

Franklin University
The University of Opportunity

Franklin University is a student-centered, nonprofit, independent institution.

Franklin University provides high quality, relevant education enabling the broadest possible community of learners to achieve their goals and enrich the world.

2014-2015

Academic Bulletin



University Offices:
201 S. Grant Ave., Columbus, Ohio 43215-5399
614.797.4700 • 1.877.341.6300 •
www.franklin.edu

Domestic:
1.877.341.6300
info@franklin.edu
www.franklin.edu



Global:
001.614.797.4700
ois@franklin.edu
www.franklin.edu/franklin-global

Main Campus Offices:

(Area code is 614)

Admissions, Undergraduate.....	797.4700
Admissions, Graduate.....	797.4700
Bookstore.....	947.6828
Business Office.....	947.6355
Center for Career Development.....	947.6799
Center for Continuing Education.....	947.6173
Community College/Education Alliances.....	947.6079
Corporate & Community Relations.....	947.6075
Development & Alumni Relations.....	947.6062
Disability Services.....	797.4700
Financial Aid.....	797.4700
International Services & Programs.....	797.4700
Library.....	947.6550
Registrar.....	341.6242
Student Learning Center.....	947.6800
Student Services.....	797.4700
Human Resources.....	947.6540
University Marketing/Media Relations.....	947.6588
Office of Military & Veteran Affairs.....	797.4700

Regional Campuses and Community College Co-Locations:

Beavercreek, OH Location.....	937.705.6914
Community College of Beaver County Loc.....	877.341.6300 x6060
Cuyahoga Community College Location.....	216.987.3565
Delaware, OH Location.....	740.203.3595
Dublin, OH Location.....	614.947.6700
Indianapolis, IN Location.....	317.429.3100
Lakeland Community College Location.....	216.987.3565
North Central State Community College Loc.....	419.755.4549
Rhodes State College Location.....	877.341.6300 x6055
Southern State Community College Location.....	877.341.6300 x6051
Southwest Wisconsin Technical College Loc.....	877.341.6300 x6910
Westerville, OH Location.....	614.947.6690
Zane State College Location.....	877.341.6300 x6061

The Franklin University Academic Bulletin is published annually. The Academic Bulletin is intended for use from August 2014 through August 2015. The University may modify curriculum during the year.

The provisions of this Academic Bulletin are not to be regarded as an irrevocable contract between the student and Franklin University. Failure to read this Academic Bulletin does not excuse students from the requirements and regulations described herein. Although every effort is made to provide accurate and current information, the University reserves the right to make and designate the effective date of changes in policies, procedures, programs or people at any time such changes are considered to be desirable or necessary.

A yearly trimester Course Schedule is available online at <http://www.franklin.edu/degree-programs/course-schedule/>.

Franklin University does not discriminate based on race, religion, color, gender, age, national origin, non-disqualifying disability, veteran status or any other legally protected class in admission of students, educational programs and policies, employment or other activities.

Franklin University is accredited by The Higher Learning Commission of the North Central Association of Colleges and Schools, 30 North LaSalle St., Suite 2400, Chicago, IL 60602-2504, 312.263.0456.

Notice of Privacy Rights (FERPA)

This institution is covered by the Family Educational Rights and Privacy Act of 1974 (FERPA), as amended, which is designed to protect the student's rights with regard to educational records maintained by the institution. Under this Act, a student has the following rights:

- the right to inspect and review educational records maintained by the institution that pertain to the student;
- the right to challenge the content of records on the grounds that they are inaccurate, misleading or a violation of privacy or other rights; and
- the right to control disclosures from the educational records with certain exceptions.

Franklin University, in accordance with FERPA, has designated the following categories of information about students as public, or directory information: name, address, email address, telephone numbers (home and work), major, participation in officially-recognized activities, dates of attendance, degrees and awards received (including honors), and most recent previous educational institution attended.

Any student has the right to have directory information withheld from the public by indicating so on the admission application or by notifying the Registrar's Office in writing.

A written policy detailing how Franklin University will comply with the provisions of the Act is on file in the Registrar's Office. Students also have the right to file written complaints with The Family Policy Compliance Office, U.S. Department of Education, 600 Independence Ave. SW, Washington, DC 20202-4605, regarding alleged violations of the Act.

Partner Country Privacy Policy

FERPA serves as the prevailing guideline for the applicable privacy policy. Compliance shall be maintained with Partner Country Laws and FERPA. In cases where FERPA and Partner Country Laws conflict with each other, the Privacy Guidelines will be established by the Partnership Board.

Anti-Discrimination Policy

The University is committed to providing an inclusive and welcoming learning and working environment for all members of the campus community. Consistent with its mission and philosophy of providing equal access to educational opportunities, this anti-discrimination statement articulates our values in honoring issues of difference, and

belief that difference in our community demonstrates our commitment to the fundamental principles of academic freedom, equality of opportunity, and human dignity.

Franklin University does not discriminate on the basis of age, religion, race, ethnicity, color, national origin, ancestry, immigration status, sex, sexual orientation, gender identity or expression, marital or familial status, disability, or veteran or military status.

All qualified applicants will receive equal consideration for employment, admissions, and participation without regard to these identified protected classes. Franklin University provides equal employment opportunities (EEO) to all employees and applicants for employees on the basis of race, color, religion, national origin or sex, consistent with Title VII of the Civil Rights Act of 1964. In accordance with the requirements of Title VI and of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Age Discrimination Act of 1975, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990, Franklin University affirmatively states that it does not discriminate on the basis of race, sex, age, or disability in admissions, treatment, or access in its education programs and activities, and this policy extends to employment by the University.

No retaliation or adverse action will be taken against anyone if they express any concerns or problems relating to equal opportunities or perceived discrimination. All responsible administrators who receive reports of discrimination, harassment, or retaliation shall maintain the confidentiality of the information they receive, except where disclosure is required by law or is necessary to facilitate legitimate University processes, including the investigation and resolution of discrimination or harassment allegations.

Eligibility and other terms and conditions of employment benefits at Franklin University are governed by laws and regulations of the State of Ohio and City of Columbus, and this non-discrimination statement is intended to be consistent with those laws and regulations. Franklin does not discriminate in accordance with requirements of the Ohio Revised Code Chapter 4112, Civil Rights. The Columbus Civil Rights Code Chapter 23.1 makes it illegal to discriminate against individuals in employment, housing and public accommodation because of race, color, religion, national origin, ancestry, sex or sexual orientation, familial status, and gender identity or expression or to interfere with their civil rights. Franklin University complies with applicable state and local laws governing non-discrimination in employment in every location in which the University operates.

Requests for accommodation of a disability should be directed to the Disability Coordinator, Dean of Students Office, Otte Student Services Center, (614) 947-4700. Inquiries and charges of violation of Title VI (race, color, national origin), Title IX (sex), Section 504 (disability), ADA (disability), Age Discrimination in Employment Act (age), sexual orientation, veteran, or other status should be directed to:

For Students

Dean of Students Office
Otte Student Services
Center, 2nd Floor
201 South Grant Avenue
Columbus, OH 43215
(614) 947-6758
conduct@franklin.edu

For Employees

Director of Human Resources
203 Alumni Hall
201 South Grant Avenue
Columbus, OH 43215
(614) 947-6540
HR@franklin.edu

Franklin University is committed to being an inclusive community free from all forms of discrimination and harassment.

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Accreditation & Selected Memberships

ACCREDITATION

REGIONAL:

The Higher Learning Commission of the North Central Association of Colleges and Schools

230 South LaSalle St., Suite 7-500

Chicago, IL 60604

Phone: 800.621.7440

Year for Next Comprehensive Evaluation: 2017-2018

SPECIALIZED:

The Bachelor of Science in Nursing (RN-BSN) at Franklin University is accredited by the **Commission on Collegiate Nursing Education**

(<http://www.aacn.nche.edu/ccne-accreditation>)

International Assembly for Collegiate Business Education (IACBE)

Initial accreditation for [specific business programs](#) granted in March 2010

AUTHORIZATION

Franklin University offers distance education courses and degree programs in every US state and territory. Federal and state regulations require that all institutions of higher education comply with existing state laws regarding distance learning. As these regulations are continuously evolving, Franklin University makes every effort to maintain compliance. As a condition of Franklin University's authority to offer its programs to state residents, several postsecondary education agencies require the publication of certain consumer information. These include:

Ohio Board of Regents

25 South Front Street

Columbus, OH 43215-3414

Phone: 614.466.6000

Dates of Authorization: February 4, 2009 through December 31, 2018

This institution is authorized by:

Board for Proprietary Education

Indiana Commission for Higher Education

101 West Ohio Street, Suite 670

Indianapolis, IN 46204

Phone: 317.464.4400

Arkansas Higher Education Coordinating Board Certification*

Arkansas Department of Higher Education

423 Main Street, Suite 400

Little Rock, AR 72201

Phone: 501.371.2000

*Arkansas Higher Education Coordinating Board certification does not constitute an endorsement of any institution or program. Such certification merely indicates that certain criteria have been met as

required under the rules and regulations implementing institutional and program certification as defined in Arkansas Code §6-61-301.

Illinois Board of Higher Education – Operating and Degree Granting Authorization in Illinois

Illinois Board of Higher Education

431 East Adams, 2nd Floor

Springfield, IL 62701-1404

The Kansas Board of Regents

1000 SW Jackson St, Suite 520

Topeka, KS 66612-1368

Kentucky Council on Postsecondary Education

1024 Capital Center Drive, Suite 320

Frankfort, KY 40601

Registered by:

Minnesota Office of Higher Education*

1450 Energy Park Drive, Suite 350

St. Paul, MN 55108-5227

*Franklin University is registered as a private institution with the Minnesota Office of Higher Education pursuant to Minnesota Statutes, sections 136A.61 to 136A.71. Registration is not an endorsement of the institution. Credits earned at the institution may not transfer to all other institutions.

Maryland Higher Education Commission

6 North Liberty Street

Baltimore, MD 21201

Oklahoma State Regents for Higher Education

655 Research Parkway, Suite 200

Oklahoma City, OK 73104

State of Wisconsin Educational Approval Board

201 West Washington Avenue, 3rd Floor

Madison, WI 53703

Wyoming Department of Education

2300 Capitol Avenue

Hathaway Building, 2nd Floor

Cheyenne, WY 82002-2060

Information regarding academic program approval by state is located on the University's [Accreditation & Authorization](#) webpage.

AFFILIATIONS

- GoArmyEd
- Ohio Learning Network

INTERNATIONAL COOPERATION AGREEMENTS

- Mangalore University - Karnataka State, India
- University St. Kliment Ohridski - Bitola, Macedonia
- The Wroclaw School of Banking - Wroclaw, Poland

- Okan University - Istanbul, Turkey
- University of Economics in Bratislava - Bratislava, Slovakia
- Modern College of Business & Science - Muscat, Oman
- Torun School of Banking - Torun, Poland
- National Mining University - Dnipropetrovsk, Ukraine
- Megatrend University - Belgrade, Serbia
- Silver Mountain School of Hotel Management - Kathmandu, Nepal
- ESI School of Management – Guatemala City, Guatemala
- ESI School of Management – San Salvador, El Salvador

SELECTED MEMBERSHIPS

- American Association of Collegiate Registrars & Admissions Officers
- American Association of Community Colleges
- American College Personnel Association
- American Council on Education
- American International Recruitment Council
- Association of Governing Boards
- Association of Independent Colleges and Universities of Ohio
- Association of International Education Administration
- Association on Higher Education & Disability
- Counsel for Higher Education Accreditation
- Counsel for Independent Colleges
- Higher Learning Commission of the North Central Association of Colleges and Schools
- International Assembly for Collegiate Business Education
- National Association for College Admission Counseling
- National Association of College & University Business Officers
- National Association of Independent Colleges and Universities
- National Association of Student Financial Aid Administrators
- Ohio Association of Collegiate Registrars & Admissions Officers
- Ohio College Association
- Ohio Foundation of Independent Colleges

Academic Calendars

The Franklin University academic calendar is divided into three trimesters: Fall, Winter, and Summer. Important dates are noted below (dates are subject to change: please visit <http://www.franklin.edu/degree-programs/academic-calendar/> for the most accurate information).

Fall Trimester

Fall Trimester begins
Labor Day Holiday
Holiday makeup for BLF classes
Graduation Application deadline
Thanksgiving Holiday
Fall Trimester ends
Commencement

2014

Mon., Aug. 18
Mon., Sept. 1
Fri., Sept. 5
Mon., Sept. 22
Thurs.-Fri., Nov. 27-28
Sat., Dec. 20
Sun., Jan. 11, 2015

2015

Mon., Aug. 17
Mon., Sept. 7
Fri., Sept. 11
Mon., Sept. 21
Thurs.-Fri., Nov. 26-27
Sat., Dec. 19
Sun., Jan. 10, 2016

Winter Trimester

Winter Trimester begins
Martin Luther King Jr. Holiday
Holiday makeup for BLF classes
Graduation Application deadline
Winter Trimester ends
Commencement

2015

Mon., Jan. 5
Mon., Jan. 19
Fri., Jan. 23
Mon., Jan. 26
Sat., May 9
Friday, May 22

2016

Mon., Jan. 4
Mon., Jan. 18
Fri., Jan. 22
Mon., Jan. 25
Sat., May 7
Sun., May 8

Summer Trimester

Summer Trimester begins
Graduation Application deadline
Memorial Day Holiday
Holiday makeup for BLF classes
Independence Day Holiday
Holiday makeup for BLF classes
Summer Trimester ends
Commencement

2015

Mon., April 27
Mon., May 18
Mon., May 25
Fri., May 29
Saturday., July 4
N/A
Sat., Aug. 8
Sun., Sept. 13

2016

Mon., April 25
Mon., May 16
Mon., May 30
Fri., June 3
Mon., July 4
Fri., July 8
Sat., Aug. 6
To Be Determined

Planning Calendars

****All dates subject to change****

Fall '14 – Registration begins June 30, 2014

8/18	8/25	9/1	9/8	9/15	9/22	9/29	10/6	10/13	10/20	10/27	11/3	11/10	11/17	11/24	12/1	12/8	12/15	12/22	12/29																		
12-week, section R		Trimester Break																																			
																				15-week, section V																	
																				12-week, section Q																	
																				3-week, section 2			3-week, section 3			3-week, section 4			3-week, section 5			3-week, section 6			3-week, section 7		

Graduation - Sunday, January 11, 2015

Winter '15 – Registration begins October 27, 2014

1/5	1/12	1/19	1/26	2/2	2/9	2/16	2/23	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4												
12-week, section U						12-week, section R																							
																		15-week, section V											
																		12-week, section Q											
																		3-week, section 2		3-week, section 3		3-week, section 4		3-week, section 5		3-week, section 6		3-week, section 7	

Graduation - Friday, May 22, 2015

Summer '15 – Registration begins March 9, 2015

4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22	6/29	7/6	7/13	7/20	7/27	8/3	8/10											
12-week, section R												Trimester Break														
															15-week, section V											
															12-week, section Q											
															3-week, section 2			3-week, section 3			3-week, section 4			3-week, section 5		

Graduation - Sunday, September 13, 2015

A Profile of Franklin University

Educational Philosophy

For more than 100 years, Franklin University has been committed to providing high-quality, flexible, innovative, responsive, and affordable education. Founded in 1902 as the Y.M.C.A. School of Commerce, Franklin University has since become central Ohio's foremost educator of working adults and the third-largest private university in the state. As a learner-centered institution, Franklin's educational philosophy cornerstones are:

- Ensuring academic quality
- Providing access to educational opportunities
- Adapting to the needs of students
- Responding to changes in society, professions, and the business community

Combining theory with practice, Franklin's focus on applied learning gives working professionals knowledge that they can immediately apply in the workplace. We provide working adults with the convenience of evening classes, a choice of class schedules, and a variety of learning formats to accommodate student's busy schedules and their individual learning styles. In addition, with highly competitive tuition rates well below the national average, Franklin helps students invest in their future by keeping education affordable.

Franklin's Students

Since 1902, Franklin University has been a pioneer in meeting the needs of students who have the ambition to continue their education in combination with other responsibilities. The student body is diverse in both background and experience. Most of the students who attend the University work full time, raise families, and remain active in their communities while pursuing their education. While Franklin attracts students of varying ages, the average age of the institution's students is in the mid-30s. Among the student population are those who transfer from other institutions, students who seek to start a career, change careers, advance in their careers, and those who simply want to stay ahead in a changing world.

As career-focused professionals, most Franklin University students desire to gain high-quality, relevant knowledge that will enhance their immediate value on the job. They also seek an education that provides a foundation of broad-based knowledge that will help them move into higher-level positions and experience continual progress throughout their careers. Franklin University strives to be adaptive to the needs of adult learners, the business world in which they work, and societal shifts as a whole.

Student-Centered Education

As a student-centered institution of higher learning, the University has long been committed to providing personalized services that cater to busy adults.

One of the key features of Franklin's outstanding customer service is the University's staff of Academic Advisors. Every Franklin student is assigned an Academic Advisor who assists them with establishing educational goals, charting a course toward graduation, and finding answers to any questions that arise during their entire time at Franklin.

In addition to our robust staff of full-time faculty, our courses are enhanced by the experiences shared by more than 500 adjunct faculty members who are successful professionals currently working in their fields of expertise. Tapping into the knowledge of proven professionals lets Franklin augment curriculum with current business practices and

market trends, and affords students the opportunity to build professional networks in their fields of interest.

History of the University

Throughout Franklin University's history, the institution has been dedicated to removing the barriers to higher education for working adults, while recognizing and responding to their needs for high-quality, professional-based instruction. Early on, business and professional leaders recognized the need for a low-cost, practical, yet effective way of obtaining higher education. Founded in Columbus in 1902, the Y.M.C.A. School of Commerce started with just a few students studying bookkeeping. In 1913, a two-year college course in accounting was added, and by 1917, more than 40 students were studying accounting. As the need arose, other professional-based courses such as exporting, advertising, and insurance were offered.

In 1917, offering programs that led to degrees became a goal of the Y.M.C.A. school. In 1921, the institution received degree-granting authority from the State of Ohio.

By 1920, attending classes was not only affordable but also convenient. Classes were scheduled primarily in the evening, so they would not interfere with students' full-time jobs. Production engineering, accounting, banking and finance, marketing, and business administration were offered in four-year evening programs leading to a Bachelor of Commercial Science degree. Law courses were organized into a Bachelor of Laws degree, and this evolved into a fully accredited law school in 1954.

Faculty members were professionals who held jobs in Columbus area businesses during the day and taught at night. Curricula were developed with the goal of helping students advance in their professions.

