UNYP Course Catalog
Bachelor’s Programs
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TYPES OF UNYP BACHELOR’S COURSES

This course catalogue includes two types of course codes:

Courses beginning with a UNYP course code are designated for the 4-year programs. Courses beginning with a BBA course code are designated for the 3-year Business program.

Please see individual program’s study plan to determine if and how the given course fits the program. Some courses may be required for certain programs, be electives for other programs, or fulfill general education requirements.

UNYP COURSE NUMBERING SYSTEM

UNYP bachelor’s courses have a 5-digit code. The first two digits refer to "area of study". The last 3 digits indicate the level of the course.

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4-Year American Bachelor’s Programs

General Education Requirements

UNYP’s 4-year bachelor’s programs are offered in cooperation with State University of New York, Empire State College. The State University of New York has specified some components of every degree which will contribute to a broad educational background. These components are grouped into 10 knowledge areas and two competency areas.

It requires bachelor’s degree candidates, as a condition of graduation, to complete a general education program of no fewer than 30 credit hours specifically designed to achieve the student learning outcomes in ten knowledge and skill areas and two competencies, as specified below:

Knowledge and Skill Areas
1. Basic Communication
Students will:
   - produce coherent texts within common college-level written forms;
   - demonstrate the ability to revise and improve such texts;
   - research a topic, develop an argument and organize supporting details;
   - develop proficiency in oral discourse;
   - evaluate an oral presentation according to established criteria.

2. Mathematics
Students will demonstrate the ability to:
   - interpret and draw inferences from mathematical models such as formulas, graphs, tables and schematics
   - represent mathematical information symbolically, visually, numerically and verbally
   - employ quantitative methods such as, arithmetic, algebra, geometry, or statistics to solve problems
   - estimate and check mathematical results for reasonableness
   - recognize the limits of mathematical and statistical methods.

3. Social Sciences
Students will demonstrate:
   - understanding of the methods social scientists use to explore social phenomena, including observation, hypothesis development, measurement and data collection, experimentation, evaluation of evidence, and employment of mathematical and interpretive analysis; and
   - knowledge of major concepts, models and issues of at least one discipline in the social sciences.

4. American History
Students will demonstrate:
• knowledge of a basic narrative of American history: political, economic, social, and cultural including knowledge of unity and diversity in American society;
• knowledge of common institutions in American society and how they have affected different groups; and
• understanding of America’s evolving relationship with the rest of the world.

5. The Arts
Students will demonstrate:
• understanding of at least one principal form of artistic expression and the creative process inherent therein.

6. Humanities
Students will demonstrate:
• knowledge of the conventions and methods of at least one of the humanities in addition to those encompassed by other knowledge areas required by the general education program.

7. Other World Civilizations
Students will demonstrate:
• knowledge of either a broad outline of world history, or the distinctive features of the history, institutions, economy, society, culture, etc., of one non-western civilization.

8. Western Civilization
Students will:
• demonstrate knowledge of the development of the distinctive features of the history, institutions, economy, society, culture, etc., of Western civilization; and
• relate the development of Western civilization to that of other regions of the world.

9. Natural Sciences
Students will demonstrate:
• understanding of the methods scientists use to explore natural phenomena, including observation, hypothesis development, measurement and data collection, experimentation, evaluation of evidence, and employment of mathematical analysis; and
• application of scientific data, concepts and models in one of the natural sciences.

10. Foreign Language / Languages other than English
Students will demonstrate:
• basic proficiency in the understanding and use of a foreign language; and
• knowledge of the distinctive features of culture(s) associated with the language they are studying.
Competencies
The following two competencies should be infused throughout the general education program:

1. Critical Thinking (Reasoning)
Students will:
- identify, analyze and evaluate arguments as they occur in their own or others' work, and
- develop well-reasoned arguments.

2. Information Management
Students will:
- perform the basic operations of personal computer use;
- understand and use basic research techniques; and locate, evaluate and synthesize information from a variety of sources.

General Education Courses

General Education: Lower-Level Courses

UNYP 77217  African Politics and Society
3 semester credits
Pre-requisite: None

A general introduction to the African continent and its contemporary problems. A study of the historical and political evolution and an analysis of its societies and diversity.

Upon completion of this course, students should be able to:
- understand the basic developments and trends in African history;
- comprehend the cultural diversity in African societies and relate it with political and economic developments in the continent;
- understand the role of colonialism in the shaping of today’s Africa and evaluate it critically;
- assess the influence and the role of Africa in the world today;
- link course topics to his/her area/s of academic, career and personal interests.

UNYP 77216  American Government and Politics
3 semester credits
Pre-requisite: None

An analysis of the structure and processes of the American system of government and politics, including basic constitutional principles, the theory and practice of representative
government, and the organization and function of the political system and governing institutions in the United States.

Upon completion of this course, students will be able to:
- Understand generally the structure of the United States government and politics;
- Describe the main institutions and developments of American politics and relate them with events of the American political history;
- Compare the features of the American political system with those of any other political system studied in other courses;
- Describe the main principles of politics underlying the American political system and society and to use these principles when thinking about politics and the political world.

UNYP 11201  Art of the Western World I
3 semester credits
Pre-requisite: None

Introductory survey of the history of Western art from the Paleolithic era to the end of the Middle Ages.

Upon completion of this course, students should be able to:
- identify art styles and relate them to their historical context;
- further develop skills in the analysis and interpretation of works of visual art;
- recognize and start to explain changes in art over the ages, and understand how these changes reflect and illuminate wider changes in society;
- further develop / strengthen writing skills in the analysis and interpretation of works of art.

UNYP 64245  Basic Calculus
3 semester credits
Pre-requisite: C- or better in College Algebra, or Math placement test

The course consists of a survey of calculus that is useful to students of business, information science, and the social and biological sciences. Differentiation and integration of polynomial, rational, exponential and logarithmic functions. Emphasis on techniques and applications, chosen from such fields as economics, psychology, and biology.

Upon successful completion of this course, students should be able to:
- understand the theoretical concepts like limit, continuity, derivative, etc.;
- use in an adequate way various differentiation techniques;
- apply the theory of differentiation to graph sketching;
- solve maximum-minimum problems;
• work with exponential and logarithmic functions and be informed about their rich applications;
• apply integration to find areas in the coordinate plane.

**UNYP 77215  Classics of Political Thought**
3 semester credits
Pre-requisite: None

A survey of the major contributions to Western political thought. Classical theory from the pre-Socratic period to that of 21st Century. Concepts such as authority, legitimacy, law, justice, constitution, and public good are analysed through the lenses of political thinkers from different periods and schools of thought.

Upon completion of this course, students will be able to:
• be familiar with the philosophy of the main thinkers of the Western civilisation;
• be able to analyse the evolution in the Western political thought and relate and compare different historical periods;
• critique political pronouncements in terms of consistency;
• locate the historical traditions that ground political parties and movements;
• identify positions in political discourse.

**UNYP 64152 / BBA 64152  College Algebra**
3 semester credits / 6 ECTS
Pre-requisite: None

The course consists of the study of basic concepts and techniques of Algebra, Geometry and Real Analysis: factoring, multiplying and dividing algebraic expressions, coordinate geometry, functions and functional notation, polynomials, exponents, logarithms, and inequalities. It provides primarily preparation for more advanced courses, but also open to students desiring a background in college algebra.

Upon successful completion of this course, students should be able to:
• factor, multiply, and divide algebraic expressions;
• understand the key concepts of coordinate geometry;
• solve algebraic equations and inequalities;
• understand functional notation;
• use functions when solving application problems;
• know the basic properties of polynomial and rational functions.

**UNYP 07214  Cultural Anthropology**
3 semester credits
Pre-requisite: None
Principal concepts, data, and generalizations about the behavior systems of human groups with emphasis on non-Western cultures.

Upon completion of this course, students should be able to:
- have a solid understanding of the field of cultural anthropology (methods and central concerns);
- have increased knowledge of the many ways in which people around the globe create meaningful worlds.

**UNYP 23100  Czech A1**
3 semester credits
Pre-requisite: None

The course will be focused on students’ abilities to deal with common daily situations. The language curriculum covers day-to-day functions such as introducing oneself, shopping, meeting people – conversation and dealing with living in a foreign city etc. The course consists of grammar, vocabulary and phrase training, repetition and communication practice.

Upon completion of this course, students should be able to:
- introduce and describe people (personal data, hobbies, sports etc.);
- engage in social conversation;
- ask for and/or give directions;
- shop (agree, disagree, complain, request a discount, pay);
- make a reservation or an order;
- tell time;
- make phone calls and/or an appointment;
- fill out forms;
- describe people, places and things;
- use polite forms of verbs.

**UNYP 09120  Digital Photography**
3 semester credits
Pre-requisite: None

This course is an introduction to the operation, presentation, vocabulary, and creative skill sets associated with digital photography. Lessons will include both technical and creative aspects of the medium. In addition this class will provide students with an overview of different artists and movements surrounding the discipline.

Upon completion of this course, students should be able to:
• describe and execute proper operation of a digital camera;
• relay a working knowledge of shutter speeds, aperture settings, ISO Settings, light, and camera angles in order to provide desired images;
• name and understand the mechanics of a digital camera;
• calculate the equivalent relationships between shutter speeds, aperture settings, and film speeds;
• discuss how and what photographs communicate through careful analysis of yours and your fellow students work;
• create a series of images that conveys the particular theme or concept necessary to properly execute each assignment;
• inform and educate the class as a whole on different photographers and photographic styles through individual presentations;
• provide a broad overview of photographic history as it pertains to project assignments and artist presentations, so as to encourage a more holistic understanding of photography as both an art form and a technical craft.

UNYP 41160 / BBA 41160   English Composition I
3 semester credits / 6 ECTS
Pre-requisite: Score of 530 or higher on institutional English language placement test

English Composition I is a course in expository writing, including the development and revision of paragraphs and essays using various rhetorical strategies; reading and discussion of selected essays; introduction to writing about literature; and introduction to incorporation and documentation of material from primary, secondary and tertiary sources. After successful completion of this course, students will be able to:
• write analytical arguments, well-supported by evidence/examples;
• use online academic databases to find relevant information for writing projects;
• incorporate material from external sources in their writing projects, using correct citation;
• understand the requirements of academic integrity;
• understand the concept of plagiarism and know how to avoid it;
• correctly use MLA citation format.

UNYP 41180 / BBA 41180   English Composition II
3 semester credits / 6 ECTS
Pre-requisite: C- or better in English Composition 1

English Composition II continues the study of the writing process stressed in Composition I. Students will practice reading and writing critically and analytically, writing exposition, persuasion/argumentation, and the research paper. In addition to the skills acquired in English Composition I, by the end of the course, students should be able to
- analyze, evaluate, document, and draw inferences from various sources,
- identify, select, and analyze appropriate research methods, research questions, and evidence for a specific rhetorical situation,
- use argumentative strategies and genres in order to engage various audiences,
- integrate others' ideas with their own,
- use grammatical, stylistic, and mechanical formats and conventions appropriate to rhetorical situations and audience constraints,
- produce well reasoned, argumentative essays demonstrating rhetorical engagement, and
- reflect on what contributed to their writing process and evaluate their own work.

**UNYP 80272  General Psychology**

3 semester credits
Pre-requisite: None

Introduction to psychology. Learning, motivation, personality, intelligence, testing, abnormal behavior, and psychotherapy.

Upon completion of this course, students should be able to:
- trace the development of psychology from its origins to its present day forms;
- understand the biological basis of human behavior;
- understand the role of psychological experiments in testing hypotheses;
- understand the basic principles and major discoveries from most major disciplines within the field;
- understand common mental illnesses and the variety of therapies available.

**UNYP 52101  German A1**

3 semester credits
Pre-requisite: None

The course is for absolute beginners and lower intermediate students of German concentrating on grammar, conversation and common vocabulary and economic terminology.

Upon completion of this course, students should be able to:
- have good knowledge of grammar, common and economic vocabulary and basic conversation topics;
- apply German practically (active knowledge) in everyday situations as well as in economic sphere;
- read and translate texts including specialized economic papers in both directions (German - English, English - German);
- communicate regarding basic general German conversation topics;
- apply basic grammar structures and vocabulary for the practical usage of German
language;
• write simple essays on various topics;
• understand spoken language, this also having been trained on CD listening in the
course and personal experience;
• react grammatically correctly to social intercourse situations;
• should have a good German language English Language relation, German having
been studied on the basis of English making use of the similarities of the two
languages.

UNYP 15170  Human Biology
3 semester credits
Pre-requisite: None

A survey in several phases of human biology. Normal life processes will first be explored
followed by the alteration and its relationship to life styles. Subject matter will include
human physiology, genetics, evolution and behavior.

