 201, Economics 101**

**Politics 350-351: Senior Thesis**

An intensive, two-semester research project guided by one or more ACT faculty. **Required for all IR majors. OU Level 6. Prereq: senior status and permission of advisor.**

**Politics 399: Topics in Contemporary International Relations**

This course consists of intensive consideration of topical issues in contemporary international relations, taught by master instructors. Students may take the course more than once, provided the content is different each time. **May be taken by IR students as a free elective. Prereq: Permission of instructor**

**European Studies 210: Foundations of European Integration**

This module will expose students to the historical, political and institutional developments of the European Union. It introduces key developments, institutions and policies, examines the theoretical framework of European integration, and studies the European Union as a global actor, with specific reference to its enlargement process and external relations. **Required for all IR majors. OU Level 4. Prereq: Politics 101**

**European Studies 211: The Politics of the European Union**

The aim of this course is to introduce students to the major historical, political, and legal developments leading to the creation and evolution of the European Union. The course examines in detail EU treaties, institutions, and policy-making processes, and provides a critical examination of theories of European integration and enlargement. **NB Study abroad, non-degree and non-IR students only.**



**European Studies 212: The Political Economy of European Integration**

This module aims to familiarize students with the economic evolution of the European Union and the mechanisms that have been created, in order to regulate and sustain economic integration and development. The stages of EU economic integration and its impact on trade economies of scale, productivity and growth will be examined. Special features of economic integration will be analysed, such as the EU budget, Common Agricultural Policy and the European Monetary Union. EU economic integration will be viewed, however, through the prism of social and political issues, such as migration, unemployment, enlargement and regionalism. **IR elective. Prereq: OU Level 5. Economics 101, Politics 201**

**European Studies 311: The Idea of Europe**

This course examines the many different ways people have conceived of "Europe" – as a cultural identity, a geographic expanse, a political entity, and so on. The course considers both Greco-Roman antiquity and the European Middle Ages but focuses primarily on the early modern and modern periods, with special attention to pre-EU conceptions of European unity. The course ends with a retrospective appraisal of different contemporary theories of European integration.

**IR elective. OU Level 6. Prereq: History 120**

**European Studies 321: Citizenship and Democracy in the European Union**

This course examines the political systems of European Union Member States. The issues of democracy and citizenship in Europe are considered, and they are related with enlargement and the future of the EU as a political structure. The course reviews the EU institutional system, and the structures, institutions, and interests in European politics of a number of EU member states. It focuses on the process of democratization, and the way these members interact with other member states, and EU institutions. Finally, the notion of "EU citizenship" is analyzed, and is the debate on what kind of civil liberties, political and/or social rights it should include. **May be taken by IR students as a free elective. Prereq: Politics 101, European Studies 210 or 211**

**European Studies 322: External Relations of the European Union**

The EU is a unique actor in international relations as it enjoys more decision-making powers than an international organization and less than a sovereign state. As such the precise nature of the European Union remains problematic for traditional explanations of global affairs. This module will expose students to basic theoretical and conceptual approaches, focusing on the EU's foreign policies (i.e., in the fields of trade, security, diplomacy, US-EU relations), and examining such questions as the degree to which collective EU action can and will replace that of member-states when it comes to external relations. **May be taken by IR students as a free elective. Prereq: Politics 101, European Studies 210 or 211**

**Public Service 299: Internship Project**

This is an applied, "hands-on" course, aiming to help students understand managerial and policy practices of NGOs. Students will be posted in local organizations as interns, where they will work for a few hours per week. Apart from their job requirement in the NGO, students will undertake managerial analysis of projects as coordinated by the instructor (e.g., analyze the strategy of the NGO, perform policy and public value analysis, etc). The work in the NGOs will be supplemented by seminar-type classes where public and not-for-profit issues will be addressed. By the completion of the course students will not only have acquired some professional experience, but they will also be in a position to perform primary analysis of the environment in which they work. **May be taken by IR students as a free elective. Prereq: junior or senior standing; permission of instructor**



**Social Sciences (Social Science, Anthropology, Sociology, Psychology)****Social Science 210: Introduction to Global Studies and Human Geographies (formerly History 210)**

This course sets out to explore a number of subjects relating to the study of geography and politics. Students will be exposed to topics such as world/regional geography, cartography, geopolitics, politics and the environment, colonial/post-colonial geographies, and development, while the multidimensional and trans-disciplinary nature of geographical and political studies will be emphasized throughout. The course will also investigate such topics as world systems theory, cultural change, and globalizations. **Required for all IR majors.**

**Social Science 215: Studies in Media and Contemporary Society (formerly Politics 215)**

This module aims to analyze and explore media representations, media regulation, elite-mass communication, media production in a global age, communication and media power. A comparative approach will be employed for analysis of different regional and national communications systems. A final segment of the module will examine the concept of mass society, media power and globalization. Examples and case studies will be taken from American and European sources.

**IR elective. OU Level 5. Prereq: Politics 101, Anthropology 101 or Sociology 101**

**Social Science 219: Individual and Society**

This course introduces students to the theoretical and practical problems of social interaction in modern society. Contemporary social thinkers and studies will be used in order to explore and explicate the reciprocal relationship between society and the individual. Topics of contemporary interest, among them those of gender, social identity, deviance, and the mass media, are critically analyzed and interpreted. **May be taken by IR students as a free elective. Prereq: Anthropology 101 or Sociology 101**

**Social Science 228: Society and Culture: Theory, Texts, and Practices**

The aims of this course are threefold: first, to introduce students to the ideas and theories of key twentieth century social and cultural theorists; second, to invite students to reflect upon and critique those theoretical perspectives under scrutiny; and finally, to engage students in determining the meaning and relevance of particular socio-cultural analyses in both the context which they were written, and in the early twenty-first century. **IR elective. OU Level 5. Prereq: Anthropology 101 or Sociology 101**

**Social Science 234: Gender, Cultures and Societies**

This course will address gender issues from the standpoint of the social sciences. Its aim is to direct students towards a deeper understanding of gender as a social construction and not as a mere biological fact. By providing cross-cultural data on gender roles and by analyzing strongly held stereotypes about them in contemporary societies, the course will focus on the cultural patterning of behavior and perception that may or may not support gender stratification and hierarchy. Emphasis will be given to the interconnected levels of environment, economy, social complexity, and symbolic systems that affect the differential distribution of power, prestige, and authority between men and women in different societies.

**May be taken by IR students as a free elective. Prereq: Anthropology 101 or Sociology 101**

**Social Science 349: Contemporary Globalization (formerly Politics 349)**

This course aims to give the students a complex understanding of the processes of globalization. We will first look at how different theoretical perspectives make sense of globalization, i.e., what it is, whether it is a novel set of phenomena or not, and what its impact is on our world. With the background of this theoretical diversity, we will then go into studying in depth the institutions and impact of globalization. We will explore how globalization shapes and alters the economic, political and social structures of societies, and what specific roles the global institutions play in this transformation. We will also look at the gender dimension of this claim. Finally we will discuss those political movements which criticize and provide alternatives to globalization. **Required for all IR majors. OU Level 6. Prereq: History 120, Politics 201**

**Social Science 399: Service Learning Practicum**

The course comprises a combination of theoretical sessions (in-class component) and real-life case study projects. Having a service-learning character, this course enables students to experience in practice and better understand community engagement through placements and implementation of projects in local community NGOs, agencies and organizations. Some identified organizations for students' placements are organizations that provide services related to health and care, education, environment conservation and citizenship & social activism. The key principle underlying these activities is the co-construction of knowledge through student collaboration. Such a participatory approach facilitates the process of pairing up students across ages, backgrounds and interests and enables a shared, co-experienced understanding of place and community participation among the young people involved. **May be taken by IR students as a free elective. Required for English and Communication majors.**

**Anthropology 101: Introduction to Anthropology**

This course provides an overview of major themes and concepts of Anthropology considered both in relation to the biological disciplines (Paleontology, Ethnology, Sociobiology) and as the comparative study of human cultures (Social Anthropology/Ethnology). The course establishes the continuity of human culture from an evolutionary perspective and acquaints students with contemporary interdisciplinary debates on major issues. **May be taken as Social Sciences/Group C GER**

**Anthropology 210: Introduction to Contemporary Greek Culture and Society**

This course is designed as a navigation guide to contemporary Greek society and culture. Students are introduced to key features of public and private everyday life (history, politics, economy, education, religion, family, gender relations, sexuality, food, tourism, entertainment, music and dance, etc.). Texts drawn from a variety of sources will be used along with multimedia materials. Mini fieldwork projects will further enhance students' understanding and participation.

**Anthropology 211: Theory and Techniques of Archaeology**

This course offers a survey of the archaeological discipline with a focus on two themes, the material remains of past cultures and the techniques employed when studying archaeological remains. The course aims to broaden and deepen the students' understanding of past cultures and societies, thus providing enhanced insight into modern ones. Emphasis is placed on the reconstruction of social structure, environment, technology, communication, and cognitive systems of past societies as well as on the analysis of archaeological explanation.

**Anthropology 221: Ethnographic Accounts of Greek Culture**

This course examines different aspects of Greek culture and society through the anthropological lens. Ethnographic articles on everyday life expressions in different communities provide the material for the exploration of the inner differences, the complexities, the continuities and the changes that constitute part of contemporary Greek culture and society. Some of the topics discussed in this course include the social and economic life of people in different regions of Greece and in different periods of time, gender relations, presentations of the Greek cultural self, processes of identity formation, the role of the church as well as of the contemporary nation-state. **Prereq: Anthropology 101 or Sociology 101**

**Anthropology 222: Greek Folklore**

This course provides an overview of the creation, evolution and theory of folklore studies in Greece (19th and 20th centuries). It will introduce students to the major folklore categories (oral literature, customs, artifacts of material culture) and their collections (archives and museums). Emphasis will be placed on the study of folksongs and folktales. The course will also address the phenomenon of folklorism, the revival of traditional customs, and its uses in modern Greek society. **Prereq: Anthropology 101 or Sociology 101**

**Anthropology 349: Intercultural Communication in Theory and Practice (formerly Anthropology 249)**

This course visits the issue of development from the perspective of applied anthropology, blending material from culture, history, economics, and politics. The course features a distinct cross-cultural dimension, and provides students a strong basis for future studies in applied social sciences. **IR elective. OU Level 6. Prereq: Anthropology 101 or Sociology 101, History 120, Politics 101**

**Sociology 101: Contemporary Society**

This course will explore the discipline of sociology, with a particular focus on the key concepts and issues relating to the study of contemporary society and culture. The course seeks to establish a methodological balance between theoretical grounding and an applied framework as it examines the following thematic issues: social and cultural theoretical perspectives, globalization, power, ethnicity, gender, the mass media, and the dynamics of culture in the contemporary world. **May be taken as Social Sciences/Group C GER**

**Sociology 201: Contemporary Social Issues**

This course initiates students into the conceptual framework and problems associated with "mass culture," through an analysis of that phenomenon. The course focuses on the analysis and interpretation of such contemporary social issues as feminism, race and ethnic relations (including internal colonialism), terrorism, and the more specialized cases of institutionalized and clandestine violence. The course maintains a comparative perspective and, thus, the above issues will be considered both in their first and third world contexts.