The school's first formal commencement was held in 1923 with a total of 24 students in the graduating class. In 1933, the name Franklin University was adopted, chosen to honor the innovative spirit of Benjamin Franklin. At this time, the University was organized as a separate branch of the Columbus Y.M.C.A.

As Franklin University worked toward full regional accreditation, the University made the strategic decision to focus resources on undergraduate programs rather than continue to maintain the law school. In 1965, an affiliation with Capital University was announced, and the law school was moved to Capital's grounds. Franklin University eventually ended its association with the law school altogether.

A Separate Entity

Franklin University amicably separated from its Y.M.C.A. sponsorship in 1964 and became incorporated under Ohio law as a nonprofit, independent educational institution governed by its own Board of Trustees. In 1974, Franklin University was accepted as a candidate by the North Central Association (NCA) and, after two years, full accreditation was granted. In 1977, the Main Campus expanded significantly to a total area of more than 11 acres downtown and launched its first capital campaign, which provided funding for University buildings and properties.

In 1993, after several years of research and planning, the University expanded its academic offerings to include graduate programs. The Master of Business Administration (MBA) degree was introduced; the first MBA class graduated in 1995. In 1997, two additional master's degree programs were added: the Master of Science in Marketing & Communication, which continues today, and the Master of Science in Human Services, which was offered until 2003. In 2000, the Master of Science in Computer Science was introduced. In 2010 and 2011, respectively, the Master of Science in Accounting and the Master of

Science in Instructional Design & Performance Technology enrolled their first students. Four additional master's degree programs were launched in 2012 – Master of Public Administration, Master of Healthcare Administration, Master of Science in Human Resource Management, and Master of Science in Business Psychology - bringing Franklin University's total graduate program offerings to 9.

Franklin Today

Under the leadership direction of Dr. David R. Decker, Franklin University remains firmly grounded in the central Ohio community, where it has been anchored for more than 100 years, providing higher education to working professionals who often balance multiple responsibilities. Additionally, the University serves students around the world through the GoArmyEd program as well as its Community College Alliance and Virtual Campus.

As of Fall 2014, the University:

- Offers six degrees:
 - Associate of Science
 - Bachelor of Science
 - Master of Science
 - Master of Business Administration
 - Master of Healthcare Administration
 - Master of Public Administration
- Offers 36 undergraduate majors and 9 graduate programs, all available entirely online
- Enrolls more than 9,000 students annually
- Is the educational home to students from 47 states and the District of Columbia and over 90 countries
- Confers degrees to approximately 1,900 students annually

Academic Colleges

Franklin University's Academic Affairs Unit is divided into three colleges, the Ross College of Business, the College of Arts, Sciences & Technology, and the College of Health & Public Administration. Each college is under the leadership of an academic dean. The Ross College of Business is comprised of the Department of Management & Marketing and the Department of Accounting, Finance, & Economics. The College of Arts, Sciences & Technology is comprised of the Department of Social Sciences & Natural Sciences, the Department of Humanities & Communication Arts, and the Department of Computing Sciences & Mathematics. The College of Health & Public Administration is comprised of the Department of Health and the Department of Public Administration.

Expanding Educational Opportunity

In response to students seeking high-quality, affordable education close to home and work, Franklin offers classes and student services not only at the Main Campus in downtown Columbus, but also at its Delaware, Dublin and Westerville locations, as well as at its Beavercreek and Indianapolis locations. Combined, these facilities serve more than 7,500 students each trimester, providing evening classes and complete student services.

In addition, Franklin's online offerings give students the ultimate flexibility and convenience of online learning, removing educational barriers for students whose schedules or locations would otherwise prevent them from pursuing a degree. Currently, more than 80% of our students have taken at least one online course. With more than 30 majors from which to choose, Franklin's online-onsite and online delivery options bring the University's quality programs to students in Central Ohio and around the world.

A testament to Franklin's adoptive culture and generous transfer policies is that 90% of the University's students transfer credits from other institutions toward a Franklin bachelor's degree.

The Franklin University Community College Alliance (CCA) was established in 1998, and today expands educational opportunities for students from more than 250 community colleges in more than 33 states. CCA students take preparatory courses onsite at their community college, and completion courses via Franklin's online option to earn a Bachelor of Science from Franklin University. In addition, many of these students have gone on to pursue a graduate degree through one of Franklin's online graduate programs.

Franklin's distance learning also reaches soldiers around the world through the GoArmyEd Program. In 2001, Franklin was selected as one of the 29 initial institutions to partner with the U.S. Army in providing eligible enlisted soldiers the opportunity to earn a bachelor's degree while serving our country. To date, nearly 3,000 soldiers have attended Franklin via GoArmyEd.

Innovation In Education

Franklin University takes an innovative approach to higher education, always seeking new ways to extend educational opportunities to those wishing to pursue a college degree. With award-winning student services, innovative delivery formats and dedication to quality, Franklin continues to fulfill its mission to provide flexible, affordable, high-quality education for today's working adults, both in Central Ohio and around the world.

Our Mission Statement

Franklin University
The University of Opportunity

Franklin University is a student-centered, nonprofit, independent institution.

Franklin University provides high quality, relevant education enabling the broadest possible community of learners to achieve their goals and enrich the world.

University Partnerships

COMMUNITY COLLEGE ALLIANCE PROGRAM

Franklin University offers degree completion programs through articulation agreements with community colleges* in the United States. The Community College Alliance Program provides opportunities for students at two-year colleges to complete their bachelor's degree without leaving their local community. Students complete their associate's degree with an option to complete additional semester credit hours of preparation ("bridge") coursework from their local community college. An official transcript evaluation will determine which community college courses will fulfill the "bridge" component of a student's degree plan. Students complete a minimum of 40 semester credits of bachelor's degree completion courses from Franklin University. These degree completion programs are designed to prepare students for career opportunities and advancement in business and industry.

*Throughout the publication, "community college" refers to community, technical and other two-year institutions.

DEGREE COMPLETION PROGRAM OBJECTIVES

Franklin University's curriculum leading to the Bachelor of Science degree is intended to help the student achieve the following general objectives:

- An understanding of the activities that constitute their chosen profession and the principles underlying the administration of those activities;
- The ability to think logically and analytically about the kind of complex problems encountered in their profession and how to deal with them appropriately;
- Facility in the arts and skills of leadership, teamwork and communication;
- A comprehension of human interrelationships involved in an organization;
- Awareness of the social and ethical responsibilities inherent in modern society;
- Skills in the art of lifelong learning that will help the student continue learning.

PHILOSOPHY

Franklin University's curriculum and overall design for its Community College Alliance Program is based on the latest research, pedagogical techniques and androgical principles for designing online, interactive, responsive, collaborative, and expanded learning opportunities to be delivered to learners at a time, place, and in appropriate formats convenient to the learners.

This philosophy assumes a mix of technologies based on an analysis of student needs, content requirements and costs. It assumes a design based on a range of interactions between faculty and students, among students, and between the student and a broad array of media and other learning resources, including current content experts, real world problem solving, and collaborative work groups. Designing with these types of dialogues in mind ensures that the teaching and learning experience is an active and collaborative one.

Good teachers stimulate, encourage, guide and challenge students. Good students are mentally active, involved, and experiment in the real world. Franklin University's curriculum is designed to create the experiences needed to build knowledge, perspective and compassion, and allows students to do it when and where they choose.

NEW TRANSFER STUDENTS

Students who have earned or will earn an associate's degree from an institution that is regionally accredited and has an articulation agreement with Franklin University are eligible for the student transfer benefits outlined in the Community College Alliance articulation agreements.

All new transfer students at Franklin University must complete Learning Strategies (PF 321), a two-credit-hour course. This course is the first Franklin requirement and prepares students to be successful lifelong learners both academically and in their chosen careers. Franklin courses require a high level of self-directed learning and focus on skills required in the workplace and the classroom that are easily transferable between the two environments. The course includes strategies for advancing communication skills, including the use of electronic tools to participate in virtual environments. The assignments and activities in the course are created to closely simulate teamwork found in the workplace.

MILITARY & VETERAN AFFAIRS

The Office of Military & Veteran Affairs (OMVA) facilitates academic advising and military benefits certification services, as well as provides other information regarding military and veteran processes and procedures, for current military servicemembers (Active, National Guard, and Reserve), veterans, and spouses and dependents of current servicemembers of all branches of the United States Armed Forces. Please contact OMVA via the University Call Center (1.877.341.6300), or by email at omva@franklin.edu.

GOARMYED

Soldiers in the U.S. Army also have the opportunity to earn a Franklin education through the GoArmyEd Program. Franklin University was one of the original education partners when the Army introduced the Program in 2001. The University requires the soldier to have a high school diploma or GED. Contact your ACES Counselor, the Franklin Admissions Office toll free at 1.877.341.6300 or visit <http://www.GoArmyEd.com> for more information.

GLOBAL PROGRAMS

Since 2008, Franklin University has offered its MBA and other academic programs in partnership with highly reputable universities in selected emerging markets overseas. Franklin currently has agreements in place to offer its MBA program in the following global locations:

- Wroclaw School of Banking, Poland
- University of Economics in Bratislava, Slovakia
- Megatrend University, Serbia
- University of St. Kliment Ohridski-Bitola, Macedonia
- Modern College of Business and Science, Oman
- National Mining University, Ukraine
- ESI School of Management, Guatemala
- ESI School of Management, El Salvador

Cooperation agreements also exist with Mangalore University in India, Okan University in Turkey, and Silver Mountain School of Hotel Management in Nepal. In addition, Franklin offers non-credit professional training programs in Poland, on the Indian subcontinent, in the Middle East, in Vietnam, Indonesia, and Brazil.

Since receiving its certification from the US Departments of State and Justice to enroll students from abroad in 1982, the University has admitted a growing number of international students. In 2008 Franklin University established the Office of International Services and Programs (OISP) to centralize services and programs for all international students. The University is also authorized by the US Department of State to accept visiting scholars from abroad on a J-visa basis.

Locations, Resources, & Facilities

MAIN CAMPUS

Franklin University's Main Campus is located at 201 S. Grant Avenue, Columbus, Ohio 43215. The Main Campus is situated on 14 acres in downtown Columbus, near the heart of the city and the state capital complex. Commuting students can easily reach the University by car via I-70, I-71 or I-670, or by using public transportation. Disability-accessible buildings house classrooms, faculty and administrative offices, the Franklin University Nationwide Library, and the Student Learning Center (SLC), in addition to the Paul J. Otte Center for Student Services. The attractions of Columbus - libraries, museums, community and professional theaters, amateur and professional sports, churches, shopping and fine restaurants - are located conveniently nearby the Main Campus.

OTHER LOCATIONS

Franklin University also offers face-to-face courses and selected full degree programs at [additional locations](#). All locations provide advising services and computer labs, and some offer library materials pick-up and drop-off. [Maps](#) and additional information about each location - including [courses offered](#) - can be found on the University website.

CENTRAL OHIO:

Delaware Location
3769 Columbus Pike
Delaware, OH 43015
740.203.3595
delaware@franklin.edu

Dublin Location
495 Metro Place South
Dublin, OH 43017
614.947.6700
dublin@franklin.edu

Westerville Location
4140 Executive Parkway
Westerville, OH 43081
614.947.6690
westerville@franklin.edu

DAYTON, OHIO:

Beavercreek Location
3800 Pentagon Park Blvd. Suite 130
Beavercreek, OH 45431
937.705.6914
beavercreek@franklin.edu

INDIANAPOLIS, INDIANA:

Castleton Location
8415 Allison Pointe Blvd. Suite 400
Indianapolis, IN 46250
317.429.3100
indy@franklin.edu

COMMUNITY COLLEGE CO-LOCATIONS

Franklin University has also partnered with community colleges to offer opportunities for students to build on their associate's degree credits and [complete bachelor's degrees on site](#). Co-locations include:

- Cuyahoga Community College's Brunswick University Center (Brunswick, OH)
- Lakeland Community College's Holden University Center (Kirtland, OH)
- North Central State College's Kehoe Center (Shelby, OH)
- Southern State Community College's Fayette Campus (Washington Court House, OH)
- Zane State College's Zanesville and Cambridge Campuses (Zanesville & Cambridge, OH)
- Southwest Wisconsin Technical College (Finnemore, WI)
- Rhodes State College (Lima, OH)

INTERNATIONAL INSTITUTE FOR INNOVATIVE INSTRUCTION

The International Institute for Innovative Instruction was formed to physically and intellectually integrate all of Franklin University's design-related functions and design-related academic programs under one roof. The Institute will employ leading-edge practices to solidify the University's standing as an authority in the creation of innovative, interactive learning platforms and curricula for diverse learner populations around the world. Franklin University's highly-experienced, credentialed design faculty - with the Institute's resources and technology supporting them - will be uniquely positioned to create customized curriculum, further new and existing academic partnerships, and continue the advancement of research and scholarship in the instructional design field.

The Institute is led by Dr. Barbara Fennema, Dean, and Dr. Lou Anne Manning, Executive Director. Together, they supervise:

- Doctorally-qualified instructional designers;
- Content editors;
- Technical and resources experts;
- Two academic programs and their respective program chairs
- The Director of Assessment; and,
- The Director of Teaching Effectiveness.

CENTER FOR PROFESSIONAL TRAINING & DEVELOPMENT

The Center for Professional Training & Development (CPTD) at Franklin University offers seminars and workshops, certification programs, test preparation, and custom learning solutions on a variety of academic and professional development topics. Training includes subject areas as diverse as English as a Second Language (ESL), state authorization of distance education, and Six Sigma certification. Many programs are developed by Franklin University faculty and staff, based on years of experience and development of best practices in specific subject areas. Details on current offerings can be found on CPTD's website at <http://www.franklin.edu/center-for-professional-training-development>.

CENTER FOR CAREER DEVELOPMENT

The Center for Career Development supports the mission and goals of Franklin University by assisting students and alumni in exploring and pursuing meaningful careers over a lifetime. This is accomplished by fostering positive relationships with students, alumni, faculty, staff, administrators, employers, and the greater community.

Services include career coaching, resume writing services, career development and job search workshops, networking opportunities, company information sessions, job fairs and job/internship boards, industry career forums, recruitment activities, and career services resources. For more information, please visit www.franklin.edu/careerdev or contact the Center for Career Development at careerdev@franklin.edu.

LIBRARY

Franklin University's Nationwide Library provides both digital and print resources to support its community of face-to-face and online learners. On Franklin's Main Campus, the Library is located in Phillips Hall, at the southwest corner of Main Street and Grant Avenue. Online, the Library is located at <http://library.franklin.edu/>. Extensive [online resources](#), including ebooks and databases available through OhioLINK, are accessible to students, faculty and staff via their myFranklin username and password. The library provides a variety of [services](#) and welcomes [suggestions](#) from patrons. Librarians and circulation staff are available to provide assistance with library resources and services via instant message chat, telephone (614.947.6550 or toll free at 1.866.341.6252), email (library@franklin.edu), or in person during [library hours](#).

Library Fine(s)

The Franklin University Nationwide Library assesses and collects overdue fines and replacement fees for items owned by Franklin University. The Library also assesses and collects overdue fines and replacement fees for items checked out from other OhioLINK libraries or Interlibrary Loan (ILL). By assessing and collecting fines for these items, it is hoped that customers using Franklin Library and OhioLINK resources will return them in a timely manner, making the items available for use by other Franklin University and OhioLINK customers. Students who fail to pay their financial obligation to the University when due are considered delinquent and may be dropped from classes. Delinquent students may also receive account restrictions and will not be permitted to make enrollment changes in the current trimester via myFranklin or enroll in future trimesters until the delinquency is resolved. For more information about this policy, please visit the ["Borrow, Request, Renew"](#) section of the library's website.

STUDENT LEARNING CENTER (SLC)

The Student Learning Center (SLC) provides tutoring services, academic resources, testing and alternatives to classroom learning designed to empower Franklin University students to become independent lifelong learners.

Online and face-to-face academic support focuses on the core introductory level courses taken by undergraduate students across disciplines. Writing support is provided at both the undergraduate and graduate levels. Our emphasis on specific courses and concepts is designed to provide the educational foundation necessary to ensure student success at Franklin and beyond. All academic support is provided free of charge to currently enrolled students. For more

information, visit the SLC in Fisher Hall, Main Campus or www.franklin.edu/slc.

For those students just beginning at Franklin, the SLC offers a variety of placement testing. Franklin also recognizes that many entering students already have significant professional or educational experience for which they may deserve college credit. For those students, the SLC offers CLEP (College Level Examination Program), DSST, FUPE (Franklin University Proficiency Exams) and the Portfolio Credit Program. See "College Credit Alternatives" for more information. In addition, course exams can be administered through the SLC.

The SLC is located on the first floor of Fisher Hall or online at www.franklin.edu/slc and can be reached at 614.947.6800, 1.866.341.6206 (toll free), or slc@franklin.edu. Testing Services are offered at our Dublin, Beavercreek, and Indianapolis locations for students in those areas.

PROCTORED TESTING

Several courses at Franklin University require students to take their examinations outside of the classroom. Students near a Franklin University location should arrange to take their examinations at one of our University testing sites. Testing sites include: the Student Learning Center (SLC) in Columbus, Ohio, and our locations in Dublin, Ohio, Beavercreek, Ohio, and Indianapolis, Indiana. Community College Alliance (CCA) students should use any proctoring services available through their community college. All other students are required to locate an appropriate proctor and are responsible for any/all associated fees. For additional guidance, please visit http://www.franklin.edu/file_source/franklin/files/slc/Proctor_guidelines.pdf to view the Proctor Guidelines.

TECHNOLOGY ASSISTANCE

While pursuing an education at Franklin University, students will be using some of the latest technology available. To help students maximize the benefits of this technology, we offer the support of the Help Desk. Available by telephone, email, and live chat, the Help Desk is able to assist with the following:

- Retrieving usernames and passwords (identity verification required)
- Accessing and utilizing email
- Accessing and utilizing myFranklin online resources
- Connecting to Computer Science servers
- Utilizing basic software applications required by the University
- Questions about basic computer literacy
- The Help Desk also offers remote desktop connection sessions for additional assistance.

