

ESC

Courses offered by the **State University of New York/Empire State College** are part of the four-year American bachelor's degree programs. These courses comprise part of the approved degree programs offered by ESC. These upper-level courses are offered in the 3rd and 4th year of study.

Business Administration**Business Administration: ESC Courses****ESC BUS 781083 Business Policy and Strategic Management**

3 semester credits

Pre-requisite: None

This course provides an engaging look into new and traditional strategic management in business topics. The topics in this course should help students develop an understanding of the wide range of theories and research available in the field, from competitive strategy and industry analysis to environmental trends and ethics.

Upon completion of the course, students should be able to:

- Develop an understanding of strategic management concepts, research, theories and the strategic planning toolkit and master these so that s/he can design recommended corporate strategies;
- Be able to identify central issues and problems in complex, comprehensive cases and present thoughtful analysis of the cases;
- Develop an understanding of the emerging global economy and its potential impact on business activities in various regions;
- Develop an understanding of the role of corporate governance in strategic management;
- Develop a better understanding of the present and future (global) environments in which corporations must function.

ESC BUS 783533 Comparative International Business Law

3 semester credits

Pre-requisite: None

This course examines business law and its application around the world, the main concepts underlying international business, and the regulatory framework which applies to business relationships in a global context. Topics include state responsibility and environmental

perspectives of power, risk, and change have to be appreciated in order to optimize effective management, promote innovation, and provide inclusion within the organization.

Upon completion of this course, students should be able to:

- Recognize and appreciate the impact of different cultural and social dimensions in the managerial process.
- Develop a growing awareness of, and sensitivity to, intercultural communication and its managerial and organizational implications.
- Consider and reflect on personal cultural and national assumptions and their alignment, and distinctiveness, from an American-centered organizational and management perspective.
- Identify, discuss, and harness diverse intercultural and international forces within organizational and work settings.
- Describe the challenges, opportunities, and possibilities presented by intercultural management and international business settings.
- Analyze intercultural and international scenarios, recognizing relevant managerial and organizational issues, and suggesting ways of resolving or improving performance.

ESC FIN 781123 International Trade and Finance

3 semester credits

Pre-requisite: None

The purpose of the course is to provide students with the knowledge to understand and analyze international financial movements, incentives for foreign exchange of goods and services on the international level, and trade policies. Students will also receive an overview of important issues in the context of the management of an international business. The course will also provide an overview of international institutions related to trade in the context of current issues.

Upon completion of this course, students should be able to:

- Describe the methods social scientists use to explore social and economic phenomena;
- Describe the foundations of trade theory and use this knowledge to explain the connection between cross-border trade and financial flows;

- Evaluate the workings of the wholesale foreign exchange market and the determination of exchange rates in the short, medium and long term.

ESC ECO 781103 Investment Analysis and Portfolio Management

3 semester credits

Pre-requisite: None

This is an introductory course in investment analysis and portfolio management. The course will cover both the theory and practice of investing with an emphasis on introducing concepts. The main topics covered will be: types of investments and securities, markets, key concepts such as net present value and basic discounted cash flow calculations, elements of asset valuation, portfolio theory and derivatives. The course will also cover the development of modern portfolio theory and newer thinking such as the elements of behavioral finance. The course will mirror current developments with a special focus on the cause and effects of the 2008 financial crisis. We will also cover the history of investment and the changing regulatory environment.

Upon completion of this course, students should be able to:

- Outline the basic concepts of financial investment and modern portfolio theory;
- Describe the basic types of financial investments and the methodology of their analysis;
- Explain the concepts underlying asset valuation;
- Understand the functioning of the capital markets;
- Understand the different approaches to portfolio management;
- Outline the ethical, legal and regulatory issues surrounding investment;
- Demonstrate a grasp of alternative investments;
- Understand the main concepts of behavioral finance;
- Comprehend recent developments in markets and investment, especially the context of the current economic crisis.

ESC MGT 781053 Managing Operations and Logistics

3 semester credits

Pre-requisite: None

This course takes a systems approach to the management of the operations with an emphasis on the role of operations in determining the global competitiveness of

organizations. Analytical tools and strategic issues of operations management are presented. Topics include: forecasting, operations aspects of product/process design, location analysis, capacity planning. Layout strategies, assembly-line balancing, JIT, inventory modeling, MRP, and quality management.

Upon completion of this course, students should be able to:

- describe the relationship between customers and operations strategy;
- assess a case for the importance of quality;
- design quality into products, services, and processes;
- improve and control current quality levels, and determine the cost of quality;
- list and describe the elements of a master plan for capacity and output;
- integrate aspects of materials purchasing and supplier relationships into operations planning;
- estimate results in a large project production environment from production orders.

ESC COMM 782153 Organizational Communication

3 semester credits

Pre-requisite: None

The aim of this course is to understand basic principles of organizational and communication theory. Students will be introduced to the theories and practice of organizational communication, and to fundamental theories and modern practice in written, oral, and on-line communications as used in organizations. Additionally, the student will study themes of communication, empowerment, and technology and their impact.