Upon completion of this course, students should be able to:
• understand the relationship between the human body and its major organs;
• analyze problems in the body through genetic or environmentally-induced diseases
or disorders;
• understand how the body’s processes integrate together for functionality
• discuss the diversity of life and the common characteristics that all living organisms
share;
• describe the effects of and unhealthy lifestyle and behaviours;
• describe the ethical responsibilities of humans in research endeavors;
• explain the ecological significance of humans in global ecosystems.

UNYP 09105  Introduction to Drawing & Design
3 semester credits
Pre-requisite: None

Specifically oriented for students who have had little or no formal art instruction, this course
offers assistance in the development of artistic potential. Problems in drawing, painting and
design using a variety of processes and materials. No previous art experience is required.

Upon completion of this course, students should be able to:
• understand the use of line, tone, color, and space in two-dimensional design;
• draw from observation, still life objects, landscapes and ultimately pursue some form
of subject matter of personal interest, using drawing, painting and other materials;
• understand some basic concepts of composition, design and overall aesthetic unity,
while conveying specific information, especially in poster design.
UNYP 41111  Introduction to Literature
3 semester credits
Pre-requisite:

This course satisfies the General Education requirements for the competencies of critical thinking, reasoning, writing, and information management.

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

- explore and analyze the diverse modes of creative expression
- understand the nature, structure, and form of key literary forms
- read actively and analytically with an eye to the major elements of drama, poetry and short fiction
- critically interpret and evaluate the major themes of course readings
- locate those themes within their social and historical context
- identify genre
- compare texts in an advanced and perceptive manner
- effectively communicate ideas related to the works during class and group activities
- understand the requirements and characteristics of scholarly work

UNYP 71203  Introduction to Philosophy
3 semester credits
Pre-requisite: None

Some main problems concerning human beings and their place in the universe as discussed in a selection of classic philosophical texts from Greek antiquity through the early modern period.

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

- have a good general knowledge of the central questions posed by the philosophical tradition;
- have the confidence and know-how to begin addressing those different questions in their own way;
- know how to approach and interpret a passage from a philosophical text;
- know how to present a philosophical argument.

UNYP 78111  Introduction to Political Science
3 semester credits
Pre-requisite: None
A general introduction to political science, including basic concepts such as power, authority, legitimacy and participation; types of political systems and the present developments in democratic politics.

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

- understand basic concepts that are related with state activity and be able to distinguish them;
- be familiar with the idea of democratic state and be able to distinguish this type of regime from non-democratic forms of government;
- understand the basic structures that make up a democratic state, being aware of the different institutional configurations;
- be familiar with the meaning of participation in democratic politics and of democratic citizenship and current developments in that area;
- develop a critical attitude towards concepts such as politics, power and the role of citizens, and the implication of the different institutional variations;
- understand in an ethical way the idea of democratic politics and all the concepts that are related with it.

**UNYP 87100  Introduction to Sociology**
3 semester credits
Pre-requisite: None

This course consists of an analysis of social structures and processes in settings ranging from small informal groups to formal organizations and communities to stratification and kinship systems to total societies.

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

- define the major institutional components of human societies;
- recognize the major stages of societal evolution;
- describe the causes and directions of social change in modern history, and the core problems confronting society today;
- define and begin using major sociological concepts and theories, and understand sociology’s relationship with sister social sciences (economics, psychology, anthropology);
- be familiar with the ideas of major sociological thinkers, and how they have impacted our outlooks today;

**UNYP 58214  Modern Europe**
Required course for IER students
3 semester credits
Pre-requisite: None
This course is an introduction to the study of the political, economic, and social evolution of Europe from the Renaissance to the end of World War II. The course analyses the appearance of the modern states, the evolution of political ideas and the socio-economic transformations that gave birth to a new Europe in the twentieth Century.

Upon completion of this course, students should be able to:
- understand the impact of the Renaissance and Reformation on religion and politics;
- analyze the culture of the French Revolution;
- explain how class issues affected the revolutions of 1830 and 1848;
- analyze German history and its role in the outbreak of World War I;
- look at how some of the European Powers came to be colonial powers in the late 19th century;
- describe some of the changes and resistance to change in mid and late 19th century Eastern Europe and Balkans;
- single-out the details of the Peace of 1919 for individual countries;
- understand the events that led to the rise of fascism and World War II;
- observe the current process of European identity construction and the evocation of historical and political myths from European history.

UNYP 89100  Spanish A1
3 semester credits
Pre-requisite: None

The course is for absolute beginners and lower intermediate students of Spanish concentrating on grammar, conversation and common vocabulary.

Upon completion of the course, students should be able to:
- obtain and give personal basic information through a limited range of questions and answers;
- give and ask for basic goods and services in order to meet the immediate needs giving and obtaining specific information about them from simple texts and sentences;
- follow simple and short directions and instructions, in predictable situations, expressed slowly orally and with visual support in a written text;
- exchange basic information about topics like work, studies, leisure activities, etc and to react briefly to it;
- to take part in a conversation using basic structures in predictable situations in order to introduce themselves, to greet, to say goodbye, to thank, etc.;
- understand short and simple texts like notes, postcards, signs, etc.;
- produce simple and short texts with basic information like postcards, emails, application forms, etc.
UNYP 89200  Spanish A2
3 semester credits
Pre-requisite: C- or better in Spanish 1A

The course covers the A2 level of the CEFR (Common European Framework of Reference for languages) and is designed for advance up to the threshold of false beginners in Spanish language (A2 level).

Upon completion of this course, students should be able to:
- order in a restaurant. Write a recipe. Shop in a supermarket
- make a reservation for a trip in a travel agency. Write an email to a friend speaking about his or her plans.
- explain to his or her friends a trip that they have done. Negotiate the plans for a trip to an Spanish city. Write a postcard from an Spanish city.
- invite a friend for dinner on the phone. Write an advertisement to rent their flat. Rent a flat in a real state agency.
- talk about the advantages and disadvantages of living in their city. Express in which city they would like to live and why. Speak about the advantages and disadvantages of living in the city and in the countryside.
- compare the habits in the present with those in the past in a conversation.
- talk about important moments of their lives. Write a short biography of a historical character. Tell stories in past tense.

UNYP 58222  US History since 1865
3 semester credits
Pre-requisite: None

This course is a continuation of US History to 1865. Analysis of the forces that shaped the modern industrial nation after the Civil War which has resulted in the emergence of the United States as a world power.

Upon completion of this course, students should be able to:
- provide foundational information American culture, society, economy, and political life since about 1861;
- place the United States in the context of world history and to discuss continuities and discontinuities with historical development around the globe;
- know an overview history of the United States and its people;
- articulate and analyze interpretations of the past (and present).

UNYP 58223  US History and Civil Rights
3 semester credits
Pre-requisite:
This course analyses common American beliefs about race and how they were applied, both legally and informally, to various groups in American History. Special attention is given to African Americans and their quest for Civil Rights.

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

- discuss the history of racial beliefs and theories in the United States, both popular and academic;

**UNYP 48240 / BBA 48240  World Geography**  
3 semester credits / 6 ECTS  
Pre-requisite: None

A study of world patterns of physical environments, cultural regions, and economic development, followed by a focus on specific regions from among the following: Latin America, Africa, Asia and/or the Middle East.

Upon completion of this course, students should be able to:
- work with geographic data, read and interpret maps and draw appropriate conclusions;
- describe and analyze geographic spatial relationships and apply cause and effect reasoning to understanding the dynamics of region’s development in the 20th century;
- identify key historical and political contexts as they relate to contemporary geography;
- critically interpret and process statistical information and readings to illustrate relationships;
- identify key patterns of globalization and their impact on social and economic development.

**UNYP 58110  World History**  
3 semester credits  
Pre-requisite: None

An introduction to the study major civilizations from the dawn of history to the 15th century CE.

Upon completion of this course, students should be able to:
- have a broad knowledge about the history of non-Western world civilizations;
- suggest ways to conceptualize and organize information about world history;
- put in relation topics in world history from different geographical regions and historical period;
• show understanding of several non-western religious, political, social, and economic systems knowledge of certain global patterns of historical development;
• describe and refer to certain global patterns of historical development.

General Education: Upper-Level Courses

UNYP 41308  Short Story
3 semester credits
Pre-requisite: None

This is an introductory course in fiction writing, including exercises in point-of-view, dialogue, setting a scene, and introducing characters. Emphasis will be on student writing in a workshop format, but stories by outside authors, including visiting writers, will also be studied.

Upon completion of this course, students should be able to:
• read analytically with an eye to narrative voice, structure, symbol, metaphor and irony;
• respond critically to a variety of literary texts in writing;
• compare texts in an advanced and perceptive manner;
• understand the basic approaches of contemporary literary criticism and the theoretical frameworks from which they emerge;
• where relevant, connect these scholarly traditions with their field of study.
UNYP 25202 Algorithms
3 semester credits

Overview of project management and its application in both the business and public sectors. Emphasis on prevailing strategies, methods, techniques, tools and best practices. Experience in developing project plans and communicating plans to team members and to company management.

Upon completion of this course, students should be able to:
- Explain what an algorithm is, what it does and why it is important to understand what algorithms can do and what they are used for today
- Determine the asymptotic and space complexity of Algorithms
- Explain the basics of ideas of Algorithms
- Identify Algorithms around us and how they influence our lives and decisions
- Name the different types of Algorithms and define the basic data structures
- Define and Apply Sorting Algorithms, Linked Lists, Stack & Queue, Searching Techniques, Tree Data Structures and Recursion
- Apply system building and elementary programming with Arsuino

BBA 64210 Business Mathematics
6 ECTS

Pre-requisite: College Algebra or successful placement on mathematics placement text

The course consists of survey of mathematical methods useful primarily to students of business and information science. The emphasis of the course is on the principles of financial mathematics. To a large extent it deals with financial methods and tools applied to decision-making procedures in economics and business.

Upon successful completion of this course, students should be able to:
- explain the meaning of simple interest, compound interest, effective annual rate;
- perform interest calculation;
- explain the concepts behind annuities and mortgages and perform the associated calculations;
- perform basic calculations involved with promissory notes and perpetuities;
- use a financial calculator and Excel to perform financial calculations.
UNYP 25100 Computers and Applications
3 semester credits
Pre-requisite: None

The purpose of the course is to introduce students to the basic features and uses of computer and information systems. The practical work will relate to the introduction and use of popular software applications (mainly MS Office and Internet related) and to the application of new knowledge in choosing the most suitable computer configuration for a given purpose.

Upon successful completion of the course, students should be able to:
- able to understand and use basic terminology related to computer and information systems;
- understand and demonstrate the operation of widely-used operating system and application software;
- conduct basic research using the internet;
- create a simple web site;
- have a background and vocabulary to discuss some social issues related to computer information systems, and be able to analyze;
- recommend the right computer configuration for a particular environment.

UNYP 25204 / BBA 25204 Discrete Mathematics
3 semester credits / 6 ECTS
Pre-requisite: College Algebra, Basic Calculus

This course takes a formal approach that introduces students to the logic of computer science, including principles from algorithms, Number theory & cryptography, graphs, trees, relations, Boolean algebra and modeling computations.

Upon completion of this course, the students should be able to:
- Participate actively in a discussion of how to effectively approach and solve problems.
- Apply basic counting arguments on combinatorial objects.
- Understand the common and ambiguous issues of data.
- Define properties of operations on set, functions and sequences.
- Construct and interpret propositions expressed using logic expressions.

UNYP 20201 / BBA 20201 Financial Accounting
3 semester credits / 6 ECTS
Pre-requisite: C- or better in College Algebra, or placement into Basic Calculus

The course is an introduction to basic accounting principles that underlie the accounting model for measuring and communicating financial data about a business enterprise to
external parties the main accounting concepts and principles. The course provides a structural background of accounting but also a widely spoken business language required not only by accountants but also by any student seeking a career in business.

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

- Identify, register and organize general accounting transactions following the European, American and Czech accounting conventions and principles, reflecting the reporting requirements of international companies.
- Understand the accounting concepts.
- Distinguish a company's operating, financing, and investing activities by researching its published financial reports, including its audited balance sheets, income statements, cash flow statements, and statements of shareholders’ equity.
- Judge the degree to which a company’s accounting policies, practices, and estimating methods yield clear and accurate pictures of the true state of the company and its financial performance.
- Evaluate a company’s profitability, and risks and return on invested capital using financial statement analysis and industry and market trends.