The Help Desk requires a few identifying pieces of information when a student calls, sends an email, requests a chat session, or submits an incident request through the self-support portal. The student's first and last names are required. The student will also need to be as specific as possible when describing problems. For example:

- If experiencing problems accessing a course, the student must provide the course name as well as the section number
- If experiencing errors within an application, Web browser, or the operating system, the student must provide the exact error message, the task being performed when the error occurred, the

frequency the problem has occurred, and whether the computer has been rebooted

This information will provide the technician an effective starting point within the troubleshooting process. Tutorials, Frequently Asked Questions, System News and Alerts, and other resources can be found by visiting www.franklin.edu/helpdesk. *Reminder: Students who do not meet the minimum application, OS, browser or hardware specifications other than listed as "required," risk not receiving assistance from the Help Desk.* To receive technical assistance:

- Call - Local 614.947.6222, or Toll Free 1.866.435.7006
- Email - helpdesk@franklin.edu
- Other - Visit www.franklin.edu/helpdesk for access to the Self-Support Portal and Chat options

Hours of operation (EST):

Monday - Thursday: 8:00 a.m. - 8:00 p.m.

Friday: 8:00 a.m. - 5:00 p.m.

Saturday: 9:00 a.m. - 1:00 p.m.

Sunday: 1:00 p.m. - 5:00 p.m.

BOOKSTORE

The Franklin University Bookstore, located on the Main Campus, is operated by Barnes & Noble, Inc. The Bookstore stocks course textbooks and supplies for University classes, and offers a diverse selection of general interest books, gift items and miscellaneous goods.

Computerized book ordering facilitates special orders for books not currently in stock. Students have several options for ordering books to be delivered by mail:

- Internet: <http://franklin.bncollege.com/>
- telephone: 614-947-6828
- fax: 614.469.9039
- email: bookstr@franklin.edu

When placing an order by any method, students must include their name, Franklin University and complete course information (name and number).

To uphold the company's commitment to quality merchandise and customer service, Barnes & Noble, Inc. agrees to refund or exchange, without penalty, any textbook within one week from the start of classes, provided the book is still in original condition and accompanied by the original sales receipt. Instructions for the Barnes & Noble refund policy will accompany all orders shipped by mail.

Academic Information

COURSE FORMATS

Face-to-Face Format: A course with regularly scheduled classroom meetings posted in the *Course Schedule*.

Online Format: A course offered entirely online with no on-campus requirements.

Web with Synchronous Format: An online course with a synchronous FranklinLive! Component required. These synchronous sessions are posted in the *Course Schedule*.

Hybrid Format: A course with some students registered online and others registered face-to-face.

Blended Format: A course with some sessions held online and some held face-to-face.

Telecommunicating Format: A face-to-face course with one instructor and held in two locations synchronously with the use of audio/video conferencing technology.

Special Format: A course that is an independent study or internship. Meeting times and modality are determined by the instructor.

Attendance is required in all formats and all formats have assignment deadlines.

CLASS POLICIES

University Attendance Policy

Only properly registered students are permitted to attend face-to-face classes or access online classes. Enrollment in course(s) indicates the student's intent to complete the course(s) in a manner prescribed in the course syllabus.

Students must register for class at least one week prior to the session start date. Registered students are enrolled until they submit an Add/Drop Form to withdraw or are withdrawn by the Registrar either at the request of an instructor who defines academic progress in the class syllabus or the Financial Aid office for nonattendance.

Students are responsible for logging into the course website before the start of the course in order to receive updated assignments and communication from the professor.

Since attendance and active participation are essential components of learning, attendance will be taken in all classes. The following guidelines for attendance during the entire class session have been set:

Face-to-Face Courses

- Course Session (for Face to Face Courses):** The daily scheduled time for the course to meet at a physical location.
- In Attendance:** A student is "in attendance" if he or she is physically present at least 85% of session time and there is evidence that the student is engaged in the planned learning activities and assignments of the course session.

- Not In Attendance:** A student is "not in attendance" if he or she is physically present less than 85% of session time or there is evidence that the student is not engaged in the planned learning activities and assignments of the course session. (For example, student was found to be sleeping in class would be considered "not in attendance.")
- Special:** A distinction provided to indicate that conditions related to the attendance requirements are negotiated with the course instructor. Examples may include a student's use of the Franklin University Flex-a-class option, an independent study schedule, or an alternative instructional modality approved by the course lead faculty member.

Online Courses

- Course Session (for Online Courses):** The full week (Monday-Sunday) of planned and structured activities and assignments of the course.
- In Attendance:** A student is "in attendance" if there is evidence that the student is engaged in the planned learning activities and assignments of the course session.
- Not In Attendance:** A student is "not in attendance" if there is evidence that the student is not engaged in the planned learning activities and assignments of the course session. (For example, student not participating in online communication during the week would be considered "not in attendance.")
- Special:** A distinction provided to indicate that conditions related to the attendance requirements are negotiated with the course instructor. Examples may include an alternative instructional modality approved by the course lead faculty member.

No-Show: A student was never "in attendance" nor was there evidence of the student engaged in the course.

Z-grade assignment guidelines: The Z-grade is an administrative withdrawal (failure) grade assigned due to attendance reasons. Z-grades may have an impact on the awarding of a student's financial aid.

The assignment of the Z-grade, based on the attendance terminology defined above, during variable course lengths are as follows:

- 3-week classes:** A student considered "not in attendance" for one course session will receive a Z-grade/failure for the course.
- 6- or 7-week classes:** A student considered "not in attendance" for more than one course session will receive a Z-grade/failure for the course.
- 12-week classes:** A student considered "not in attendance" for more than two course sessions will receive a Z-grade/failure for the course.
- 15-week classes:** A student considered "not in attendance" for more than three course sessions will receive a Z-grade/failure for the course.

These policies do not change the existing drop policy in regard to the student's responsibility to drop classes in a timely manner for a tuition refund, nor do they relieve the student of the responsibility to drop the course by the published withdrawal deadlines. If the student misses a class after the withdrawal deadline and the absence violates the attendance policy, the student will receive a failing grade for the class. Students missing a class should review the course website for additional information and discuss their absence with the instructor.

Withdrawal From a Course

Students wishing to withdraw from a course must either utilize their personalized Web page, my.franklin.edu, or submit an Add/Drop Form. After the first week of class, a withdrawal will result in a grade of "W"

(Withdrawn) on the student's academic record but will not be calculated in the grade point average. Tuition charges and/or refunds will be based on the date the student submits an Add/Drop Form to the University (see "Tuition Refunds on Course Withdrawals").

A student who either never attends or participates, or stops attending or participating in a class but fails to submit an Add/Drop Form to withdraw is obligated for full tuition and will receive a grade (possibly a failing grade of "Z") from the instructor based on all work assigned and/or completed.

Based on evidence of excessive absence, non-participation, or missed exams as defined in the course syllabus, a faculty member may initiate a student's withdrawal through the Registrar's Office. The Financial Aid Office also may request the Registrar to withdraw a student for non-attendance or non-participation. In either case, the tuition and payment policy will be applied (see "Tuition Refunds on Course Withdrawals").

The deadline for a student to withdraw from a class is the Sunday prior to the last scheduled week of class.

Financial Aid Consequences

Students receiving any type of financial aid or veteran's benefits may lose part or all of such assistance if they stop attending or stop participating, or withdraw from one or more courses in any one trimester. Any over-award that results from withdrawing, nonattendance, or non-participation must be repaid before further financial assistance may be received. In considering whether or not to withdraw from, stop attending, or stop participating in a course, students receiving financial aid or veterans' benefits should first consult with the Financial Aid office.

ACADEMIC INTERRUPTION DUE TO MILITARY SERVICE

Franklin University will provide students serving in the Uniformed Services or who are the spouse, domestic partner, or dependent child of a member of the Uniformed Services, who experience documented unexpected/unforeseen circumstances related to service in the military, case by case options for either continuing their course of study without negative consequences or withdrawal from courses with full refund of tuition and fees relative to that academic term.

WRITING GUIDELINES

At a minimum, all courses at Franklin University will follow these writing guidelines. Program Chairs or Lead Faculty of General Education courses do have the option of creating specific guidelines for their program or course that strengthen these minimum guidelines.

- Adherence to APA Documentation Style (To include in-text citations and reference list)
- Adherence to APA Paper Format (To include double spacing, 1 inch margins, 12 point serif font [e.g., Times New Roman, Courier], and page numbers in top right corner)
- Adherence to APA Writing Skills (To include proper grammar and correct spelling and punctuation)

TURNITIN.COM

Turnitin.com is used by Franklin University to assist students and faculty in detecting plagiarism. In many assignments, the student will be required to submit a paper to Turnitin.com. By submitting the paper ahead of the assignment deadline, the student will have time to take corrective action if feedback from Turnitin indicates a similarity match.

A similarity match occurs when Turnitin sees an exact or very close word-for-word match between the work submitted and a part of another paper, website, or article in its database. Faculty are encouraged to use Turnitin.com as a learning tool for students. All material submitted to the website is encrypted. The student's paper is seen only by the student and the instructor. Any copyrights or intellectual capital that is associated with the paper remains with the student.

ACADEMIC INTEGRITY

The purpose of education is to advance one's own intellectual skills and knowledge and to demonstrate the outcomes of these efforts. An essential and shared value in higher education is presenting one's own work and properly acknowledging that of others. Any violation of this principle constitutes a violation of academic integrity and is liable to result in a charge(s) of academic dishonesty. Forms of academic dishonesty include, but are not limited to:

- Plagiarism — submitting all or part of another's work as one's own in an academic exercise, such as an examination, computer program, or written assignment.

Some examples of plagiarism:

1. Failure to use APA standards to properly cite the work of others.
2. Cutting and pasting from other sources without citation.
3. Submitting a purchased term paper, in whole or in part.

- Recycling assignments — submitting one's own work, which was submitted and graded for an earlier course or section, unless submission of that work has been pre-approved by the current instructor.

- Cheating — using or attempting to use unauthorized materials (e.g., books, notes, wireless devices) on an examination or assignment, improperly obtaining, or attempting to obtain, copies of an examination or answers to an examination, or using a false name or email address on a test or assignment.

- Facilitating Academic Dishonesty — helping another commit an act of academic dishonesty, such as substituting for an examination or completing an assignment for someone else or making assignments available for another student to copy.

- Fabrication — altering or transmitting, without authorization, academic information or records.

I. Reporting a Charge of Academic Dishonesty

If a faculty member determines that a student has violated the Academic Integrity Policy the faculty member will provide the student with notification of the charge of academic dishonesty through Franklin University email within seven (7) calendar days after discovery of the incident occurs and followed by mail delivery to the student's address on record. The written charge will include the particular allegation; names of other participants or witness(es) where appropriate; and the date, time, location and other relevant circumstances of the incident.

A disciplinary notation for academic dishonesty will be entered on the student's academic record by the University Registrar.

II. Penalties for Academic Dishonesty

A. First Incident

The Lead Faculty member and the course faculty member will determine the penalty for the first incident, with the penalty ranging from a score of zero on the particular item being submitted to a failing grade in the class depending on the severity of the incident and the

intent of the student. The student may also be required to complete a workshop on appropriate citation and referencing conducted by the Student Learning Center.

A subsequent incident of academic dishonesty in the same class will result in a failing grade in the class and, in combination with the first charge, will be recorded as a single incident on the student's academic record.

A violation of the Academic Integrity Policy will result in the removal of the student's option to withdraw from the class to avoid a failing grade. Administration may also place a hold on a student account during the investigation of a violation of academic integrity and/or retroactively change a grade due to the severity of the incident.

For undergraduate students, a violation of the Academic Integrity Policy may eliminate the student from consideration for academic honors; specifically, Summa Cum Laude, Magna Cum Laude, or Cum Laude. A panel of University faculty will evaluate the incident of academic dishonesty and will make the final determination on the student's eligibility for academic honors.

B. Second and Final Incident

Any subsequent violation of the Academic Integrity Policy in any other class will result in a failing grade in the class as well as disciplinary dismissal from the University. The Provost will notify the University Registrar to enter the notation "Dismissed for Academic Dishonesty" on the student's academic record.

III. Appeal Processes

Franklin University's appeal processes are designed to preserve academic integrity by providing a student the opportunity to have the charge(s) of academic dishonesty or a final grade(s) reviewed secondarily by an independent Academic Appeal Officer and, if necessary, by the Provost.

Each step of the respective process has been specifically designed to accomplish the goal of providing the student with a decision demonstrated by the exercise of honest, professional judgment. Failure to meet any timeline within the appeal processes will result in a waiver of the student's right to invoke an appeal. The Academic Appeal Officer and/or Provost will provide the student with notification of the waiver through Franklin University email and via mail delivery.

The student's academic standing will not be altered during the appeal process. In cases where the grade appeal is filed in a prerequisite course, the grade remains in effect, unless and until the appeal is upheld. The final result of the appeal will be updated to the student's record accordingly, and any necessary changes will be documented at that time by the University Registrar.

The Academic Appeal Officer or Provost may request or approve a request for a hearing with relevant individuals, either individually or together, as deemed appropriate by the administrator.

All appeals, including questions regarding the process or any matters relating to an appeal, must be sent to caoappeal@franklin.edu. The subject line of the message must include the student's full name and course number.

A. Appeal of Charge of Academic Dishonesty

An appeal may be invoked for a charge or penalty pertaining to the University's Academic Integrity Policy.

Step One: The Faculty Member

A good faith appeal discussion with the faculty member must be initiated in writing by the student within 15 calendar days of the date of the Franklin University email notification. If the student believes the good faith appeal discussion has not adequately resolved the matter, the student may move forward to Step Two, submission of the appeal to the Provost.

Step Two: The Provost

The student must submit a formal written appeal (via email to caoappeal@franklin.edu) to the Provost within 15 calendar days from the date of the good faith discussion, including:

1. Background information.
 - a. Date
 - b. Student's name and identification number
 - c. Course name, number, and section
 - d. Course trimester (Fall, Winter, Summer) and year
 - e. Faculty member's name
 - f. Reason for the academic dishonesty appeal
 - g. Date of good faith appeal discussion
 - h. Outcome of the good faith appeal discussion
2. Facts – state all relevant facts in dispute with supporting documentation (including all assignments in question). For all persons/witnesses, list full name(s), contact information, and facts specific to each individual. Facts and/or documents not included will not be considered.
3. Desired outcome of the appeal (be specific).
4. Rationale in support of the desired outcome.

The Provost or designee will appoint an independent Academic Appeal Officer to review and investigate the case. The Academic Appeal Officer will issue a written decision to the student through Franklin University email and via mail delivery within 15 calendar days of the date the appeal is received by the Provost. The Academic Appeal Officer may prescribe alternate penalties, such as suspension, to those listed under "Penalties for Charges of Academic Dishonesty" as deemed appropriate.

If the student or the faculty member believes the Academic Appeal Officer's decision has not adequately resolved the matter, either the student or the faculty member may move forward to the Final Step of the appeal process, submission of the second appeal to the Provost.

Final Step: The Second Appeal to the Provost

The student or faculty member must submit a written appeal (via email to caoappeal@franklin.edu) within 15 calendar days from the date of the Academic Appeal Officer's decision, including:

1. Date
2. Student's name and identification number
3. Summary of all facts pertaining to the appeal to date (facts and/or documents not included will not be considered)
4. A letter explaining why the Academic Appeal Officer's decision is being appealed
5. Desired outcome of the appeal
6. Rationale in support of the desired outcome
7. Attached copies of the:
 - a. Appeal submitted to the Provost in Step Two
 - b. Academic Appeal Officer's written decision

The Provost or designee will issue a written decision to the student through Franklin University email and via mail delivery within 15 calendar days of the date of the receipt of the appeal.

B. Academic Grade Appeal

An academic grade appeal may be invoked for a final course grade.

Step One: The Faculty Member

A good faith appeal discussion with the faculty member must be initiated by the student in writing within 15 calendar days of the last day of the class. If the student believes the good faith appeal discussion has not adequately resolved the matter, the student may move forward to Step Two, submission of the appeal to the Provost.

Step Two: The Provost

The student must submit a formal written appeal to the Provost (via email to caoappeal@franklin.edu) within 15 calendar days from the date of the good faith discussion, including:

1. Background information
 - a. Date;
 - b. Student's name and identification number;
 - c. Course name, number, and section;
 - d. Course trimester (Fall, Winter, Summer) and year;
 - e. Faculty member's name;
 - f. Reason for the academic grade appeal;
 - g. Date of good faith appeal discussion; and,
 - h. Outcome of the good faith appeal discussion.
2. Facts – state all relevant facts in dispute with supporting documentation (including all assignments in question). For all persons/witnesses, list full name(s), contact information, and facts specific to each individual. Facts and/or documents not included will not be considered.
3. Desired outcome of the appeal (be specific).
4. Rationale in support of the desired outcome.

The Provost will appoint an independent Academic Appeal Officer to review, investigate and make a decision in the case. The Academic Appeal Officer will issue a written notice of the decision to the student through Franklin University email and via mail delivery within 15 calendar days of the date the appeal is received by the Provost.

If the student or the faculty member believes the Academic Appeal Officer's decision has not adequately resolved the matter, either the student or the faculty member may move forward to the Final Step of the appeal process, submission of the second appeal to the Provost.

Final Step: The Second Appeal to the Provost

The student or faculty member must submit a written appeal (via email to caoappeal@franklin.edu) of the Academic Appeal Officer's decision within 15 calendar days from the date of the written decision, including:

1. Date
2. Student's name and identification number
3. Summary of all facts pertaining to the appeal to date (facts and/or documents not included will not be considered)
4. A letter explaining why the Academic Appeal Officer's decision is being appealed
5. Desired outcome of the appeal
6. Rationale in support of the desired outcome
7. Attached copies of the:
 - a. Appeal submitted to the Provost in Step Two
 - b. Academic Appeal Officer's written decision

The Provost or designee will issue a written decision to the student through Franklin University email and via mail delivery within 15 calendar days of the date of the receipt of the appeal.

IV. Definitions

Faculty member:

The faculty member with first-hand knowledge of the violation. If the faculty member is the Provost, the President will appoint an Academic Appeal Officer to process the appeal.

Good faith appeal discussion:

Communication between the student and the specific faculty member that takes place after the formal charge of academic dishonesty. Communications that take place before the formal charge of academic dishonesty do not constitute a good faith appeal discussion required in Step One.

The time of the discovery of the incident:

The time at which a potential violation of academic dishonesty is discovered and communicated to the Lead Faculty member.

Written appeal:

The document submitted under the respective step of the appeal process which includes all information required for the appeal. If required information is missing or incomplete the appeal will not be considered to be invoked; all original time lines will constitute the actual time lines for purposes of the appeal until the requirements of the written appeal are met.

GRADE POINT AVERAGE (GPA)

The GPA identifies a student's academic progress. It is determined by dividing the total number of grade points earned by the total number of trimester hours attempted (not actual hours earned). The following example shows how GPA is computed for a student who completed three 4-credit-hour courses:

Course	Grade	Point Equiv.		Credit Hours Attempted		Total Points Attempted
First	A	4	X	4	=	16
Second	C	2	X	4	=	8
Third	E	0	X	4	=	0
Total				12		24

The GPA for this trimester is found by dividing the total points earned (24) by the total number of credit hours attempted (12); thus, this student's GPA is 2.00.