Upon completion of this course, students should be able to:

- The development and importance of organizational communication theory
- The characteristics of communication networks in organizations
- How to effectively recognize appropriate channels for successful communication in organizations
- Power and conflict in organizations and how they relate to communication patterns
- The complexities of decision-making processes from a communication perspective
- The effects of internal and external communication on organizational efficiency
- The effects of diverse environments and globalization on organizational communication

ESC BUS 781363 Social and Economic Contexts of Globalization

3 semester credits

Pre-requisite: None

The course aims to describe, analyze & discuss the effects of globalization on trade, business, media, social interaction, culture, environment, migration, religion and the power of international organizations & national governments.

Upon completion of the course, students should be able to:

- Gain a thorough understanding of what globalization is and how we can study it;
- Be able to critically assess globalization's positive and negative impacts;
- Understand the basic motives and arguments of globalization's supporters as well as critics;
- Gain practical insights into the ways that media, businesses, NGOs and governments work in the age of globalization

ESC INDS 769962 Senior Project / Thesis Proposal

2 semester credits

The learning experience is designed to provide a basis for the completion of the Senior Project, which all students must complete in order to graduate. The core material in this learning experience considers the nature of scholarly writing, the role of the research question, a review of existing student Senior Projects, the elaboration of the student's research question together with a review of methodology and relevant peer-reviewed literature, an exploration of academic integrity and plagiarism, and the completion of the first draft chapter of the Senior Project.

It is anticipative that on completing the learning experience, students will be able:

- To differentiate between informed scholarly writing and other types of narrative;
- To identify a particular issue within the student's major (business, management, and economics) that can be explored in a realistic, viable, and innovative way to develop the Senior Project;
- To identify a viable research question and understand how such a question might be further explored through the existing peer-reviewed literature;
- To understand the rules and conventions of scholarly writing, including the appropriate use of APA style and how to avoid claims of plagiarism.

ESC INDS 76993

Senior Project / Thesis

3 semester credits

The course is designed to provide ongoing mentoring during the completion of the Senior Project, a capstone undergraduate dissertation which all students (in ESC Prague) must complete in order to graduate. The research question, dissertation outline and preliminary references should all have been decided during the prior study (Senior Project Proposal), as should have been the first draft chapter of the work.

It is anticipated that on completing the course, students will be able:

- To successfully complete the writing of their undergraduate dissertation in good and credible scholarly fashion;
- To carefully and coherently articulate the main issues presented in the student's dissertation in a manner that can be considered scholarly;
- To incorporate the rules and conventions of scholarly writing, including the appropriate use of APA style, into the final work product;
- To revise, reconsider, and strengthen the work product in order to produce a dissertation that will demonstrate an understanding of the main issues encountered, integrate prior learning, and (if desired) to withstand the scrutiny of subject matter experts.

Communication and Mass Media

Communication and Mass Media: ESC Courses

ESC COMM 3015 Communication through New Media

4 semester credits

Pre-requisite: Ability to write college essays. Recommended College Writing/Composition. For students in a Communication concentration, recommend taking after News and Feature Writing and/or Media Writing. For students in any area of business, recommend taking after Marketing Principles.

This course gives students the chance to use a variety of new media applications to promote a message of their choice (example: marketing a product, spreading news traditional journalistic outlets are not). Students will study media history, including earlier phases of the Internet, learn to distinguish among various social networking tools. Email, Facebook, YouTube, and Twitter are just a few of the applications one might use to promote a business, send a message to the public, forward news, tell a story, or keep up with old friends and new acquaintances. This course allows students to improve their writing and research skills.

Learning Outcomes:

- Identify a variety of social media tools, and identify their strengths and weaknesses for various purposes;
- Analyze how social media/Web 2.0 tools have changed various aspects of our lives, and discuss various issues;
- Develop a media campaign using at least two social media tools to promote a message.

ESC COMM 782193 Media Law and Ethics

3 semester credits

Pre-requisite: C- or better in Media and Society

This course will provide students with an understanding of the contemporary issues, debates and challenges concerning the application of law and ethics to the media and society. The focus will be on understanding the principles of law and ethics, which posit that the free expression of ideas and the right of access to information are essential to democratic governance, and appreciating the practical challenges to this idea. The course will provide an introduction and overview of a legal system based on the principle of the rule of law and constitutional law applicable to the media, and comparative law perspectives. It will explore

ethical foundations, frameworks and dilemmas, theories of moral reasoning, media ethics and professional standards, and the differences between law governing the media and the ethical duties of the media.

Upon completion of this course, students should be able to understand the following:

- Perspectives and debates concerning the role of free press in democratic societies; what is the press and/or the media; how technology is changing traditional concepts;
- The applicable theories of moral reasoning and First Amendment jurisprudence, and the rationales for free speech protection;
- Contemporary cases, debates, perspectives and controversies;
- The reasons for law of defamation and its application to public figures and private persons; cyber law and ethics;
- Debates and current challenges confronting the application of law and ethics to media professionals;
- The roles of fact and truth in political speech

ESC COMM 782153 Organizational Communication

3 semester credits

Pre-requisite: C- or better in Interpersonal Communication.

The aim of this course is to understand basic principles of organizational and communication theory. Students will be introduced to the theories and practice of organizational communication, and to fundamental theories and modern practice in written, oral, and on-line communications as used in organizations. Additionally, the student will study themes of communication, empowerment, and technology and their impact.

