AMERICAN COLLEGE OF THESSALONIKI – SPRING II 2020 TENTATIVE COURSE OFFERINGS*

The American College of Thessaloniki plans to offer a wide array of courses from the Divisions of Business, Humanities & Social Sciences, and Technology & Science for the Spring II 2020 term. For those students in the Study Abroad Program, prerequisite requirements can be waived if comparable completed coursework at their home institution can be demonstrated.

*Please note that ACT reserves the right to cancel a class due to low enrollment and will work to provide appropriate alternatives for those students impacted by any changes in course offerings.

**DIVISION OF BUSINESS**

**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 (3 credits).

**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. (3 credits)

**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. (3 credits)

**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. (3 credits)

**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, labor relations, safety, health and wellness, social and ethical issues. (3 credits)
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. (3 credits)

Management 340/341: 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. (3 credits)

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. (3 credits)

Marketing 201: Tourism Marketing
Marketing plays a catalytic role in international tourism. Customers are offered today an enormous selection of choices worldwide, while tourism professionals try to distinguish themselves from competition. This course will initially offer general marketing education and then focus in industry-specific applications of marketing. Topics to be covered include the characteristics of a service, their marketing implications, an overview of mix components – product, price, promotion, place, people -, the independence and interdependence of elements, definitions of market segmentation, marketing for hotels and resorts, the product life cycle, the scope, process and role of market research, and secondary information, sources, range and importance. Professional expertise will be brought into class together with case studies of marketing practices. (3 credits)

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. (3 credits)

Marketing 301: Entrepreneurial and Corporate 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. (3 credits)
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. (3 credits)

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 (3 credits)

DIVISION OF HUMANITIES & SOCIAL SCIENCES

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. (3 credits)

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. (3 credits)

English 120: Introduction to Literature
This course introduces students to the literary genres of fiction, poetry, and drama, and to the critical concepts and problems involved in the interpretation of literature. Through analysis of a selection of classic literary texts, the course aims to stimulate in students a critical appreciation for literature and a demonstration of the relevancy of literature to life. (3 credits)

English 203: Advanced College English Skills
This course aims to enhance academic skills in listening, speaking, reading and writing as well as develop significant critical thinking and research skills essential in an academic community and beyond. Texts on contemporary issues from various disciplines including newspaper articles, autobiographies, essays and peer reviewed journal articles will be examined. Close reading of texts will be the basis for discussions, debates, exercises and written assignments. Podcasts, blogs and short videos will also be used to practice Academic English skills. Themes and skill areas are selected to complement and enrich the learning experience of students of all fields (3 credits).

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.(3 credits)
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 (3 credits)

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. (3 credits)

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 (3 credits)

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. (3 credits)

History 201: Women in Modern Times
The course will describe and analyze the experience of women during the later modern times from the end of the eighteenth century to the contemporary period emphasizing various aspects of women’s private and public life primarily in the Western world. The study of women’s history (which was later developed into ‘gender history’) was born out of the 1970s international discussion on the role of women in the historical process. In this analysis, women in professional opportunities and female political rights will be examined together with the rise of gender consciousness, feminist theory and the feminists’ strive for female emancipation. Women’s participation in the public sphere would be also discussed in association to certain aspects of international social and political movements. (3 credits)

History 245: Foreign Policy of the USA
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. (3 credits)
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 (3 credits).

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. (3 credits)

Politics 332: Human Rights
This senior seminar will focus on the basic principles of human rights. Building on the foundation PS&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. (3 credits)

Psychology 121 - Developmental Psychology II
This course will focus on research and applications in the field of human development. Human development is the study of how people change and remain the same across the lifespan. The aim is to provide a review of the progression through the initial developmental stages (prenatal development and early years) that was taught to the students in Developmental I and to further expand their knowledge of understanding on human development from school years through adulthood. Areas such as biological, motor, cognitive, emotional, and social domains will be covered and these processes will be described within a theoretical and empirical framework. (3 credits)