TRANSCRIPTS

The student's signature is required to release a transcript. Requests for transcripts will be honored promptly in the order that the requests are received; however, during busy periods such as examinations, commencement or registration, there may be some delay. Therefore, transcripts should be requested well in advance of these periods. For a \$7 fee, students can order transcripts online at www.credentialed.com. Online transcript requests will be processed and mailed within one day. When ordered in person or through the mail, transcript requests take an average of three business days to process and mail. There is a \$15 rush fee for transcripts requested on demand. No transcript of any record will be issued for a student whose financial obligation to the University has not been satisfied and/or for a student in default of a student loan or who has an overpayment of Title IV funds. The student should be aware that courses/degree programs may not transfer. The transfer of course/degree credit is determined by the receiving institution. To order copies of your transcript, please visit <http://www.franklin.edu/student-services/registrar/transcripts/>.

APPLICATION FOR DEGREE

Every Franklin University student must submit a graduation application for the trimester they expect to complete their degree requirements in order to receive a diploma. The graduation application can be found through the Web Advisor link in students' my.franklin.edu account. For undergraduate students, the graduation application fee is \$65, and \$20 for each additional degree awarded in the same trimester. For graduate students, the graduation application fee is \$85. An additional late fee is charged for applications received after the deadline. No applications will be accepted more than two weeks after the published deadline. Graduation application fees are non-refundable, and non-transferable. If graduation requirements are not met in the term for which a student has applied, a new application must be completed. For more information, please visit <http://www.franklin.edu/student-services/graduation-information/>.

TECHNOLOGY

Franklin University encourages the use of electronic communication, technology, and computing for the purpose of instruction, administration, advancement, research, and study. Franklin's campus network and internet resources were designed and implemented to support and enhance the education of Franklin University students. Students are provided with technology resources in classrooms, kiosks, laboratories, and via the internet.

A wide variety of applications are available, including online courseware, scientific simulations, business applications, desktop publishing software, and a variety of programming environments.

Please note that students who do not meet the minimum application, OS, browser or hardware specifications other than listed as "required" below, risk not receiving assistance from the Help Desk. The following hardware and software requirements are applicable for all registered students:

General Technology Requirements

Minimum Hardware Requirements:

- Current model computer (less than 2 years of age)
- DVD optical drive
- 2 GB RAM minimum (4 GB+ recommended)
- 40 GB or higher of available hard drive space at the beginning of each term
- Monitor, 1024 x 768 minimum resolution
- Sound card
- Microphone, speakers or headset
- Internet connectivity (Broadband required for an optimal experience)
- Printer
- USB (thumb) drive port and drive (required for transferring data from Franklin University machines)

Operating System and Software Requirements:

- Windows 7 or newer
- Microsoft Office 2013* (Word, Excel, PowerPoint, & Access)
- Current version of Internet browser required (There may be better experience with Franklin resources in a specific browser):

Chrome
Internet Explorer
Firefox

- Virus protection – updated and scanned regularly
- Familiarity with firewall, pop-up blocker, and anti-spam software (if these applications are used)
- Email is provided by Franklin University

Students who choose to use applications other than those listed do so knowing that faculty will be using the software listed above. It is the student's responsibility to create and distribute correspondence and shared files in a format that can be read by faculty and fellow classmates.

In order to use all of the Franklin-supplied technology resources, students must be able to load software on the computers they will be using. Some courses may require additional software. Technology changes rapidly – as a result, these requirements are subject to change.

* Subject to change based off of new course requirements.

Technology Resources

Franklin University students have access to extensive technology resources including:

- Student Web portal
- Computer laboratories
- Quick-use student kiosks
- Campus-wide Internet access
- Computerized library access
- Computerized classrooms
- Wireless connectivity

The student Web portal, myFranklin, provides University announcements, access to courses, course history, student mail, financial aid information, and the ability to manage personal student account information. Upon authentication, the course Web page includes specialized technology resources to enhance the learning experience, and includes: FranklinLive! for collaboration, drop box, chat rooms, whiteboard, and bulletin board.

Computer laboratories are located at our Main Campus, Delaware, Dublin, Westerville, and Indianapolis locations.

Student kiosks and quick print stations have been designed for convenient access and are located in the lobby of Frasch Hall, the second-floor lobby of Phillips Hall, and in the lobby of the Paul J. Otte Center for Student Services. The computers in these kiosks provide access to the Internet and Microsoft Office applications.

The library provides technology resources for individual student use, or collaborative use in Student Meeting Rooms (SMRs), which may be reserved.

Wireless Internet connectivity is provided in many areas (authentication required) including Phillips Hall (Nationwide Library, computer labs, and kiosk), Frasch Hall, the Student Services Center, Fisher Hall, Alumni Hall, and the campus green (Main Campus). Wireless connectivity is also available in select locations at the Delaware, Dublin, Westerville, and Indianapolis locations.

COLLEGE CREDIT ALTERNATIVES

Franklin University recognizes that significant college-level learning can take place outside the classroom. Independent studies and internships are learning experiences structured under supervision of the faculty. Students are made aware of these opportunities by faculty in their academic major. However, interested students also may consult with their Academic Advisor.

Proficiency exams and portfolios are ways to demonstrate college level learning gained from experiences such as on-the-job training, reading or other activities. Proficiency examinations cover a greater breadth of topics in an area than portfolios, whereas portfolios cover topics in greater depth.

Portfolio credit should be considered when students think that they have college level learning in an area for which there is no proficiency examination available. Preparation of a portfolio requires writing skills equivalent to WRIT 120 (College Writing). Neither proficiency examination credit nor portfolio credit can be used to fulfill the residency requirement for graduation. Franklin University offers multiple types of proficiency examinations including:

- The College Level Examination Program (CLEP)
- DSST
- Franklin University Proficiency Examination (FUPE)

Excelsior College also offers exams approved for credit by Franklin University.

COLLEGE LEVEL EXAMINATION PROGRAM (CLEP)

CLEP examinations measure achievement in one course at a time; therefore, students can study for them while taking other courses or between academic trimesters. They are computerized, 90-minute, multiple-choice exams (with the exception of College Composition which is 50 multiple-choice items answered in 50 minutes and two mandatory, centrally scored essays to be written in 70 minutes, for a total of 120 minutes). Study guides for each exam are available at the local library, the Main Campus, SLC, most major bookstores, and the CLEP website at www.collegeboard.com.

DSST

DSST examinations measure achievement in one course at a time; therefore, students can study for them while taking other courses or between academic trimesters. They are computerized, two hour, multiple-choice exams (with the exception of Public Speaking which is a two hour multiple choice section as well as a 20 minute speech prep and presentation section). Study guides for each exam are available via the DSST website at www.getcollegecredit.com.

FRANKLIN UNIVERSITY PROFICIENCY EXAMINATION (FUPE)

Franklin University continually develops proficiency examinations. FUPE examinations are available to students whose learning from experience, training or independent reading is equivalent to that gained in the classroom. Students should consult the Student Learning Center (SLC)

website www.franklin.edu/slc for current information on available examinations. Generally, if a CLEP or DSST examination is available for a subject, there will be no FUPE for the subject. A study guide for each FUPE is available via the SLC website at www.franklin.edu/slc.

PRIOR LEARNING PORTFOLIO

Students who feel they have already gained learning equivalent to one or more courses in their degree program may request credit by composing prior learning portfolios. Because the portfolio must be prepared under specific format requirements, interested students must develop it with the guidance of an Academic Advisor, appropriate faculty and the SLC staff. Please note that a portfolio cannot be submitted for Capstone courses and courses for which a proficiency test is available. The portfolio should be completed well in advance of the trimester of graduation. In portfolios, students explain what they know relative to course outcomes and how they gained the knowledge. In addition, they include proof of their learning such as work samples, certificates and other items of documentation. Once the portfolio is completed, the material is submitted to a faculty evaluator. If the knowledge explained and documented is judged to be equivalent to that of students achieving a "C" or better in the course for which credit is requested, credit is awarded. If the student does not demonstrate equivalent knowledge, credit may be denied or delayed pending satisfactory completion of specific learning objectives.

GENERAL RULES REGARDING CREDIT BY PROFICIENCY EXAMINATION AND/OR PORTFOLIO CREDIT

• Arrangements for proficiency examinations or portfolio credit should be planned early in a student's career at Franklin University through the student's Academic Advisor. Proficiency examinations (CLEP, DSST or FUPE) should be completed at least one trimester prior to the term in which the student expects to receive a degree. Portfolio credit submissions will not normally be arranged during the trimester in which the student intends to graduate. A student must take proficiency examinations (CLEP, DSST or FUPE) a minimum of three weeks prior to graduation.

• College credit alternatives including CLEP, DSST, FUPE, Excelsior College, and/or Portfolio Credit may be used in any combination to accumulate a maximum of 32 credit hours toward the associate's degree or 84 credit hours toward the bachelor's degree. Credit awarded through proficiency examination or portfolio evaluation does not reduce the hours required toward residence.

• The SLC and the Academic Advising staff serve as the main source of information to students. Current information and registration forms must be obtained from these sources prior to scheduling any examinations. All proficiency examinations may be scheduled through the SLC website at www.franklin.edu/slc.

• Students are not eligible to take a proficiency examination or to submit for portfolio credit in a course in which they have received a failing grade or a "W," or if it is during or after the second week of a course in which they are currently enrolled. Proficiency examinations and portfolio credit are graded on a Pass/No Credit basis. Students will receive credit only once for an equivalent course, proficiency examination and/or portfolio credit.

- A non-refundable fee is charged for any proficiency test or portfolio assessment and must be paid prior to the examination or submission. However, students may cancel prior to the test date.
- CLEP, DSST and FUPE credit applied to University programs may not transfer to another institution.

INDEPENDENT STUDIES

Independent Studies allow students in good academic standing to pursue learning in areas not covered in a regular course or to extend study in areas previously taught. To pursue Independent Study, a student must have:

- achieved a minimum 2.00 cumulative GPA;
- completed a minimum of 16 credit hours at Franklin University;
- earned a grade of “B” or higher in a course in an area related to the study;
- secured the sponsorship of a faculty member; and
- filed the form with the Assistant Provost or designee no later than the end of the week before the session begins.

Given the discipline and rigor involved, students may take no more than four credits of Independent Study per trimester. A total of eight credit hours of Independent Studies may count toward bachelor’s degree requirements and a total of four credit hours may count toward associate’s degree requirements.

To register for an Independent Study, a student must complete an Independent Studies Proposal Form (available in Student Services) with the assistance and approval of a faculty sponsor. Normally, only full-time faculty will conduct Independent Studies. Grading will be on a letter grade or Pass/No Credit basis; changes are not permitted once approval has been given by the supervising faculty member.

The complete proposal must be submitted for approval to the College Dean or designee no later than the end of the week before the session begins.

INTERNSHIPS

An internship is a unique learning experience that integrates academic studies with practical work experience. To qualify, undergraduate students must have a 2.50 cumulative GPA; graduate students must have a 3.00 cumulative GPA. Grading for internships is on a Pass/No Credit basis. The internship program information and guidelines for major programs are available in Student Services.

ASSESSMENT

To assure Franklin’s commitment to providing students with a quality education, the University assesses student learning on an ongoing basis and uses the results to make changes as part of the University’s goal of continuous quality improvement. The University measures outcomes specified within each program, as well as University-wide general education outcomes. (See the individual degree program and Major pages for Outcome Maps.) Assessment methods may include assessment of student assignments and projects by internal and external evaluators, examinations, as well as surveys of students, alumni, and employers.

EVALUATION OF INSTRUCTION AND SERVICES

Students are given an opportunity to anonymously evaluate their courses, instructors, and services for students near the end of each course. Completed student evaluation forms are forwarded to faculty only after final grades have been submitted to the Registrar’s Office. Evaluation results are shared through newsletters and other communication channels.

Tuition & Fees: Academic Year 2014-2015

Franklin University recognizes that educational expenses can be a significant factor in the decision to attend college. Franklin strives to maintain affordable tuition. In addition, Franklin provides many support services to students at no additional cost, and offers structured payment options within a trimester to help students manage their financial obligations.

The University accepts all tuition and fees with the understanding that the student, in becoming obligated for such tuition and fees, agrees to abide by all University policies and regulations, whether or not printed in this Academic Bulletin, and by any decisions of the administration and faculty regarding the student's status at the University. Although every effort is made to provide accurate and up-to-date information on educational costs and fees, the University reserves the right to change its tuition, fees and charges as economic conditions warrant. Students who fail to pay their financial obligation to the University when due are considered delinquent and may be dropped from classes. Delinquent students may also receive account restrictions and will not be permitted to make enrollment changes in the current trimester via myFranklin or enroll in future trimesters until the delinquency is resolved. Past-due balances for the current trimester must be paid by cashier's check, eCheck (ACH), money order, MasterCard®, VISA®, American Express® or Discover®. Personal checks will not be accepted for past-due balances. It may take 24-48 hours for account restrictions to be lifted, after the delinquency has been resolved.

UNDERGRADUATE EDUCATIONAL COSTS

Initial processing fee (non-refundable)	\$25
Standard tuition per credit hour	\$464
Tuition per credit hour for Computer Science, Graphics, Information Security, Information Technology, Management Information Sciences, and Web Development courses	\$511
Health Information Management Internship and Screening fee (required for Professional Practice Experience)	\$150
Placement Retake	\$5
College Level Examination Program (CLEP) (CLEP examination fee: \$80; administration fee: \$20)	\$100
DSST	\$100
Franklin University Proficiency Examination (FUPE) per credit hour attempted	\$40
Prior Learning Portfolio evaluation per credit hour requested	\$50
Deferred tuition application fee (non-refundable)	\$50
Late payment fee for deferred tuition reimbursement plan	\$100
Graduation application fee (non-refundable)	\$65
Graduation application late fee (non-refundable)	\$100
Returned check processing fee	\$25
Cost of collection of past due balances	Actual costs incurred

GRADUATE EDUCATIONAL COSTS

Application fee (non-refundable)	\$30
Advance deposit	\$100
Tuition per credit hour	\$625
Tuition per credit hour for M.S. Computer Science	\$685
Tuition per credit hour M.S. Instructional Design & Performance Technology	\$625
Deferred tuition application fee (non-refundable)	\$50
Late payment fee for deferred tuition reimbursement plan	\$100
Graduation application fee (non-refundable)	\$85
Graduation application late fee (non-refundable)	\$100
Returned check processing fee	\$25
Cost of collection of past due balances	Actual costs incurred

INTERNATIONAL STUDENT EDUCATIONAL COSTS

New International Student educational fees (non-refundable)	\$40
Initial processing fee (non-refundable)	\$50

TUITION REFUNDS ON COURSE WITHDRAWALS

All students who wish to withdraw from a course for which they have registered must submit an Add/Drop Form to the University, complete the drop online via myFranklin, or contact their Academic Advisor. When current students withdraw from one or more courses, tuition is refunded in compliance with state and federal regulations based on a graduating scale relative to the time of the drop/withdrawal and the length of the course. The Standard Refund Schedule applies to all students unless the student resides in a state whose laws mandate a refund schedule that differs from the University's.

Refund Policy

In compliance with Section 668.22 of the Code of Federal Regulation, current students who prepay all tuition and fees and subsequently withdraw will receive a refund percentage of their tuition based on the date that the Add/Drop Form is submitted.

Students who receive Federal Title IV funds are subject to the refund and repayment policies as outlined on www.franklin.edu/finaid.

Official refund schedules are published on the Consumer Information page of the Franklin University website <http://www.franklin.edu/about-franklin/consumer-information/>. Schedules are updated annually or as mandated by law. Refund schedules may vary by state of residence; those specific states whose laws mandate a refund schedule that differs from the University's standard schedule are published in separate schedules.

The University recognizes that students can sometimes only make the decision about the suitability of a given course by participating in that course. The refund schedule is designed to provide a full refund to the student provided the student drops the course immediately after attending a face to face class meeting or after participating in the first week of an online class offering. For all courses, the “immediate” requirement is met provided the course is dropped prior to midnight EST the Sunday before the second week of class.

Time Period for Refund to be Processed

Students who submit an Add/Drop Form will receive a refund no later than 30 calendar days after submission of the written withdrawal notice.

Paying for Your Education

The University offers a variety of payment options: installment payment plans, deferred tuition reimbursement, direct company billing, veterans' benefits and need or merit based financial aid. Financial aid includes grants, loans, scholarships and employment opportunities.

PAYMENT OPTIONS

When students register for classes, they receive a statement of tuition and fees. Tuition and fees for all students are due by the first day of class unless the student has enrolled in an installment payment plan or deferred tuition reimbursement plan. Students may enroll in an installment payment plan and/or make payments via myFranklin. The University accepts eChecks (ACH), MasterCard®, VISA®, American Express® and Discover® credit card payments. Students whose tuition and fees are not paid in full, and who are not enrolled in an installment payment plan or deferred tuition reimbursement plan, are assessed a 1.5% interest charge to tuition and fee account balances older than 30 days. Interest charges will continue to accrue monthly until all balances are paid in full. Students receiving interest charges will be sent a monthly statement showing items posted to their account. Students who choose the option of paying with a credit card will be assessed a non-refundable convenience fee of 2.75% in addition to any tuition and fees due.

NOTICE OF INTEREST DISCLOSURE: Upon enrollment, the student agrees to all terms and conditions of Franklin University's policies of tuition payment. Tuition and fees for all students are due by the first day of class unless the deferred tuition reimbursement plan is selected. Students whose tuition and fees are not paid in full within 30 days of the start of the trimester in which a student has enrolled, and who are not enrolled in the deferred reimbursement plan, will begin to receive finance charges at a rate of 1.5% per month, or 18% per annum.

INSTALLMENT PAYMENT PLANS

Students who will personally pay for any portion of their tuition and fees, and are unable to pay their entire balance prior to the first day of class, are encouraged to enroll in an installment payment plan to avoid delinquency. The installment payment plan allows students to make scheduled payments throughout the trimester. Applications to enroll in an installment payment plan must be submitted along with a \$35 application fee **each** trimester via myFranklin. Applications are accepted throughout the trimester, however, interest charges (18% APR) will be posted on outstanding tuition balances if the application is submitted more than 30 days after the start of the trimester. These interest charges are the responsibility of the student.