UNYP 99110 / BBA 99110 Game Theory
Pre-requisite: Microeconomics

This course provides the student with the basic toolset of a modern approach to analyze strategic interactions, called game theory. The covered material includes situations in which agents decide simultaneously or sequentially, while endowed with either perfect or imperfect information. Basic game-theoretic concepts, such as Nash equilibrium, mixed strategy equilibrium and backward induction, are studied and practiced on numerous examples from business, politics and everyday life.

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

- understand and apply basic game-theoretic concepts;
- analyze strategic situations using game-theoretic tools;
- make better decisions in strategic situations;
- strategically manipulate environment to obtain desired outcomes;
- better understand social phenomena involving strategic considerations.

UNYP 99101 / BBA 99101 Introduction to University Studies
1 semester credit / 2 ECTS
Required course for all majors, Pre-requisite: None

A required graded course for all new UNYP students with no previous university studies. Basic academic and organizational skills necessary for success at university; institutional resources and policies; integration into the university community.
Upon successful completion of this course, students will be able to:

- apply effective academic skills in a variety of typical academic contexts (lectures, discussion, tests, essays, presentations);
- apply effective organizational skills in the successful completion of the course;
- demonstrate a practical knowledge of institutional resources and policies;
- understand the requirements and characteristics of scholarly work;
- define their personal learning goals;
- actively engage with the university culture in both academic and non-academic fora;
- develop the skills needed to be independent life-long learners.

UNYP 20271 / BBA 20271  Legal Environment of Business
3 semester credits / 6 ECTS
Pre-requisite: None

The course explores legal regulatory framework of international business, including critical analysis of basic business legal issues, particularly issues related to formation of business units, business contracting, commercial competition, consumer protection, labor relations, etc. Alternative methods of dispute resolution will also be addressed.

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

- Understand the system and basic mechanisms of legal regulatory framework of international business.
- Interpret international treaties, statutes and decisions.
- Understand the nature and system of EU law and institutions.
- Operate with norms of chosen subsystems of business law, namely corporate law, competition law, contract law and law of international trade.
- Form and use chosen instruments of international business like contracts, clauses, promissory notes, etc.
- Critically analyze conflict situations in international business and suggest their efficient legal solutions.

UNYP 33207 / BBA 33207  Macroeconomics
Satisfies general education requirement in the area of social science
3 semester credits / 6 ECTS
Pre-requisite: C- or better in Microeconomics

The course an introduction to principles of macroeconomics essential for understanding the basic problems, specific issues, and government macroeconomic policy alternatives. Analysis of the interaction of the various sectors of the national economy.

Upon successful completion of this course, students should be able to:
• understand main macroeconomic issues, i.e. economic growth, inflation and unemployment;
• analyze trade-offs of macroeconomic policy, esp. fiscal and monetary policy;
• understand specific contemporary economic issues;
• make comparison in macroeconomic performance of different countries;
• understand trade-offs of short-run and long-run impact of macroeconomic decisions;
• develop the individual approach when dealing with macroeconomic indicators.

UNYP 20202 / BBA 20202 Managerial Accounting
3 semester credits / 6 ECTS
Pre-requisite: C- or better in Financial Accounting

Introduction to measuring and communicating the financial information to manage an organization. Introduction to spreadsheet programming, using basic managerial accounting concepts. Topics include job order and standard costing systems, cost behavior, and estimation, cost-volume-profit analysis, budgeting and short-term decision making.

Upon successful completion of this course, students should be able to:
• explain the difference between a managerial accountant and an auditor;
• be able to discuss the uses and limitations of cost management and planning and control systems;
• understand and be able to apply basic aspects of use of Information technology and its role in accounting and control;
• be able to use on a basic level various types of costing systems, and understand the appropriate applications of each;
• have the ability to use the systems for purposes of projection and planning.

UNYP 33206 / BBA 33206 Microeconomics
Satisfies general education requirement in the area of social sciences
3 semester credits / 6 ECTS
Pre-requisite: None

The course provides an introduction to principles of economics and the explanation of principles of microeconomics: analysis of the allocation of scarce resources, the economics of the firm markets and the price system.

Upon successful completion of this course, students should be able to:
• Understand what economics is, its method and tools;
• Understand the decision-making of a buyer (consumer) and a seller (producer);
• Understand workings of a market;
• Understand the differences in market structures;
• Understand the principles of government intervention with the market process.
UNYP 25205 / BBA 25205  Network Administration
3 semester credits / 6 ECTS
Pre-requisite: None

The aim of the course is to present to the students the classic computer networks, based on routing and switching. As a result, the students will have a comprehensive understanding of networked systems ranging from hardware (switches, routers, etc) to protocols and applications. During the semester the students will have the opportunity to work with Cisco enterprise graded devices, culminating with the design, implementation and testing of a small to medium network based on requirements.

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

- Understand the principles of network infrastructure equipment and protocols
- Be able to design network enterprise grade infrastructure systems
- Be able to implement network enterprise grade infrastructure systems
- Be able to test network enterprise grade infrastructure systems

UNYP 20250 / BBA 20250  Principles of Management
3 semester credits / 6 ECTS
Pre-requisite: None

A survey of organization management designed to present students with a broad view of the environment and techniques of business. It also provides an introduction to the various business disciplines including operations, project, human resource, knowledge and change management.

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

- describe major contemporary views of the nature of management and the role of management in society;
- describe the managerial functions of planning, organizing, influencing, and controlling, and to be able to express some reasonable guides for managerial action;
- recognize and discuss some of the major managerial issues involved in global business;
- discuss and evaluate current leadership and motivational concepts;
- identify the significant problems faced by managers in working with people;

UNYP 71110 / BBA 71110  Reason and Argument
3 semester credits / 6 ECTS
Pre-requisite: C- or better in English Composition II
The identification, reconstruction, and evaluation of deductive and inductive arguments. Analytic skills are developed through critical analyses of examples of reasoning found in newspaper articles, scientific journals, statistical reports and ethical debates.

Upon completion of this course, students should be able to:
- question and recognize assumptions and biases;
- distinguish an argument from an explanation and other types of non-arguments;
- identify premises and conclusions, and deductive and inductive arguments;
- assess the validity and soundness of deductive arguments;
- assess the soundness and cogency of inductive arguments;
- identify and criticize formal and informal deductive fallacies;
- identify and criticize informal inductive fallacies;
- critically assess factors which influence our beliefs;
- develop arguments using deductive and inductive reasoning;
- critically assess the reasoning and argumentation used by others.

UNYP 25203 / BBA 25203 Web Design
3 semester credits / 6 ECTS

This course introduces the student to the beginner principles of web design and web development to guide the student through the process of how to properly format a web site and all its intricate details. With the use of practical activities and theory-based knowledge students will learn how to consider and implement that involves decision making for developing web pages and web sites.

Upon completion of this course, the students should be able to:
- Develop and implement solutions to problems encountered in all phases of the design process;
- Create visual communications through the application of design theories and principles to develop effective design solutions;
- Apply typographic skills and knowledge to create effective visual communications;
- Apply a variety of technologies to create, capture and manipulate design elements in producing a final product;
- Define modern protocols and systems used on the Web such as: HTML, HTTP, URL’s, CSS, XML and JavaScript;

Business Administration: Upper-Level Courses

UNYP 20327 / BBA 20327 Advanced Marketing
3 semester credits / 6 ECTS
Pre-requisite: C- or better in Marketing and Principles of Management
The course builds on the foundation (topics, terminology and techniques) of Marketing course (UNYP 20325) to provide in-depth understanding of marketing at both the theoretical and practical level. It aims to develop the student’s skills in the appropriate use of current marketing techniques and tools backed by relevant theories and concepts for evaluating, formulating and justifying practical marketing strategies.

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

- expand their theoretical and practical knowledge of marketing concepts and practices;
- understand and be able to apply, in practice, the various tools and techniques of marketing management;
- evaluate and formulate appropriate marketing strategies, including diversity marketing and guerrilla marketing campaign
- develop a marketing plan

**UNYP 20307 / BBA 20307 Business Analytics**

3 semester credits / 6 ECTS  
Pre-requisite: none

An in-depth training program designed to educate students on theory and practice of analysis done in the business context. Students are taught methodology required for data analysis and presentation, all technical background necessary for such an analysis (notably MS Excel), and the required statistical theory.

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

- Describe the descriptive and predictive statistical methods used in practice
- Define the business problem, evaluate the data required to analyze the problem and collect the necessary data
- Analyze the amassed data through multiple solutions and communicate their findings succinctly and effectively
- Critically assess business implications, meaningfulness and usefulness of observed data patterns
- Proficiently use Microsoft Excel for the analysis purposes

**UNYP 20308 / BBA 20308 Business Planning**

3 semester credits / 6 ECTS  
Pre-requisite: none

The course will examine the tools and techniques to turn a business idea into a potential viable business by using Business Planning Techniques.

The key learnings will be in preparing and executing the business planning process.
This will include choosing a business sector, creating a business name, designing a logo, identifying the USP, understanding Trademarks and IP, assessing required resources; building the key performance indicators & financial modelling and how the capital fundraising process operates.

In doing so, students will be introduced to principles of business planning techniques business innovation, entrepreneurship, fundraising building and launching the business into the marketplace.

Upon successful completion of this course, students should be able to:
- Create and Build a Business Plan.
- Understand the Legal Framework and Organizational Structure
- Accounting Principles (Cashflow, P & L and B/S)
- Marketing
- HR
- Trademarks/IP/Branding
- Digital Platforms, Analytics and Strategy
- Business Funding

**BBA 21335  Business Strategy**  
6 ECTS  
Pre-requisite: Project Management

This course integrates the functional areas of finance, management, and marketing by pursuing extensive case and problem analysis dealing with models of strategic management.

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.

**UNYP 20326 / BBA 20326 Consumer Behavior**  
3 Semester credits / 6 ECTS  
Pre-requisite: C- or better in Marketing
The aim of the course is to help managers and future managers to understand the role of consumer behaviour in the decision making process within a marketing oriented company. Students will understand the importance and purpose of each step of the process, A survey of how consumers behave designed to present students with a broad view of strategy development and techniques of business. It also provides an introduction to the various types of consumer research.

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

- Product, product classifications, brand, brand decisions
- Customer needs and perceptions
- Creativity on the way to innovation, newness vs. modification
- Product failures
- Risks and analysis
- Decision taking, planning
- Key stages of the NPD process

**UNYP 21430 / BBA 21430 Corporate Finance**  
3 semester credits / 6 ECTS  
Pre-requisite: C- or better in Financial Accounting and G.E Math/or Business Mathematics

Fundamentals of finance and their application to typical financial problems of business enterprises. Emphasis on financial analysis and forecasting, time-value of money, risk and return, security valuation, and working capital management.

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

- explain the use of financial activity and its critical role in corporate governance;
- use any one of the decision-making tools (quantitative and qualitative) demonstrated in the course;
- understand and be able to use cash-flow projections based upon a given set of adequate data;
- utilize the financial press with comprehension in order to better assimilate the importance of activity in this field;
- discuss the uses of capital markets and alternate sources of funding;
- perform most of the functions required both manually, and with a spreadsheet.

**UNYP 20330 / BBA 20330 Electronic Commerce and Marketing Technologies**  
3 semester credits / 6 ECTS  
Pre-requisite: C- or better in Marketing

This course introduces the student to the scope of e-commerce together with the benefits e-commerce offers to an organization through different business models and Website types. It also provides sufficient understanding of Internet technology for students to appreciate the potential, and the limitations, of using the Internet for business.
Upon successful completion of this course, students should be able to:

- gain an understanding of the theories and concepts underlying e-commerce;
- apply e-commerce theory and concepts to what e-marketers are doing in the real world;
- improve familiarity with current challenges and issues in e-commerce;
- use up to date marketing technologies;
- describe the key differences in the management of traditional brick and mortar business versus e-business and why a more process-oriented management perspective is important today.
- learn and use a conceptual framework for assessing e-business and e-commerce environments for business opportunities, challenges and risks.
- describe the primary revenue models used by web-based and on-line businesses.

**UNYP 21334 / BBA 21334 Ethics of Business and Public Administration**

3 semester credits / 6 ECTS
Pre-requisite: None
New course title: Principles of Ethics (see course description under School of International Relations list)

Ethical and moral issues related to economic justice, corporate social responsibility, conflict of interest, environmental responsibility, advertising and discrimination. This will provide those working in business and government with tools for responding to contemporary ethical challenges they may confront.

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

- get acquaintance with the foundations, frameworks, theories, and applications of moral reasoning and development
- define the major theories of ethical behavior;
- investigate some major historical ethical issues and contemporary dilemmas in business and government, including an examination of their different functions and evolving roles;
- identify relevant ethical factors in business situations;
- apply major ethical theories in the ethical factors isolated;
- view critically at real-life cases in business and government that present difficult and sometimes conflicting ethical and political choices.