Psychology 150 - Psychophysiology of Behavior
This is a course which will provide an overview of the principles, theory, and applications of psychophysiological assessment and students will become familiar with current psychophysiological research findings. It is concerned with the biological bases of behavior and it can offer an understanding of psychophysiological aspects of behavior, emotions, and cognition to your foundation of knowledge and skills. The aim of this course is to provide an introduction to major psychophysiological measures, and help students understand what psychophysiologists do, how they think about psychology and behavior. It will provide an introduction to theory and research in major areas of human psychophysiology with emphasis to the major methodological principles in human psychophysiology as well as to the study of behavior and psychopathology. (3 credits)
Psychology 211 - History and Philosophy of Psychology
This course aims to introduce students to major conceptual and historical paradigms and models in psychology, the history of psychology as a science, the social and cultural construction of psychology, the most interesting developments in the history and concepts of science and to the concept of the self or mind. They will learn about the philosophical origins of psychology, introspection, behaviourism, psychodynamic theory, evolutionary psychology, developmental psychology, cognitive psychology and neuroscience and they will be re-introduced to major figures in the history of psychology, including Wundt, Pavlov, Skinner, Piaget and Freud etc. The ways in which psychologists and psychiatrists have investigated human nature will be examined, and major controversies in the field along with basic philosophical assumptions made in the sciences of human nature will be explored. (3 credits)

Psychology 215: Positive Psychology
This course will provide students with the opportunity to learn about Positive Psychology and study how humans prosper at the face of adversity. Students will be introduced to contemporary science-based methods for enhancing the well-being, happiness and positive aspects of human experience. Various findings related to positive states such as happiness, creativity, well-being, optimism, resilience, altruism are discussed and their implications in real life are examined. (3 credits)

DIVISION OF TECHNOLOGY & SCIENCE

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. (3 credits)

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. (3 credits)

Computer Science 219: Video Game Design
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 a ‘Indie’ game team “prototype game level” development. 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, content creation pipeline, in game animation, and play-testing.(3 credits)

Computer Science 322: Computer Networks
This course aims to provide the student with the knowledge of how computer networks are designed, engineered and operated. This includes knowledge of the fundamental algorithms used in the management of both resources and traffic and how these algorithms may interact with application programs. Instruction includes, but is not limited to network terminology and protocols, network standards, LANs, WANs, OSI models, cabling, cabling tools, routers, router programming, star topology, and IP addressing. The student will study and design networks, using Ethernet, TCP/IP Addressing Protocol, and dynamic routing. Particular emphasis is given to the use of decision-making and problem-solving techniques in applying science, mathematics, communication, and social studies concepts to solve networking problems (3 credits)
Computer Science 325: Distributed Applications
The purpose of the course is to examine in detail the software and hardware technologies prevalent in the Internet and provide 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, PHP, database connectivity tools and MySQL are presented. Coverage is also given to emerging standards for information exchange, encryption and validation. (3 credits)

Computer Science 340: Artificial Intelligence
This course is an introduction to the field of AI, including an intensive initial introduction to the Python programming language. Indicative AI topics include knowledge representation, problem solving via search, logical and probabilistic reasoning and machine learning algorithms such as decision trees, neural networks, reinforcement learning and genetic algorithms. (3 credits)

Computer Science 421: Computer Systems Security
This course aims at providing both a theoretical and practical background concerning issues of security in modern, networked systems. Cryptography is covered first (essentially discussions of standard algorithms). The remainder of the module focuses on techniques that can be used to safeguard real systems. Topics that are covered include Key management and credentials, Steganography and watermarking, Network security (VPNs, Firewalls, Intrusion Detection) and System Security Policies. Risk assessment and threat models as well as social engineering will be covered. (3 credits)

Computer Science 450: System Analysis and Design technology & science
The module introduces the waterfall model for system/application development and the formal tools employed in its various stages. The objectives of the module are to provide formal tools for functional and non-functional requirements collection and documentation (ERD, UML, DFD, STD’s), define the role of the systems analyst and designer, build project management and interpersonal communication skills that the system analyst must have, explain the methodologies that are used for systems analysis and design, follow through the waterfall model (and discuss deviations therefrom), presenting the relevant tools at each stage, provide the problem solving background for resolving trade-offs inherent in design, present principles of quality and correctness testing, provide students the opportunity to work as a team of analysts and designers in a project to implement the taught methodologies. Students develop technical, analytical and business skills that support the pursuit of professional careers and advanced computer science studies. (3 credits)

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. (3 credits)

Mathematics 115: Business 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. (3 credits)

Mathematics 210: Differential Equations
Students will be engaged in sound mathematical thinking and reasoning, including finding patterns, generalizing, and asking/answering relevant questions. Students will explore multiple representations of topics including graphical, symbolic, numerical, oral and written, and make connections between the various representations to gain a rich, flexible understanding of each concept. Further, students will learn to analyze the structure of real-world problems and plan solution strategies as well as to develop a mathematical vocabulary by expressing mathematical ideas orally and in writing. (3 credits)
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. (3 credits)