DEFERRED TUITION REIMBURSEMENT PLAN

Students receiving employer tuition reimbursement are encouraged to participate in Franklin University's deferred tuition reimbursement plan to avoid delinquency. The employer tuition reimbursement plan defers tuition payment until after the current trimester final grades are processed. To take advantage of this plan, students should request an application from the Business Office and obtain the proper authorization from their employer. The application and employer authorization, along with a \$50 deferment fee, must be submitted **each** trimester.

Applications are accepted throughout the trimester, however, interest charges (18% APR) will be posted on outstanding tuition balances if the application is submitted more than 30 days after the start of the trimester. These interest charges are the responsibility of the student. Deferred tuition applications postmarked or submitted after the due date will not be accepted.

DIRECT COMPANY BILLING

Many students attending Franklin University participate in tuition reimbursement plans sponsored by their employers. Some students are reimbursed by their employers upon receipt of each trimester's grades (see "Deferred Tuition Reimbursement Plan"), while other employers pay the University directly for student tuition. Employers interested in participating in direct payment plans should contact the University Business Office for further information.

NON-PAYMENT OUTCOMES

Franklin University offers the payment options referenced above for the convenience of students – yet it remains the responsibility of every student to ensure payment of all tuition and fees within the trimester in which the charges were incurred. Students who fail to pay their financial obligation to the University when due are considered delinquent and may be dropped from classes. Delinquent students may also receive account restrictions and will not be permitted to make enrollment changes in the current trimester via myFranklin or enroll in future trimesters until the delinquency is resolved. The University partners with third-party collection agencies to secure delinquent payments and/or secure payment arrangements. When such measures are necessary for student account balance resolution, the student will be responsible for the collection firm's fees up to 33.3% of any delinquent balance.

PENDING FINANCIAL AID

Students may be able to receive financial aid to help finance their education. Financial aid for which a student is eligible, but has not yet posted to their account, is considered to be "pending financial aid".

The University disburses financial aid at scheduled intervals during the current term. It is important that financial aid recipients understand the scheduled disbursement dates, and fulfill the requirements necessary to ensure that financial aid will be posted to their account on the scheduled disbursement date. Enrolled students are personally obligated to the University for their tuition and fees. Therefore, it is also important that financial aid recipients understand how changes in their enrollment will affect, including the possible reduction of, their financial aid eligibility.

Because pending aid is not a method of payment, it is possible that the University may consider a student's account status to be delinquent if sufficient financial aid is not available to be posted to their account on the scheduled disbursement dates.

Students with a delinquent account status will be dropped from future term classes and receive account restrictions that prohibit them from adding or dropping classes until the delinquency is resolved. To avoid account delinquency, it is important that students take action to ensure the receipt of sufficient financial aid when it is scheduled to post to their account. If a student's financial aid will be insufficient to fully cover their financial obligation to the University, they are encouraged to enroll in an installment payment plan with the University Business Office.

TUITION APPEAL PROCESS

The university understands unexpected events may occur that prevent a student from completing academic course work. In recognition of this, the University may consider appeals for reductions of tuition charges.

Appeals are only considered for situations in which events affecting enrollment are non-recurring, catastrophic or life-threatening in nature, and beyond the student's control. Students should contact their Academic Advisor to discuss their particular circumstances.

Appeals will be considered up to 30 days following the first day of the next trimester. Appeals received after this will not be given consideration. An approved appeal serves as a one-time exception. Appropriate documentation will be required for committee review. Examples of appropriate documentation may include insurance claims, medical records, military orders, or obituaries. The University reserves the right to deny an appeal. Students may be required to meet with their Academic Advisor prior to re-enrolling following an approved appeal.

FINANCIAL AID

The purpose of financial aid and scholarships is to supplement you and your family's contributions toward the cost of education. Franklin University's Financial Aid office administers a variety of grants, loans, scholarships and part-time employment to assist you in financing your education.

All information is subject to change because of congressional action, changes in federal regulations and/or Department of Education guidance or changes to institutional policies and procedures.

Financial Aid

201 S. Grant Ave.

Columbus, OH 43215-5399

Telephone: 614.797.4700, Toll-free: 877.341.6300

Fax: 614.255.9478

email: finaid@franklin.edu

website: www.franklin.edu/finaid

Hours: Mon. - Thurs.: 8 a.m. - 6 p.m.,

Fri.: 8 a.m. - 5 p.m.

Please visit www.franklin.edu/finaid for more information.

Student Affairs

In Franklin University's student-centered approach, each student is matched with an Academic Advisor as the primary contact at the University. Following initial registration, the Academic Advisor serves as an initial and long-term resource for the student until the student's educational goals are achieved.

Some of the services provided by an Academic Advising Team are:

- helping students set educational and career goals
- reviewing students' academic progress regularly
- creating a personal education plan
- connecting students with other University departments and resources

FIAT

As an academic community, Franklin University maintains high standards and expectations for behavior, respect and civility of each member of our community. The mission of the [Franklin Intervention and Awareness Team \(FIAT\)](#) is to serve as the centralized resource and advisory body to address problem behaviors of members of the university community.

This team facilitates the sharing of information and provides oversight of prevention and intervention programs, policies and services, by creating a shared understanding and language of patterns and trends of behavioral problems that occur across the university.

Primary objectives of FIAT include, but are not limited to:

- Promoting the health and safety of all members of the University community
- Creating an environment where development, education, prevention and intervention are fostered and encouraged
- Proactively identifying and responding to patterns or trends of inappropriate behavior
- Promoting and facilitating a culture of reporting

STUDENT CODE OF CONDUCT

Franklin University's mission is to provide high quality, relevant education enabling the broadest possible community of learners to achieve their goals and enrich the world. To achieve this Franklin University provides educational experiences that enhance intellectual abilities and career development. Franklin University's Community Standards are designed to promote the educational mission of the University and to encourage respect for the rights of others. All students have responsibilities as a member of the Franklin University community and are expected to uphold and abide by certain standards of conduct embodied within a set of core values that include honesty and integrity, respect for others, and respect for campus community. The general principles stated below identify University expectations regarding personal conduct and are the principles that shape the regulations and practices outlined in these Community Standards.

- **Honesty and Integrity:** Personal integrity is expected of all community members in all aspects of community life, both in and outside of the classroom. Franklin University students are expected to exemplify honesty, integrity and a respect for truth in all of their interactions.
- **Respect for Others:** Community members are encouraged to treat all people with respect without regard to age, religion, race,

ethnicity, color, national origin, ancestry, immigration status, sex, sexual orientation, gender identity or expression, marital or familial status, disability, or veteran or military status. Such respect for one another promotes free and open inquiry, independent thought and mutual understanding.

- **Respect for Campus Community:** It is in the common interest to protect both University property and the private property of all members of the community.

The Community Standards process at Franklin University is not intended to be a punitive process for students. The focus of the Community Standards is to protect students and the campus community. By a student's voluntary attendance at Franklin University, they agree to comply with University regulations. As responsible adults and representatives of the University, students are accountable for their actions both on and off campus. Membership in the Franklin University community does not provide immunity from the laws and standards of local, state or national jurisdictions. The University may advise appropriate officials of violations of civil or criminal law committed on campus.

To submit an incident report or review the entire Student Code of Conduct please see www.franklin.edu/community-standards.

OFFICE OF INTERNATIONAL SERVICES & PROGRAMS (OISP)

The Office of International Students and Programs (OISP) supports international and global students and scholars in their legal, cultural, and educational journey by facilitating a supportive and inclusive learning environment and ensuring legal compliance with government regulations. Additionally the office promotes the growth and development of all students and the community through study abroad experiences and the coordination of international visits and activities.

This includes:

- Providing information, assistance and consultation on concerns and matters pertaining to international students and scholars
- Assisting international students and scholars in the pursuit of their personal, academic and professional goals
- Advises F-1 and J-1 students on immigration issues, including work authorization
- Facilitating personal and intercultural development and transitions that occur while studying abroad
- Supporting global programs faculty and students with advising, logistics, program setup and implementation
- Supporting the university's goals and vision surrounding comprehensive internationalization domestically and abroad

HEALTH INSURANCE

Franklin University does not provide health insurance to domestic students.

COUNSELING RESOURCES

Franklin University is committed to the holistic success of our students. To this end, the following resources are recommended to students who need assistance with life issues beyond the scope of the student services provided by the University.

Counseling Resources

Alcohol, Drug, and Mental Health Board of Franklin County <http://adamhfranklin.org/>

Substance Abuse & Mental Health Services Administration, U.S. Department of Health and Human Services (SAMHSA) <http://findtreatment.samhsa.gov/>

Screening for Mental Health <http://www.mentalhealthscreening.org/>

DISABILITY SERVICES

Franklin University recognizes the needs of students with disabilities and is committed to the provision of services that ensure equal educational opportunities and access. All University buildings are handicap accessible. Handicap parking is available throughout the campus and provides access to all University facilities.

The Office of Disability Services offers services to meet the needs of students with physical, mental and/or learning disabilities. The Disability Services Coordinator provides guidance, coordinates support services, serves as a resource to faculty and makes individual referrals when appropriate. Some of the support services available include special test arrangements, note taking assistance, readers for exams, and interpreting services.

Medical, psychological and/or educational documentation is required for review prior to the use of these services. All records on file are strictly confidential. It is the responsibility of the students to contact the Office of Disability Services to discuss the types of assistance that will best meet their individual needs. Specific programs or courses may have particular policies that may be obtained from your Academic Advisor. Please visit <http://www.franklin.edu/student-services/campus-information/disability-services> for more information.

MATH POLICY FOR STUDENTS WITH PHYSICAL OR LEARNING DISABILITIES

Students with properly documented disabilities will be identified through the Office of Disability Services. The Academic Advisor responsible for Disability Services will meet with the student and provide an overview of the available services. The student will take the Franklin University mathematics placement test with accommodations to fit the student's disability, as determined by the Office of Disability Services in cooperation with the Mathematics Department. The student will then be placed into a class and will receive appropriate accommodations for the disability. Accommodation may include one or more of the following: Testing in the Student Learning Center, extended time for testing, a test reader, or modification of the requirements of the course by the instructor with the approval of the Mathematics Lead Faculty.

If the student fails the math course one time, he or she will meet with the Mathematics Lead Faculty to discuss alternatives such as repeating the course or taking an alternative course. Substitutions for course requirements in the major will have to be approved by the appropriate Program Chair.

PROCESS FOR STUDENT CONCERNS

Franklin University expects the highest standards of behavior and conduct of each member of the University community. In some

instances, errors occur that are detrimental to maintaining honesty and integrity, respect of others, and the respect of the campus community. The Franklin University Grievance and Appeals Process (GAP) is an administrative process designed to provide a way for a member of our campus community to identify any instance that disrupts the academic community and request a formal review. This may include but is not limited to a review of decisions, patterns of behaviors of students, faculty and staff, or policies or procedures that the community member believes created an experience inconsistent with Franklin's high ideals and expectations and/or this experience may have disproportionately impacted the individual compared to others or involved an issue that does not have an existing path for resolution.

Students are encouraged to act on problems, complaints and grievances in a constructive manner. In general, matters dealing with classes, instructors, administrators, parking, food services and policies and procedures should be discussed directly with the persons involved or with the person in charge of that area. Students seeking assistance in identifying the appropriate channel are encouraged to consult with an Academic Advisor or access relevant policies, procedures, and reporting forms at www.franklin.edu/community-standards.

Anonymous reporting of an incident or concern may be completed through MySafeCampus at www.mysafecampus.com.

STUDENT INFORMATION

Information for current and prospective students is available in the lobby of the Paul J. Otte Center for Student Services, 331 East Rich Street. There, students can find pamphlets, brochures, newsletters, maps, and parking permits. This information also is available on our website at www.franklin.edu.

STUDENT ORGANIZATIONS

Student organizations at Franklin are an excellent way to extend learning beyond the classroom, meet fellow students, and make valuable professional connections. Leadership, planning and team building are just some of the essential skills sets that students can learn and execute through organization involvement. For a list of current student organizations at Franklin, visit www.franklin.edu/student-services/student-organizations/.

SAFETY & SECURITY SERVICES

For information relating to Franklin's Safety and Security services, please visit www.franklin.edu/security.

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Undergraduate Degrees & Majors

ASSOCIATE OF SCIENCE (A.S.)

- Accounting
- Business Administration
- Communications
- Computer Science
- Financial Management
- Forensic Accounting
- Information Technology
- Public Relations

BACHELOR OF SCIENCE (B.S.)

- Accounting
- Allied Healthcare Management
- Applied Management
- Applied Psychology
- Business Administration
- Business Economics
- Business Forensics
- Communications
- Computer Science
- Criminal Justice Administration
- Emergency Management & Homeland Security
- Entrepreneurship
- Financial Management
- Financial Planning
- Forensic Accounting
- Health Information Management
- Healthcare Management
- Human Resources Management
- Information Security
- Information Systems Auditing
- Information Technology
- Interactive Media Design
- Interdisciplinary Studies
- Internet Marketing
- Management & Leadership
- Management Information Sciences
- Marketing
- Nursing (B.S.N.)
- Operations & Supply Chain Management
- Public Administration
- Public Relations
- Public Safety Management
- Risk Management & Insurance
- Social Media Design
- Social Sciences
- Web Development

SUBSEQUENT BACHELOR OF SCIENCE (B.S.)

The Subsequent Bachelor of Science degree is open to those who have a baccalaureate degree or higher from a regionally accredited college or university.

- Accounting
- Business Administration
- Business Economics
- Business Forensics
- Communications
- Computer Science
- Emergency Management & Homeland Security
- Financial Management
- Financial Planning
- Forensic Accounting
- Healthcare Management
- Human Resources Management
- Information Security
- Information Systems Auditing
- Information Technology
- Interdisciplinary Studies
- Internet Marketing
- Management & Leadership
- Management Information Sciences
- Marketing
- Operations & Supply Chain Management
- Public Relations
- Risk Management & Insurance
- Web Development

ACADEMIC MINORS

- Accounting
- Business Economics
- Business Forensics
- Communications
- Criminal Justice Administration
- Emergency Management & Homeland Security
- Financial Management
- Fire & Emergency Services Administration
- Global Business
- Healthcare Management
- Healthcare and Society
- Human Resources Management
- Internet Marketing
- Management & Leadership
- Management Information Sciences
- Marketing
- Marketing Promotions
- Performance Management
- Public Administration

- Public Relations
- Public Safety Management
- Web Development

JOINT PROGRAMS OF STUDY

- Accounting/MBA
- Applied Psychology/M.S. Business Psychology
- Business Administration/MBA
- Business Administration/M.S. Human Resource Management
- Business Administration/M.S. Business Psychology
- Business Economics/MBA
- Business Forensics/MBA
- Communications/M.S. Marketing & Communication
- Computer Science/MBA
- Computer Science/M.S. Computer Science
- Criminal Justice Administration/MPA
- Emergency Management & Homeland Security/MBA
- Emergency Management & Homeland Security/MPA
- Financial Management/MBA
- Financial Planning/MBA
- Forensic Accounting/MBA
- Healthcare Management/MBA
- Healthcare Management/MHA
- Human Resources Management/MBA
- Human Resources Management/M.S. Human Resource Management
- Information Security/MBA
- Information Technology/MBA
- Internet Marketing/MBA
- Internet Marketing/M.S. Marketing & Communication
- Management & Leadership/MBA
- Management & Leadership/M.S. Marketing & Communication
- Management Information Sciences/MBA
- Marketing/MBA
- Marketing/M.S. Marketing & Communication
- Operations & Supply Chain Management/MBA
- Public Administration/MPA
- Public Relations/M.S. Marketing & Communication
- Public Safety Management/MPA
- Social Sciences/M.S. Business Psychology
- Social Sciences/MPA
- Web Development/MBA
- Web Development/M.S. Marketing & Communication

Student Admission

Franklin University's undergraduate, open admissions policy reflects the University's mission as a student-centered, nonprofit, independent institution providing high-quality, and relevant education enabling the broadest possible community of learners to achieve their goals and enrich the world. Prospective students are encouraged to visit the university's website, www.franklin.edu and/or connect with a Franklin representative via phone at 1.877.341.6300, via email at admissions@franklin.edu or by visiting one of our campus locations. Individuals interested in admission to the University should complete the free online application available at the website.

ADMISSION REQUIREMENTS

A student who meets at least one of the following criteria is eligible for admission as a degree-seeking student:

- Has provided official documentation of graduation from an accredited high school or its equivalent (see Documentation Required below), or
- Has an associate, bachelor or master's degree from a regionally accredited institution of higher education, an institution recognized as a candidate for accreditation, or an institution recognized by the Council of Higher Education Accreditation

DOCUMENTATION REQUIRED

1. Documentation of high school graduation or equivalence - required for applicants who are transferring fewer than 24 semester hours that apply towards a Franklin degree.
2. If the student has transferable hours of 24 credit hours or more from a regionally accredited institution of higher education, then they will not have to provide a high school diploma or equivalence.

Acceptable forms of documentation of high school graduation or high school equivalence for undergraduate admission must include one of the following:

- Official high school transcript listing the date of graduation
- Official GED certificate
- Official documentation of having passed a State High School Equivalency examination
- Official documentation of a home school completion certificate/transcript
- Official transcripts from all educational institutions (college, universities, professional schools, etc.) attended

A student classified as degree seeking will not be permitted to register for courses until all transcripts are received and placement tests completed (see specific requirements under "Placement Testing").

ADMISSION PROCESS

Admission procedures should be started early to maximize scheduling options and financial planning. (See the "Recommended Application Completion Dates" section). The following procedures apply to all undergraduate applicants seeking admission as degree seeking students at Franklin University:

1. Complete an application for admission and forward it along with an official high school transcript or an official test score report (such as GED score) (see "Admission Requirements").

Students who have already received an associate or a bachelor's degree do not need to have a high school transcript on file.

2. Forward all official transcripts directly from the attended institution(s) to Franklin University (see "Transfer Student Guidelines").
3. After all required, official transcripts have been received by Franklin University and any required placement tests completed, arrange an appointment with an Undergraduate Admissions Advisor by calling toll free 1.877.341.6300, or by visiting the Paul J. Otte Center for Student Services (located on the Main Campus in downtown Columbus), or by contacting a University representative at any of Franklin's other locations.

Applications will not be considered complete for any student who is officially classified as degree seeking until all required, official transcripts are received and placement tests completed (see specific requirements in the "Placement Testing" section), and will therefore be unable to register for courses.

Students who have applied but not enrolled within one calendar year must complete a new application for admission and may need to request transcripts to update their records.

RECOMMENDED APPLICATION COMPLETION DATES

Franklin University accepts applications for admission on a rolling basis throughout the calendar year, and students may select from several dates each semester to begin coursework.