**BBA 99393 Business Administration Comprehensive Exam**

0 /3 cr. / 6 ECTS
The comprehensive exam constitutes one of two parts of the program state exam, and it aims at making sure graduates master the essentials of their field and the interactions and interdependencies of its individual components.

**BBA 99392 Final Project Defence**  
8 cr. / 6 cr./ and 0 cr.

The producing and defending the final project constitutes one of two components of the program state examination, and it aims at testing the degree to which program graduates are capable of producing a systematic analytical work, presenting it professionally and defending it against criticism.

**BBA 99391 Final Project Proposal**  
4 cr. / 8 ECTS

The final project proposal is a written research/project proposal students plan to undertake and defend as their final project as part of their state examination.

**UNYP 21473 / BBA 21473 Hedge Fund, Private Equity and Sovereign Wealth Investment Funds**  
3 semester credits / 6 ECTS  
Pre-requisite: Grade of C- or better in Financial Accounting and Statistics I

This course is designed to introduce the student of financial markets to the world of derivatives, hedge funds and private equity, an area often over-looked in more conventional courses in finance. This hidden part of the market exercises influence on all areas of finance, and is a major source of revenue for the leading banks of the world. Hedge fund managers are amongst the wealthiest in the world.

- explain the nature of hedge funds and their function in markets;
- use some of the models used in determining the volatility associated with hedge funds and derivatives;
- understand derivatives;
- utilize the financial press with comprehension in order to better assimilate the importance of activity in this field;
- discuss the ethical considerations behind the use of some of the instruments used in hedge funds ;
- perform most of the functions required both manually, and with a spreadsheet.

**UNYP 21462 / BBA 21462 Human Resource Management**
3 semester credits / 6 ECTS
Pre-requisite: C- or better in Principles of Management

Advanced survey of theory, research, and applications in major areas of human resource management. Topics covered include HR planning, organizational staffing, the social and legal environment, performance management, training and development, compensation, employee relations.

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

- understand the role human resources management in an organization;
- perform a basic job analysis and apply this understanding of job requirements to other human resource management systems such as selection, performance appraisal, and compensation;
- evaluate different recruitment and selections methods;
- conduct a performance appraisal interview and recommend training and development for employees;
- be familiar with different compensation structures;
- critically assess and evaluate human resource policies and practices.

UNYP 25300 / BBA 25300  Information Management
3 semester credits / 6 ECTS
Pre-requisite: C- or better in Macroeconomics

The course should provide the students with the working knowledge necessary to actively participate in a discussion about where and how a business can leverage Information Systems to improve operations and create a competitive advantage.

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

- understand and discuss the history of computing and the basic building blocks of information systems;
- understand and discuss the difference between Information Systems and demonstrate the basic technologies which enable e-Commerce including networking, computer systems, various applications and how to categorize the applications to help in communicating where to go for various functionality;
- understand and demonstrate the business aspects of e-Commerce and to identify where business benefits can be realized;
- differentiate selling to Businesses and Customers on-line and the relationships available using modern e-Commerce systems;
- understand and discuss current social issues related to computer information systems, Analyze and recommend the right computer configuration for a particular environment;
- using software applications to collaboratively collect, analyze and present data to support a thesis; find the core issues faced by the government; assess the level of respective indicators in their combination; develop specific strategies when dealing
UNYP 21338 / BBA21338  International Business
3 semester credits / 6 ECTS
Pre-requisite: C- or better in Macroeconomics

The course introduces students to international business and the role of multinational corporations in today’s global economy. Emphasis on international business issues which must be addressed by businesses and corporations operating in a multinational environment. The course focuses on international business theory, environment, institutions, role of the nation state, culture, strategy, and operations.

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

- master basic terminology and concepts describing international business operations carried out by multinational corporations in the world’s marketplace;
- understand the different strategic positions and interests of small, medium, and large-sized businesses in the global market;
- assess behaviors of global manufacturers, suppliers and distributors as well as critical factors influencing these behaviors within political, legal, economic, institutional, and socio-cultural environments.
- analyze a company’s strategic position in the global, regional, or local market;
- develop differentiated strategies to achieve short, medium, and long-term goals;
- develop a comprehensive strategic plan (including implementation and evaluation stages) for a company.

UNYP 2351 Knowledge Management
3 semester credits / 6 ECTS
Pre-requisite: None

This course is designed to facilitate the understanding of knowledge management and how it can be used to gain competitive corporate advantage. As the knowledge economy and globalisation intensifies, knowledge management and organizational learning are becoming crucial to corporate competitiveness and survival. Intellectual capital and intangible knowledge have replaced raw materials and equipment as the primary resource of productivity and innovation and are critical elements to developing competitive advantage.

The purpose of the course is to provide a forum for in-depth presentations and discussions of knowledge management (KM) topics that include knowledge economy in local and global perspective, role of leadership in KM, organizational knowledge capture and sharing, cross-functional and cross-cultural knowledge transfer, knowledge outsourcing, knowledge processes and decision support systems, concepts for technology solutions and best practices.

UNYP 20325 / BBA 20325  Marketing
3 semester credits / 6 ECTS
Pre-requisite: C- or better in Microeconomics

The course creates a solid understanding of the core principles of marketing both from a theoretical and practical standpoint. Major emphasis will be on the acquisition of marketing skills for planning drafting and implementing specific marketing strategies, and on preparing students to apply marketing concepts in both local and international business environments.

Upon successful completion of this course, students should be able to:
- understand the fundamentals of marketing – both theory and practice;
- describe the basic marketing theories using current marketing terminology and will develop a foundational knowledge of the marketing process;
- investigate modern business organizations and evaluate their practices according to theories presented in class;
- understand the business environment and to understand the role that marketing plays in the growth of a business;
- become acquainted with current management issues;
- develop basic marketing skills in the classroom environment.

UNYP 21336 / BBA 21336 Organizational Behavior
3 semester credits / 6 ECTS
Pre-requisite: None

This course will examine human behavior with the context of a business environment, covering such topics as leadership, communication, conflict, individual differences, learning and motivation, personality and emotions, satisfaction, group structure and teams, change, work design and organizational culture and development.

Upon successful completion of this course, students should be able to:
- explain the relationship between organization’s structure and culture and their effects on organizational performance
- outline the importance of individual contributions to the organization and factors affecting behavior and performance
- explain how differences in ability are identifies and measured
- discuss the various theories of motivation and how they should be put into practice in the workplace
- investigate the factors that lead to effective teamwork and the influences that threaten success.
- apply relevant leadership theories and models to demonstrate enhanced ability to act as a leader in the organization.

UNYP 20324 / BBA 20324 Principles of Marketing
formerly titled: “Marketing” (see the course description above)
UNYP 42341 / BBA 42340  Professional Development
3 semester credits / 6 ECTS
Pre-requisite: None

This course helps students gain a competitive advantage in developing and managing their own careers through self-assessment; developing career goals; researching and organizing a job and business opportunities search; developing interview and presentations skills; and pursuing career and business opportunities with clarity.

Upon successful completion of this course, students should be able to:
- analyze skills and qualifications;
- set short-term and long-term career goals;
- identify potential fields of interest;
- determine best prospects through research and networking;
- develop a strategy for achieving objectives;
- learn about interviewing, including purpose, various types, how to perform well, and follow-up.

UNYP 21464 / BBA 21464  Project Management
3 semester credits / 6 ECTS
Pre-requisite: C- or better in Principles of Management and Microeconomics

Overview of project management and its applications in business and public sectors. Emphasis on prevailing strategies, methods, techniques and tools. Experience in developing project plans and communicating plans to team members.

Upon successful completion of this course, students should be able to:
- explain the fundamental concepts of project management and PMBOK;
- draft the project plan incl. SOW, WBS, RM Table, PC, Budget and Schedule;
- communicate, present the project plan to the team and management – Steering Committee (Project Executive Sponsor) and get the plan signed off;
- differentiate between and make use of the most common, effective, proven and up-to-date project management methods, techniques and tools;
- identify and make use of the project management best practices.

UNYP 21341 / BBA 21341  Risk Management
3 semester credits / 6 ECTS
Pre-requisite: C- or better in Corporate Finance

An introductory course in risk management, with a focus on the financial sector. Students will be given a broad-based grounding in this increasingly important financial field.
- Demonstrate an understanding of what constitutes risk, especially in a financial context.
- Describe the basic categories and sub-categories of risk.
- Distinguish between different measures of risk.
- Demonstrate an understanding of the strengths and weaknesses of different risk measurements.
- Perform basic calculations of risk.
- Describe the latest regulatory and compliance developments and the summarize the current debate on regulatory reform.

UNYP 20334 / BBA 20334       Sales and Sales Management
3 semester credits / 6 ECTS
Pre-requisite: C- and Marketing

This course will aim to present ways of improving the way you approach and communicate with your prospects, by putting yourself in the customer’s place and selling to yourself through them. It will underscore the value of relationship oriented sales versus spin selling and will prepare students for various aspects of business development roles in a variety of corporate environments. The course is focused on professional, business-to-business (B2B) sales issues and sales management.

Upon completion of the course, students will be able to:
- Demonstrate, through practice and direct interactions, a relationship building sales approach
- Develop and analyze a sales pipeline through identification of key metrics along the pipeline
- Identify key customer behaviors that influence the sales process
- Critically overcome objections to sales approaches
- Demonstrate understanding of the impact of marketing on the sales process and how to maximize the efficiency between the two channels

UNYP 20331 / BBA 20331       Social Media Marketing
3 semester credits / 6 ECTS
Pre-requisite: Marketing

This course offers an overview of how marketing has (and has not) changed due to the rise of social media. It will equip students with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

- Upon completion of this course, the students should be able to:
  - describe the impact of digital marketing on targeting and micro targeting
  - describe the impact of social media channels on the world of digital marketing
  - identify key metrics for measurement and reporting of social media impact
• create and carry out online social media marketing campaigns including targeting, measurement and reporting
• begin to develop the ability to recognize how key metrics and big data can help shape strategy in the world of digital/social media marketing
• understand that social media marketing is a lifelong learning process

UNYP 20310 / BBA 20310  Statistics I
3 semester credits / 6 ECTS
Pre-requisite: C- or better in Basic Calculus or Business Mathematics

This course focuses at first on graphical and numerical tools used in descriptive statistics. It introduces methods for detection possible relationship between variables, correlation and regression analysis. Later it introduces basic concepts of probability and continuous probability distributions, including normal distribution and its applications. Finally basic inference methods are introduced, namely theory of estimate and hypothesis testing.

Upon the completion of this course, the students should be able to:
• distinguish between different types of data
• distinguish between a population and a sample, and between parameters and statistics
• assess which methods for summarizing a data set are most appropriate to highlight interesting features of the data
• use an appropriate software tool for data summary and exploratory data analysis
• identify a possible relationship in bivariate data from a scatterplot
• compute and interpret sample correlation coefficient
• fit a linear model to a bivariate data set via software
• interpret the coefficients of the regression model
• compute predictions based on the linear model, discuss its quality
• recall and apply rudimentary mathematical properties of probability
• recall the key properties of the Normal distribution
• use an appropriate software tool for finding normal probabilities and critical values
• explain the ideas of sampling distribution
• interpret a confidence interval and confidence level
• calculate interval estimates for the population mean and population proportion
• identify the components of a hypothesis test, including the parameter of interest, the null and alternative hypotheses and the test statistic
• perform statistical tests of the population mean and population proportion

UNYP 21331 / BBA 21331  Statistics II
3 semester credits / 6 ECTS
Pre-requisite: C- or better in Statistics I
The purpose of the course is to provide students with the knowledge and skills in order to assess statistical evidence, based on multivariate statistical analyses reported in scientific papers. Furthermore, the course aims to teach the steps of the computation of multivariate statistical procedures needed to answer research questions.

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

- distinguish between univariate and multivariate statistical analyses
- compare two samples using proper statistical methods;
- recognize the appropriate statistical analysis for a given research design;
- list the strengths and limitations of different statistical tests;
- carry out statistical analyses for experimental and quasi-experimental designs
- perform different types of ANOVA, multiple regression, and factor analysis on SPSS
- write up a scientific report using the APA format

**UNYP 34324 / BBA 34324 Taxation**

3 semester credits / 6 ECTS

Pre-requisite: C- or better in Microeconomics

Introduction to the principles and economics of taxation and its role in modern societies. In addition the impact of different taxes and their effectiveness in achieving social goals will be examined.

- Demonstrate an understanding of the economic and philosophical principles of taxation;
- Explain how policy makers can achieve a balance among the different aims of taxation and describe the features of a good tax system;
- Describe the different types of taxation that exist in advanced modern economies and outline their advantages and disadvantages.