Upon completion of this course, students should be able to:

- The development and importance of organizational communication theory
- The characteristics of communication networks in organizations
- How to effectively recognize appropriate channels for successful communication in organizations
- Power and conflict in organizations and how they relate to communication patterns
- The complexities of decision-making processes from a communication perspective
- The effects of internal and external communication on organizational efficiency
- The effects of diverse environments and globalization on organizational communication

ESC COMM 782163 Political Communication

3 semester credits

Pre-requisite: C- or better in Media and Society

The course explores the ways in which popular media shape and reflect perceptions of politics and government, the structural and situational factors which shape political discourse and the recurrent motives and purposes of communicators. A practical approach is used in the course, with an emphasis on the creation and assessment of political campaign communications.

Upon completion of this course, students should be able to understand the following:

- Understand the relationship between politics, the media and democracy;
- Explain how politicians and political groups communicate;
- Analyse political messages in the mass media in terms of rhetorical value;
- Understand contemporary journalistic practices in reporting political news;
- Describe the effect of media ownership on mediated political discourse;
- Detect and explain possible bias in mediated politics;
- Explain the latest trends in political communication research.

ESC SS 788083 Research Methods for Social Science

3 semester credits

Pre-requisite: C- or better in Statistics for Social Sciences

This course focuses on developing strategies for the close and critical analysis of specific communication events. The aim of this course is the advanced application of qualitative and quantitative approaches and methodologies, particularly with regard to text, and is designed to support students working on, or towards, their final thesis. We will explore critically the ways in which theories and hypotheses about communication can be operationalized. Working in groups, students will be expected to evaluate and conduct **hypothetical** case studies, and experiment with specific modes of analysis typical in communication research. Students should thus gain an insight into the strengths and weaknesses of each mode of analysis, and the relative value of different research methods in different situations. From this, they will build an awareness of the benefits of a multidimensional approach to research. Analysis will be supported by assigned critical readings and experimental group presentations. Each presentation will be followed up by detailed feedback.

Upon completion of this course, students should be able to:

- recognition of the importance of theorizing, reliability, validity and triangulation in research work;

- identification (and critique) of modes of analysis and methodologies in research papers;
- analysis of individual communication issues from different angles using varied modes of analysis and appreciate the strengths and weaknesses of each type of analysis;
- identification of research topics and devise possible modes for their analysis;
- identification of their own specific areas of interest for further study or professional application;
- work on collaborative projects with other students and with different approaches, none of which are perfect.

ESC COMM 782024 Rhetorical Dimensions of Race, Class & Gender

3 semester credits

Pre-requisite: C- or better in Media and Society

Exploration of race, class and gender, with an emphasis on conceptual tools developed since the 1970s in both empirical studies and critical thought about these categories. The students will develop analytic methods for understanding distinctions and controversies, e.g., the difference between sex and gender; the difference between race and ethnicity; arguments for and against affirmative action; and the ways in which race, gender and class overlap.

Upon completion of this course, students will be able not only to identify socio-political and social-psychological power relations and evaluate critically their expressions and representations, but also to suggest future approaches to structures of race, class, and gender that may promote and institutionalize greater equality and social justice.

ESC CUL 784083 Ubiquitous Learning

3 semester credits

Pre-requisite: C- or better in Media and Society

The course analyses how digital cultures and innovative technologies intersect with learning cultures. Students will be invited to think critically and creatively about mobile technologies, wearables, augmented reality, digital and pervasive games and simulations in the context of formal and informal education. The aim of the course is to present main projects and research statements. Students will be involved in creation of learning modules and their evaluation.

Upon completion of this course, students should be able to understand the following:

- History of technologies in education
- Theory of Multimedia learning

- Newsgames
- Digital Game Based Learning
- Educational Location Based Games
- Wearable devices

ESC INDS 769962 Senior Project / Thesis Proposal

2 semester credits

The student will prepare a proposal for the senior project and engage in educational planning. The senior project facilitates the integration and reflection of knowledge acquired from university learning which is aimed at creating an original culminating work. Educational planning includes the preparation of a rationale essay articulating how the program of study for the bachelor's degree meets the student's educational and career goals. For the senior project proposal, the student will pose a question to be addressed under the guidance of the ESC mentor. The student and mentor will discuss the focus and design of the research question to be developed. The student will identify the appropriate resources needed to address the question and submit the proposal to the mentor. The thesis, based on the proposal submitted for this study, will be carried out the following semester.

Upon completion of this course, the student will:

- Know how to develop a well-framed research question.
- Appreciate the history of the research question to establish context
- Have developed a careful plan for investigating the problem, including resources and procedures. Options for investigating the question may include secondary literature research, and/or qualitative and quantitative research methods.
- Have created a bibliographic list including a select sample of annotated sources, demonstrating a well-versed understanding of the kinds and quality of resources pertinent to the question or problem to be addressed.
- Have produced a timeline that forecasts a realistic estimate of meeting distinct deadlines negotiated with the mentor.
- Have prepared an introduction or first chapter by the end of the semester that establishes the student's ability to carry the project forward.