**Psychology 101: Introduction to Psychology**

This course aims at providing a comprehensive introduction to the essential principles of the academic discipline of psychology by addressing such important topics as the function of the human brain, perception, language, development, learning, motivation, emotion, intelligence, personality, psychological disorders, and social behavior. The student is introduced to major theories of human behavior and is encouraged to assess critically the contribution and applicability of psychological research to daily life through class discussions, presentations and written assignments.

**May be taken as Social Sciences/Group C GER**

**Psychology 201: Lifespan Development**

This is an introductory class on human development, from birth to death, emphasizing the life-span perspective of development. The lifespan perspective addresses physical, cognitive/linguistic, psychological, and socio-emotional features as interrelated and dynamic factors affecting development. Designed for majors and non-majors, the main purpose of the course is to present the general underlying structures and mechanisms of development, with an emphasis on aspects of adult development and their application to adults' adjustment and functioning in various settings. The course will also explore the relationship between personality and development, presenting current theoretical approaches and empirical findings. **Prereq: Psychology 101**

**Psychology 202: Personality Theories**

This course studies the four D's of personality (description, dynamics, determinants, and development). The mask (persona) behind which a person hides is dropped and revelations according to ten theories follow. These aspire to give students a better understanding of human nature, behavior, and experience. **Prereq: Psychology 101**

**Psychology 204: Social Psychology**

This course aims to help students understand interaction – how we are influenced to think, act, and feel in order to gain greater awareness of how the social animal man is driven. Topics include group processes and influences, persuasion and its techniques, how we conform, and tactics of conformity. Concepts presented will be exemplified through evidence from everyday life. Communication and non-verbal communication, their significance, and techniques employed for both are considered. Students are given the opportunity to understand concepts presented through experimentation and are also required to undertake questionnaire surveys. Research conducted in both the United States and Europe is presented.

**Psychology 212: Psychology Applied to Modern Life**

This course provides a comprehensive overview of various sub-disciplines within psychology (i.e. social, organizational, health, clinical) that seek to apply principles, discoveries and theories of psychology in related areas such as the family, education and the workplace. The purpose of this course is to help students think critically about key psychological issues, move toward greater self-awareness and gain understanding of the relevance and worth of psychology in everyday life. Among the topics studied are: the self; social thinking and social influence; interpersonal communication; friendship and love; marriage and intimate relationships; careers and work; coping processes; stress; psychological disorders; and basic aspects of psychotherapy. Research conducted in both the US and Europe is presented throughout the course.

**Prereq: Psychology 101**

**Psychology 327: Introduction to Counseling Psychology**

This course aims to introduce students to the theory and practice of Counseling. It will provide the students with a systematic and comprehensive presentation of the major concepts and practices of the main theoretical approaches influencing contemporary human service providers. The interrelation between theory and practice in the field is emphasized and explored. Students will become acquainted with basic counseling skills involving in-class practice. Finally, the different areas where counseling is applied, such as marital, educational, health-related, vocational, cross-cultural, etc., are discussed together with ethical considerations. **Prereq: Psychology 101**

**English & Communication courses****English Lab : Language skills**

Lab 1 is designed to help students increase their English language skills in an academic context so as to be better equipped to handle college assignments and to build confidence in using English in both written and oral communication. The lab offers a comprehensive review of all English grammar and sentence structure, and focuses on reading, writing and speaking in a thought-provoking environment through the study of topics of universal appeal. **(non-credit course)**.

**English 101: Composition I**

This course reviews the basic principles of paragraph writing and introduces the major rhetorical modes of narration, description and exposition through discussion of theory, examination of model essays, and writing practice. In addition, students are introduced to information literacy by spending seven two-hour sessions in the library, developing effective search strategies, understanding the differences between types of resources, and using critical skills with which to evaluate resources. **GER requirement.**

**English 102: Composition II**

This course builds upon the expository writing skills presented in Eng 101. First, it introduces students to the mode of argumentation by analyzing various types of arguments and presenting the essential tactics used in definition, cause, evaluation, refutation and proposal. At the same time, it introduces students to research paper writing by guiding them step-by-step in the process of forming an argumentative thesis, incorporating sources together with their own thinking into papers, and documenting sources. **GER requirement. Prereq: English 101**

**English 120: Introduction to Literature**

The purpose of this course is to introduce students to the literary genres of poetry, prose fiction and drama, and to familiarize them with a variety of literary techniques specific for the analysis of each genre. Students read a selection of classic and contemporary works within these genres and engage in analysis of narrative, study key poetic techniques that make meanings happen and discuss performance possibilities as part of an attempt to become better readers and a more critical audience. The course will also cultivate students' creative skills, thus enhancing their overall writing abilities and helping them become more conscious writers. Students also gain an enhanced aesthetic appreciation of literature as art and come to value its role in education and everyday life. **May be taken as Humanities/Group A GER. Required for English majors (OU, Level 3)**

**English 203: Issues in the Disciplines**

This course will focus on selection of readings in different disciplines (academic essays, professional articles, technical reports, business cases) and on practicing advanced reading comprehension skills. It will emphasize vocabulary enhancement, critical thinking, and synthesizing of ideas. Students will practice advanced writing skills (writing essays & academic papers with relevant scholarly apparatus, short argumentative reports, critical reviews, professional summary writing, informative reports, comprehension exercises) and oral presentations. **GER requirement. Prereq: English 102**

**English 220: Introduction to Twentieth Century Poetry and Drama**

This course introduces students to twentieth century poetry and drama through the consideration of selected texts from both genres that represent major thematic and stylistic concerns of the period. Students will be able to reflect upon the diverse directions taken by poets and dramatists throughout the century and some of the factors which have influenced literary developments, while critically analysing the components of both genres and their effects. The first part of the course will concentrate upon poetry and examine poetic techniques, structure, language and style and their relationship to meaning; where appropriate tracing similarities and differences in the works studied. In the second part of the course, selected plays will be studied, focusing upon dramatic conventions, structure, language and style, with careful attention being given to the performative aspect of the texts and influences that have helped shape twentieth century theatre practice. **(OU Level 4)**

**English 221: Short Fiction**

This course focuses on in-depth critical reading of and writing about short fiction (short stories and/or novellas) within the context of the traditions and innovations which have concerned these genres, and with respect to the standard elements of short fiction. Through the in-depth study of seminal short novel practitioners such as Herman Melville, Henry James, Joseph Conrad, Edith Wharton, James Joyce, Franz Kafka, Philip Roth, Gabriel Garcia Marquez and Alice Munro, students learn to recognize both the stylistic features distinct to each writer as well as the common thematic and technical threads that group them together. Whenever possible, readings will be supplemented with their film adaptation. **(OU Level 4)**

**English 230: English Literatures**

As a study of essentially British literature, the course will analyze contextually the works of seminal writers from the age of Chaucer and on. This course aims to help students explore the interface of literature and society, and to provide them with appropriate tools for more advanced contextualized literary study. Students will learn to contextualize individual texts, recognize literary trends and cultural modes, evaluate literary and social movements, and be able to follow and discuss the evolution of English literatures since the age of Chaucer. To help expose students to literary breadth and textual richness, excerpts of longer texts will be selected. **Prereq: English 120 (OU Level 5)**

**English 250: Advanced Writing & Professional Communication**

The purpose of this course is to provide instruction and practice in the skills and strategies necessary to produce effective written and oral communication in any professional context. The course addresses topics such as persuasive writing techniques, formal professional communication (including executive summaries, legal documentation, letters and reports) as well as intercultural communication, professional writing in the 'e-world' and advanced public communication writing & speaking skills. The course is designed to foster skills development in the areas of critical thinking, presentation techniques, application of accepted professional frameworks to new ideas and use of innovative writing, with the aim of preparing students for realistic professional situations. **Required for IR and English majors. Prereq: English 203 (OU Level 4)**

**English 259: Topics in Contemporary World Literature**

The course will consider contemporary literary texts from around the world (written or translated into English) which respond to cultural, political and social issues of today. In addition to approaching contemporary literature as an index of distinct cultures but possibly also cultural interaction, it will examine the literary features of each book to define its contemporariness, both thematically but also stylistically. When applicable, the course will also explore the role of literary prizes and other marketing factors in helping a book travel beyond its place of origin and become a "contemporary classic". As a critical reading and writing course, it will offer students the opportunity to compare cultures while familiarizing themselves with some of the world's interesting and challenging literary texts. Exposing students to cultural and literary traditions around the world will help them realize what sets us apart and what brings us together as humans. **Prereq: English 120 (OU Level 6)**

**English 268: Women and Literature**

This course examines the evolution of women's literature from the 19th to the 20th century in an attempt to assess the implications of gender in the production and consumption of literature through a study of selected texts by Anglophone women writers. Coventry Patmore's "The Angel in the House" (the only text studied written by a man) serves as the background against which we will study a variety of texts written by women writers that respond to and deconstruct this female portrait, gradually "killing the Angel" and working to create new fictional portraits and a new discourse for women and women's literature. The concurrent exploration of sociopolitical and economic issues makes the course a contextualized study of sexual politics, and therefore of interest to students outside the English major as well. **Prereq: English 120 (OU Level 5)**

**English 273: Introduction to Linguistics**

The course Introduction to Linguistics gives a selective overview of linguistic studies from various branches, such as anthropological linguistics, cognitive linguistics, functional linguistics, formal linguistics, psycholinguistics, and second language acquisition. The focus is on language as a dynamic set of symbolic resources with many levels of expression: an acquired system of communication among the human species, an interactive system for expressing and creating both individual and socially constructed meanings, and an orthographic system for developing literacy. During the semester, the global, social, and personal meanings of language will be considered. **(OU Level 4)**

**English 274: Applied Linguistics**

The goal of the course is to survey what is currently available to ESL / EFL teachers, to choose and adapt some elements that we think would work in our own teaching realities, and to understand how and why these elements work. A range of methods, techniques, and materials for teaching English are explored. Emphasis will be put on current teaching practice; this includes a variety of communicative language teaching techniques, integrated and discrete approaches to language skills, task-based and project-based learning, and student centered techniques. The course also explores recent work on multiple intelligences, learning styles, and learner motivation, focusing on how these ideas can be used in a variety of teaching situations. **Prereq: English 273 (OU Level 5)**

**English 275: Sociolinguistics**

The course explores the general framework for understanding how human communities use language to say or fail to say what is meant and investigate the particular linguistic styles conventionally used by social subgroups. During this exploration, students are challenged to do the following: 1) Situate sociolinguistics in its discipline; 2) Acquire fluency in using terms & concepts to examine social uses of language; 3) Become familiar with relevant research; 4) Expand research experience and hone research skills; 5) Develop awareness of linguistic styles, our own and those of others around us; 6) Apply this learning to analyzing social situations, complications & misunderstandings; 7) Enhance preparation for entering the world of work, regardless of the profession. **(OU Level 4)**

**English 288: Greek Literature in Translation**

This course reviews major examples of classic and contemporary Greek literature in English translation. Genres examined include epic poetry, drama, modern poetry, short fiction, and the novel. Special attention will be paid to the rich diversity of the Hellenic legacy in contemporary Greek but also world literature. Knowledge of Greek is helpful but not required.