**UNYP 21463 / BBA 20333 Workforce Motivation**

3 semester credits / 6 ECTS

Pre-requisite: C- or better in Principles of Management

Employee motivation within an organization depends on multiple factors — and its success on the organization’s ability to develop the right combination. Motivation can be both positive and negative so understanding the main concepts is critical for any HR professional to be able to develop suitable programs as well as coach people managers to create motivated workforce that delivers its full potential while still protecting the organization from potentially unethical forms of motivation.

There are multiple motivation theories yet one size does not fit all. This course focuses on exploring the different factors that impact motivation — gender, culture, generation as well as personality, experience and perception in context of organizations. The role of the management is to understand these factors so that employees do not feel they need to just do a required minimum but actually want to do the best they can.
Upon successful completion of this course, students should be able to:

- understand both the individual and organizational factors that influence motivation;
- apply basic motivational theories to real life scenarios
- evaluate different intrinsic and extrinsic motivational tools;
- understand the ethical implications of different forms of motivation;

UNYP 20333 / BBA 20333  Viral and Guerilla Marketing
3 semester credits / 6 ECTS
Pre-requisite: C- or better in Marketing

The course creates a solid understanding of Below the Line (BTL) Marketing Techniques - both from a theoretical and practical standpoint. Major emphasis will be on the planning and carrying out of real and actual street promotions. Students will also work in teams to plan, film, edit & upload real videos that should go viral. This class is extremely practical in nature and will give participants real experience with physical promotional creation.

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

- Apply fundamental marketing concepts and participate in marketing discussions.
- Analyse the marketing efforts of existing for-profit or non-profit organizations.
- Identify ethical issues in marketing decision-making.
- Demonstrate the ability to research and gather current and relevant information related to marketing issues.
- Develop and orally present a compelling marketing plan for an existing product or service.

Communication and Mass Media

Communication and Mass Media: Lower-Level Courses

UNYP 90202  Interpersonal Communication
3 semester credits
Pre-requisite: None

Survey of the human element in communication with a focus on skills in self assertion, listening, perception, and understanding relationships.

Upon completion of this course, students should be able to:
understand the relationship between culture and communication;
understand perceptual processes in interpersonal encounters;
value the depth of verbal and nonverbal messages;
better analyze and assess their interpersonal relationships;
appreciate principles of power in interpersonal relationships;
detect and explain sources of conflict in interpersonal relationships;
better understand roles in interpersonal relationships.

UNYP 90221 / BBA 90221 Introduction to Advertising
3 semester credits / 6 ECTS
Pre-requisite: None

This course features the study of the principles, practices, and theories of modern advertising communication, ranging from planning and execution to research and social effects.

Upon completion of this course, students should be able to:
• understand the principles of advertising and its role as a tool of marketing communications;
• identify and explain what makes a “good” ad;
• understand and be able to implement the basic strategic and creative elements of advertising;
• evaluate and respond to the various ethical and legal issues related to advertising;
• produce materials of the type used in the everyday business of advertising.

UNYP 90102 Introduction to Communication
3 semester credits
Pre-requisite: None

Survey of the study of human communication including; the classical origins of the discipline, the value of the impact of symbols, and the role of communication in human behavior.

Upon completion of this course, students should be able to:
• differentiate between and evaluate the main forms of communication;
• trace the development of communication and the evolution of language within a historical context;
• identify, contextualize and evaluate critically the main theoretical developments in the study of communication;
• apply theoretical concepts to familiar situations;
• deploy practical skills for the basic analysis and creation of communicative messages.

UNYP 90101 Media and Society
Satisfies general education requirement in the arts field.
3 semester credits
Pre-requisite: None

An exploration of theories from the areas of communication and psychology to approach key issues in media and society, including mediated violence, sexual representations, values, and more.

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

- Understand key attitudinal, behavioural and cognitive effects of media.
- Critically evaluate the mass media and their role in constructing social reality.
- Evaluate the role of media in forming values in society.
- Critically assess the impact of socially positive media on society.
- Understand the impact of the advertising, sports and music industries on society.

UNYP 91332  Media History
3 semester credits
Pre-requisite: None

Media History traces the development of media from before the time of the first printing press to today.

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

- understand the influence of mass media development on the philosophy of contemporary communications;
- recognize major events, phenomena, trends and people in media history and their significance;
- comprehend how communication media have influenced society, and vice versa;
- to understand how key historical events have influenced communication media;
- to be able to place communication history into the broader context of world history;
- to develop the ability to compare and contrast media history across different cultural contexts.

UNYP 91242 / BBA 91242  Public Relations Principles
3 semester credits / 6 ECTS
Pre-requisite: None

This course presents a contemporary and comprehensive theoretical and practical introduction to the role of public relations in an information-based society.

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

- apply Public Relations principles to actual situations;
- define the differences between other related concepts like publicity, advertising, press agents, public affairs, issues management, lobbying, etc.;
apply Public Relations skills to marketing functions of organizations;
• develop an independent Corporate and Brand Communication Strategy;
• plan and execute a full-scale PR Campaign;
• analyze and use PR research methods;

UNYP 90104/ BBA 90104   Public Speaking
3 semester credits / 6 ECTS
Pre-requisite: None

Communicating ideas successfully to an audience in a “one-to many” speaking situations. Emphasis on creating, researching, organizing, and presenting speeches.

Upon completion of this course, students should be able to:
• prepare and deliver short speeches and presentations on a variety of topics with reasonable confidence;
• evaluate the content and presentation style of other speakers;
• give clear class presentations using Power Point effectively;
• recognise techniques and strategies used by speakers to inform, persuade, entertain;
• evaluate their own speaking as well as that of their peers and provide constructive feedback.

UNYP 90251   The Media and Diversity
3 semester credits
Pre-requisite:

The course addresses the media’s role in representation and understanding of social and cultural differences in contemporary societies. It focuses on how media and journalism culture portrays a variety of groups within and outside the identity “CAGE” (class, age, gender and ethnicity) and contribute to politics of recognition and social inclusion of various groups.

Upon completion of this course, students should have a understanding of and be able to apply:
• Identify major representation strategies of contemporary media in treating social, political, gender, sexual and cultural diversity
• Critically evaluate major stereotypes and discriminatory reporting in the media
• Discuss and evaluate different consequences of discrimination and exclusion in traditional and digital media
• Conduct small scale case studies of media diversity issues
• Recognize and advocate for increased media literacy
UNYP 23234 / BBA 23234  The World of Beer: Economic and Communications Context
3 semester credits / 6 ECTS
Pre-requisite: None

The course focuses on the history, traditions and the social and economic role beer and brewing play in society. Also it will help in understanding how beer is produced, how many beer styles there are and how they differ. New trends in brewing will be explained and how the beer market in the world is dramatically changing. Principles and methods of beer tasting and pairing beer with food will be clarified. Health effects of beer and the necessity of reasonable consumption of beer will be specified.

Upon completion of this course, students should be able to:
- Know the history and traditions of beer and the beer industry;
- Define major trends in the beer industry and shift in habits in drinking of beer as well as reasons of customer migration from pubs, restaurants and similar places;
- Designate how beer and the beer industry influence the national economy (in general) and specifically in the Czech Republic;
- Understand the role of the beer industry in beer’s contribution to the European/local economy;
- Recognize and discuss what is common and what is different in communications between large, industrial and craft breweries;
- Specify, how traveling could influence and support the flow of tourists and in what way it could help in developing regional travel (i.e. specifically thanks to the development of microbreweries in the Czech Republic);
- Be better acquainted with the system of beer production and to comprehend the differences between diverse beers and in which way beer styles could influence consumption as well as the culture of drinking habits;
- Understand the health effects of beer consumption.

UNYP 91230  Visual Culture
3 semester credits
Pre-requisite: None

This course explores how pictures – whether media, fine art paintings, photographs, film stills, postcards and graphics are constructed, and how this construction affects how we view and interpret them. Course analyses the use of various elements used by image-makers and their commissioning agents.

Upon completion of this course, students should be able to:
- utilize a basic working vocabulary with which to understand, discuss, and analyze the way visual images, especially those for mass consumption, are constructed;
- be able to identify and analyze the visual functions of each of these elements in terms of their desired effect or impact on viewers or audiences;
• to begin to analyze, explore and question the relationships between the image-maker, viewer, subject and commissioning agent; and the various functions of images in society.

Communication and Mass Media: Upper-Level Courses

UNYP 90241 / BBA 90241 Advertising Strategies
3 semester credits / 6 ECTS
Pre-requisite: C- or better in Introduction to Advertising

The course will identify and analyze the key concepts, techniques and models used in modern advertising and marketing communication. The course will challenge students to apply these concepts while creating their own advertisements.

Upon the completion of this course, students should be able to:
• Understand the basic terminology of advertising and marketing
• Understand the structure and function of communication agencies
• Be familiar with Advertising brief, and to produce tactical communication based on the brief
• The specifics of all communication and media channels
• Critically assess advertising campaigns and communications

UNYP 90252 Communication for Social Change
3 semester credits
Pre-requisite: None

This course explores a broad scope of theories and communication strategies that are used by various social groups and institutions to promote and legitimize their socio-political goals and inspire action for social change. The course will look into, and systematically analyze, numerous examples where communication played an important role in instigating or obstructing social change in different spheres of life, such as, inter alia, cultural policy, peace building, health policy, democratization or social justice. The focus will be on communication in the public and non-profit sectors, looking specifically into how public institutions, NGOs, activists, political parties, policy advocates and social movements deploy communication to achieve their socio-political goals. The course provides a hands-on approach, with many practical examples and case studies, extensive student participation, all underpinned by a broad scope of applied theoretical insights that help in establishing a link between communication and social change.

Upon the completion of this course, students should be able to:
• Describe how communication influences social change.
• Recognize various communication approaches, strategies, tactics and tools used to promote social change.
Apply key concepts in communication for social change to real-life cases.
Analyze application of communication strategies for social change on real-life cases.
Apply the strategic communication principles to develop a communication plan for social change.
Create a strategic communication plan for social change

**UNYP 91339  Cinema and Society**

3 semester credits
Pre-requisite: C- or better in Media History

This course is designed to introduce students to ideas about the relationship between cinema and the larger society in which it is produced and promulgated. Students will learn how to “read a film”, i.e., how to critically analyze what is generally viewed as entertainment. Analysis will focus on how social and cultural identities are identified, developed, and shot on film as a society’s way of depicting, dealing with – and/or distorting – itself, and changes that occur within or in relation to it.

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

- identify basic effects of film technology and economics and perceive how they are used.
- explain specific historical perspectives of US, Western and in some cases other societies in regard to cultural portrayal.
- identify different film genres and types of narratives within them.
- identify themes in multiculturalism - race, gender, religion, ethnicity and sexuality. Other sub-groups may be identified in class.
- utilize a basic working vocabulary with which to understand, discuss, and analyze the way filmic depictions of social and cultural groups are constructed within the above framework, and identify the functions – and agenda - of these aspects elements in terms of their desired effect or impact on viewers.
- compare and contrast different and sometimes oppositional social and in some cases political perspectives in US and Western cinematography in relation to the above and apply them to critical review.

**UNYP 90103 Intercultural Communication**

3 semester credits
Pre-requisite: None

The course examines how culture shapes our perceptions and communication behaviors, and offers strategies for effective cross-cultural and intercultural communication.

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

- Define different types of cultures
UNYP 91461  Global Communication
3 semester credits
Pre-requisite: C- or better in Media History

The course focuses not only on essential concepts of global communication, but also global public relations and advertising, trends in media consolidation, cultural implications of globalization, international broadcasting, information flow, governmental and nongovernmental organizations, international communication law and regulation, the evolving impact of the Internet, and trends in communication and information technologies.

Upon completion of this course, students should be able to:
- understand the relationship between communication and empire;
- explain how the privatization of telecommunications affects international communication;
- analyze global news flow;
- understand the political economy of global communication;
- describe the effect of the global digital divide;
- detect and explain cultural globalization;
- predict the future of international communication, and its effect on global stability.

UNYP 91330  Introduction to Media Writing
3 semester credits
Pre-requisite: C- or better in English Composition I.

This course aims to instruct the basic skills necessary to write for print, broadcast (radio and television), and electronic media (Internet/news websites), as well as to introduce them to the writing styles used in advertising and public relations.

Upon completion of this course, students should be able to:
- write a concise four-paragraph lead suitable for adaptation to any media;
- report and write an effective story for publication in a newspaper or magazine;
- report and write a 30-second news story suitable for broadcast on radio or TV;
- understand the fundamentals of writing for the web;
- understand the basics of writing good advertising copy or PR press releases.
3 semester credits
Pre-requisite: C- or better in Interpersonal Communication

This is a theoretical and practical course examining the dynamics of various forms of conflict and their mediation.