To ensure a strong, successful start at Franklin, there are several steps to complete, including submission of an application online, the submission of official transcripts from previously attended institutions, the identification of financing options, completion of placement testing (for students not transferring in any college-level credits), a registration appointment to select courses and completion of our online orientation program.

To be certain that students have enough time to complete all steps necessary to begin classes when desired, application to Franklin University should be completed several weeks in advance of the intended course start date. Meeting these recommended dates helps students to maximize their scheduling options based on their preferences and personal schedules and to have adequate time for appropriate financial planning.

Franklin recommends that the admission application process be completed at least 4-6 weeks in advance of the student's intended course start date. Applications are not considered complete until all required transcripts have been received. Once the application is complete, a first-term registration appointment will be scheduled with an Undergraduate Admissions Advisor. Meeting with an Admissions Advisor provides the student with the opportunity to select first trimester courses, get final questions answered, and start the Franklin Experience in the best way possible. This is a required meeting for new students. Additionally, each new student must complete an online, one-hour New Student Orientation Program soon after they register for classes, and at least three days prior to the start of the first course.

While meeting the recommended completion dates is not required, it is important to allow enough time to complete all required activities to begin courses on the date that best meets the student's individual needs. Franklin University's accelerated curriculum may require additional preparation in advance of the first class meeting. Please review the recommendations below. To explore all options for

registration and course start dates based on individual needs, contact admissions@franklin.edu.

For students who wish to enroll:

Part Time (6 - 11+ semester hours)	Recommended dates to...		Classes Begin
	Complete the application process	Register for classes	
Fall 2014	August 25	September 15	September 29
Winter 2015	January 12	February 2	February 16
Summer 2015	April 13	May 4	May 18

Full time (12+ semester hours)	Recommended dates to...		Classes Begin
	Complete the application process	Register for classes	
Fall 2014	July 14	August 4	August 18
Winter 2015	December 1	December 22	January 5
Summer 2015	March 23	April 13	April 27

These start dates are preferred for new students because they provide the opportunity to maximize course selections, financial aid, and credits for the term.

INTERNATIONAL STUDENT ADMISSION

International students who wish to apply to Franklin University for admission as a non-immigrant must submit:

- a completed International Student Application for Undergraduate Admission Form;
- a \$40.00 non-refundable application fee;
- a completed financial statement signed by the financial sponsor. This financial statement must be accompanied by an official statement from the sponsor's bank or financial institution to verify the availability of funds (F-1 status only);
- equivalent of a United States high school degree;
- evidence of English language proficiency through official test of English as a Foreign Language (TOEFL) or International English Language Testing System (IELTS) scores as required by each major program and/or other required testing;
- official copies of transcripts and certified translations of all transcripts; and
- a completed International Student Transfer Form if SEVIS record is held at a United States educational institution other than Franklin University (F-1 status only).

The OISP will assist with these items. To be admitted, students must follow these procedures:

STEP 1

Complete and submit the International Student Application for Undergraduate Admission Form and application fee to OISP.

STEP 2

Demonstrate English language proficiency by taking the TOEFL or IELTS. Upon arrival, other placement tests also will be required. These

placement tests will determine the need for ESL courses. The minimum scores required by Franklin University, to enter the ESL sequence of courses are:

- On-Campus
 - IELTS 4.5
 - TOEFL 45 for Internet-based
 - TOEFL 133 for computer-based
 - TOEFL 450 for paper based
- Online (outside the United States)
 - IELTS 6.5
 - TOEFL 79 for Internet-based
 - TOEFL 213 for computer-based
 - TOEFL 550 for paper-based

The TOEFL and IELTS scores requirement are waived for applicants from countries where English is the only official language, but the English placement test will still be required upon arrival. All students who enter Franklin University must have either transfer credit for College Writing or take an English placement test. Students who need additional study of English will be assigned to the appropriate level of English as a second language instruction.

STEP 3

Submit certified credentials that indicate the completion of the equivalent of United States secondary education or high school graduation requirements (in the original language and in English). Additionally, official transcripts must be submitted from all post-secondary schools attended.

STEP 4

Submit the Financial Statement for F-1 visa form signed by the financial sponsor. This form must be accompanied by an official statement from the sponsor's bank or financial institution to verify the availability of funds.

STEP 5

If transferring from a college or university in the United States, copies of the visa and passport must be submitted. In addition, the International Student Transfer Form must be signed by the International Student Advisor at the United States school the student is currently attending or was last attending. The International Student Transfer Form must be submitted to the Office of International Services and Programs (OISP) to show proof of status.

Health Insurance

Health insurance coverage is required for all international students with an F-1 visa. Insurance premiums are billed automatically to the student's tuition account. Premiums are normally due to the Business Office by the first day of 15-week classes, or a late fee is incurred. A waiver of this health insurance coverage may be granted to students who meet the waiver requirement and submit the waiver petition and documentation by the first day of the 15-week classes. Students taking a vacation trimester can retain coverage by completing a bridge application. Spouse and dependent coverage also is available. Forms and additional information regarding this insurance requirement may be obtained from the Office of International Services and Programs.

ENGLISH AS A SECOND LANGUAGE (ESL)

Franklin University offers three levels of English as a Second Language (ESL) instruction: intermediate, high intermediate and advanced. Students must present a Test of English as a Foreign Language (TOEFL) on-campus score of 450 (paper-based), 133 (computer-based), 45 (internet-based) or higher for entrance. Placement in the ESL program is based on a written essay, a reading and note-taking test, and an oral test. Regardless of placement level, international students new to the United States are required to take a one credit hour (12 classroom hours) orientation course.

Intermediate level students enroll in an eight credit hour reading and writing course and a four credit hour listening and speaking course.

High intermediate level students take an eight credit hour reading and writing course and a four credit hour listening and speaking course. Advanced level students take a six credit hour reading and writing course and a six credit hour listening and speaking course. They may also take one other course (for which they meet the prerequisites) for degree credit.

Students also will be assessed for placement into a two course sequence in pronunciation. They must enroll in Intermediate or Advanced Pronunciation during their first trimester at Franklin. The next trimester students must repeat either course if they fail it, or they must take the Advanced course if they placed initially in the Intermediate course.

Credits earned in the advanced level meet the University's College Writing (WRIT 120) and Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) requirements. Transfer students may apply college level ESL coursework from another institution toward free elective credit, depending on the specific major program.

TRANSFER STUDENT GUIDELINES

To view the full Transfer & Articulation Manual, please visit www.franklin.edu/getting-started/transferring-credit/policy-and-procedures/.

Applicants from institutions of higher education which are regionally accredited, accredited by organizations recognized by the Council for Higher Education Accreditation (CHEA) and/or the US Department of Education, or institutions recognized as candidates for such accreditation may be granted transfer credit based on an evaluation by Franklin University of official transcripts from all colleges previously attended. For coursework from non-accredited institutions, Franklin University has established a formal review process to determine transferability of credit hours on a case-by-case basis. The details of this review process can be found in the Transfer & Articulation Manual referenced above. Credit will be accepted for any college course completed with a grade of "D" or higher, including grades of "Pass" and examination credit, subject to GPA and course requirements pertaining to one's major program. "D" grades are not permitted in major area courses regardless of where the course is taken. Some majors (i.e. Accounting, Computer Science, and Financial Management) may have rules regarding the transferability of credits 10 years or older. Credit will be awarded based on subject matter, prerequisites, level and laboratory requirements.

The student should be aware that Franklin's degree programs may not transfer. The transfer of course/degree credit is determined by the receiving institution.

PROFESSIONAL TRAINING

Transfer credit may be awarded for courses or professional training offered through business and industry. For example, the University awards transfer credit for courses taken through the American Institute of Banking (AIB) or the Life Office Management Association (LOMA). Such credit will be awarded based on the recommendations found in The National Guide to Educational Credit for Training Programs (published by the American Council on Education), or The Directory of the National Program on Noncollegiate Sponsored Instruction. Official transcripts or original certificates of completion must be submitted for evaluation. Nontraditional certificates may also be reviewed for consideration of credit. In addition to official transcripts or original certificates, the student must provide their Academic Advisor with a syllabus or workbook for the course, evidence of a test and the amount of time spent in class.

MILITARY TRAINING

Transfer credit also is awarded for courses taken in the armed services. Such credit will be awarded based on the recommendations found in the Guide to the Evaluation of Educational Experiences in the Armed Services. Original military certificates and appropriate military records must be submitted before military credit can be evaluated. Students who are, or have been, in the military will need to submit the following paperwork for possible transfer credit:

- The Joint Services Transcript (JST) is available for Army, Coast Guard, Navy, or Marines personnel with a Basic Active Service Date (BASD) on or after October 1, 1981. Any student meeting the above criteria must submit a JST for evaluation. The JST can be requested by visiting the Joint Services Transcript System website: <https://jst.doded.mil/smart/signIn.do>.
- Active personnel who do not meet criteria listed above for an AARTS must submit a DD295. Separated or retired personnel who also do not meet the requirements must submit a DD214.
- Air Force personnel must submit a transcript from the Community College of the Air Force (CCAF) for a complete military evaluation. Transcripts can be requested by visiting the CCAF website: <http://www.au.af.mil/au/barnes/ccaf/>.

TRANSFER DEFICIENCIES

All courses at Franklin are offered on a semester credit hour basis (1 quarter hour = .67 semester hour). Students may be deficient in credit hour requirements and degree components, and may fill deficiencies in the following ways (A transfer deficiency occurs when a student transfers less than the required number of credit hours for each course):

- General Education core deficiencies of three hours or fewer may be met with General Education courses, Major Area electives, or University electives. Deficiencies of four hours or more must be met with General Education electives. (Effective for new students beginning Winter 2007)
- Business/Professional Core deficiencies may be met with Major Area electives or Business/ Professional Core equivalent credit.

- Major Area deficiencies must be met with Major Area electives.
- A student may be required to take additional University elective credits to complete the total credit hours required to earn a specific degree

APPEALS PROCESS

A student disagreeing with the application of transfer credit by the receiving institution has the right to appeal the decision. To submit an appeal, see an Academic Advisor for guidelines and procedures. A course syllabus from the date in which the course was taken will most likely be required for an appeal regarding specific course credit. All decisions for appeals are granted by the Program Chair or Lead Faculty member.

ADDITIONAL GUIDELINES

- Students should review the acceptance and application of transfer credit with their Academic Advisor who may apply appropriate substitutions to major requirements in consultation with the appropriate Program Chair.
- Transfer students must meet Franklin University residency requirements (see “General Degree and Residency Requirements”).
- Students who wish to declare a major program other than that designated upon entry must confer with an Academic Advisor to determine how transfer credits will apply to the new major program. If they choose to declare a new major program based on the results of that consultation, they will be bound by the requirements in effect at the time they re-declare.
- If students repeat a course equivalent to one for which they have been granted transfer credit, the transfer credit will be removed.
- All submitted transcripts become the property of Franklin University. Duplicates of the transcripts will not be released to a student or a third party.

PLACEMENT TESTING

New degree-seeking students are normally required to take Franklin University placement tests in reading, writing, math and computer literacy. Results of these tests determine the required preparatory or developmental education courses that are most appropriate for each individual. These are usually the first courses of enrollment because they are designed to help students succeed by strengthening academic skills and self-confidence.

Students are required to demonstrate reading and writing proficiency at a 9th grade level, as determined by the ACCUPLACER placement examinations, prior to enrolling for developmental-level courses at Franklin University. Students placing below this 9th grade threshold will not be enrolled in Franklin University courses and will be provided resources and pathways to develop their skills. All students have the option for a placement test retake. See specific retake policies below. Students are required to pass all developmental education courses prior to enrolling in any course at the 200 level or above.

The reading and writing placement tests determine the first writing course. The reading placement test is used either to place students into, or exempt them from, the College Reading Skills (COMM 020) course. Students who do not pass the reading test are required to enroll in the College Reading Skills (COMM 020) course within the first 30 hours of coursework at Franklin University. Placement into COMM 020 automatically places a student into College Study Skills and Orientation (COMM 025). The math placement test determines the initial math

course required. The Computer Literacy test places students into, or exempts them from, the Computer Literacy (COMP 085) course.

Recent ACT scores in reading or writing may be submitted in lieu of taking placement tests. If students are dissatisfied with their ACT score placement, they may take the placement test in an attempt to upgrade placement. Students for whom English is not their native language take the same math and computer literacy tests, but separate tests for Reading and Writing, Listening and Speaking and Pronunciation course placement. Reading and Writing, and Listening and Speaking tests determine placement into one of four courses. Pronunciation placement is into one of two courses.

Transfer students who have satisfied Franklin University mathematics or English degree requirements at another institution are not required to take placement tests. An official transcript evaluation will determine if appropriate credit has been awarded. Note: Transfer students whose cumulative grade point average is below 2.00 (out of a possible 4.00 based on prior college performance) are required to take College Study Skills and Orientation (COMM 025).

Placement tests are administered year round. Admissions and Academic Advisors will advise students on the placement tests required, ACT score placement, ways to prepare for tests, and retake and/or appeal procedures.

Franklin University offers a diagnostic assessment to provide a detailed analysis of a student’s strengths and weaknesses to enhance college preparedness and academic performance. Prospective students are encouraged to complete the diagnostic assessment prior to taking the placement examinations. Diagnostic exams are \$5 per subject. Students who plan to retake a placement examination are required to complete the diagnostic prior to the retake examination. The associated retake fee includes the diagnostic and examination retake.

Students may appeal placement for any test if they have reason to believe that a placement test did not give an accurate assessment of their skills. To appeal the results of these tests, students will need to request permission to complete a “retake” assessment, which will cover the same material but will not be identical to the original placement assessment. If permission by the Admissions Advisor or Academic Advisor is granted, there is a one week waiting period between the original and retake placement test to allow students time to review the placement study guides before re-testing. A \$15 fee is assessed per test for retakes which includes the corresponding ACCUPLACER diagnostic test. Subsequent test retakes will be considered after a three month waiting period. Placement scores will be valid for two years. All placement tests are arranged through the testing office at the Main Campus in downtown Columbus, or the Beavercreek or Indianapolis locations.

Students are not eligible to take a placement test for a course in which they have received a “W” or failing grade, or if it is during or after the second week of a course in which they are currently enrolled.

ALGEBRA COMPETENCY REQUIREMENT

New students need to meet the Algebra Competency Requirement (except students in subsequent degree programs because they have met the overall general education requirements with the bachelor degree) in one of the following ways:

- pass the algebra competency test;
- transfer in Fundamental Algebra (MATH 150) or higher (College Algebra, Calculus, Finite Mathematics, Discrete Mathematics,

etc. Statistics will not waive the Algebra Competency Requirement unless the course has the equivalent of a Fundamental Algebra prerequisite. Statistics courses must be reviewed on an individual basis by the Program Chair.); or
· take Fundamental Algebra (MATH 150) at Franklin University.

Prerequisites

1. The prerequisites for Fundamental Algebra (MATH 150) are Re-Entry Mathematics (MATH 040) (or pass the Re-Entry Mathematics placement test) and Learning Strategies (PF 321).
2. The prerequisites for Statistical Concepts (MATH 215) are Introduction to Spreadsheets (COMP 106) and Fundamental Algebra (MATH 150).

ADVANCED PLACEMENT PROGRAM

The Advanced Placement Program is an opportunity for high school students to pursue and receive credit for college level work. A student who has taken an Advanced Placement test in high school and received a score of three, four or five may be awarded University credit. Students wishing to receive advanced placement through this program should arrange for test scores to be sent to the Office of Transfer and Articulation. More specific information about the Program also is available through the Office of Student Services.

NON-DEGREE SEEKING STUDENTS

The University encourages qualified individuals to further their education through academic experiences, and provides opportunity for students whose needs may not be best met by applying for admission to a degree-granting academic program. For students who have short-term, specific needs (such as focused skill or knowledge development or transfer credit), a Non-Degree Seeking status is available with approval of the Dean of Students or his/her designee for each term of enrollment. Non-Degree Seeking status is designed for short-term, goal-oriented academic engagement only.

After receiving permission to enroll, non-degree seeking students may then register for specific courses of interest after 1) demonstrating that they are adequately prepared to take the desired course, or 2) signing a waiver of any prerequisite or preparation requirements. Adequate preparation for a course at Franklin may be demonstrated through the completion of prerequisite courses, verification for which is required through the Registrar or by transcript. Waivers for courses must be approved by the Lead Faculty for the course. Students who are granted waivers of prerequisite requirements accept full responsibility for adequate preparation, and for their ability to perform the requirements of the course(s) in which they enroll. Additionally, non-degree seeking students are not eligible for financial aid.

Students interested in taking classes at Franklin University while currently in high school are permitted to enroll as non-degree seeking students. A letter of recommendation is required from the student's guidance counselor or principal indicating that the student is academically capable of attending high school and college level courses concurrently.

Applicants over 18 years of age who have not completed high school and who have not received their high school diploma can still be admitted to Franklin University on a provisional basis. Please refer to "Student Admission" for the requirements to be admitted as a degree-seeking student.

POST SECONDARY ENROLLMENT OPTION PROGRAM (PSEOP)

Franklin University's Postsecondary Enrollment Option Program (PSEOP) is designed for highly motivated and accomplished Ohio high school students who want to gain an understanding of advanced academic work and prepare for further studies. Eligible PSEOP students can choose to earn just college credit or both high school and college credit. However, college courses taken through PSEOP should supplement high school education, not replace or substitute coursework available at the high school.

PSEOP Option A: Receive college credit only. The student is responsible for paying Franklin University tuition, fees, and the cost of textbooks.

PSEOP Option B: Receive both high school and college credit. The student's school district is responsible for the cost of tuition, fees, and textbooks. However, if a passing grade is not earned or a course is dropped past published deadlines, the student can be charged part to all of the tuition for the course by the school district. A limited number of students will be admitted under Option B. Please refer to the [website](#) for more information.

Applicant Qualifications for PSEOP

- High school freshman or sophomores must have a minimum cumulative GPA of 3.25
- High school juniors and seniors must have a minimum cumulative GPA of 3.0
- All PSEOP applicants must take Franklin University placement examinations and place into College Writing (WRIT 120). If a PSEOP applicant wishes to take math or courses for which math is a prerequisite, the applicant must achieve placement into Fundamental Algebra (MATH 150). Testing into a lower level of math will not hinder a student's application for admission, rather, if accepted the student would not be eligible to take math or courses for which math is a prerequisite.
- Applicants must have a "B" average or better in a high school subject in order to study that subject at Franklin.