**English 299: Topics in Teaching Methodology**

Offered on a rotating basis, this course will include area topics such as English Teaching Methodology, Approaches to TESOL, Materials Development in Teaching, etc. Its aim is to provide basic background knowledge in teacher-training issues, ranging from comprehensive reviews of the foundations of foreign language teaching, practical pedagogical matters such as syllabus design, classroom management, teaching the four skills, the age factor, testing and evaluation, and others, as well as topics in the design of materials and techniques to be used as instructional tools in classrooms.

**English 300: Image/Text/Culture**

This interdisciplinary course examines the images and texts of film, television, art, photography, and advertising (with a strong emphasis on film), and how they come to characterize and shape our everyday lives. Using case studies, students learn how to recognize, read, and analyze culture within a particular social, cultural, or political context, touching upon such important issues as race, gender, class, ideology, and censorship. (OU Level 6)

**English 325: Second Language Acquisition**

The course explores the theory of second language acquisition (SLA) in general and its implications for teaching and learning in particular. It reviews general linguistic theory, explores aspects of morphology, phonology, semantics and syntax, theories of 1st and 2nd language acquisition, L1 interference in L2 acquisition and language universals. Further topics include error analysis, language variations and disorders, sociolinguistics, bilingualism, and application of theory to 2nd language teaching methodology. **Prereq: English 273 (OU Level 5)**

**English 335: English Language Teaching I**

The course offers students a solid grounding in current approaches to teaching English as a foreign language, with an emphasis on practical applications in classroom settings. Students are taught to develop lesson plans, manage a classroom, design teaching materials for particular age groups, and teach grammar, listening/speaking, reading/writing and vocabulary. They also given the opportunity to observe teachers at various classrooms of Anatolia (both Elementary and High School) and do practicum themselves. (OU Level 5)

**English 340: Comparative Literature**

The course aims to engage students in a comparative study of literary representations of sexuality from antiquity to present times. Terms such as 'sex' and 'sexuality' are often used interchangeably, without considering their many different connotative meanings at different historical periods, or in different cultural contexts. The course is divided into three parts: a) philosophy and sexuality, b) class, gender, sin, and sexuality, and c) Freud, psychoanalysis and sexuality, which will bring us back to philosophy. Works in translation will help us reveal the nuanced role of language itself in terms of constructing sexuality. **Prereq: English 120 (OU Level 6)**

**English 345: English Language Teaching II**

A continuation of ELT I, the course aims to enhance students' teaching effectiveness. It provides practical experience and new ideas for creative second language training. Through this course, students acquire a deeper understanding of both the theory and practice of teaching English as a foreign language. Building on prior knowledge, this more advanced course addresses more specialized areas of the field such as educational technology, teaching through literature, the age factor in teaching, testing and evaluation and other field-related modules. In addition, the course includes a guided classroom teaching practicum complementing instruction with substantive hands-on experience in real classroom settings. **Prereq: English 335 (OU Level 6)**

**English 350: Advanced Writing: Writing for Social Change**

The aim of 'Writing for Social Change' is to allow students to explore the genres and forms of writing that have influenced social change, and to practice writing for social change in today's complex, multi-faceted world. Practical themes include; writing for advocacy; how to write to influence opinion and provoke action (use of language and understanding of rhetoric,) print and broadcast op-ed reporting, the language of politics, protest and persuasion and the use of citizen journalism (including petitions, grass-roots manifestoes, letter writing campaigns, open letters to newspapers etc). Students will be expected to write creatively and persuasively about social change and think about issues such as: what role should writers play in the framing and mediation of issues, social norms and negotiating the relationship between the personal and the political? (OU Level 5)

**English 360- Literary Theory**

The course addresses the central concerns in contemporary literary and cultural theory and provides students in literature and other related disciplines of the humanities or social sciences with the theoretical background to better comprehend material elaborated in other courses. As such, it is an important endorsement to the overall English BA program that offers students a comprehensive account of the field and an understanding of some of the key problems and questions that animate theoretical discussion today. Through the development of a coherent overview of the various theories that emerged in the field, the course also considers questions about the production of cultural value, ideology and hegemony, the patriarchal and colonial bases of Western culture, and the status of the cultural object, the critic, and of theory itself. **(OU Level 6)**

**English 370: Literature and Film**

This course will explore, in an interdisciplinary manner, some of the most important post-war literary and cinematic representations of conspiracy and paranoia on two main topics: the Cold War and the assassination of president, John F. Kennedy. Both events have been much documented and represented by seminal writers and filmmakers through a variety of aesthetic styles. Some of the questions that will inform the content of the course and guide our discussions include the following: what are the basic elements of conspiratorial narratives? Why do conspiracy and paranoia go hand in hand? How is history revisited in the arts? In what ways could cinema be seen as a more effective medium/vehicle for conspiratorial narratives? Is there a social function or utility in these texts? What are the strengths and weaknesses of this genre? And, most importantly, why are they so extremely popular? **(OU Level 6)**

**English 375: Instructional Technology in ELT (English Language Teaching)**

This course focuses on the educational uses of information and communication technologies (ICT) and their role in educational environments. The course will balance fact, theory and application by exploring the literature on the uses of educational technology in language learning and the theories that underlie them, familiarizing students with a wide range of generic software applications (i.e., word processors, presentation tools, the WWW, e-mail, authoring packages, text manipulation software), synchronous and asynchronous computer mediated communication (CMC) tools, and a host of web 2.0 tools including wikis, blogs, podcasts, and social networking sites, and helping students develop strategies and criteria for using such applications effectively in the language classroom. **(OU Level 6)**

**English 380: The Business of Literature**

The course will introduce students to the 20th century mechanics of literary production and to the forces making a book available, promoting it to a best seller, or silencing it. More specifically, it will study the changing market conditions for literature, both in a historical perspective and on the basis of selected case-studies. Students will discuss literature within a social and business frame and approach literary production in particular as a revealing cultural phenomenon and a symptom of a given socioeconomic reality. In doing so, students will sharpen their intellectual and critical skills and become alert to the interdependence of two fields which are traditionally considered separately. **Prereq: English 120 (OU Level 6)**

**English 390- Senior Thesis I**

This is the first part of a course in which the students are required to write an 8,000-word thesis. It forms a fundamental component of the BA Hons English curriculum, serving both its pathways, which offers students the opportunity to cultivate the abilities and skills necessary for the realization of a medium-scale research project, from the formulation of the initial research question to its final submission. Combining what is often encountered as either final year Dissertation or Advanced Research & Writing Skills, the course offers an integrative, hands-on and project-focused approach deemed particularly useful both to a wide variety of professional settings and to the advancement to graduate studies. **(OU Level 6)**

**English 395- Senior Thesis II**

This is the second part of a course in which the students are required to write a 8,000-word thesis, or a 6,000 word thesis if accompanied by a strong multimedia component. It forms a fundamental component of the BA Hons in English curriculum, serving both its pathways, which offers students the opportunity to cultivate the abilities and skills necessary for the realization of a medium-scale research project, from the formulation of the initial research question to its final submission. The course offers an integrative, project-focused approach deemed particularly useful both to a wide variety of professional settings and to the advancement to graduate studies. **(OU Level 6)**



**Comm 127 – Communication, Culture & Society**

Covering a range of different forms and contexts of communication (interpersonal, group, public, mediated, verbal and non-verbal communication) and using cases and scenarios drawn from everyday life, the course explores the ways communication and culture interrelate and interact, with particular focus on the workings and failures, potentialities and constraints of human communication. (OU Level 4)

**Comm 217 – Media in Transition**

The course offers an overview of the historical development of media as industrial and cultural institutions, as well as the ethical and legal framework of their operation. Covering both print (newspapers, magazines, books) and audio/visual media (photography, cinema, sound-recording, radio, television, internet, mobile media) the course explores how changes in communication technology interrelate with the changing roles and fortunes of media industries and media audiences/users, and pays special attention to the digital revolution and to its transformative consequences over the whole of the media/cultural industry landscape. (OU Level 5)

**Comm 227 – Media Theory**

The course covers the major theoretical perspectives that have shaped the field of media studies. Through the examination of their distinctive insights, concepts and problematics, the course emphasis is on the comprehension and evaluation of the contribution these perspectives had to the understanding of media and media-saturated modern society. The theories are presented and discussed in their historical and ideological context, aiming at developing a critical understanding of their viewpoint and import. (OU Level 5)

**Comm 233- Introduction to Journalism**

The course provides students with an overview of the fundamental concepts of journalism. It will bring them closer to the profession of journalism by engaging them with work across all media platforms – print, broadcast and online – and helping them to acquire basic journalistic skills. Students will explore the profession of journalism both at a theoretical but also at a highly practical level and will discover new ways to tell a story. Techniques, methods and models guiding the contemporary practice of journalism will be given particular emphasis.(OU Level 5)

**Comm 317- Communicating Through New Media**

The course offers a broad but in-depth introduction to theories of the new media as well as the impact and influence of the new media on various aspects of socio-cultural life, including journalism, art, identities, politics, social issues, and so on. Overall, it adopts an applied approach by examining the various socio-cultural aspects of the new media in concrete settings and thus aims to provide students with an understanding of the crucial changes that most socio-cultural sectors have undergone due to the evolvement of new media. (OU Level 6)

**Comm 327- Communication Research Skills**

The aim of the course is to familiarize students with the challenges of conducting research in social sciences and the humanities. It is designed to provide students with research skills which are in high demand in a variety of contemporary professional settings, and necessary for their academic advancement to a graduate degree. Students will learn to collect, organize, analyze and evaluate data, as well as to consider the ethical implications of doing research. This course will discuss various research methods and in each of the methods studied, the aim is to focus on its practical applications and uses, examine in-depth notable cases of published research, and appraise their social utility.(OU Level 5)

**Comm 333- Communication Design**

The course will introduce students to Communication Design: the creative process for conveying any media intermission such as a message, an idea, a product or a service to its target group, through comprehensive lectures and presentations, creative workshops and projects conducted by the multi-awarded communication design agency Beetroot. More specifically, the course aims to acquaint students with all the necessary information they need in order to evaluate communication design processes, articulate communication design briefs, understand the pros and cons of each communication application including physical and digital, surface and three-dimensional, text and audiovisual applications, and acquire the foundations for crafting a successful communication design campaign. (OU Level 6)



## Humanities courses (Modern Greek, Humanities, Philosophy, Art and Art History, Music)

### Greek 101: Beginning Modern Greek I

The aim of this course is to develop students' familiarity with oral and written Greek through dialogues dealing with everyday situations and written material drawn from the popular media. Emphasis is on oral communication. Grammar is learned through dialogues illustrating everyday communication, while students gain practice by role-playing and acting out numerous everyday situations. The vocabulary used meets basic social needs for an environment where Greek is spoken.