Upon completion of this course, students should be able to:
- Distinguish the purpose and role of various types of mediation within the context of personal, social, cultural, workplace, and international conflicts;
- Extend personal knowledge and understanding of the various causes of disputes and identify strategies for their successful resolution;
- Develop awareness of the complexities and obstacles involved in various kinds of conflicts and dispute resolution strategies;
- Analyze diverse types of conflicts and design strategies for facilitating resolution;
- Develop self-awareness of the role of personal communication skills, attitudes and beliefs that facilitate and hinder successful mediation practice;
- Practice and develop confidence in the use of interpersonal competencies related to mediation including needs assessment, active listening, reading non-verbal cues, being open to diversity, seeing other’s perspectives and demonstrating empathy;

UNYP 91336  News Writing
3 semester credits
Pre-requisite: C- or better in Introduction to Media Writing

The purpose of this course is to give students the skills for, and practice in, reporting and writing news stories. The practical experience of researching and writing about real-life news events will be set in the larger context of the nature, structure and function of print media.

Upon completion of this course, students should be able to:
- research and write a variety of newspaper stories;
- conduct research and effective interviews both in and outside of school;
- understand the roles newspapers and reporters play in society;
- evaluate their own and other print media critically;
- plan and produce three lively, interesting and professional issues of the school newspaper.

UNYP 91462  Sociolinguistics
3 semester credits
Pre-requisite: C- or better in Introduction to Communication

This course examines the theory and relationships between language and society, and language and culture. It will investigate how language varieties interact with other social characteristics such as class, gender, ethnicity, race and age. To accomplish this the course has
an interdisciplinary focus. Students explore topics on regional and social variation in language usage; language change, maintenance and shifts; boundary markers and identity formation; language usage in multilingual communities; the nature of speech and discourse communities; and discourse analysis. In addition we will examine specific topics in macro-sociolinguistics such as national languages and language planning, as well as applied issues such as the relationships between sociolinguistics and education.

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

- describe, interpret and evaluate various elements that participate on the relationship of language and identity;
- distinguish various patterns that influence linguistic behavior;
- gain competence in explaining social variations in language usage and language changes and shifts.
English Language and Literature

English Language and Literature: Lower-Level Courses

UNYP 41110 Analysis and Interpretation of Literature
3 semester credits
Pre-requisite: None

This course includes a survey of applied critical approaches to literature with emphasis on the reading process, the application of theory, and materials and methods of literary research. This course is recommended for students beginning a major or an academic minor in English.

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

- read prose, poetry, and drama with understanding
- analyze the elements of a literary passage and to respond to nuances of meaning, tone, imagery, and style Ability to interpret metaphors, to recognize rhetorical and stylistic devices, to perceive relationships between parts and wholes, and to grasp a speaker’s or author’s attitudes
- recognize the means by which literary effects are achieved
- confidently use the basic terminology used to discuss literary texts

UNYP 41111 Introduction to Literature
Satisfies general education requirements in the humanities field.
3 semester credits
Pre-requisite: None

Introduction to Literature introduces students to the genres of fiction, drama, and poetry. By studying important works by writers of culturally diverse backgrounds, students gain experience reading, analyzing, and interpreting literature. The course establishes connections between literature and other areas of arts and communications; students are better prepared for their majors in these fields.

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

- interpret and synthesize literary texts and ideas
- analyze and evaluate literary arguments
- construct an argument in support of a conclusion
- communicate literary concepts clearly, precisely, and in a well-organized manner
UNYP 41122  Speculative Literature: Science Fiction, Fantasy and horror
1 semester credits
Pre-requisite: none

This course will introduce students to speculative fiction literature and its major genres including science fiction, fantasy, horror, utopia, dystopia, alternate history or post-apocalyptic literature. Upon completion, students should be able to identify major works and authors of the genres as well as analyze historical context in which the works were created.

Upon completion of this course, students should be able to:
- Understand the history and origins of speculative fiction literature.
- Identify the various genres and sub-genres and understand their differences, origins and the ways they can overlap.
- Understand the influence speculative fiction literature had on the development of technology and social movements in the 20th Century.
- Name important authors from the history of the genres, know their work and their style.
- Appreciate the role speculative fiction plays in contemporary literature.
- Identify contemporary authors and works and understand their importance

English Language and Literature: Upper-Level Courses

UNYP 41241  Creative Writing
2 or 3 semester credits
Pre-requisite: None

The course will provide the introduction to writing fiction. The classes will include both theory and practical exercises covering all aspects of creative writing from plot development and character creation to style of writing and language used. Topics about writing discipline, searching for publishers and promotion of the book will also be covered.

The purpose of this course is to offer a detailed explanation of the theory of creative writing and to provide students with practical experience in writing. Students will be tasked with developing and writing their stories. They will learn modern approaches to developing plots, characters and settings. They will also learn about the publishing industry, the changes brought by the independent publishing and possibilities for promotion and marketing. The experience gained from this writing class can be applied to many other kinds of writing, not only fiction.

Upon completion of this course, students should be able to:
- understand the various theories of creative writing
- identify various styles and genres
• do characterization, work with fictional characters and develop them
• plot a complicated story and follow on it
• do worldbuilding – create a believable environment for the story
• understand the importance of fictional literature on the current market and the changing publishing industry
• apply learned skill to other areas in their professional life

UNYP 41144 Literature in Contemporary Society: Self Expression through Dramatic Monologue
Satisfies general education requirements in the humanities field.
3 semester credits
Pre requisite:

The first part of the course aims to introduce students to the critical reading of rap and poetry slam and to explore their inherent poetic qualities. Selected lyrics will be analyzed in order to explore their connection to cultural history as well as present narratives regarding authenticity, gender, race and political engagement.
The second part of the course is intended as an examination of female voices in literature starting with key historical works in the literary canon and then focusing on contemporary works. These 8 sessions are designed through comparison of different examples of female monologues in plays in order to deepen the understanding of the verbal expressions by women, and the often persistent struggle for authentic voices by female writers in contemporary society.

Upon completion of this course, students should be able to:
• have an understanding of standard tropes (metaphor, simile) and the structure of the rhyme. The aim of the course is to lead students to critical analysis and reading of rap and poetry slam lyrics as manifestations of modern forms of poetry.
• Introduce students to the social, historical, economical, and cultural context of contemporary rap production.
• The students will be able to analyze and “decode” the construction of race, gender and politics as they manifest in the production of rap music and poetry slam.

UNYP 41308 Short Story
Satisfies general education requirements in the humanities field.
3 semester credits
Pre-requisite: None

This is an introductory course in fiction writing, including exercises in point-of-view, dialogue, setting a scene, and introducing characters. Emphasis will be on student writing in a workshop format, but stories by outside authors, including visiting writers, will also be studied.

Upon completion of this course, students should be able to:
• read analytically with an eye to narrative voice, structure, symbol, metaphor and irony;
• respond critically to a variety of literary texts in writing;
• compare texts in an advanced and perceptive manner;
• understand the basic approaches of contemporary literary criticism and the theoretical frameworks from which they emerge;
• where relevant, connect these scholarly traditions with their field of study.
International Economic Relations

International Economic Relations: Lower-Level Courses

UNYP 77228 Democracy and Democratization
3 semester credits
Pre-requisite: None

The course studies the concept of democracy and the practice of democracy in our contemporary societies and the challenges that democratization faces today. The first part of the course deals with the theoretical foundations of democracy and studies types of democracy. The course also looks at the historical evolution of the democratic ideas and their application analysing the different waves of democratization. The last objective of the course is to study the processes of democratization today and the conditions that favour or impede the spread of democracy.

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

- define the concept of democracy and understand different types of democratic models;
- be familiar with the historical evolution of the democratic regimes and to link the practice of democracy to its social context;
- describe the socio-economic conditions surrounding democracy that favour or impede its development;
- evaluate the democratic character of different regimes taking into consideration their political and social institutions;
- describe the notion of democratic wave and apply to processes of regime change;
- assess the dangers

UNYP 77227 International Politics
3 semester credits
Pre-requisite: None

The course is an introduction to the field of international relations. It studies the main school of thought in IR theory and analyzes the main concepts and developments in this area.

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

- have a general knowledge of the discipline of international politics and the main issues that are part of this object of study;
- recognise the different schools of thought and the basic theoretical approaches that are hegemonic in international politics;
- relate the main debates within the discipline of international politics with the different theoretical positions assumed by both scholars and political actors;
critically analyse current developments in international politics and follow media reports on the different events related with our field of study;

• develop a critical attitude towards international politics and its current debates and be able to develop an ethical position towards the subject of international politics in particular and societal life in general.

UNYP 78111  Introduction to Political Science
Satisfies general education requirements in the area of social sciences.
3 semester credits
Pre-requisite: None

A general introduction to political science, including basic concepts such as power, authority, legitimacy and participation; types of political systems and the present developments in democratic politics.

Upon completion of this course, students should be able to:
• understand basic concepts that are related with state activity and be able to distinguish them;
• be familiar with the idea of democratic state and be able to distinguish this type of regime from non-democratic forms of government;
• understand the basic structures that make up a democratic state, being aware of the different institutional configurations;
• be familiar with the meaning of participation in democratic politics and of democratic citizenship and current developments in that area;
• develop a critical attitude towards concepts such as politics, power and the role of citizens, and the implication of the different institutional variations;
• understand in an ethical way the idea of democratic politics and all the concepts that are related with it.

UNYP 58225 War in US History
3 semester credits / 6 ECTS
Pre-requisite: None

TBA

International Economic Relations: Upper-Level Courses

UNYP 33302 / BBA 33302  Comparative Economic Systems
3 semester credits / 6 ECTS
Pre-requisite: C- or better in Macroeconomics
A comparative study of the goals and methods of various economic systems, including competitive capitalism, centrally planned state-managed economies, and workers’ self-management. Topics include each system’s ideological foundations, institutional structure and economic decision-making mechanisms. Historical analysis of economic performance and efficiency concerns. Examination of developments and issues associated with the post-Soviet transitional economies within a global context.

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

- improve your understanding of human nature and of human societies;
- acquire a broader understanding of economics and its relationship to the functioning of economic systems and organizations;
- develop analytical skills to comprehend the nature of market processes and innovations;
- appreciate economists’ insights into relationships between economic theory, political forces, and legal institutions;
- explore processes underlying the formation of moral rules, individual liberties, political institutions, and markets;
- assess the limitation of possible patterns of economic organization and their combinations;
- understand how the social-psychological phenomenon of identity as a source for social cleavage, social conflict, and economic decline;
- cultivate your capacity for creative thinking and comprehensive learning;

UNYP 77321  Comparative Political Systems
3 semester credits
Pre-requisite: C- or better in Introduction to Political Science

The purpose of the course is to introduce students to the study of democratic political systems using comparative methods. This module covers the study of the main characteristics that define the democratic political systems and the different variations that can be found among them. It also makes an analysis of some of the most paradigmatic democratic political systems both in Europe and outside linking institutional developments with socio-political conditions in those societies.

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

- understand the basic characteristics of each of the political systems that are studied in the course;
- relate the institutional behaviours and dispositions with political, historical or social developments in each country;
- compare and critically assess the same kind of institutions from different countries and draw conclusions about their common and dissimilar features;
- critically analyse any given political system in the world in the light of its institutional and other societal developments relating it to countries studied in the course;
be able to relate current political events to the particularities of the political systems of the countries involved;

- develop a critical attitude and an ethical position towards the different kinds of political systems that exist.

**UNYP 78334 / BBA 78334 European Integration**

3 semester credits / 6 ECTS

Pre-requisite: None

This course explores the nature of the European integration, its development since its creation and its present state. The course focus both in the study of the institutional configuration of the EU and the policies that this international organization implements.

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

- be familiar of the reasons why European integration has taken place;
- understand the basic characteristics and developments of the process of European integration and relate them with general international relations theory;
- be familiar with the competencies of the different EU institutions, internal procedures and their participation in the process of decision making within the EU.
- be aware of the major problems facing the future of the EU - in particular, the problems involving the expansion into East Central Europe;
- assess how successful Europe has been in its integration process so far;
- Develop a critical attitude and an ethical position towards the process of European integration.