The student will complete the senior project as planned in the proposal phase of this study. The project provides an opportunity to conduct an in-depth examination of a topic of interest related to the study program that emerged from student's earlier course work, and in this regard will complete educational planning by focusing on the mastery of academic skills, college level writing and presentation, and independent research and critical thinking. Working closely with the mentor, the student will be expected to produce a major research paper that meets the standards established during the proposal stage and prepare the final drafts of the degree program and rationale essay:

The research paper is expected to demonstrate the following aspects:

- Expertise in the chosen subject area appropriate for a culminating undergraduate study;
- Evidence that the student's own ideas are reflected in the thesis;
- Persuasive and well-documented analysis of the problem/theme chosen;
- Connection of theory with practice (when appropriate);
- Conclusions that link logically to the introduction;
- Manifestation of intellectual curiosity during planning and writing stages;
- Well-organized monograph with good grammar, sentence structure, and appropriate use of conceptual/technical vocabulary of the field

English Language and Literature

English Language and Literature: ESC Courses

ESC LITR 2015 American Literature 1865-Present

4 semester credits

Pre-requisite: an introductory study in literature

This course will introduce students to literary styles and genres from the Civil War through the present, looking at a variety of texts in their social, historical, and cultural contexts.

Learning Outcomes:

- Demonstrate a familiarity with styles, themes, literary movements, and rhetorical strategies of key figures in post-1865 U.S. literature;
- Identify and explain critical moments in U.S. history and evaluate how these moments have shape works of post-1865 U.S. literature;
- Analyze and interpret works of literature through close readings in order to write cogently and analytically about literary texts.

ESC LITR 3010 Children's Literature: Advanced

4 semester credits

Pre-requisite: an introductory study in literature

This course focuses on children's literature and its current scholarship in the field. Students may examine one or more of the following topics as they pertain to children's literature: the history and chronological development of children's literature as a genre; race, class, gender, sexuality, and other issues of multiculturalism in children's literature; censorship; and adaptations. Students will read, analyze, and discuss children's literature from a variety of relevant perspectives. Students should note that this is a course in literature, not in pedagogy.

Learning Outcomes:

- Demonstrate a nuanced reading of the sub-genre of children's literature, potentially in its cultural context; explain and apply relevant theories and/or critical approaches to the topic;
- Critically read both primary and secondary sources, and, for the latter, to evaluate the structure and logic of an argument;

- Demonstrate the capacity to construct logically rigorous arguments; similarly demonstrate the capacity to write clear and correct prose at a level appropriate to advanced-level students, and to correctly document sources.

ESC CUST 4010 Exploring Place: Humanities

4 semester credits

Pre-requisite: an introductory study in literature

Learn about the culture of the place you live (or some other place of interest), whether you define that place as a neighborhood, a whole village or town or city, a geographical region, or a watershed. Note: this course overlaps with Exploring Place: Arts and Exploring Place: History. Students interested more in the artistic cultural aspects (including visual culture, say, or music) of place should take Exploring Place: Arts. No more than one of these three should be included in a degree program.

Learning Outcomes:

- Articulate learning about the culture of one or more places;
- Interpret cultural texts, practices, events, and/or other artifacts of a place from a humanities perspective;
- Articulate learning humanities ideas and/or methods

ESC LITR 3050 Literary Interpretation as a Method of Inquiry

4 semester credits

Pre-requisite: an introductory study in literature

Students will create original interpretations of U.S. and international literary works by identifying, analyzing, and evaluating the various lenses through which they, and selected literary and cultural theorists and critics, see the literary works. Students read novels, short stories, and a play that reflect the complexities of different groups and cultures meeting and interacting. Students will also read theoretical and applied writings about interpretation from a variety of disciplines, including selected traditional and contemporary literary criticism theories. Students will complete a combination of formal, informal, and creative writing assignments. Prerequisites: Ability to read, write, and think at the advanced level. Some previous study of literature is helpful, but is not required. Students cannot take both CUST 3025 and LITR 3050

Learning Outcomes:

- Evaluate the likely influences on your thinking and how those influences affect your assumptions, inferences, and interpretations;
- Apply a variety of interpretation techniques and critical theories to what you read and to situations you experience;
- Create your own personal theory and practice of interpretation, to apply to future coursework as well as to your daily life.

ESC LITR 3095 Shakespeare

4 semester credits

Pre-requisite: an introductory study in literature

This course aims to help you read and understand Shakespeare and his work. Students will become familiar with several canonical plays. Additional materials may also be covered. Other potential topics of study might include the Elizabethan and Jacobean theatre, the historical/political/cultural contexts of Shakespeare's work, Shakespeare's plays in performance, and the contemporary field of Shakespeare criticism.

Learning Outcomes:

- Demonstrate a nuanced reading of Shakespeare's work; explain and apply important critical approaches in Shakespeare studies;
- Critically read both primary and secondary sources, and, for the latter, to evaluate the structure and logic of an argument;
- Demonstrate the capacity to construct logically rigorous arguments; similarly demonstrate the capacity to write clear and correct prose at a level appropriate to advanced-level students, and to correctly document sources.