**[Meets four hours weekly]**

### Greek 104: Beginning Modern Greek II

This course is designed to develop further students' fluency in Greek. Emphasis is given to oral practice, which includes active use of the spoken language, without neglecting the written language. Grammar is presented through dialogues from everyday situations and written material from newspapers and magazines. Students engage in discussions on common social topics. **[Meets four hours weekly] Prereq: Greek 101 or permission of instructor**

### Greek 201: Intermediate Modern Greek I

In this course emphasis will be given to oral practice, provided through both classroom discussion and presentations. More advanced grammar is taught using textbook dialogues and written materials from a variety of sources, including newspapers, magazines, books, and contemporary song lyrics. **[Meets four hours weekly] Prereq: Greek 104 or permission of instructor**

### Greek 202: Intermediate Modern Greek II

Upon completion of this course students should be able to engage in extended conversations with native speakers on topics such as family, work, recreational activities, the environment. They should be able to follow a TV documentary or watch the news, and read newspapers, magazine articles and selected literature. Writing skills will allow for extensive prose, such as narrative and argumentative essays. Students will also be required to work on group projects. Advanced grammar (passive voice, pronouns, imperatives, use of subjunctive) will be taught through textbook material (dialogues) and written material from newspapers, magazines, books and lyrics. **Prereq: Greek 201 or equivalent (Note: Advanced Greek Language courses are available on demand)**

### Humanities 203: Landmarks in the Western Tradition

This advanced survey course examines canonical of the Western Tradition starting with the Bible and extending through the mid-twentieth century. Various themes are traced, such as the relationship between nature and ideal, the notion of truth and virtue, and high-low art and the hierarchy of the genres. Students read from prose and non-prose texts alike, and consider these also in the context of non-verbal expressions of the humanities (music, arts, architecture). **Prereq: English 120**

### Humanities 204: Exploring Ancient Greek Language and Culture

This course introduces students to the history of the ancient Greek language, from its origin to the present, and to some aspects of ancient Greek culture. Students are developing awareness of and some knowledge in identifying the application of ancient Greek to modern languages as well as an understanding of the culture of the ancient Greek world through texts of Classical Greek authors in translation and other material. The course deals with ancient Greek alphabet and pronunciation, language contact and change, the connection between ancient Greek language and other languages (e.g. familiar English words, scientific and technical vocabulary derived from Classical Greek), and the relationship of language and culture. Knowledge of Greek is not required.

### Humanities 205: Ancient Greek Genres

An introduction to the study of ancient Greek literature in translation, with particular attention to historical-cultural conditions obtaining between the late 8th and late 5th centuries which made possible the birth of four major genres in rapid succession of one another: epic, lyric, tragedy, and history. In addition to primary source readings (selections from the Iliad and the Odyssey, lyric poetry, the tragedies, and Herodotus), study of each genre will be accompanied by secondary readings on both the genres and individual selections.

**Humanities 209: Topics in Mythology and Religion in the Classical World**

The course provides a systematic in-depth study of the major mythological characters, deities and myths of (mostly) the Greeks and the Romans through the use of both primary and secondary source material, visual and literary. The approach will be thematic and we will explore the nature and scope of mythology as well as its relation to religion, history and art. Comparisons with associated mythologies of the ancient Mediterranean world will be in place in order to demonstrate the broader historical and cultural framework. The myths and religion will also be studied in terms of their endurance and relevance in the western world as well as in popular culture. Finally, they will function as a setting for the discussion of matters of spirituality in the contemporary world.

**Humanities 210: Religions of the World**

This course will expose students to a comparative study of five of the world's main religious traditions, exploring those traditions through their literatures, while focusing also on origins, cultural contexts, histories, beliefs, and practices. Through reading, discussion, and visual appreciation of artistic renditions of religious world-views, students will gain valuable understanding of traditions other than their own, contributing to their broadened and deepened awareness of the world.

**Humanities 221: History on Film/Film on History**

Representations of classical myths and ancient history, of the First, Second and Cold Wars have shaped our understanding of our historical past. Often film has inspired people to learn more about this past. This course aims to examine how film has affected our perception of major world historical moments. We will spotlight key figures, events, literary sources, and cultural issues which have been subject of major films. Then we will analyse the historical and literary evidence underlying these films and appreciate the differences between the scholarly constructions of the world and the cinematographic representations. **IR elective. OU Level 5. Prereq: History 120**

**Humanities 230: The World of Alexander the Great**

The principal objective of this three credit course is to provide a fundamental examination of the legacy of Hellenism, anchoring the achievements of Alexander the Great in the larger history of Greek antiquity. The course will consist of segments on mythology and legends; history and geography; ancient literature; philosophy, and politics; art and architecture. The course will feature visits to archaeological sites relating to the history of ancient Macedonia and aspects of Alexander's military campaigns.

**Humanities 246: Introduction to American Cultural Studies (formerly History 241)**

This course investigates selected key aspects of America's historical and cultural development from the colonial period of the 17th century to the early 21st century. A wide array of texts, mediums, and genres will be examined to provide the basis for a critical evaluation of the American experience and debates on what constitutes an American identity. Some of the topics addressed include the evolution of colonial society, aspects of political culture, intellectual and literary trends, slavery and the Civil War, the Native Americans, the civil rights movement, America's role in the world, and acknowledging the myriad of "American voices" of which American cultural expression is comprised. **IR elective. OU Level 5. Prereq: History 120**

**Philosophy 101: Introduction to Philosophy and Critical Reasoning**

The primary aim of this course is to train students in the skills required for critical analysis of discourse. Its secondary aim is to apply these critical analytic skills to the activity of philosophizing. Accordingly, the course is divided into two parts. In the first, the main concern is with the validity of inferences. Students learn sentential and predicate calculus so that they are in a position to check the validity of any argument proposed. In the second part, the main concern is inquiry and to this purpose the students first apply logical theory to methodology (induction, hypothesis, abduction, explanation, reduction theory, definition, distinction, issue, problem), and then apply all these techniques to the discussion of two problems: the existence of God and the problem of mind and its relation to matter. **GER requirement.**

**Philosophy 203: Ethics**

This course is designed to help students develop their critical abilities through the analysis of ethical problems and to introduce them to contemporary ethical theory. Following an introduction to the structure of ethical problems, three classical approaches to the problem of justification are presented: moral obligation (Kant), the consequences of one's actions (Utilitarianism), and personal virtue (Aristotle), respectively. The course also includes discussions of meta-ethical issues concerning the relation between fact and value and the problem of justifying and then generalizing one's ethical judgments including the issue of moral relativism. **GER requirement. Prereq: Philosophy 101**

**Philosophy 208: Philosophy of Language**

Language is the basis of communication, thought, and learning; it pervades all aspects of our lives. In the course, we shall reflect on both the philosophical understanding of language and on the relevance of language for philosophy. The relation of language and thought is one issue, a second being the relation of language and the world (the issue of "meaning" discussed in connection with the later Wittgenstein in particular). Furthermore, we shall discuss what the analysis of language can do for philosophical problems outside the philosophy of language (knowledge, existence, what is "good" philosophy?).

**Prereq: Philosophy 101**

**Philosophy 220: History of Ancient Greek Philosophy**

The aim of this course is to provide an introduction to the philosophical, scientific, and humanistic perspectives that emerged in ancient Greece, in the intellectual debate that Bruno Snell referred to as "The Discovery of the Mind." The discussion of the origin and ultimate constitution of human life and the cosmos, the role of gods in human affairs, the kind of knowledge and education one needed to live well, as well as the possibility of gaining such knowledge serves as the background to the emergence of these new perspectives on life. The course presents various responses to these questions as they were debated in the ancient Greek world by the pre-Socratics, Socrates and Plato, and Aristotle and his successors. **Prereq: Philosophy 101**

**Philosophy 235: Artificial Intelligence**

This introduction to the subject of Artificial Intelligence (AI) will have as its central subject the question "Can machines think?" The course considers the history of "thinking machines" and the current state of the art. Typical cognitive tasks performed by machines involve visual perception and recognition, understanding language and translation, diagnosing a patient, and playing games such as chess. The course asks at what point we may say that machines are intelligent (Turing Test); what is computation, what is computable, and what is decidable (Church-Turing Thesis); whether thought is simply a kind of computation and the human mind a kind of computer (Classical symbol-manipulating AI vs. connectionism/neural networks); whether there are aspects of human intelligence that cannot be transformed into algorithms; and the relation between AI and the building of robots and other "autonomous agents." **Prereq: Computer Science 101 or 105, Philosophy 101**

**Philosophy 236: Philosophy of Computing**

The course will deal with three main questions: What is computing? What could computing do? What should we do with computing? In the first section, it will investigate which processes in the world are computational, be they analog or digital. The question "What could computing do?" deals with the limits of what is computable, both in principle, and given that the time and space we have are not infinite (complexity). The third question concerns the ethical and social relevance of computers. Finally, the existence of computers has produced various kinds of ethical problems, dealing mostly with access to information, e.g., privacy and surveillance ("big brother is watching"), computer security, hacking and cracking. The course will be offered simultaneously with several other universities in Europe and the US. **Prereq: Philosophy 101, Computer Science 101**