**UNYP 77410 / BBA 77410 External Relations of the EU**

3 semester credits / 6 ECTS

Pre-requisite: None

This course studies the external relations of the European Union and familiarizes students with the role of the European Union in international affairs. The course examines different aspects of the involvement of the European Union in the international arena. It looks into the history and the nature of the European Union’s external relations and examines in detail the Common Foreign and Security Policy as well as the Common Security and Defence Policy. The course also analyses the nature and consequences of the external economic relations of the European Union as well as external impact of its most important internal policies such as environment, energy, development, financial regulation and freedom, security and justice. Finally, the course examines the current state of European Union enlargement policy and its relations with eastern and southern neighbours as well as relations with its key international partners.

Upon completion of this course, students should be able to:
understand the domestic political and legal institutions that provide the basis for the European Union’s external policies;

• discuss the every-day relevance of the European Union’s external policies;

• demonstrate understanding of different types of policies employed by the European Union vis-à-vis different countries and groups of countries;

• compare decision- and policy-making process of different external policies of the European Union;

• demonstrate understanding of key external policies and their mutual relationship;

**UNYP 78460  International Conflict and Security**  
3 semester credits  
Pre-requisite: C- or better in International Politics

Evolution of security policy and relevant instructions, with particular reference to the Euro-Atlantic area. Basic theories about the nature of conflict and war with emphasis on contemporary situations and policies. Current risks and threats will be analyzed and special attention given to non-traditional sources of conflict, including terrorism, ethnic/religious conflicts and environmental risks.

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

• understand the contemporary theories and methods of analyzing and resolving international conflict;

• be familiar with the historical evolution of the response that different political communities have given to the conflicts;

• distinguish aims and methods of conflict analysis and resolution (especially diplomacy);

• apply the tools of international conflict resolutions to specific inter and intra-national conflicts;

• analyse the importance of the socioeconomic and psychological aspects of inner and outer conflict;

• develop a critical attitude and an ethical position towards the use of violence in international relations.

**UNYP 78330  International Organizations**  
3 semester credits  
Pre-requisite: C- or better in International Politics

An analysis of the role and the impact of international regimes in international relations today. The development of world organizations, structure, operation, relations with other groups, current problems and prospects. The origins, objectives, membership, rules, accomplishments of international organizations organizations such as UN, EU, IMF, World Bank, GATT, UNCTAD, OPEC.
Upon completion of this course, students should be able to:

- Recognize the most important intergovernmental organizations (UN and its affiliated institutions, OECD, EU and its governing structures, NATO, OPEC, and so on).
- Understand their history, purpose, and internal organization.
- Discuss the operations of international organizations in respect to the constraints imposed by geopolitics or power struggles among members.
- Analyze how the dominant theories of international relations describe the role of international organizations.
- Enumerate examples of international cooperation organized via intergovernmental organizations in fields ranging from security to environmental protection.
- Make an educated guess at how the changing context of international relations (advancing economic globalization, weakening notion of state sovereignty) will affect the role of the particular intergovernmental organizations or international NGOs.

**UNYP 21333 / BBA 21333 Principles of Ethics**
3 semester credits
Pre-requisite: None

This course provides an overview of the nature and history of ethics and moral philosophy from a theoretical and applied framework. The course is designed to make students familiar with the foundations, key concepts, major approaches and applications of moral reasoning. In the course, students will investigate major historical ethical issues and contemporary ethical dilemmas faced by many modern societies. The course look critically at real-life cases in social and inter-group relations and analyzes the conflicting ethical, political and social choices faced by ethical actors. The course is designed to challenge students to come to terms with ethical choices contemporary citizens face and will confront in their professional, social and personal lives.

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

- will be able to define and describe major Western ethical theories and traditions;
- will have become acquainted with the foundations, frameworks, theories, and applications of the history of Western ethics, moral reasoning and development;
- be familiar with a range of cases that exemplify ethical conflicts of interest;
- be acquainted with different ethicists and ethical traditions from the history of Western moral philosophy;
- be able to apply what they've learned from ethical theories and cases to their own situations, lives, and societies.

**UNYP 78332 Public Sector & Public Policies**
3 semester credits
Pre-requisite: None
The course builds on knowledge of basic economic principles and applies it to public sector policies. The course studies the public sector and how it contributes to economic welfare analysing government expenditures the effect that governmental activity produces. The course studies resource allocation, income distribution, stabilization, and economic growth.

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

- have a general knowledge of the discipline of public sector and public policy;
- understand why and how economic principles are linked to public sector and public policy;
- understand the role of public sector in economies;
- critically analyse developments in public sector interventions to economies;
- critically analyse theories, models, concepts and the conduct of public policy;
- develop an attitude towards the role public sector in society.

UNYP 77218 Third World: Ethnic Conflict in Historical and Cultural Perspectives
Satisfies general education requirements in the area of other world civilizations.
3 semester credits
Pre-requisite:

Ethnic Conflicts in a multidisciplinary perspective, with an emphasis on heritage of the European colonialism in various corners of the world. The students will develop critical thinking in historical processes which influenced relations between majorities and minorities caused by policies of social and economic marginalization, unequal distribution of wealth, ethnic mobilization, non-democratic political systems in postcolonial Africa and Asia, etc.

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

- Understand crucial historical and political processes in the Third World.
- Understand various models of ethnic conflicts in comparative perspective.
- Develop a critical attitude towards various themes including the relationship between politics and culture, local violence and international security, issues of citizenship, marginalization and economic exploitation, etc.
Gender and sexuality have evolved to bond humans in a unique and rewarding way, yet science has only just begun to unlock the mysteries surrounding the sexes and sexuality. In this course, we will examine the role of gender and sexual identity in our lives and to what extent they are products of biology and to what extent they are socially constructed. Historical perspectives as well as recent research in gender differences, the causes of homosexuality and bisexuality and gender non-conformity and gender dysphoria will also be discussed.

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

- Identify biological processes which lead to the differentiation of the sexes in terms of gender and sex based traits.
- Understand the process of the medicalization and pathologization of sexual orientation in its historical and scientific context.
- Review the current evidence supporting various biological models of sexual orientation.
- Solidify our own views as on gender and sexual identity in light of scientific research and identify areas needed for future research in this field.

**UNYP 80272  General Psychology**
Satisfies general education requirements in the field of social science.
3 semester credits
Pre-requisite: None

Introduction to psychology. Learning, motivation, personality, intelligence, testing, abnormal behavior, and psychotherapy.

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

- trace the development of psychology from its origins to its present day forms;
- understand the biological basis of human behavior;
- understand the role of psychological experiments in testing hypotheses;
- understand the basic principles and major discoveries from most major disciplines within the field;
- understand common mental illnesses and the variety of therapies available.
UNYP 80278  Psychology of Art  
3 semester credits  
Pre-requisite: C- or better in General Psychology

This course seeks to introduce the area of overlap between psychology and art, from a predominantly psychoanalytic perspective, including the mutual influences, borrowings, and inspirations between these two supposedly separate domains. The course studies the relationship between art and psyche including: the creative process; the aesthetic experience; developments in psychoanalytic aesthetics explored with various examples from painting, literature and film; and the therapeutic aspect of art and the clinical practice of art therapy.

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

- demonstrate abilities to apply definitions and main concepts of different psychoanalytic schools to explain and interpret different aspects of art;
- learn theoretically and experientially about the clinical practice of art therapy;
- provide evidence of their abilities to analyze, synthesize and evaluate the studied material through active participation in class;
- be able to compare and contrast difference between the psychoanalytical theories, outline the limits and controversies individual psychoanalytical theories imply when describing the same phenomena;
- demonstrate and defend their individual critical evaluation of art and aesthetics and critically review other fellow students’ position;
- demonstrate attainment of interpretive psychoanalytic perspectives applicable not just to the realm of art but also phenomena ranging from culture, politics and psychology to psychopathology and the media.

UNYP 80273  Psychology of Adjustment  
3 semester credits  
Pre-requisite: None

The adjustment processes through childhood, adolescence, and aging. Topics include: motivation, emotion, learning, marriage, divorce, group behavior, stress, illness, and rehabilitation.

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

- describe the theoretical concepts fundamental to personal adjustment;
- demonstrate reflective and critical thinking techniques to examine research that will improve personal adjustment skills;
- demonstrate through discussion, activities, and journal writing an increased personal awareness;
- review some theories of personality and self development;
- explain how thinking can influence feelings;
• identify values and beliefs that motivate behavior;
• explain stress and how distress can contribute to psychological disorders;

UNYP 80277  Sports Psychology
1 semester credits
Pre-requisite: C- or better in General Psychology

Introduction to sport psychology relating to personality in sport, motivation, stress and anxiety, competition, communication, concentration, visualization techniques, self-confidence, team work, sport diagnostics, and HRV/stress analyses research.

• Trace the development of sport psychology from its origins to its present day forms
• Understand the roles of modern sport psychologists in the sport environments
• Understand some practical knowledge of techniques used by sport psychologists
• Understand the sensitivity towards individual difference variables and their influence on athlete’s psychological training before, during, and after sport performance
• Understand the principles of mental training interventions applied in the athlete’s sport preparation
• Understand the situational influences on sport performance relating to athlete’s functional communication, team dynamics, leadership, and group cohesion
• Understand the principles of athlete’s anti-stress regulation and psychological functioning during competition
• Understand the basic principles of sport psychological testing and HRV/Autonomic Evaluation/ research analyses

Psychology: Upper-Level Courses

UNYP 80202 Animals in Human Society: Psychological Perspectives
1 semester credit
Pre-requisite:

This course will explore the complex relationship between humans and nonhuman animals in a variety of contexts. This includes human relationships with pets, psychological and physiological benefits of companion animals, concern for animal rights and animal welfare, issues related to social and ecological justice, ideology of carnism and veganism, the link between cruelty to animals and violence toward humans and individual differences in people’s relationships with animals (including gender differences). These issues will be explored through reading books and articles, classroom discussion, group activities, fieldwork and exploration of internet and other media. Students will be expected to demonstrate self-awareness about their own cultural memberships and how these affect their interactions and attitudes toward nonhuman animals. This course seeks to develop a sensitive approach to all animals, both human and nonhuman.
Upon completion of this course, students should be able to:

- Understand Animal Studies as an interdisciplinary field within social sciences;
- Understand the social construction of nonhuman animals’ status in human society;
- Be aware of the basic ethical approaches towards nonhumans;
- Reflect critically upon their own notions and biases stemming from the cultural patterns;
- Understand the psychology of interspecies coexistence.

UNYP 81340  Cognition
3 semester credits
Pre-requisite: C- or better in General Psychology

Introduction to cognitive theories and their application to a wide range of phenomena associated with knowledge and thought. The course will examine how knowledge is acquired, transformed, represented, stored, and retrieved; and how that knowledge directs human actions and responses. A variety of theoretical perspectives of past and present cognitive research will be explored in the context of cognitive development, attention, pattern recognition, memory, language acquisition, thinking and reasoning, problem-solving, creativity and intelligence and creativity. These perspectives will also be considered in terms of cultural and gender differences. Applied artificial intelligence and the human/technology will be considered.

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

- differentiate between perception, attention and the role of conscious and nonconscious processes in the detection of sensory stimuli;
- distinguish various types of memory and explain how each contributes to cognitive mechanisms;
- discuss how language is perceived and produced, and how language interacts with related skills such as reading and writing;
- explain how we solve problems, make decisions, and create things;
- debate the role of consciousness in cognitive processes;
- describe the various neural mechanisms which contribute to cognition;
- discriminate amongst the various approaches used to elucidate cognitive processes.

UNYP 80200 Comparative Psychology
1 or 3 semester credits
Pre-requisite: None

This course investigates psychological processes across species and integrates developments in psychology, neuroscience and ethology. Research from both controlled laboratory and comparative studies in the natural environment will introduce students to the emerging field of comparative psychology. While discovering the existence of avian fashion shows, monkey
binge drinking, pig video game bonanzas and elephant funerals, students will find that nonhuman animals are not as different from human animals as we previously thought! As a result of this awareness, the interconnectedness of life becomes more apparent.

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

- Think critically when reading and discussing ideas in this course
- Understand the primary principles underlying psychological observations and research with non-human animals
- Understand the biological bases of human and non-human animal behavior
- Understand the theory and implications of seminal studies in comparative psychology

UNYP 80351  Educational Psychology
2 semester credits
Pre-requisite: C- or better in General Psychology

The goal of this course is to familiarize students with the psychological and theoretical basis of human learning and education, including social, behavioral and cognitive theories. Further, the basic theories of education will be introduced as well as their current status and future trends in the field. Integral to the course is also examples from experimental evidence as well as practical cases.