ESC LITR 3130 U.S. Multicultural Fiction

4 semester credits

Pre-requisite: C- or better in English Composition II.

This course will explore the treatment, meanings, and implications of race, ethnicity, and cultural diversity in U.S. fiction. It may focus on a variety of literature by African American, Asian American, Latina/o/Chicana/o, and Native American writers, and about these communities.

Learning Outcomes:

- Demonstrate a familiarity with styles, themes, and rhetorical strategies of key figures in African American, Asian American, Latina/o/Chicana/o, and Native American literature;
- Identify and explain critical moments in U.S. history and evaluate how these moments have shaped works of multicultural literature;
- Critically read both primary and secondary sources, and demonstrate research that includes comparison and analysis of diverse perspectives, values, and beliefs.

ESC INDS 76992 Senior Project / Thesis Proposal

2 semester credits

The Senior Project Proposal is a course intended to provide a format and schedule for organizing and planning a senior project. The student will reflect on coursework and interests to propose a thesis or internship opportunity. The thesis will identify a researchable question with the aim of creating original work to be addressed under the guidance of an ESC mentor. The internship will expose the student to a learning opportunity to test theory with practice. It will draw to closure work for the concentration, helping test knowledge gained with practical experience. Students will arrange to carry out the thesis or practicum and develop materials in support of the pending study.

ESC INDS 76993 Senior Project / Thesis

3 semester credits

The Senior Project/Thesis is a course of study that carries out the senior project proposal that had been developed with and approved by the mentor in the previous term. Students are expected to draw on several sources, including print, Internet, corporate documents, case study, and interviews. Students and mentors conduct both face to face and email consultations. The mentor reviews regular draft(s) of the paper leading to the presentation of the final version.

International Economic Relations

International Economic Relations: ESC Courses

ESC BUS 783533 Comparative International Business Law

3 semester credits

Pre-requisite: None

This course examines business law and its application around the world, the main concepts underlying international business, and the regulatory framework which applies to business relationships in a global context. Topics include state responsibility and environmental regulation, dispute settlement, multinational enterprises, foreign investment, money and banking, commercial trade, intellectual property, sales, transportation and taxation.

Upon completion of the course, students should be able to:

- understand and explain in some detail the major legal issues surrounding international business;
- describe how the regulatory legal frameworks vary from nation to nation, with particular emphasis on cross-border issues;
- use their theoretical knowledge to evaluate case studies in terms of the international legal issues involved.

ESC International Human Rights

3 semester credits

Pre-requisite: None

ESC FIN 781123 International Trade and Finance

3 semester credits

Pre-requisite: None

The purpose of the course is to provide students with the knowledge to understand and analyze international financial movements, incentives for foreign exchange of goods and services on the international level, and trade policies. Students will also receive an overview of important issues in the context of the management of an international business. The

course will also provide an overview of international institutions related to trade in the context of current issues.

Upon completion of this course, students should be able to:

- Describe the methods social scientists use to explore social and economic phenomena;
- Describe the foundations of trade theory and use this knowledge to explain the connection between cross-border trade and financial flows;
- Evaluate the workings of the wholesale foreign exchange market and the determination of exchange rates in the short, medium and long term.

ESC SS 788283 Modern Diplomacy

3 semester credits

Pre-requisite: C- or better in International Politics

This course is designed to introduce students to the goals and practices of diplomacy. The first part of the course deals with the evolution of diplomacy from the traditional French-Italian diplomacy to the rise of a new diplomacy in the 20th Century. Students will analyse the way in which politicians and diplomats use diplomacy to secure the interest of the states or groups that they are representing. In the final part of the course the stress will be placed on anticipating the changes and the evolution that diplomacy will experience to confront the challenges of international politics in the new century.

Upon completion of this course, students should be able to:

- have a general knowledge of what diplomacy and the diplomatic process are and the role it plays in international politics;
- be able to distinguish between traditional and new diplomacies, and the implication that the differences between them have for the practice of international politics;
- understand the main processes within the diplomatic activities and understand the relation between foreign policy and diplomatic practice;
- critically analyse current developments in international politics and associate them to the diplomatic activity of the different actors participating in international relations;
- develop a critical attitude towards the role and activities of diplomats and other actors in diplomatic negotiations and the current debates in international politics and be able to develop an ethical position towards this subject in particular and societal life in general.

ESC SOC 284264 Power and Inequality

3 semester credits

Pre-requisite: None

The purpose of this advanced course is to explore the distribution of power in colonial, post-colonial, as well as modern post-industrial societies in comparative perspective, and to analyze the practices through which different individuals and groups are marginalized or excluded from the processes of decision-making in those societies. We will analyze, in a comparative way, the extent to which in different societies the discriminatory practices characterize the political and social interactions.

Upon completion of this course, students should be able to:

- understand basic concepts that are related with the idea of power and its distribution within a given society;
- be familiar with the idea of social groups and the process of their formation within a human community that leads to social stratification;
- understand the concept of identity and the role that identities play in the development of the power structures in post-industrial societies;
- identify the main reasons, processes and factors that lead to the political and social exclusion and marginalisation of individuals and groups in different human communities;
- develop a critical attitude towards political concepts such as power and privilege and the different formulations that the idea of exclusion has experienced through history;
- understand in an ethical way the idea of power and all the concepts that are related with it.