**Art 120: Art Appreciation: Principles of Design**

The purpose of this course is to introduce students to the general principles of design, that is, to the formal elements in any work of visual art (painting, sculpture, photography, film, contemporary installation art, etc.). The course will be thematic and topical, and will consider examples from all periods of Western and non-Western Art. Included in the formal course work will be visits to local museums and galleries to examine firsthand artworks illustrating the different principles studied. **May be taken as Humanities/Group A GER**

**Art History 121 Greek Art and Architecture: Ancient to Modern**

This course will provide a compact yet comprehensive chronological study of the arts of Greece from ancient to modern times. The examination of the arts will also allow for a better understanding of the complexities of political, social, and religious over time. Key periods covered include antiquity, the Roman, Early Christian and Byzantine Eras, the Ottoman Occupation, and the establishment of the Modern Greek State. NB This course is offered on an accelerated timetable for study abroad students. **May be taken as Humanities/Group A GER**

**Art History 201: Modern Art and Architecture**

This course offers a study of styles of the modern period, with special emphasis on the work of Manet, the Impressionists, and the Post-Impressionists who laid the groundwork for the art of the 20th century. There will be a close look at the social conditions and metaphysical concepts which led to the rebellion in the arts in the second half of the 19th century. The styles of Expressionism, Cubism, Abstract Art, Futurism, the Metaphysical School and Surrealism will then be analyzed. **Prereq: Art 120 or Art History 103**

**Art History 202: Late Modern Art**

This course covers the period from 1940 to the present, examining painting, sculpture, architecture, and allied arts both in the USA and Europe. Emphasis is placed upon the various movements and the plethora of concepts that shaped the artistic fabric of the West since World War II. **Prereq: Art 120 or Art History 103**

**Art History 220: Ancient Greek Art and Architecture**

This course surveys Ancient Greek art and architecture from the Early Iron Age through the Hellenistic period. Following an introduction to the nature of art, its various uses, and approaches to its interpretation, the course will provide a brief historical background for the major periods in Greek art. Each period will then be examined in detail, with particular attention to defining stylistic features, and to examining representative works in each of the genres (sculpture, painting, architecture, minor arts). **Prereq: Art 120 or Art History 103**

**Art History 221: Early Christian and Byzantine Art**

This course offers a survey of Early Christian and Byzantine art and architecture. It covers the period between the early 4th and 15th centuries, and considers monuments from eastern and western parts of the Byzantine empire. It comments on and compares Byzantine creations from Italy and Asia Minor, while concentrating on Byzantine Thessaloniki and other important Greek centers of Byzantine culture, such as Mount Athos and Mistra. **Prereq: Art 120 or Art History 103**

**Art History 224: Modern Greek Painting**

This course presents a survey of Modern Greek painting starting with the second half of the nineteenth century, when Greek painting acquired the characteristics of a European form of artistic expression. It continues with an examination of Greek painting during the twentieth century. Emphasis is placed upon the artistic movements and various schools formed during these periods, and upon influences from European and American art and their implications for Greek painting. Visits to local galleries and museums will provide first-hand contact with works of art being studied.

**Prereq: Art 120 or Art History 103**

**Art History 299: Museum Practicum**

This one-credit supplement consists of visits to select museums and sites in and around Thessaloniki, in order to view important monuments and other artworks dating from archaic and classical Greece. This Practicum may be taken independently of Art History 220. **Prereq: Art 120 or Art History 103**

**Music 120: Traditional and Contemporary Greek Music**

This course will provide students with an introduction to the historically rich and varied traditions in Greek music. The principal focus will be on church music, folkloric song and dance, and contemporary variations of "lay" music. Discussion will also refer to the place of music in ancient Greek society. Knowledge of Greek is helpful but not required.

**May be taken as Humanities/Group A GER**



C90



# DIVISION *of* SCIENCE AND TECHNOLOGY

## Chair

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## FACULTY

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- Dr. Alexander Astaras**, Adjunct Professor (Computer Science) (Adj)  
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- Dr. Grigoris Baglavas**, Adjunct Professor (Computer Science) (Reg)  
*BS, Mathematics, Aristotle University of Thessaloniki, MSc, Telematics, University of Sheffield, PhD, Computer Science, University of Macedonia*
- Mr. Chris Christodoulou**, Adjunct Professor (Computer Science) (Adj)  
*BSc, Physics, Aristotle University of Thessaloniki, Greece. MSc Information Technology, University of Aston in Birmingham, U.K.*
- Dr. Asterios I. Grigoroudis**, Adjunct Professor (Chemistry) (Adj)  
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- Dr. Mary Kalamaki**, Adjunct Professor (Chemistry) (Adj)  
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- Dr. Ioannis Mallidis**, Adjunct Professor (Mathematics)(Adj)  
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*BSc, Electrical Engineering, Aristotle University of Thessaloniki, Greece; MSc, Software Engineering, University of Crete, Greece*

## Goals and Objectives

The mission of the Division of Technology & Science is to offer innovative, leading edge technology programs in computing and academically sound service courses in the areas of Mathematics, Statistics and Science. As computing is a rapidly evolving discipline we continuously adapt our curriculum and facilities to meet the changing demands of the computing profession.

The computing programs target students that are interested primarily in Computing and Business with an emphasis in Information Systems and also students or professionals that are interested to specialize in certain areas in computing. In particular the certificate and special programs provide training opportunities for the wider community.

Courses in the Division are designed to broaden students' perspectives on the role of computing, mathematics, statistics and science in the modern world, while equipping them with both computer literacy and quantitative skills. A broad range of computing courses is offered, the majority having a strong laboratory component with emphasis on application.

The programs do not concentrate only on the latest technologies, which at some point will become outdated, but provide students with excellent critical skills and systematic thinking that will allow them to become lifelong learners and succeed in a wide variety of technical and managerial positions. Students are prepared for a successful career in the field of computing and its applications and/or additional study in computing or Business at the graduate level. State of the art computer facilities include high-speed servers and over 100 workstations in 5 laboratories. The Science facilities include biology, physics, chemistry and robotics-microelectronics laboratories covering a total area of over 290 m<sup>2</sup>. All facilities are connected to a high-speed campus network and are connected to the internet.

## ACADEMIC PROGRAMS

The Division of Technology & Science offers the following programs:

### Degree programs

- Bachelor of Science in Business Computing (ACT & The Open University, U.K.)
- Minor in Computer Science
- Minor in Multimedia and Web Development

### Certificate programs

- Cisco Certified Networking Associate Program (CCNA)
- Certificate in Relational databases (Oracle)
- Web Development
- Digital Media



## **DEGREE PROGRAMS**

### **BACHELOR OF SCIENCE IN BUSINESS COMPUTING**

The degree in Business Computing is a hybrid program that provides an excellent blend of Computing technologies and Business knowledge. The program covers a breadth of Information Technologies (electronic office, programming, databases, multimedia, networking and the web) and focuses on fundamental areas of Business (Management, Marketing, Accounting, Finance and Economics). Graduates of the program will have the skills and training needed to understand Business functions, to analyze business-user information needs and to design and implement information systems.

The B.S. in Business Computing prepares the student for a career either in the field of Computer Science and its applications or in the field of Business. The program develops broadly educated and competent graduates ready to pursue professional careers or graduate studies in either Business or Computer Science.

Training in research methods and a final year capstone project provide the theoretical and practical framework for successful performance of program graduates in industry or academia.

#### **Degree Requirements**

In order to receive the BS degree, the student must have fulfilled all the GER and major requirements and have completed at least 121 US credit hours with an overall G.P.A of 2.0 or better. All Business Computing students take a Research Methods course followed by a two-semester sequence Senior Project I and II course. According to NEASC Standards, students must complete at least one fourth of their undergraduate program, including advanced work in the major or concentration, at the institution awarding the degree. As a consequence, all candidates for an ACT degree must have been in residence at the College for at least during the last two semesters of full time instruction, assuming availability and equivalency of transferable courses.

**Open University degree structure:** The program in Business Computing is currently validated by Open University: under this scheme, 24 are out of the 40 courses required for a Bachelor's degree are validated by Open University. Students must necessarily take the fourth year courses at ACT. Successful students will receive a Bachelor's degree from Open University in addition to the ACT degree for a single course of studies by meeting the following common set of requirements (in addition to meeting General Education Requirements)—courses highlighted in bold are validated by Open University.

**Major Requirements****a. Computer Science Requirement**

- **Computer Science 105\*:** Introduction to Programming I (OU)
- **Computer Science 107:** Multimedia I (OU)
- **Computer Science 215:** Data Structures (OU)
- **Computer Science 205:** Business Data Management (OU)
- **Computer Science 206:** Web Development (OU)
- **Computer Science 306:** Advanced Web Development (OU)
- **Computer Science 312:** Database Management Systems (OU)
- **Computer Science 322:** Computer Networks (OU)
- **Computer Science 450:** System Analysis and Design (OU)
- **Computer Science 325:** Distributed Applications (OU)
- **Computer Science 443:** Senior Project I (OU)
- **Computer Science 444:** Senior Project II (OU)

**b. Business Requirements**

- **Economics 101:** Introductory Macroeconomics (OU)
- **Accounting 101:** Financial Accounting (OU)
- **Accounting 102:** Managerial Accounting
- **Finance 201:** Financial Management (OU)
- **Management 101:** Introduction to Management
- **Management 210:** Human Resource Management (OU)
- **Management 312:** Operations Management (OU)
- **Marketing 101:** Introduction to Marketing (OU)
- **Business Administration 240:** Principles of Commercial Law

**c. Other Degree Requirements**

- **Mathematics 101\*:** Elements of Finite Mathematics
- **Mathematics 115\*:** Calculus (OU)
- **Statistics 205:** Statistics I (OU)
- **Research 299:** Research Methods (OU)

**d. Electives**

- **Three electives (Computer Science or Business Courses—300-level or above)—OU.** Note: Computer Science 219 can be one of those 3 OU electives
- **One Elective (Computer Science or Business – level 300 or above)**
- **One free elective**

*\*Any of the Major courses above marked with an asterisk may also be taken to meet part of the GER.*

## Suggested Program of Studies

### Year One :

Mathematics 101  
Mathematics 115 (OU)  
Computer Science 105 (OU)  
Computer Science 215 (OU)  
Biology 101, Biology 112 or Ecology 110 or  
Chemistry 101 or Chemistry 115  
English 101  
English 102  
History 120  
Politics 101  
Philosophy 101

### Year Two( Level 4) :

Computer Science 205 (OU)  
Computer Science 107 (OU)  
Economics 101 (OU)  
Accounting 101 (OU)  
Marketing 101 (OU)  
Management 101  
Accounting 102  
English 120, Art 120, or Music 120  
English 203  
Anthropology 101 or Sociology 101 or  
Psychology 101

### Year Three (Level 5) :

Computer Science 206 (OU)  
Computer Science 312 (OU)  
Computer Science 306 (OU)  
Computer Science 450 (OU)  
Statistics 205 (OU)  
Finance 201 (OU)  
Management 210 (OU)  
Research Methods 299 (OU)  
Philosophy 203  
Elective (Computer Science or Business – level 300 or  
above)

### Year Four (Level 6) :

Computer Science 322 (OU)  
Computer Science 325 (OU)  
Capstone Project: Computer Science 443 (OU)  
Capstone Project: Computer Science 444 (OU)  
Computer Science/Business Elective (OU)  
Computer Science/Business Elective (OU)  
Computer Science/Business Elective (OU)  
Management 312 (OU)  
Business Administration 240  
Free Elective

## Minor in Computer Science

### (not available to Business Computing majors)

The minor in Computer science provides to students, who are completing a bachelor's degree in another field of study, the fundamentals in a number of computer science fields. There are two options one focusing in Programming and Databases and a second in Programming and Networks. A number of interesting electives are periodically available to students in digital media, web programming, e-commerce, artificial intelligence, etc.