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

- Understand the main concepts of educational psychology
- Follow the development of traditional theories of education
- Understand the basis of current theories including their advantages and disadvantages
- Explain the role of culture, socioeconomic status, gender and language in education
- Understand the role of intelligence, creativity, and social and emotional development and motivation on the educational process
- Evaluate various theories for their practical applications in improving education and the acquisition of knowledge

UNYP 81410  Ethical Issues in Psychology
1 semester credit
Pre-requisite: C- or better in General Psychology

This course focuses on the discussion of current ethical dilemmas which psychologists face in both research and clinical practice. The course covers ethical dilemmas, such as in the following areas:
UNYP 81337  Forensic Psychology
3 semester credits
Pre-requisite: C- or better in General Psychology

This course will provide students with an introduction to forensic psychology. This will include an overview of key criminological theories; an exploration of mental illness and psychological assessment and treatment needs of clients in forensic services, and an introduction to the various areas of the criminal justice system: courts, juries, lawyers etc. Theoretical learning will be enhanced via use of clinical case studies and group discussions.

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

- identify the most prevalent mental disorders found in forensic services
- demonstrate a contextual understanding of crime and its causes
- demonstrate understanding of assessment and treatment methods and issues within forensic services
- demonstrate understanding of the role of psychology within the legal system
- characterize key issues in areas such as eyewitness testimony and lie detection
- orientate themselves to key concepts within forensic psychology, the law and the criminal justice system
- apply theoretical knowledge of mental disorders to clinical cases in terms of symptoms recognition, diagnosis etc.
- critically evaluate the strengths and weaknesses of core assessment and treatment approaches within forensic services
- critically consider, from multiple perspectives, the strengths and limitations of the legal system

UNYP 80322  Group Work Processes
1 semester credits
Pre-requisite: none

The aim of this course is for students to gain experience in the dynamics of group therapy discussions. Students will work in a group under the guidance of the instructor.

Upon completion of this course, students should be able to:
UNYP 80350 Health Psychology
1 semester credits
Pre-requisite: C- or better in General Psychology

The goal of this course is to familiarize students with the psychological factors which influence our health, including emotional, cognitive, social and behavioral factors. Attention is paid to bio-psycho-somatic mechanisms and their relationship with disease as well as psychological methods to improve health.

Upon completion of this course, students should be able to:
- Analyze the role and significance of psychology in the prevention of disease and the support of a healthy lifestyle
- Compare various approaches to health and their effect on disease from the perspective of various psychological theories
- Explain the significance and role of research in understanding human health and evaluate and apply the results to real health problems
- List and define health problems which people face at various stages in life
- Identify and define the role which psychology of health plays in other disciplines such as developmental theory and its role in clinical practice

UNYP 81332 History and Systems of Psychology
3 semester credits
Pre-requisite: C- or better in General Psychology

The course traces the roots of studying the mind in human behavior from early religious views through the great philosophers from ancient Greece and across Europe, to the modern influences of thinkers in both Europe and America on the discipline what we have come to recognize as psychology.

Upon completion of this course, students should be able to:
- Describe the main systems of psychology
- Compare at least 4 major paradigms in science
- Describe the main themes and their influence on the orientation of modern psychology
- Investigate the influence of historical developments on psychological thinking
- Understand the influence of early theories and findings on current psychological theory
Understand how classic methodology led to early explanations of behavioral, cognitive and social processes

Prepare a written analysis of some area of historical development within psychology.

**UNYP 81460  Living in Social & Political Crisis**
3 semester credits
Pre-requisite: C- or better in General Psychology

The course explores how people live in and cope with diverse social and political crises, such as terrorism, war-torn societies, racism and family violence. Symptoms and classified psychological disorders related to trauma are examined as well as memory and specific psychological methods of intervention, such as psychodynamic approaches, imagination methods, and group therapy. Further emphasis is put on micro- and macro-political methods of conflict regulation and mediation such as cultural encounter groups and arbitration.

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

- identify and describe specific social and political crises (terrorism, family violence, ethnic conflict) and know at least some of these issues in greater depth;
- understand the effects that these crises can have on individuals and groups, including being able to describe the key symptoms of DSM-IV listed mental illness that can result;
- define and explain critical steps in interventions techniques in dealing with traumatized and traumatizing individuals, groups, and communities;
- gain insight into various psychological factors which can lead to such social and political crises, including various understanding of human aggression, hatred and destructiveness;

**UNYP 80341  Narratives and the Construction of Meaning**
1 semester credits
Pre-requisite: None

Can you imagine a life without narratives in all their myriad forms? Narratives are an essential part of human cultures and human lives, and a compelling way that we construct meaning. In this course we will overview types of narratives, ways that narratives are analyzed, some historic antecedents to current narrative study, and an introduction to how each of us constructs personal meaning from narrative events. Throughout, we will have active experiences that reinforce course lectures. As a result of this course, you will better understand how narratives are essential to societies, how narratives are researched, how meaning is constructed through narratives and how you, personally, construct meaning through narrative events.

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

- distinguish among various types of narrative
- distinguish, at a high level among ways that narratives are studied
• have a sense of the importance of narratives within cultural and personal contexts
• know, at a high level, of contributions made by some key theorists in narrative study
• differentiate between constructionist and de-constructionist approaches to narrative
• understand one’s preferred method for constructing meaning through Symbol Sort(c) analysis
• Understand how the increase in complexity of understanding of narratives across childhood and adulthood is an indication of the concordant increase in the construction of meaning.

UNYP 80279 Mindfulness and Eastern Psychology
1 or 2 semester credits
Pre-requisite:

This course will focus on the place of mindfulness in today’s psychology. It will offer an examination of the historical roots, theoretical underpinnings, current research and clinical application of mindfulness. The course will have an experiential part where students will be introduced to mindfulness meditation practice, will have group discussions and role-playing (e.g. counseling skills).

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

• understand the key aspects of theory and practical principles of mindfulness meditation
• understand the cognitive processes related to mindfulness
• be familiar with the role of mindfulness meditation in stress reduction
• understand the application of mindfulness in the fields of physical and mental health and be familiar with the main psychotherapies that have mindfulness at their core
• understand how mindfulness can inform daily life and work.

UNYP 80338 Motivation and Emotion
3 semester credits
Pre-requisite: C- or better in General Psychology

The goal of this course is to delve into the problematic issues of human motivation and emotion. The course focuses on various theories of motivation, both primary and secondary, as well as the biological, psychological, cultural and individual factors roles. Further, the interaction of emiton and motivation is explored and how to practically foster it. Students will become familiar with the characteristics of emotion, types of emotion and source of emotion, and their relation to other psychological functions within a socio-cultural context.
Upon completion of this course, students should be able to:

- Describe the various research methods used in understanding motivation and emotion
- Compare various theories of emotion, their development and main differences
- Describe the current state of research in motivation
- Explain individual differences in motivation in terms of psychological theory
- Understand the basis of emotion and the traditional and current theories of emotions
- Understand the biological, behavioral and cognitive perspectives towards emotion
- Differentiate between basic and complex emotions

**UNYP 81375  Multivariate Statistics**

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

Presentation of different statistical methods and their interrelations with special attention to regression and other multivariate statistical techniques and models. Usefulness of statistical way of thinking in different area of analysis with more concrete forms on applications in psychology.

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

- use Multivariate statistical data analysis for the Comparison of two and more populations or groups;
- conduct Exploratory data analysis and Simultaneous confidence intervals and tests;
- understand Classical and generalized linear regression model and individual contribution of explanatory variables and problem of collinearity;
- conduct Analysis of variance and covariance;
- understand Data reduction methods (principal components method and factor analysis);
- explore Classification methods (discriminant and cluster analysis) and other specialized multivariate statistical methods.

**UNYP 80340 Music and the Mind**

1 semester credits
Pre-requisite:

The aim of this course is to examine physical elements inherent within music and how these may impact upon the brain, to investigate the mind while engaged in musical processing, and to see what effects musical engagement over time may have on the brain, including wellbeing and additional domains of thinking. Moving from the micro to the macro, we will also look at how and why human and nonhuman animals may have created music throughout history via evolutionary and cross-cultural lenses. Students will be encouraged to think critically and to participate in small group and full class discussions based upon readings, presentations and
inquiries brought to class. Topics ranging from the neuroscience of music to the social psychology of music to therapeutic applications will be discussed and will address the interplay among music, mind, health and society.

**UNYP 80321 Psychological Interviewing Techniques**

1 semester credits

Pre-requisite:

Practically oriented course focused on basic interviewing technique principles in clinical and non-clinical routine. General and focused interview, examination, and executive coaching techniques will be exercised.

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

- Understand the key principles of communication
- Apprehend the interview as a key instrument of information acquisition
- Distinguish different interviewing approaches and techniques
- Recognize the basic intrinsic and extrinsic factors biasing the information acquisition and interpretation
- Comprehend the relation between information acquisition and interpretation

**UNYP 80282 Positive Psychology**

3 semester credits

Pre-requisite:

This course will provide students with an introduction to the science and practice of the newly emerging field of Positive Psychology. The course will begin by examining Positive Psychology at the individual level by covering topics such as happiness, character strengths, wellness, resilience, self-esteem, and optimism. The course will move on to examine Positive Psychology at the group level, including positive interpersonal relationships, altruism, and positive institutions/organizations. The course will conclude with coverage of Positive Psychology at the social level, including topics such as moral/social responsibility, diversity, and social justice.

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

- Understand the history and theoretical foundations of Positive Psychology.
- Understand Positive Psychology from individual, group, and social perspectives.
- Understand topics that are essential to Positive Psychology, such as well-being, emotion, positive health, and positive relationships.
- Develop an ability to think critically about the ways in which positive psychological research is presented in the popular media.
- Gain experience applying positive psychological principles into daily life.
UNYP 80344  Psychology of Adolescence and Adulthood
3 semester credits
Pre-requisite: C- or better in General Psychology

Emphasis on the issues, trends, and information pertinent to development from adolescence through death. Particular attention to problems of the adolescent, the aged, and the family in today’s society.

Upon completion of this course, students should be able to:
- Relate physical, cognitive and psychosocial development of individuals throughout the life span.
- Analyze the various phases of human development and specify steps to prevent developmental delay.
- Understand the needs of the individual at various stages of life
- Understand human development in a dynamic context and integrate one’s personal experience with theory and research.
- Identify trends and evaluate new information in the field of development.
- Understand the concept of individual difference and its manifestation in various stages of development.
- Evaluate assumptions, values and ethics connected with developmental themes across the life span.

UNYP 80343  Psychology of Infancy and Childhood
3 semester credits
Pre-requisite: C- or better in General Psychology

Theories and research on social, emotional, perceptual, and cognitive development. Implications of this information for child-rearing, education, and society.

Upon completion of this course, students should be able to:
- understand the relationship between hereditary and environmental factors shaping human development;
- describe the main changes occurring in cognitive, social and personality domains at any given time of infancy and childhood;
- understand a range of methods used to study human development, and describe their strengths and weaknesses;
- distinguish maturation and learning, and analyze their mutual interplay in determining developmental outcomes;
- understand the cumulative nature of development.

UNYP 80306  Social Psychology
3 semester credits
Pre-requisite: C- or better in General Psychology
Theories and research regarding social behaviors such as conformity, altruism, aggression, attitude-formation, and discrimination.

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

- To understand concepts of self, social beliefs and judgment.
- To be able to account for behavior and attitudes in humans.
- To understand processes of social cognition and well-being.
- To make sense out of conformity, persuasion, and group influence.
- To be aware of influences of prejudice, conflict, altruism and aggression.
- To understand basic concepts in the area of attraction and intimacy.

**UNYP 81411  Trauma Narratives: Points of Departure and Meeting in Psychology, Film and Literature**
1 semester credits
Pre-requisite:

The course centres on the meeting points between literature and psychology in the context of trauma narratives. These narratives consist of “case studies” of traumatized fictional characters in film and literature. The main focus is on modernist literary production. A wide range of theoretical perspectives of both past and present research, primarily in the trauma studies and psychoanalysis field, will be used as theoretical tools in our approach, analysis and understanding of these works of film and fiction. The concepts of numbing; latency; incubation period; flashback; traumatic versus narrative memory; memory and (historical) truth; amnesia; dissociation versus repression; testimony; witness and survival will be explored via their presence and identification in the primary and secondary sources.

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

- distinguish among various types of narrative (film, fiction, poetry);
- show a deep understanding of the key concepts of trauma, memory and survival;
- elaborate on contributions made by some key theorists in psychoanalysis and trauma studies;
- demonstrate abilities to apply definitions and main concepts of psychoanalytic and trauma studies theory to explain and interpret film and literature;
- have the sense of the importance of trauma narratives within broad cultural and personal contexts;
- provide evidence of their abilities to analyse, synthesize and critically evaluate the studied material through active participation in class;
- demonstrate and defend their individual critical evaluation of trauma narratives and critically review other fellow students’ position;