ESC SS 788083 Research Methods for Social Science

3 semester credits

Pre-requisite: C- or better in Statistics for Social Sciences

This course focuses on developing strategies for the close and critical analysis of specific communication events. The aim of this course is the advanced application of qualitative and quantitative approaches and methodologies, particularly with regard to text, and is designed to support students working on, or towards, their final thesis. We will explore critically the ways in which theories and hypotheses about communication can be operationalized. Working in groups, students will be expected to evaluate and conduct **hypothetical** case studies, and experiment with specific modes of analysis typical in communication research. Students should thus gain an insight into the strengths and weaknesses of each mode of analysis, and the relative value of different research methods in different situations. From this, they will build an awareness of the benefits of a multidimensional approach to

research. Analysis will be supported by assigned critical readings and experimental group presentations. Each presentation will be followed up by detailed feedback.

Upon completion of this course, students should be able to:

- recognition of the importance of theorizing, reliability, validity and triangulation in research work;
- identification (and critique) of modes of analysis and methodologies in research papers;
- analysis of individual communication issues from different angles using varied modes of analysis and appreciate the strengths and weaknesses of each type of analysis;
- identification of research topics and devise possible modes for their analysis;
- identification of their own specific areas of interest for further study or professional application;
- work on collaborative projects with other students and with different approaches, none of which are perfect.

ESC BUS 781363 Social and Economic Contexts of Globalization

3 semester credits

Pre-requisite: None

The course aims to describe, analyze & discuss the effects of globalization on trade, business, media, social interaction, culture, environment, migration, religion and the power of international organizations & national governments.

Upon completion of the course, students should be able to:

- Gain a thorough understanding of what globalization is and how we can study it;
- Be able to critically assess globalization's positive and negative impacts;
- Understand the basic motives and arguments of globalization's supporters as well as critics;
- Gain practical insights into the ways that media, businesses, NGOs and governments work in the age of globalization

ESC INDS 769962 Senior Project / Thesis Proposal

2 semester credits

The learning experience is intended to provide a basis for the completion of the Senior Project, which all students must complete in order to graduate, and should be completed the following semester. The core material in this learning exercise is the nature of scholarly writing, the role of the research question, a review of existing student's Senior Projects, the elaboration of the student's research question together with a review of methodology and relevant peer-reviewed literature, an exploration of academic integrity and plagiarism, and the completion of the first draft chapter of the Senior Project.

It is anticipated that upon completing of the Senior Project Proposal, students will be able:

- To differentiate between informed scholarly writing and other types of narrative;
- To identify a particular issue or topic within the student's major (International & European Economic Relations) that can be explored in a realistic, viable, and innovative way to develop the Senior Project;
- To select a relevant research question and to understand how such a question can be further explored through the existing peer-reviewed literature;
- To understand the rules and conventions of scholarly writing, including the appropriate use of APA style and how to avoid claims of plagiarism.

ESC INDS 76993 Senior Project / Thesis

3 semester credits

The course is intended to give students an opportunity to conduct independent research under my supervision. I will provide students with guidance on the quality of their research and to help through complete the work on time. This is a capstone undergraduate dissertation which all students (in ESC Prague) must complete in order to graduate. The research question, thesis outline, a comprehensive bibliography and a draft of the first chapter should be completed in the previous semester (Senior Project Proposal) before students register for this course.

It is anticipative that on completing the course, students will be able:

- To successfully complete the writing of their undergraduate dissertation in scholarly manner;
- To carefully and coherently articulate the main issues presented in the student's dissertation in a manner that can be considered scholarly;
- To incorporate the rules and conventions of scholarly writing, including the appropriate use of APA style, into the final work product;
- To revise, reconsider, and strengthen the work product in order to produce a dissertation that will demonstrate an understanding of the main issues encountered,



integrate prior learning, and (if desired) to withstand the scrutiny of subject matter experts.

Psychology

Psychology: ESC Courses

ESC PSYC 3010 Abnormal Psychology Advanced

4 semester credits

Pre-requisite: C- or better in General

This course deals with emotional and mental disorders. It will cover the dynamics, etiology, prevention, and treatment of psychological disorders (such as mood disorders, anxiety disorders, personality disorders, psychotic disorders, and other abnormal personality patterns). Students will gain an understanding of major theories, concepts of psychopathology, and methods of diagnostic classification. Please note: Students are advised to consult with their mentor prior to enrolling in an introductory and an advanced level of the same or similar course title (e.g. Human Development: Introductory and Human Development: Advanced) as there can be significant redundancy in the content of courses. Prerequisites: Introduction to Psychology or equivalent.

Learning Outcomes:

- Identify etiology, assessment methods, and treatment options for various disorders;
- Describe details of particular psychological disorders;
- Analyze psychological, biological, and sociocultural influences on abnormal behavior.