- Computer Science 105: Introduction to Programming I
- Computer Science 215: Data Structures
- Computer Science 312: Database Management Systems, **or**
- Computer Science 322 Networking Operating Systems & Administration
- Three Computer Science electives \*

*\*CS 205 should be included in the place of one of the computer science electives in the case that CS 312 is selected*

## Minor in Multimedia and Web Development

The minor in multimedia and web development focuses in the new media. The topics taught include computer animation, interactive media production, professional web design and web programming. Students acquire a solid foundation in multimedia and web development software applications and design issues. They work in the areas of web page design, image design, creation and manipulation, image composition, 2-D and 3-D graphics, and audio and video production and integration.

The students work in state-of-the-art multimedia labs, where they learn how to use software applications from Adobe, Macromedia and Discreet, ranging from Photoshop to 3DS Max. They produce web sites, interactive CD-ROMs, create 2-D and 3-D imagery and motion graphics, design sound for multimedia products, and develop skills in nonlinear digital video editing.

Graduates of this program are pursuing careers in this fascinating and rapidly expanding field, entering the market as media producers, information architects, interactive and web designers.

- Computer Science 105: Introduction to Programming I
- Computer Science 107: Multimedia I
- Computer Science 206: Web Development
- Computer Science 207: Multimedia II
- Computer Science 209: 3-D Digital Design I, **or**
- Computer Science 219: Video Game Design Computer Science with UNITY and Blender
- Computer Science 306: Advanced Web Development

## **CERTIFICATE PROGRAMS**

### **Certificate Program in Cisco Certified Networking Associate Program (CCNA)**

ACT is a local academy in Northern Greece offering the Cisco Certified Networking Associate program. The CCNA Program is a two course e-learning, web-based program on the principles and practice of designing, building, and maintaining networks capable of supporting any type of organization. The academy program combines instructor-led, online learning with hands-on laboratory exercises where students apply what they learn in class while working on an actual Local Area Network. This program is designed to meet the growing demand for Network specialists. Students who successfully complete the program are eligible to earn Cisco Certified Network Associate certification, by taking and succeeding the relevant CISCO examination.

1. **CS 222:** Cisco Networking Fundamentals and Router Configuration corresponds to the Cisco Networking Academy Semesters 1 and 2.
2. **CS 333:** Cisco Advanced LAN and WAN design corresponds to the Cisco Networking Academy Semesters 3 and 4.

### **Certificate Program in Relational Databases (ORACLE)**

ACT with its Oracle Certified instructor offers the opportunity to become an Oracle certified instructor. The Oracle Certification Program can give you a distinct advantage. An Oracle Certification demonstrates that you have a solid understanding of a job role and the Oracle products used in that role. Being an Oracle Certified Professional can help raise your visibility and increase your access to the industry's most challenging opportunities. Thousands of members have testified to the value of the Oracle Certification Program\*.

- **97% said they have benefited from certification.**
- **96% would recommend the program to a professional colleague.**
- **89% said they gained more confidence in their Oracle expertise after becoming certified.**

Students who successfully complete the program are eligible to earn professional ORACLE certification, by taking and succeeding the relevant ORACLE examination.

1. **Database Design and Programming with SQL (or CS205)**
2. **Database Programming with PL/SQL (or CS 312)**

## Certificate Program in Digital Media

The Digital Media certificate focuses in the new media. The topics taught range from computer animation to interactive media production. Students acquire a solid foundation in multimedia software applications and design issues. They work in the areas of image design, creation and manipulation, image compositing, 2-D and 3-D graphics, and audio and video production and integration.

Students work in state-of-the-art multimedia labs, where they learn how to use software applications from Adobe, Macromedia and Discreet, ranging from Photoshop to 3DS Max. They will produce interactive CD-ROMs, create 2-D and 3-D imagery and motion graphics, design sound for multimedia products, and develop skills in nonlinear digital video editing.

- Computer Science 107: Multimedia I
- Computer Science 207: Multimedia II
- Computer Science 209: 3-D Digital Design I, **or**
- Computer Science 219: Video Game Design I with UNITY and Blender
- Capstone project

\* The capstone project is not a regular course, it an independent project undertaken by the student under agreement with a faculty advisor. The faculty advisor provides only supervision and assessment of the project and not regular instruction. Upon completion of the project and by the pre-agreed deadline the student submits the project to the faculty advisor, who then assesses it and report the pass or fail grade (pass  $\geq 75\%$ ) to the registrar's, who in turn issues the certificate. The registrar's will keep all projects on file for a minimum of 2 years.

## Certificate Program in Web Development

The Web Development certificate focuses on the design and creation of a professional web site. The topics covered are separated into three different categories: Web Design Guidelines, Professional Web Design Software and Web Programming.

The student is introduced to the latest design techniques for a web site and will get a hands-on experience of the tools that professional web designers use. After a foundation on Hyper Text Markup Language (HTML), the program focuses on Macromedia's Web Design software, namely Dreamweaver MX and Flash MX. In the Web Programming section of the certificate, the students learn how to build dynamic web pages, which is the latest development in the area.

The program ends with a capstone project, where students develop a complete Web Site. Applications created during the program can be used as a portfolio for seeking a job placement in the field.

- |    |                              |                               |
|----|------------------------------|-------------------------------|
| 1. | <b>Computer Science 105:</b> | Introduction to Programming I |
| 2. | <b>Computer Science 206:</b> | Web Development               |
| 3. | <b>Computer Science 306:</b> | Advanced Web Development      |
| 4. | <b>Capstone project</b>      |                               |

\* The capstone project is not a regular course, it an independent project undertaken by the student under agreement with a faculty advisor. The faculty advisor provides only supervision and assessment of the project and not regular instruction. Upon completion of the project and by the pre-agreed deadline the student submits the project to the faculty advisor, who then assesses it and report the pass or fail grade (pass  $\geq 75\%$ ) to the registrar's, who in turn issues the certificate. The registrar's will keep all projects on file for a minimum of 2 years.

## TECHNOLOGY AND SCIENCE COURSES

*The courses listed below are expected to be offered at least every two years and a re-evaluation of the entire course curriculum is carried out every two years in order to maintain an updated list of course offerings*

### COMPUTER SCIENCE AND MATHEMATICS COURSES

#### COMPUTER SCIENCE

##### **Computer Science 100: Word Processing**

In this non-credit course students acquire accuracy and speed on using the computer - keyboard by learning the "blind typing method". Students also develop their overall computer literacy by gaining exposure to the Windows operating system, including basic training in word processing (Word).

##### **Computer Science 101: Introduction to Computing**

The course aims at making the student an effective computer user within the contemporary networked environment of both the office and the Internet. Students learn the usage of modern programs suitable for composition, calculation and presentation, as well as the facilities available for communicating and researching through the Internet. The fundamentals of how the computer and a network of computers work are discussed in order to provide a basic understanding of the modern computing environment. **May be taken as Computer Science GER.**

##### **Computer Science 105: Introduction to Programming I**

The course starts by exposing students to modern Information Systems and the basics of Information Technology, as well as practical exercises on the usage of a computer in the modern, networked environment. Subsequently students are introduced to a modern programming language and are taught the basic elements of programming. Programming topics include data types, operations, objects, and an introduction to structured programming.

**May be taken as Computer Science GER.**

##### **Computer Science 106: Introduction to Programming II**

The principal aim of this course is to develop students' problem solving skills with respect to computer programming. Building upon the foundations of Computer Science 105, the course exposes students to a variety of programming tasks as well as to the important control structures required for performing them. Topics include variable scope, control flow, event programming, programming with classes and debugging techniques.

**May be taken as Computer Science GER. Prereq: Computer Science 105**

##### **Computer Science 107: Multimedia I**

This course is an introduction to digital multimedia. All media components (digital pictures/graphics, text, animation, sound and digital video) are introduced and their parameters defined and studied. Software multimedia development tools necessary for the creation or capture of digital media are presented, and students acquire hands-on experience with a package for each media category. Hardware essential for the capture/creation of the media is also presented. Multimedia project design parameters are examined and applied to a student capstone project.

**May be taken as Computer Science GER.**



**Computer Science 130: Introduction to electronics and robotics programming**

The primary difference between robots and other types of computing devices is their ability to have a physical effect on their environment, rather than to simply gather, process and communicate data. This is particularly apparent in the case of autonomous and semi-autonomous mobile robots: they face the challenge of acquiring data from their surroundings, selecting their own navigation waypoints and dynamically altering their course of action to account for obstacles, power supply restrictions and unexpected events. In this introductory experiential learning course, students will work in teams and be challenged to build both the hardware chassis and software algorithms for such robots, using the Lego Mindstorms robotics kit and additional resources. The course will commence with simple sensor data acquisition, proceed with the use of actuators, basic navigation, obstacle avoidance, sensor data fusion and conclude with several robotic team challenges.