Academic Standards for PSEOP

- All PSEOP students must successfully complete Basic Learning Strategies (PF 121) before any other college coursework can be attempted.
- Option A students may take a maximum of 18 hours of coursework per term.
- Option B students may take a maximum of 8 hours of coursework per term.
- PSEOP students who fail a course or withdraw after the first week will be dropped from all other current term courses that have not already started and will not be able to register or reapply to the program in the future.

ARMY RESERVE OFFICERS TRAINING CORPS (ROTC)

Qualified students interested in obtaining an officer's commission in the United States Army, Ohio National Guard or Army Reserve may enroll in Army ROTC classes through a contracted agreement between Capital University/Franklin University and the United States Army.

Training consists of a combination of classroom and outdoor instruction. Freshman and sophomore students may enroll in the four-

year program consisting of the two-year general military course and the two-year professional officer course. There is no military obligation for students in the first two years of the program. Students with a minimum 2.50 cumulative grade point average may apply for Army ROTC scholarships. Applications for scholarships are made during the Fall Trimester and must be completed by March 1.

Additional information can be obtained by contacting the Program Chairperson for Military Science at 614.236.7114. Army ROTC courses are taught at Capital University, but credit is awarded by Franklin University.

Student Registration

Students must register for classes at least 10 days prior to the Monday of either 1) the session start date (for online courses) or 2) the first day that the class is scheduled to meet (for face to face). Currently enrolled students can add or drop courses by accessing their WebAdvisor link under the shortcuts tab at <https://my.franklin.edu>. Students utilizing this method of registration must still adhere to current University regulations regarding adding courses. Students can also register by completing a Course Add/Drop Form (available in the Office of Student Services or the Academic Advising Resource Center at <https://profiles.franklin.edu>) and submitting it in one of the following ways:

- email to advising@franklin.edu (from your email.franklin.edu account)
- mail to: Student Services, Franklin University, 201 S. Grant Ave., Columbus, Ohio 43215-5399
- drop-off at any Franklin University location
- schedule an appointment with an Academic Advisor

After a student has submitted a Course Add/Drop Form, course prerequisites will be checked and a confirmation copy of the schedule and fee statement will be given to the student or forwarded by mail. Late registration or course additions after published registration deadlines are only accepted with Lead Faculty and Academic Advisor permission. Students with prior financial balances or financial aid "holds" must contact the Business Office prior to registering.

NEW STUDENT ORIENTATION

New Student Orientation (NSO) is strongly recommended for all undergraduate students who are new to the University, or who are returning after an absence of one year or more. The New Student Orientation (NSO) is designed to better prepare new students for their first term at the University and re-acquainting returning students to the University. The one-hour online orientation is designed to familiarize new and returning students with the policies and guidelines necessary to be successful in higher education and at Franklin University. The NSO will engage students with videos, links, tutorials, and an interactive assessment.

Students will be notified with instructions on how to access and complete the orientation. It is also accessible at <https://my.franklin.edu/prep>.

AUDIT COURSES

No credit is given for audited courses. Each auditor must do all the work required of a student enrolled in the course for credit, except take examinations. Fees and tuition for auditing are the same as those charged when courses are taken for credit. Audit status must be indicated in writing to the Office of Student Services no later than the end of the first week of the session in which the class is to be audited.

CROSS-REGISTRATION

Franklin University participates in a cross-registration system with the other colleges and universities in the Higher Education Council of Columbus (HECC). These institutions are Capital University, The Columbus College of Art and Design, Columbus State Community College, DeVry University (Columbus, Ohio location only), Ohio Dominican University, The Ohio State University, Otterbein College, and the Pontifical College Josephinum.

Cross-registration allows full-time students at Franklin University to register for enrichment classes at other HECC institutions. Students will register, pay tuition and receive grades at Franklin University. To participate, undergraduate students must have earned at least 24 credit hours at Franklin University and must have a minimum cumulative grade point average of 2.00. Course selection is limited to one per trimester and may not be more than a total of three per lifetime. Also, students may not cross-register for a course that is available at Franklin University. Cross-registration is not permitted during Summer Trimester.

Students must meet with the Registrar to make arrangements to cross-register.

Academic Policies

ACADEMIC CREDIT AND COURSELOAD

Students should plan academic loads in consultation with an Academic Advisor. For a traditional 15-week course, one hour of study should be allocated for each hour of classroom work. For ALP, BLF and other condensed courses, students should plan on 8-12 hours of work per week outside of class, depending upon the nature and length of the course. Academic load is designated as follows:

Full-time: 12 or more credit hours
 Three-fourths time: 9-11 credit hours
 Half-time: 6-8 credit hours
 Less than half-time: 1-5 credit hours

Courses carry four credit hours except where otherwise indicated. Laboratory courses normally carry one credit hour for each two hours spent in the laboratory. All courses carrying the same title (regardless of delivery method) are identical in quality and include the same educational outcomes and course objectives.

Based on the Credit Hour/Load Hour chart below, a student will be required to gain approval for more than 18 credit hours in one trimester or 18 load hours in any portion of the trimester. Approval is through the Program Chair, with input from the Academic Advisor.

See your Academic Advisor for the Overload Request Form. Requests for course overloads will be evaluated based on outside workload, cumulative GPA (3.0 or higher is generally required), types of courses requested, academic strengths and weaknesses, and motivation. A written explanation of the reason for the overload must be submitted along with the Overload Request Form.

A credit hour and load hour are equal with one exception. Load hours for all accelerated courses are twice the credit hours. The chart below equates the credit and load hour for most of our courses.

The majority of Franklin University students are working full time with outside responsibilities and commitments. It is highly recommended that these students continue to register for classes averaging 8-12 credit hours each trimester or 12 load hours in any portion of a trimester. Only students working part time or with minimal outside commitments should consider registering for classes at the maximum credit hour/load hour. The workload of accelerated courses will be emphasized through the Learning Strategies (PF 321) course.

Course Credit Hour and Load Hour Equivalency

Course	Credit Hours	Load Hours
12- & 15-week BLF & traditional	2	2
12- & 15-week BLF & traditional	4	4
6- & 7-week BLF & traditional	2	4
6-week BLF	4	8
6-week BLF	1	2
3-week BLF	2	8
3-week BLF	1	4

Class Level

The following chart defines student class levels:

Freshman:..... 0-29 credit hours
 Sophomore:..... 30-59 credit hours
 Junior:..... 60-89 credit hours
 Senior:..... 90 or more credit hours

DEGREE AND MAJOR PROGRAM REQUIREMENTS

Declared Major

Students who are seeking a degree must meet all the requirements for the degree(s) and major program(s) in effect at the time they declare in writing a specific degree and major and earn credit toward the degree. However, students may elect to pursue updated degree and major program requirements specified in a subsequent Academic Bulletin. Program Chairs have the authority to consider appropriate substitutions to major program requirements. Special regulations concerning transfer credit are explained under the section "Transfer Student Guidelines."

Undeclared Major

Students who are seeking a degree but have not selected a major program are classified as "undeclared," and will be expected to meet all course prerequisite requirements.

Re-Entering Students

Students must meet with an Academic Advisor prior to registering for classes if it has been one year or more since they completed a trimester at Franklin University. Students must complete a Re-Entering Student Application to update their records. Students who do not complete any courses at Franklin University for five years or more must complete the requirements in effect when they return.

Changing Majors

Students changing majors must complete the major area requirements and associated General Education and/or Business/Professional Core requirements in effect at the time the major declaration notice is filed with the Academic Advisor.

Rate of Progress

Students seeking a degree must attain the requirements for an associate's degree within four years or the requirements for a bachelor's degree within eight years of the first trimester completed under a declared major program. Thereafter, a student is bound by current Academic Bulletin requirements.

Specific major programs may have more stringent requirements. Students should refer to the sections of the Academic Bulletin that describe particular major programs.

Additional Major(s)

Students may elect to complete the requirements of more than one major program. Each major program successfully completed will be documented on the student's academic record, noting both the major programs and dates of completion. Students adding majors must complete the major area requirements and associated General Education and/or Business/Professional Core requirements in effect at the time the major declaration notice is filed with the Academic Advisor.

Minors

Minors provide the opportunity to use elective courses to gain knowledge or skills that complement a major program. Minors may be completed prior to, or subsequent to, the completion of the bachelor's degree. Once completed, a minor will be posted to the transcript of students who have earned their bachelor's degree at Franklin University.

GENERAL DEGREE AND RESIDENCY REQUIREMENTS

Overall Residency Requirements

Students seeking a bachelor's degree must complete a minimum of 40 credit hours at Franklin University to be eligible for a degree. Students seeking an associate's degree must earn 30 credit hours overall in residence at Franklin University to be eligible for a degree. Soldiers participating in the GoArmyEd Program must have a minimum of 30 credit hours in residence at Franklin.

Course Level Requirements

A student must have 40 credit hours overall that are equivalent to 300/400 level Franklin University courses for a bachelor's degree. A student must have a minimum of 12 credit hours of courses that are equivalent to 200 level or above for an associate's degree.

Business Core Requirements

Majors that have Business Core requirements are Accounting, Applied Management, Business Administration, Business Economics, Business Forensics, Financial Management, Financial Planning, Forensic Accounting, Human Resources Management, Information Systems Auditing, Internet Marketing, Management & Leadership, Marketing, Operations & Supply Chain Management, and Risk Management & Insurance. The Business Core is the foundation of the related academic disciplines appropriate for a baccalaureate degree in business. The purpose of the Business Core is to provide students with a conceptual understanding of organizations, how the functional areas interrelate to achieve organizational goals, and how to apply professional decision-making competencies and technical skills in today's environment. After completing the Business Core, graduates will be able to:

- analyze an organization's accounting information in order to develop sound business decisions
- identify and apply valuation models relevant to an organization's financial decisions
- identify the impact of forces influencing the major functional areas of business (e.g., ethical, legal, technological, economic, global and social)
- apply marketing activities to the delivery of goods and services in business-to-business and business-to-consumer markets
- apply interpersonal and resource management skills to enhance business success

Business Principles (BSAD 110) is a Business Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles.

Major Area Requirements

A student must have 20 credit hours in the major area that are equivalent to 300/400 level Franklin courses for a bachelor's degree. A student must have 12 hours of major area courses that are equivalent to 200 level or above for an associate's degree. A minimum 2.25 GPA is required in the major area for students enrolled in either the associate's or bachelor's degree programs, and each major course must be completed with a grade of "C" or better to count toward degree requirements.

Capstone Requirement

Every major has a capstone experience for which credit cannot be transferred into the University. This is a Franklin course designed to

integrate and assess the learning outcomes specific to each major as a whole. This course should be taken as the last major course. If, given the academic scheduling process and the student's projected graduation date, this is not possible, then the student should have Senior Standing (90 or more credit hours), plus the skill-based General Education courses (COMM, SPCH, WRIT, MATH, COMP), all business or professional core courses, and the capstone prerequisite courses.

Subsequent Degree Requirements

Students pursuing subsequent bachelor's degrees must earn in residency at Franklin University a minimum of 30 credit hours at the 200 level or above, of which a minimum of 16 credit hours must be major area courses equivalent to 300/400 level courses.

Additional Degree Requirements

Students seeking an additional bachelor's (or associate's) degree must successfully complete a minimum of 30 credit hours (including the major requirements) beyond the first bachelor's (or associate's) degree (Also see "Subsequent Degree").

Transfer Credit

Transfer credit and credit awarded on standardized exams, proficiency exams or portfolio credit awarded by another institution will not count toward the residency requirement at Franklin University. Credit awarded based on proficiency examination or portfolio evaluation conducted by Franklin University may apply as appropriate major area credit, but will not reduce the hours required toward the residency requirement.

Degree Requirements

To be awarded a degree, students must:

1. Successfully complete all courses required in the major program, including General Education, Business/Professional Core, Major Area and Elective Courses (See "Business Core Requirements" for list of applicable programs)
2. Meet these grade point average (GPA) requirements:
 - All students must attain a minimum Franklin University cumulative GPA of 2.00
 - All students must attain a minimum GPA of 2.25 in the major area, and each major area course must be completed with a grade of "C" or better to count toward degree requirements
3. Complete the residency requirement
4. Complete the payment of all requisite tuition and fees
5. Not be under disciplinary dismissal due to academic dishonesty or a violation of the Student Code of Conduct

Program Chairs and Academic Advisors are available for consultation to provide information and guidance regarding the selection of courses, the accuracy of schedules, and the transfer process. However, students are responsible for understanding and meeting the degree requirements of their major program or degree and for planning schedules accordingly.

GENERAL EDUCATION

Curriculum Development Team

Nimet Alpay, Ph.D., Lead Faculty (Statistics)
John W. Brent, Ph.D., Lead Faculty (Psychology)
Michelle Buchberger, Ph.D., Lead Faculty (Humanities)
Phyllis Duryee, M.A., Lead Faculty (Global Issues)
Brenda Jones, Ph.D., Lead Faculty (Speech, Communications)
Michael Klingler, M.A., Lead Faculty (ESL, Learning Strategies)
Kody Kuehnl, Ph.D., Lead Faculty (Science)
Ladorian Latin, Ph.D., Lead Faculty (Mathematics)
Michael W. Posey, Ph.D., Lead Faculty (Communications, Humanities)
Souren Soumbatiants, Ph.D., Lead Faculty (Economics)
Daniel Seward, Ph.D., Lead Faculty (Writing)
Isidoro Talavera, Ph.D., Lead Faculty (Philosophy)
Suzan Waller, Ph.D., Lead Faculty (Sociology, Anthropology)

General Education Mission Statement

General Education at Franklin University contributes to the development of foundational skills and the acquisition of general knowledge. This experience is fundamental to a career focused education and serves to promote lifelong learning.

Foundational skills are learned capacities that students can transfer from higher education contexts to work, home, and community. General knowledge is the intellectual basis of the academic disciplines appropriate for a baccalaureate degree.

General Education Outcomes

Graduates will be able to:

1. Communicate effectively
2. Apply logical thinking and critical analysis
3. Apply ethical analysis and reasoning
4. Demonstrate scientific literacy
5. Use mathematical information and processes
6. Reflect on global interdependence as it may relate to personal responsibility and societal obligations
7. Recognize, analyze, and evaluate humanities artifacts
8. Apply fundamental concepts, theories, and research methodologies of the social and behavioral sciences into personal, social, and professional contexts

These outcomes are emphasized in the General Education courses. Through the Franklin University course design model, these foundational outcomes are also integrated throughout the curriculum.

General Education Requirements

Fifty hours of General Education coursework must be included in each program of study. Exceptions are granted only with the agreement of the Academic Advisor and Program Chair and based on demonstrated proficiency. General Education electives may be selected from the college level humanities, social sciences, economics, mathematics, science, communication, writing, and professional foundations offerings. The General Education curriculum supports the Transfer Module adopted by the Ohio Board of Regents (OBR) for the state's public universities and community colleges and adheres to OBR's General Education guidelines for Associate of Science and Bachelor of Science degrees.

If needed, English, reading and mathematics placement tests determine which, if any, developmental education courses are required. Students placing into these courses must pass them prior to enrolling in any course at the 200 level or above. Developmental education

courses carry institutional credit only and do not count toward degree requirements for graduation. Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite.

All students are required to pass College Writing (WRIT 120), either Basic Learning Strategies (PF 121) or Learning Strategies (PF 321) and either Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150) prior to enrolling in any other course at the 200 level or above. Either PF 121 or PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course. Students who enroll at Franklin with 30 or fewer hours of transfer credit are required to pass Basic Learning Strategies (PF 121) in place of Learning Strategies (PF 321). Students must also meet the University algebra competency requirement.

General Education Requirements for Completion Programs

Franklin has designed several Bachelor of Science degree completion programs. These are designed for students who have completed an associate's degree in one of the related areas: various applied health associate's degrees for Allied Healthcare Management; various technical associate's degrees for Applied Management; various associate's degrees for Healthcare Information Management; various technology associate's degrees for Information Technology; various technical associate's degrees for Interactive Media Design; an associate degree or diploma in Nursing; various technical associate's degrees for Social Media Design, and various public safety associate's degrees (police science, corrections, EMS, fire safety) for Public Safety Management. Students entering these programs with an Associate of Applied Science (A.A.S.) or technical training and other college credit must satisfy General Education requirements for the program for a total of 50 hours of General Education.

TAKING GRADUATE COURSEWORK FOR ELECTIVE CREDIT

Students may select up to eight credit hours of select graduate coursework for elective credit while enrolled in an undergraduate program. To be eligible, students must:

- have achieved Senior standing
- have earned a cumulative GPA of 2.75 or higher in undergraduate coursework
- complete and submit an application to the graduate program at least one term prior to the anticipated date of the requested course
- meet all prerequisite requirements.

Students may take no more than one graduate course in a session, and may not take any other courses during that same session.

UNDERGRADUATE/GRADUATE JOINT PROGRAMS OF STUDY

The Joint Programs of Study option affords Franklin University undergraduate students, who are interested in pursuing a graduate degree at Franklin University, the opportunity to enroll in graduate coursework that may serve as university elective coursework in meeting the hour requirements for the Baccalaureate degree. Students pursuing this option generally complete both the Baccalaureate and Master's degrees in less time and fewer semester hours than pursuing the two degrees consecutively.

Acceptance into one of the undergraduate programs of study at Franklin University does not ensure or guarantee acceptance into a Franklin University graduate program. Students must meet the admission requirements of the graduate program and be admitted into a graduate program of study in order to pursue the Joint Programs of Study option. Each program of study in the graduate program is governed by its respective program criteria and academic standards set forth in the Academic Bulletin. Application for enrollment into a graduate program must be submitted two terms prior to commencing graduate level coursework. Undergraduate students who are accepted into one of the graduate programs will be concurrently enrolled in both the undergraduate and graduate programs. Any graduate course used in the undergraduate area may not be counted if a grade of "C" or less is earned.

It is recommended that students planning to pursue joint programs of study discuss their plans with their Academic Advisor.

SUBSEQUENT DEGREE(S)

The subsequent bachelor's degree is open to learners who have completed a bachelor's degree or higher from a regionally accredited college or university. (For international students with a three year baccalaureate degree, the bachelor's degree needs to be accredited by the ministry of education or equivalent government ministry in the particular country.) Each candidate for a subsequent degree must earn in residence at Franklin University a minimum of 30 credit hours at the 200 level or above, of which a minimum of 16 credit hours must be in major area courses at the 300 or 400 level.

The grade point average (GPA) for the subsequent degree is based on courses taken for the subsequent degree. For students with a bachelor's degree from Franklin University, the number of credits required beyond the prior bachelor's degree must be substantial (normally 30 credits); otherwise the GPA will be cumulative. For major program and degree requirements, refer to the Academic Bulletin subsequent degree listings for specific programs.