ESC SCI 787133 Brain and Behavior

3 semester credits

Pre-requisite: C- or better in General Psychology and Human Biology

Psychologists deal with people with mental problems. All psychological problems have their roots in the brain. It is therefore paramount for psychology students to understand how major brain systems work, how they interact, and how their internal mechanisms manifest in human psychology. It is also important that students learn basic terminology because experts from related fields they are likely to deal with (psychiatrists and neurologists) will not limit themselves to saying "... Something is wrong with his/her brain." On the other hand, a one-semester course can at best be considered an introduction to brain science.

Upon completion of this course, students should be able to:

- Evaluate the relevance of biological approaches to psychology;
- Summarize the main fields of psychology examined from a biological perspective;

- Interpret research findings as applied to human mental and physical health issues;
- Distinguish the different methodologies used to examine biological aspects of psychology;
- Discuss major questions addressed in biopsychological research with relevance to emerging trends in other fields (i.e., technological, pharmacological, genetic, social, ethical, etc.).

ESC HDV 788383 Counseling Theory

3 semester credits

Pre-requisite: C- or better in Theories of Personality, Abnormal Psychology

This advanced level study of Counseling Theories is designed to build on the student's knowledge of psychology and provide an overview of the various schools of thought, mainstream theories, and approaches to counseling, such as psychoanalytic, existential, humanistic, person-centered, gestalt, reality, behavior, cognitive/behavior, feminist, and family systems. This course is a practical introduction to the fundamentals of counseling, such as how different theories propose to help people change, the characteristics of the role of the counselor, and the development of the client-counselor relationship. This study also emphasizes the importance of in-depth awareness about the counselor's personal attitudes, values, and ethics, as well as the importance of being knowledgeable about cultural differences and issues.

In this course you will become knowledgeable about ethical counseling practices, the importance of counselor self-awareness, development of the client-counselor relationship, the major counseling theories and techniques, and ability to assess and evaluate counseling methods used in demonstrations.

By the end of this course you will be able to:

- Identify and describe effective therapeutic relationship and ethical counseling practices;
- Demonstrate awareness of how your own values, attitudes, and beliefs can affect the counselor-client relationship and the therapeutic alliance;
- Compare and contrast the differences between several major counseling theories and schools of thought;
- Analyze the role of the counselor as specified by the specific theorists studied;
- Describe how development of the client-counselor relationship is applied within different theories studied;
- Compare/contrast different theories and techniques, and critique examples of counseling theories and techniques;

- Provide a rationale for the use of specific counseling theories and techniques and how these might be combined in practice;
- Apply measurable change criteria to counseling theory and therapeutic outcomes.

ESC PSYC 3055 Cultural Psychology

4 semester credits

Pre-requisite: C- or better in General Psychology

Cultural psychology is the comparative study of cultural effects on human psychology. It examines psychological diversity and the links between cultural norms and behavior. It will examine the ways in which particular human activities are influenced by social and cultural forces. Students can expect to develop a broader, global perception of contemporary psychology. Activities are intended to explain current psychological knowledge and its applications from a cross-cultural perspective. Additionally, this course will assist in developing a useful set of critical-thinking tools with which to analyze and evaluate psychology from various cultural perspectives.

Learning Outcomes:

- Contrast western psychological theories with those from non-Western cultures, such as Asian, African, Latin, and indigenous American theories;
- Compare variations in cognitive processes and expectations amongst cultures;
- Identify the stages of human development, including race- and ethnicity-specific developmental theories, with a focus on comparing and contrasting individualistic and collectivistic themes

ESC HDV 788143 The Use of Experimental Methods in Psychology

3 semester credits

Pre-requisite: C- or better in General Psychology

This advanced, liberal arts Psychology study surveys experimental psychology in its approach to psychological phenomena, methodological process of building research projects, and practical steps during research, and the advantages of triangulation of different research methods. This course examines the major fields of psychology, from a research perspective, with the aim both to illuminate the experimental methods used to examine psychological phenomena and to explore the variety of approaches currently employed.

Upon completion of this course, the student should have a critical and informed understanding of the subject matter and be able to:

- Summarize and contrast the main fields of psychology, from an experimental perspective
- Apply a cross-disciplinary approach to psychological phenomena
- Explain basic research designs and methods
- Summarize basic research techniques, including current technological advances
- Generate an appropriate experimental approach to a given set of questions from a specific field
- Be aware of the critiques and debates within psychology, the assumptions and beliefs underlying different approaches and be able to analyse competing claims
- Critique experimental research in any given area covered during the course

ESC HDV 788453 Psychological Measurement

3 semester credits

Pre-requisite: C- or better in General Psychology and Statistics for Social Sciences

An introduction to the use and limitations of psychological assessment techniques and measurement instruments for assessing ability, aptitude, achievement, intelligence, personality, and abnormalities. The course will cover the basic principles of measurement theory, including validity and reliability, on testing and measurement of psychological constructs, techniques for administration, and interpretation of results. Trends and problems associated with the interpretation and use of results for decision-making will be considered together with ethical and legal issues. Students will have the opportunity to take on-line versions of a sample of tests and make personal evaluations.

Upon completion of this course, students should be able to:

- The statistical basis of psychological testing
- Insight into test construction and validation
- Forming their own opinions regarding the validity of the tests based on critiques of their own test scores
- Knowing how to administer, score, evaluate and several typical psychological tests
- Understanding the proper ethical use as well as strengths and weaknesses of each type of test.