**Prereq: Basic computing, numerical and analytical skills. Previous exposure to programming code considered an advantage but not necessary.**

**Computer Science 151: Quantitative Computing**

The course aims at deepening student quantitative skills by interrelating mathematical modeling and spreadsheet implementation. Students are presented real-world problems encountered in the modern enterprise, with emphasis on spreadsheet computing and are taught both the mathematical background and the necessary structures for tackling the problem with spreadsheets. Emphasis is placed on mutual translation of mathematical model and spreadsheet implementation. Focus is on Business Planning and topics are drawn from Microeconomics, Finance, Marketing, Managerial and Financial Accounting. Mathematical topics covered include: Real numbers and their computer implementation, polynomial, exponential and logarithmic functions, matrices, linear programming and optimization, recursive models, discrete approximation of the derivative and integral. **May be taken as Computer Science GER. Prereq: Computer Science 101 or 105, Math 101**

**Computer Science 201: Business Computing**

The course aims at presenting Business majors with the basic computing structures needed to support a company's management. Students will be exposed to data tables from a variety of business activities as well as the database techniques necessary to model and effectively process these data for the purposes of company assessment and planning. Examples of applications residing in the WWW will be presented, analyzed and subsequently implemented by students with the database medium used in the course. **Prereq: Computer Science 151**

**Computer Science 205: Business Data Management**

This course deals with numerous forms of business data employed in monitoring business operations, and covers table design and handling data using a popular database program. Topics include Business Data Modeling and Design, Activities Monitoring, Data Analysis, and Company Assessment. This course, based on Relational Data Modeling, teaches students how to build small business applications with tools for managing Relational Databases. **Prereq: Computer Science 105**

**Computer Science 206: Web Development**

This course is designed for students who have a good knowledge of computer systems and familiarity with the World Wide Web. It provides an introduction to development for the Internet. The course involves the creation of both static and dynamic or interactive web pages using a range of tools from basic text editors, through HTML specific tools as well as a web development tool. Topics covered include Web page design issues, basic understanding of Web authoring and site management, HTML, Web development using specialized tools, and fundamentals of animation software.

**Prereq. Computer Science 101 or 105**

**Computer Science 207: Multimedia II**

This course is the continuation of CS107. Advanced editing techniques of digital images and digital video will be presented, studied and practiced. Basic animation techniques (using Macromedia Flash) will be presented, studied and practiced. Students will acquire further skills on capture hardware (Photo, Video, Audio). Individual student capstone projects on Video and animation will be assigned at the end of the course. **Prereq: Computer Science 107 or permission of instructor**

**Computer Science 209: 3-D Digital Design I**

The focus of this course is the introduction to the 3D workspace, creation tools, and the basics of 3D design. Including modeling 3D geometry, creating material textures and lighting, and rendering output to animation and still image formats. 3D animation techniques will also be presented, studied and practiced. The concepts and interrelationships of developing a story and character from premise to production will be presented, studied and implemented by students on a final capstone project. Students will acquire hands-on experience using 3ds max and will build on their 2D skills with the use of Photoshop as an aid in the creation of texture maps. **Prereq: Computer Science 107**

**Computer Science 215: Data Structures**

This course provides an introduction to modeling with data structures, and considers principles of structured and object-oriented programming as well as introducing algorithms used for data structures. Topics include Object Class Hierarchies, Procedural Programming with Objects, Management of Data Structures, Introduction to Modeling and Simulation, and Object Class Programming. **Prereq: Computer Science 106**

**Computer Science 219: Video Game Design with UNITY and Blender**

This course introduces the critical study of computer video games and the professional practice of game design. Through readings, discussions, research, and practical “hands-on” projects, students will better understand the current market for games and simulations and develop the fundamental skills necessary to enter the international computer games industry. Although the commercial video game pipeline will be discussed, the actual production framework for the class will mirror an independent game development team.

The goal of the course is to prepare students to work in such game development teams and tackle game-play ideas. Students will be expected to fill multiple roles in the production process, and gain hands-on experience in the collaborative processes of game design, project management, scripting, graphics, animation, and play-testing. **Prereq: Computer Science 107**

**Computer Science 222: Cisco Networking Fundamentals and Router Configuration**

This course offers an introduction to computer systems and networking fundamentals based on the OSI network model and industry standards. The first part teaches the fundamentals of network design and the installation of cabling. Topics covered are network topologies, IP addressing, including subnet masks, networking components, and basic network design. In the second part of the course, students begin simple router configuration exercises and are introduced to LAN switching. Topics covered are routing theory and router technologies, router configuration, routed and routing protocols.

**Prereq. Computer Science 101 or 105 or permission by instructor**

**Computer Science 230: Engineering Problem Solving and Computation**

The course focuses on developing skills in algorithmic thinking by preparing computer programs to analyze and present engineering data. The students learn to write, in C++ and Matlab, the types of programs needed for engineering problem solving. They also become familiar with a wide variety of interesting and challenging engineering problems that can be solved with programmable algorithms.

**Computer Science 235: Artificial Intelligence**

This introduction to the subject of Artificial Intelligence (AI) will have as its central subject the question "Can machines think?" The course considers the history of "thinking machines" and the current state of the art. Typical cognitive tasks performed by machines involve visual perception and recognition, understanding language and translation, diagnosing a patient, and playing games such as chess. The course asks at what point we may say that machines are intelligent (Turing Test); what is computation, what is computable, and what is decidable (Church-Turing Thesis); whether thought is simply a kind of computation and the human mind a kind of computer (Classical symbol-manipulating AI vs. connectionism/neural networks); whether there are aspects of human intelligence that cannot be transformed into algorithms; and the relation between AI and the building of robots and other "autonomous agents." **Prereq: Computer Science 101 or 105, Philosophy 101**

**Computer Science 250: E-commerce**

This course provides students with a broad understanding of the electronic commerce domain. It introduces aspects of e-commerce, and students gain insight into technical, business, legal and policy issues. On completion of the course business students will be able to understand what e-commerce is and how to exploit an e-commerce strategy in an organization. Students will be ready to comprehend the e-commerce domain and apply it technically.

**Prereq: Computer Science 101 or 105**

**Computer Science 304: Introduction to Mobile Device Programming**

This course focuses on learning to program small size applications (apps) for Android, the most common open source operating system for smartphone and tablet devices. Students will be introduced to the Android software development kit and learn to write apps that combine sensor readings with user input, deposit and retrieve data from the cloud and publish their creations on the Android app ecosystem. There will be a final app creation competition which will be judged on utility, originality, versatility and coding elegance. Programming experience is recommended for all participants. **Prereq: Computer Science 105**

**Computer Science 305: Programming in C++ and Matlab**

This course builds on the algorithmic skills developed by students, and focuses into materializing this knowledge into developing computer programs to tackle real world problems using the programming language C++. Topics include program structure, functions, arrays, pointers. The course also provides an overview of the top-ranked Mathematics software Matlab. A final integrated project addresses the issues involved into combining C++ and Matlab and helps students appreciate problem solving in the real world environment.

**Computer Science 306: Advanced Web Development**

This course builds on the skills and knowledge about creating and publishing Web pages and sites taught in CS 206. It also introduces students to advanced Web development areas, required for students interested in pursuing a career in web site design. Material to be covered includes Advanced Web Design and Animation features, Web site management, Browser Issues, Cascading Style Sheets (CSS), applying the Common Gateway Interface (CGI), dynamic HTML, and emerging Web standards. **Prereq: Computer Science 105 & 206**

**Computer Science 309: 3-D Digital Design II**

This Course will build on the existing cs209 course and serve as a more in-depth study of 3d digital design in practice and theory. This course will continue development from cs209 topics, and the following intermediate to advanced topics which are beyond the scope of cs209, will be presented, studied and practiced. This includes, Nurbs and Patch surface modeling, advanced Material, Mapping and Lighting techniques and more advanced Rendering methods. Advanced character animation tools will also be covered including Character studio and Max's character animation tools. It will also cover Dynamic simulations using Reactor and introduces max scripting. **Prereq: Computer Science 209**

**Computer Science 310: Computer Architecture**

The course starts from the basics of digital electronics and gradually builds up to the design of a complete computer system. The major topics covered are: Fundamentals: An introduction to digital electronics, building from simple logic gates into flip-flops, registers, multiplexors etc. Basics of Computer Architecture: Buses, memory, data representation, arithmetic operations. Control: Data path layout, parallelism in the processor, basics of pipelines. Instruction set design: Designing a processor to execute programs. Interfacing to the outside world: Analogue and digital devices, synchronous and asynchronous protocols, interrupts, communication with other computers. Improving usability and performance: Protection, cache memory and memory hierarchies. **Prereq: Computer Science 105**

**Computer Science 312: Database Management Systems**

This course offers a systematic coverage of modern Database Computing theory and technology. Topics include Relational Algebra, Data Modeling, Database Design, Concurrency and Locking, Client-Server Database Management Systems, Interface Design, trends in Database Systems, combination of Object Oriented Modeling, and Relational Databases. The course is based on a modern client design tool and requires Event-Driven Programming. **Prereq: Computer Science 205**

**Computer Science 321: Operating Systems**

This course introduces students to the principles of operating system design and to the prevailing techniques for their implementation. Three concrete examples of operating systems are used to illustrate how principles and techniques are deployed in practice. The major topics covered are: Processes: Purpose of the OS, Entities and Functions, Process Management, Creation / Scheduling / Termination, Communication/Synchronization, The OS Kernel. Memory Systems: Hierarchical Organization, Contiguous storage allocation, Single- and multi- programming, Static and Dynamic partitioning, Segmentation, Paging. File Systems: Directory organization, File types and file organization, Consistency and efficiency (e.g. in a network). Case Studies: Windows, Linux, Unix. **Prereq: Computer Science 105**

**Computer Science 322: Network Operating Systems and Administration**

This course combines theory of operating systems and networks and their application to modern network management. Topics include multitasking, network file systems, client-server architectures, concurrency, and network administration. **Prereq: Computer Science 215**

**Computer Science 323: Java Network Programming**

This course is designed to expand the students' knowledge and experience in analysis and design of computer network applications by focusing itself on computer network programming. The aims of the course are to provide students with the basic knowledge and understanding of computer networks with Java essentials - how Java language associates with computer networking topics. This ranges from the essential elements of the Java programming language to networking fundamentals and distributed systems' principles. It will also provide an introduction to the theory, design and implementation of network software. To be able to complete this module, a student should have basic knowledge about computer networks, especially the Internet, and some basic programming skills in Java. **Prereq: Computer Science 105**

**Computer Science 325: Distributed Applications**

This course examines in detail the software and hardware technologies prevalent in the Internet and provides an introduction to the principles and methods for creating distributed on-line client/server applications that are the basis for electronic commerce as it is conducted over the Internet. Methods and tools such as HTML, the Common Gateway Interface, Java, JavaScript, Active Server Pages, and database connectivity tools are presented. Coverage is also given to emerging standards for information exchange, encryption and validation. **Prereq: Computer Science 312**

**Computer Science 330: Introduction to Mobile Robotics**

Mobile robots face an unpredictable, possibly dynamically changing environment and thus provide a challenging design platform. In this course students develop and improve their mechanical, electronics and coding skills using a holistic educational philosophy based on experiential learning and iterative design principles. The course combines lectures, laboratory experimentation and robotics design challenges to guide students into becoming better robotics designers. Topics covered include microcontroller programming using the programming language C, sensor data acquisition, transducer and actuator control. **Prereq: CS 105: Introduction to Programming or equivalent**

**Computer Science 333: Cisco Advanced LAN and WAN Design**

In the first part of this course, students learn to configure routers and switches and use network management techniques to find and fix network problems. Topics covered include advanced router configuration, LAN switching theory, and VLANs. There is significant emphasis on project-based learning. In the second part of the course, concepts and methods involved in wide area networking (WAN) design and implementation are introduced. Topics include WAN theory and design, WAN technology, PPP, Frame Relay, and ISDN. Numerous topics and issues are covered through the use of threaded case studies. By the end of this course, students complete advanced projects in network design and management. Successful completion of this course prepares students for the Cisco Certified Networking Associate test (CCNA).