ESC SOC 788013 Research Methods for Social Science

3 semester credits

Pre-requisite: C- or better in Statistics for Social Sciences

This course provides an introduction to the logic and application of research methods to the study of behavior. The course takes students through the entire research process, from formulation of the research problem, to hypothesis testing, choosing and defining operational variables, analysis and interpretation. The course emphasizes a wide range of research designs and techniques including history, case analysis, naturalistic research, surveys, correlational, qualitative, experimental, and mixed-methods designs with a specific focus on the social and behavioral sciences. Attention is also given to the ethical issues, advantages, and limitations of the various methods.

Upon completion of this course, students should be able to:

- demonstrate an understanding of descriptive, correlational, and experimental research methods for the social sciences
- Define concepts related to research reliability and validity
- Understand the advantages of various research methods and their appropriate use within the social sciences
- Understand the limitations of various research methods and their appropriate use within the social sciences
- Develop an appreciation for both quantitative and qualitative approaches to social science research
- Critically evaluate the validity, reliability and usefulness of social science research
- Demonstrate the ability to formulate testable social science hypotheses
- Select appropriate research methods to test hypotheses within social science
- Design and implement their own social science research and write a standard research report
- Conduct high quality, ethical social science research

ESC HDV 788363 Theories of Personality

3 semester credits

Pre-requisite: C- or better in General Psychology

A systematic study of clinical practice of personality styles and the principal theories with particular emphasis on recent trends, research methodology, and personality measurement. This advanced level, liberal arts course examines the major personality styles and personality development, beginning with the specific personality styles according to DSM-IV, continuing with theories examining biological factors and the influence of learning. We will then move on to cover some of cognitive, traits, humanistic, and interactionist approaches. The theoretical perspectives will be explored with an eye towards their practical and clinical usefulness in explaining behavior, and in facilitating therapeutic solutions.

Upon completion of this course, students should be able to:

- summarize and contrast the basic personality styles and clusters;
- analyze the strengths and weaknesses of any given theory of psychotherapeutic approach;
- debate the historical, cultural and social influences on each personality style and theory;
- generate hypotheses from a theory, and suggest methods which could be used to test the hypotheses;
- apply any given theoretical perspective to specific examples;
- suggest therapeutic approaches based on a given theory to specific personality problems.

ESC INDS 769962 Senior Project / Thesis Proposal

2 semester credits

This course constitutes the initial course of a two course series (the second being the senior thesis project itself). It is designed to enable the participant to formulate a proposal for the senior project, and to begin a wider process of reading and preparation which will facilitate the design and presentation of the senior thesis in the following term. The senior project thesis is a capstone course designed to demonstrate the integral and requisite skills acquired throughout your psychology program, a culmination and demonstration of your grasp of the discipline in terms of theory, practice and the mode and manner in which research informs and validates both. The student will design a rigorous and methodologically informed project that conforms to the principles, conventions and practices of psychological research. The senior project proposal constitutes a full and detailed plan for the senior project including a research question or hypothesis, identification and definition of research variables, the literature review, and an outline and timeline for the project and write up of the thesis. In addition, it is highly advisable that you end this course with a very firm and precise understanding of the research methodology which you will employ when writing the thesis in the following term.

Upon completion of this course, students will be able to:

- Develop a well-framed research question or statement of hypothesis; offer operational definitions of independent and dependent variables.
- Demonstrate familiarity with the protocols and conventions surrounding the reporting of psychological studies and experiments in the leading journals of the discipline following the academic conventions of the discipline
- Create a bibliography following APA style and write an annotated bibliography.

- Use text citation style; with limited use of direct quotations. See APA Style Guide.
- Understand the criteria for the suitable selection of scholarly source material.
- Plan, organize and write the Introduction and Literature Review sections of the thesis.

ESC INDS 76993 Senior Project / Thesis

3 semester credits

This is an advanced level course which culminates in the production of an undergraduate thesis in keeping with the demonstration of knowledge, skills and abilities commensurate with the Baccalaureate academic award. Its purpose is twofold. Firstly, it is intended to demonstrate mastery of the academic conventions surrounding the presentation of research findings, the placing of those findings in the context of previous research, a developed awareness of both the strengths and limitations of any chosen methodology, and, finally, the ability to disseminate and analyze complex academic material. Its second purpose is to produce a thesis which is defensible in the context of an external benchmark: that is, an examination by the Czech Ministry of Education on whether the student has developed an appreciation and reflexive awareness of the importance of theory, method, empirical research, and the choices made by the individual researcher in relation to all three. It functions as both capstone, and possible precursor, to further academic research and/or professional practice.

Upon completion of this course students will have demonstrated the following knowledge, skills and abilities/competences:

- Conceptualization and operationalization of independent and dependent variables.
- The selection of appropriate research literature, its analysis, its placement as context.
- Utilization of institutional IRB and human consent forms.
- Describe and contextualize subjects, measures, procedures for original research.
- Description and support of the proposed methods of gathering and analyzing data.
- Report selection of subjects, sample size, experimental conditions, validity/reliability.
- Analysis of findings, consequences for theory, and any future research.