**Prereq: Computer Science 222**

**Computer Science 412: Object Oriented Programming**

The course provides a systematic coverage of Object Oriented Modeling and Applications. Topics include Object Models, Object Class Design, Inheritance and Polymorphism, Software Reuse with Classes, Application Modeling, Simulation with Object Classes, and Business Process Modeling with Objects. **Prereq: Computer Science 215, 312**

**Computer Science 422: Advanced DBMS**

This course focuses on creating and manipulating databases using SQL and PL/SQL programming languages for Oracle databases. Advanced query capabilities and procedural constructs are described using SQL and PL/SQL. The theoretical foundation for using these capabilities is presented. Performance issues are discussed including indexing, key definitions, and data constraints. The role of application development in ease of use, query optimization, and system performance is discussed. **Prereq: Computer Science 312**

**CS 443 – CS 444: Capstone Project**

This is a set of linked courses to be taken in sequence over the course of the senior year. The course aims to give students the opportunity to work in a guided but independent fashion to explore a substantial problem in depth, making practical use of principles, techniques and methodologies acquired elsewhere in the program of studies. It also aims to give experience of carrying out a large piece of individual work and in producing a final project report. It has two distinct phases: the preparatory phase focusing on literature review, assessment of Technologies and Project Specification and the implementation phase focusing on project design, development, documentation and presentation.

**Computer Science 450: System Analysis and Design**

This course introduces students to the role of modern systems analysis and design and the tools used to build successful information systems in the context of an organization. Students are introduced to information system development frameworks and methodologies and learn to use data, process and network modeling tools, and system design tools. The roles of prototyping and user interface design, software design and system implementation and testing are also considered. The course concludes with an approach to the process of system support and maintenance.

**Prereq: Computer Science 201 or 205**

**Computer Science 499: Advanced Programming Tools**

This course is a complete introduction to .NET and object-oriented programming. This course will help students build a solid foundation in .NET, and show how to apply these skills by using numerous examples. Learning .NET introduces fundamentals like Visual Studio .NET, a tool set for building Windows and Web applications. Students learn about the syntax and structure of the Visual Basic .NET language, including operators, classes and interfaces, structures, arrays, threads, console, passing parameters, sessions, cookies and manipulating all type of strings. Students will also be asked to develop various kinds of applications—including those that work with databases (ADO)—and web services (ASPX) and making use of XML. Finally the course focuses on how to build installable applications using the Setup platform of .NET to create .MSI self installed applications. **Prereq: Computer Science 412 or Permission of instructor**

## MATHEMATICS

### Mathematics 100: Mathematics for Decision-Making

An introduction to selected areas of mathematics in familiar settings with the objective of developing students' conceptual and problem solving skills. The course includes a study of mathematical concepts selected from graph theory, planning and scheduling techniques, statistics, probability, game theory, growth patterns, coding information, voting systems and apportionment. **May be taken as a Math and Statistics GER.**

### Mathematics 101: Elements of Finite Mathematics

This course places an emphasis on the role of functions (coordinate systems, properties, graphs and applications of polynomial, rational, logarithmic and exponential functions), solving systems of linear equations, matrix operations, mathematics of finance, and introductory counting techniques. **May be taken as a Math and Statistics GER.**

### Mathematics 115: Calculus

This course covers: rate of change and introduction of the derivative for functions of one variable; applications of the derivative to graphing one-variable functions and to optimization problems; introduction of functions of several variables and partial derivatives; problems of unconstrained and constrained multivariable optimization; applications of differential equations; integration of functions of one variable and applications, and advanced methods of optimization. Emphasis is placed on applications and problem solving through conventional and computer methods.

**May be taken as a Math and Statistics GER. Prereq: Math 101**

### Mathematics 120: Calculus I

This course provides a solid foundation in Calculus concepts, tools and techniques for the student entering Science and Engineering fields. The course covers definition, calculation, and major uses of the derivative, as well as an introduction to integration. Topics include limits; the derivative as a limit; rules for differentiation; and formulas for the derivatives of algebraic, trigonometric, and exponential/logarithmic functions. Also discusses applications of derivatives to motion, density, optimization, linear approximations, and related rates. Topics on integration include the definition of the integral as a limit of sums, anti-differentiation, the fundamental theorem of calculus, and integration by the U-substitution and Integration by parts technique. The course emphasizes conceptualization, modelling, and skills. There is a concentration on multiple ways of viewing functions, on a variety of problems where more than one approach is possible, and on student activity and discussion.

## STATISTICS

### Statistics 205: Statistics I

This course introduces students to basic statistical concepts and techniques. Each technique is illustrated by examples, which help students to understand not only how the statistical techniques are used, but also why decision-makers need to use them. Topics covered include Frequency Distributions, Statistical Descriptions, Introduction to Probability Theory, Discrete Probability Distributions, Continuous Probability Distributions, Sampling and Sampling Distributions. Emphasis is given to problem solving with the use of statistical software.

**May be taken as a Math and Statistics GER. Prereq: Computer Science 101, Math 101**

### Statistics 305: Statistics II

Continuing from Statistics 205, this course focuses on Interval Estimation, Hypothesis Testing, Statistical Inference about Means and Proportions with Two Populations, Inferences about Population Variances, Analysis of Variance and Experimental Design, Simple Linear Regression and Correlation, Index Numbers, and Non-parametric Methods. Emphasis is given to problem solving with the use of statistical software. **Prereq: Stat 205**

## NATURAL AND PHYSICAL SCIENCE COURSES

### **Anatomy and Physiology 115: Integrated Human Anatomy and Physiology I**

This course is the first part of a two-part Anatomy & Physiology Course. It is designed to provide an understanding of the anatomical structures, function and regulation of integumentary, muscular, skeletal, nervous and endocrine systems. This course aims to provide students with knowledge of normal function of the organ systems and thereby provide the information base for interpreting data relating to health and disease. For those in health fields, this information will serve as the foundation for most of your courses. **Co-requisite: Human Anatomy & Physiology 115 Lab**

### **Biology 101: Introduction to Biology**

This course introduces the basic principles of modern biology, the framework within which new discoveries are interpreted and the relations among various branches of biological research. Emphasis is given to mammalian - particularly to human - biology, the genetic revolution, the eukaryotic cell, and multicellular systems. Laboratory included.

**May be taken as a Natural and Physical Science GER.**

### **Biology 112: Principles of Biology**

This course is designed to introduce the basic principles of modern biology, the framework within which new discoveries are interpreted, and the relations among various branches of biological research. The goal of this course is to provide first-year college students with a firm grasp of the major concepts underlying biological processes. Students who are interested in careers in biological sciences, biomedical sciences, and biotechnology should find that the course provides a firm grasp on an understanding of the concepts that will serve them well in their academic track that lies ahead. The materials covered include the structural and functional aspects at the molecular and cellular level of the following: cell structure and function, cell organelles, cellular reproduction, cellular respiration, photosynthetic pathways, Mendelian inheritance, DNA structure, replication, gene structure, and gene function and expression/control.

### **Chemistry 101: General Chemistry**

Designed for non-science majors, this course presents the basic principles of modern Chemistry within the framework of the modern world and the processes involved in technological developments. Information is first presented at the submicroscopic level of electrons, atoms, and molecules to show how subtle events at this level may be propagated upward to affect organisms, societies, and entire ecosystems. Acids, bases, and their equilibria are treated as basic proton/ electron transfer reactions related to organic and inorganic matter. Laboratory included.

**May be taken as a Natural and Physical Science GER.**

### **Chemistry 115: Chemistry for the Applied Sciences**

This course aims to introduce students to the fundamental principles of chemistry and their applications. Much of the language and fundamental skills of a chemist is applicable to other scientific fields. Students develop, deepen, and broaden their understanding of connections between the underlying structure of matter and the nature of energy. The course will cover the atomic and molecular structure, the naming of ionic and molecular compounds, the description of the behavior and reactivity of these compounds, the application of stoichiometric relationships, and the prediction of the behavior of gases. In addition, you will get to explore and review the role of work and heat flow in chemical systems, the quantum theory, the electronic structure of atoms, the attractive forces holding the atoms together and influencing their physical properties, and the VSEPR Theory and molecular geometry.

### **Ecology 110: Ecological Principles**

The goal of the course is to introduce students to general ecology. It focuses on major ecological concepts in order to provide students with a robust framework of the discipline upon which they can build. Each discussion is organized around two or four major concepts to present the student with a manageable and memorable synthesis of the lecture and it is supported by case histories that provide evidence for the concept and introduce students to the research approaches used in the various areas of ecology. Special emphasis to local environmental problems countries face and the approaches they use in solving these problems. Laboratory included. **May be taken as a Natural and Physical Science GER.**

**Nutrition 130: Fundamentals of Human Nutrition**

The course explores basic concepts of the science of nutrition. Topics include description and role of nutrients, their dietary sources and their fate into the human body (digestion, absorption etc.); energy balance and weight control; eating disorders; nutrition at different developmental stages (childhood, pregnancy, lactation, old age); nutrition in the development/prevention of human diseases. Emphasis will be given in the use of scientific methodology to explain how nutrients and other food constituents contribute to proper growth, development and health. (4 credits)

**OFFSHORE SAILING COURSES****Sea Sail 100: Sea Sailing Fundamentals**

This practical course is for those with little or no experience. The syllabus includes basic seamanship, helmsman ship, and sail trimming and becoming a confident and competent crew member on board a yacht. The course has both theoretical (In-Class) and practical (On-Board) components; with the latter being the largest part of the course. (1 credit)

**Sea Sail 101: Introduction to Sea Sailing**

The aim of this course is to provide the basic yachting skills so that successful students will be safety conscious, have a basic knowledge of sailing and be capable of taking a yacht out without an Instructor on board in light to medium winds in protected waters. The course has both theoretical (In-Class) and practical (On-Board) components; with the latter being the largest part of the course. (3 credits)





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