TRANSIENT STUDENTS

A degree-seeking student who wishes to complete coursework at another regionally accredited college or university and then apply it toward a Franklin University degree may complete a Course Equivalency Form (available from the Office of Student Services) to find out in advance how the course(s) will transfer to Franklin University. The student also should attach a copy of the catalog description for the course in question. Students who follow this procedure will be notified concerning how the course(s) will transfer (equivalency and degree applicability). Students who do not obtain such assurance run the risk that the coursework may not apply toward the degree as intended. To be awarded transfer credit, a student must arrange for the institution at which the credit was earned to forward an official transcript to Franklin University.

As stated under "Academic Credit and Course load," a student is not permitted to carry more than 18 load hours per session at Franklin University or in total at Franklin University and concurrently at any other college or university without permission of the Academic Advisor and Program Chair. Unless permission is granted, credit in excess of the 18 load hour limit will not be transferred to Franklin University.

SERVICEMEMBERS OPPORTUNITY COLLEGE

Franklin University is a member of the Servicemembers Opportunity Colleges (SOC) Consortium and the SOC Degree Network System.

Servicemembers Opportunity Colleges Consortium

Servicemembers Opportunity Colleges (SOC), established in 1972, is a consortium of national higher education associations and more than 1,900 institutional members. SOC Consortium institutional members subscribe to principles and criteria to ensure that quality academic programs are available to military students, their family members, civilian employees of the Department of Defense (DoD) and Coast Guard, and veterans. A list of current SOC Consortium member institutions can be found on the SOC website at www.soc.aascu.org.

SOC Degree Network System

The SOC Degree Network System (DNS) consists of a subset of SOC Consortium member institutions selected by the military Services to deliver specific Associate and Bachelor's degree programs to service members and their families. Institutional members of the SOC DNS agree to special requirements and obligations that provide military students, their spouses and college-age children with opportunities to complete college degrees without suffering loss of academic credit due to changes of duty station.

SOC operates the 2- and 4-year Degree Network System for the Army (SOCAD), Navy (SOCNAV), Marine Corps (SOCMAR), and Coast Guard (SOCCOAST). Franklin University actively participates in SOCAD (2- and 4-year). Refer to the SOC Degree Network System-2 and -4 Handbooks to view Associate's and Bachelor's degree programs, location offerings, and college information. An electronic version of the Handbook is posted on the SOC website, www.soc.aascu.org.

Servicemembers Opportunity College is intended for individuals in the armed services and their spouses who are interested in college but find it difficult to pursue a degree because of problems related to service transfer and meeting degree requirements. The individual interested in this program can obtain information by contacting the Office of Admissions at Franklin University or the educational counseling office at the base where the individual is stationed.

Upon accepting the student, Franklin University acts as the academic depository and counseling/advising agent for the student. During the enlistment period, the student takes college level courses approved by Franklin University to meet the various requirements of the particular major program offered by the University. Credits for these courses are transferred to Franklin University's academic depository. Course selection is based on periodic contact between the University and the enlisted individual.

A student participating in Franklin University's approved SOC programs is required to complete 25 percent of the coursework through Franklin. Students are still subject to grade point average (GPA) and major area residency requirements.

Franklin University is also a GoArmyEd partner. GoArmyEd allows currently serving Army personnel who meet eligibility requirements to complete a two-year Associate of Science or a four-year Bachelor of Science, and/or a Graduate degree while they serve their country. Coursework taken per the Student Agreement will be transferred to Franklin University according to the SOC Transferability Tables. The Student Agreement allows the soldier to complete a degree even after

separation from military service, with the assurance that coursework will transfer to Franklin University.

GRADE REPORTS

Students may view and print grades at my.franklin.edu. No grades will be released by telephone.

TYPES OF GRADES

The following grades are used to calculate a student's grade point average (GPA) at Franklin University:

A · Superior.....	4 points
B · Good	3 points
C · Adequate.....	2 points
D · Marginal.....	1 point
E or IE · Unacceptable.....	0 points
Z · Administrative Withdrawal (Failure).....	0 points

The following grades and symbols also are used, but they do not affect the grade point average.

P	Pass – calculated only in hours earned
NC	No credit
NZ.....	Administrative Withdrawal (for courses taken P/NC)
W	Withdrawn from a course
I	Incomplete – must be completed within 30 days after the beginning of the next trimester. In a Pass/No Credit course, an Incomplete converts to “NC” after the deadline. In a letter graded course, an Incomplete converts to “IE” (Incomplete/Failed) after the deadline. “IE” is calculated in the GPA.
DR.....	Grades of “D” are changed to “DR” and not calculated in the GPA if a student has retaken the identical course for credit.
ER	Grades of “E” are changed to “ER” and not calculated in the GPA if a student has retaken the identical course for credit.
EM	Credit by examination
K.....	Credit transferred from another institution
PC	Experiential Learning Credit
AK, BK, CK ..	Credit granted after the Forgiveness Policy
DK, EK	Credit not granted after the Forgiveness Policy
AU.....	Audit
AX, BX, CX ...	Repeat of a course previously passed. The grade is calculated in the GPA, but hours do not count toward cumulative hours earned.
PX	Repeat of a developmental education course previously passed. Hours do not count toward cumulative hours earned.

GRADES IN PREREQUISITE COURSES

Students must pass courses that are prerequisites to other courses. A grade of Incomplete (I) is not sufficient for continuation to the second course. This rule may be waived only by written permission of an Academic Advisor in consultation with the appropriate Program Chair.

GRADING GUIDELINES

The assignment of a letter grade for a course is an indication of the student's overall success in achieving the learning outcomes for the course. The course letter grade may be viewed as a summary statement of the student's achievement in individual assessments (assignments and activities). These assessments are intended to identify for students their strengths as well as those areas in need of improvement. Students work is assessed according to the guidelines below.

Course-level Grading Guidelines:

A	90–100% of the total possible points.
B	80–89% of the total possible points.
C	70–79% of the total possible points.
D	60–69% of the total possible points.
E	<60% of the total possible points.

ASSESSMENT (ASSIGNMENT & ACTIVITIES) GRADING GUIDELINES

Grade: Guidelines (where applicable):

A Superior Academic Work	Assessment of the learning outcomes indicates <i>superior</i> evidence of: <ul style="list-style-type: none"> • Innovation and synthesis of thought • Application of concepts and theories • Insightful, logical reasoning • Documentation, including requisite citations • Usage of the conventions of standard written and spoken English
B Good Academic Work	Assessment of the learning outcomes indicates <i>solid</i> evidence of: <ul style="list-style-type: none"> • Innovation and synthesis of thought • Application of concepts and theories • Insightful, logical reasoning • Documentation, including requisite citations • Usage of the conventions of standard written and spoken English
C Adequate Academic Work	Assessment of the learning outcomes indicates <i>sufficient</i> evidence of: <ul style="list-style-type: none"> • Innovation and synthesis of thought • Application of concepts and theories • Insightful, logical reasoning • Documentation, including requisite citations • Usage of the conventions of standard written and spoken English
D Marginal Academic Work	Assessment of the learning outcomes indicates <i>minimal</i> evidence of: <ul style="list-style-type: none"> • Innovation and synthesis of thought • Application of concepts and theories • Insightful, logical reasoning • Documentation, including requisite citations • Usage of the conventions of standard written and spoken English
E Unacceptable Academic Work	Assessment indicates learning outcomes were not met.

- I**
Incomplete
- All course work has not been completed**
- One or more assignments have not been completed by the student
 - The student is currently passing the course
 - Typical factor for granting an Incomplete is a family emergency or some other unexpected occurrence that prevented submission of required assignment(s)
 - Awarding of an Incomplete grade is at the discretion of the professor

RETAKING A COURSE FOR CREDIT

Students who have previously earned grades of “D” or “E” in any course currently offered at Franklin University and who wish to improve their GPA may retake the identical course. Students may register in the normal manner. Upon completion of the repeated course, the previously earned grade will be converted to “DR” or “ER” and cumulative averages only will be recalculated. Neither “DR” nor “ER” grades will be counted in the GPA. The earned grade in the retaken course will be counted in the student’s GPA for the trimester it is retaken. Credit for the course will be given only once.

This policy does not, at any time, supersede the required minimum academic standards for continued enrollment as defined in the Academic Bulletin. Students retaking courses should consult the Financial Aid office to determine the consequences of financial aid or veterans benefits in course retakes.

DEGREE AUDITS

Students who have earned 45 credit hours toward an associate’s degree or 90 credit hours toward a bachelor’s degree may review their degree audit via their my.franklin account. A degree audit is an official document indicating the number of credit hours and specific courses that are still needed to complete the requirements for the associate’s or bachelor’s degree. Computerized degree audits are available upon request for students who matriculated during or after the Fall 1997 trimester.

HONORS

Trimester Honors

Students completing eight or more undergraduate hours of letter-graded courses during any trimester who achieve a GPA of 4.00 are placed on the President’s List for that trimester. Students completing eight or more undergraduate hours of letter-graded courses during a trimester who achieve a GPA of 3.50 - 3.99 are placed on the Dean’s List for that trimester.

Graduation Honors

Each trimester, certain graduating students are recognized for excellence in academic achievement. Such recognition is indicated on the student’s diploma, made a permanent part of their academic record, and announced at commencement.

Summa Cum Laude

Awarded to those who have achieved a minimum 3.90 cumulative GPA in undergraduate coursework.

Magna Cum Laude

Awarded to those who have achieved a 3.70 - 3.89 cumulative GPA in undergraduate coursework.

Cum Laude

Granted to those who have achieved a 3.50 - 3.69 cumulative GPA in undergraduate coursework.

ACADEMIC STANDARDS

PROBATION, SUSPENSION, & DISMISSAL

An undergraduate student whose cumulative grade point average (GPA) is below 2.00 will be notified of academic probation as a warning that academic performance is below acceptable standards.

Academic suspension is the cancellation of enrollment eligibility for one trimester. Students are placed on suspension when their cumulative GPA is below the minimum required for continued enrollment compared to credit hours attempted at Franklin University, as indicated by the following:

20-29 Credit Hours Attempted

Minimum GPA for Continued Enrollment 1.10

30-59 Credit Hours Attempted

Minimum GPA for Continued Enrollment 1.50

60-89 Credit Hours Attempted

Minimum GPA for Continued Enrollment 1.70

90-99 Credit Hours Attempted

Minimum GPA for Continued Enrollment 1.90

100 and above Credit Hours Attempted

Minimum GPA for Continued Enrollment 2.00

Required Standards of Academic Progress (SAPs) for financial aid recipients differ from the above scale. Students receiving financial aid should contact the Financial Aid office for clarification of these regulations.

Academic dismissal is cancellation of enrollment eligibility at Franklin University. Usually, dismissal occurs only after students have been placed on academic suspension, been reinstated and failed to achieve acceptable academic progress within a specified time.

Students using veteran’s benefits will not be eligible for benefit certification while on academic probation for more than two consecutive trimesters.

READMISSION PROCEDURES

Academically-suspended students seeking readmission to Franklin University are required to meet with the Registrar and attain specific academic goals for continued enrollment.

Students may appeal actions based on the University’s academic standards to the Academic Readmission Committee. Students must appeal in writing to the University Registrar and include permission to release their University records to the Committee. Appeals must be submitted at least two weeks prior to the start of a trimester. The

Committee will require readmitted students to meet specific academic goals for continued enrollment.

FORGIVENESS POLICY

The Forgiveness Policy was designed to be used only by former students whose previous academic performance at Franklin University was extremely poor (as determined by a cumulative GPA lower than 2.0), but who wish to return to the University. Usually, persons seeking permission to use the Forgiveness Policy have not been students at Franklin University for several years. However, occasionally it is appropriate for permission to be granted to students who have no break in attendance.

This policy gives Franklin University students a one-time opportunity to have their GPA recalculated. Credit is granted for courses with a grade of "C" or better. The GPA is then based only on courses completed after implementation of the policy. To be eligible for any degree, students using the Forgiveness Policy must complete a minimum of 40 credit hours after implementation and are required to follow major program and degree requirements in effect when permission is granted. Questions regarding financial aid and veterans benefits should be directed to the Financial Aid office.

The Academic Readmission Committee has the authority to grant or deny permission to use the Forgiveness Policy. Students interested in further information should contact their Academic Advisor or the University Registrar no later than 30 days prior to the start of the trimester in which they request the policy to be implemented.

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Allied Healthcare Management Major.....	50	Information Systems Auditing Major	90
Applied Management Major.....	52	Information Technology Major	92
Applied Psychology Major	54	Interactive Media Design Major	95
Business Administration Major.....	56	Interdisciplinary Studies Major	97
Business Economics Major.....	59	Internet Marketing Major.....	99
Business Forensics Major.....	61	Management & Leadership Major.....	101
Communications Major.....	63	Management Information Sciences Major.....	103
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Financial Management Major.....	75	Public Relations Major	113
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Health Information Management Major	82	Social Media Design Major.....	119
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Accounting Major

Program Chair, Tom Hrubec, Ed.D., CPA, CMA, CFE

Curriculum Development Team:

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Thomas G. Seiler, D.B.A., J.D., CPA

Charles Saunders, Ph.D., CPA, CIA, CCSA

Yi Yang, Ph.D. Instructional Designer

Advisory Boards (listed on pages 242-243)

The accounting profession provides essential qualitative and quantitative information to decision-makers, managers, investors, creditors, government regulators and other key players in the global economy. Accountants develop budgets, analyze and record financial transactions, summarize financial data in statements and reports, and develop systems to verify and control financial transactions.

The Accounting major has a curriculum designed around financial reporting and analysis, managerial accounting and cost management, tax accounting, auditing and accounting ethics, and financial management.

Graduates of the Accounting program will have the educational background needed to pursue professional certification (e.g., Certified Public Accountant, Certified Management Accountant, or Certified Internal Auditor). These designations are achieved through additional study beyond that required for the Bachelor of Science degree, and successful passage of rigorous examinations.

Franklin University's Accounting faculty members are active in the accounting profession. Most work or have worked in public accounting, industry or government. The faculty believes that a thorough exposure to the diversity of the accounting field is essential for an understanding of the discipline's principles and theory. Many accountants avail themselves of professional development and growth opportunities, and students may do the same through the following organizations and associations:

- American Institute of CPAs (AICPA)
- The Ohio Society of CPAs (OSCPA)
- American Accounting Association (AAA)
- Financial Executives International (FEI)
- Association of Certified Fraud Examiners (ACFE)
- The Institute of Internal Auditors (IIA)
- Information Systems Audit and Control Association (ISACA)
- National Association of Black Accountants, Inc. (NABA)
- National Association of Tax Professionals, Ohio Chapter (NATP)
- Institute of Management Accountants (IMA)
- Association of Government Accountants (AGA)

Qualified students are encouraged to pursue opportunities for training and work experience through internships at certified public accounting firms, and in private industry and government.

Graduates of the Accounting program will be able to:

1. Define, explain and properly use the terms, concepts and principles in the functional areas of management, marketing, accounting, finance, and economics.
2. Define and discuss the legal and ethical obligations for working within the social environment and businesses.
3. Differentiate and evaluate business concepts and theories to solve complex problems in domestic and international environments using a multi-functional approach.
4. Demonstrate proficiency in the use of business tools.
5. Research and analyze existing information resources.

6. Integrate business theories and concepts to determine the optimal strategic direction for an organization.

For more information on the Accounting program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/accounting-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6
ACCT 215	I	I		I	I	I
ACCT 225	R			R		R
BSAD 220				R		R
MGMT 312				R		R
ECON 210				R		R
FINA 301	R	R		R		R
MKTG 300				R		R
ACCT 310	R	R		R	R	R
ACCT 320	R	R		R	R	R
ACCT 330	R	R		R	R	R
ACCT 390	R	R	I	R		R
ACCT 420	R	R	R,A	R		R
ACCT 425	R	R		R	R,A	R
ACCT 470	R	R		R	R	R
ACCT 495	R,A	R,A	R	R,A	R	R,A

ASSOCIATE OF SCIENCE (A.S.) ACCOUNTING (64 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Undergraduate Programs

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (16 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)
HUMN 305 - Global Issues (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

BUSINESS CORE (8 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)

MAJOR AREA (16 HOURS)

Required (12 hours)

ACCT 310 - Intermediate Accounting I (4)
ACCT 320 - Intermediate Accounting II (4)
ACCT 390 - Federal Income Tax I (4)

Major Area Elective (4 hours)*

*Select 4 hours from the following:

ACCT 330 - Cost Management (4)
ACCT 341 - Fraud Examination (4)
ACCT 360 - Government Not-for-Profit Accounting (4)
ACCT 420 - Federal Income Tax II (4)
ACCT 425 - Accounting Information Systems (4)
ACCT 470 - Auditing (4)
ENTR 395 - Foundations of Entrepreneurship (4)

BACHELOR OF SCIENCE (B.S.) ACCOUNTING (128 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)
HUMN 210 - Introduction to Logic & Critical Thinking Skills (2)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
General Education Electives (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (14 HOURS)*

Any courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (36 HOURS)

Required (32 hours)

ACCT 310 - Intermediate Accounting I (4)
ACCT 320 - Intermediate Accounting II (4)

ACCT 330 - Cost Management (4)
ACCT 390 - Federal Income Tax I (4)
ACCT 420 - Federal Income Tax II (4)
ACCT 425 - Accounting Information Systems (4)
ACCT 470 - Auditing (4)
ACCT 495 - Accounting Research & Analysis (4)

Additional Supplemental Coursework

ACCT 341 - Fraud Examination (4)
ACCT 342 - Interviewing Techniques for Fraud Investigations (4)
ACCT 343 - Legal Elements of Fraud (4)
ACCT 344 - Corporate Governance & Internal Control Assessment (4)

Major Area Elective (4 hours)*

*Select 4 hours from the following:

ACCT 341 - Fraud Examination (4)
ACCT 342 - Interviewing Techniques for Fraud Investigations (4)
ACCT 343 - Legal Elements of Fraud (4)
ACCT 344 - Corporate Governance & Internal Control Assessment (4)
ACCT 360 - Government & Not-for-Profit Accounting (4)
ACCT 401 - Accounting Ethics & Professional Responsibilities (4)
ACCT 410 - Accounting Internship (1-4)
ACCT 480 - Special Topics in Accounting (1-4)
ACCT 499 - Independent Studies in Accounting (1-4)
ENTR 395 - Foundations of Entrepreneurship (4)
FINA 403 - Advanced Financial Management (4)
FPLN 430 - Income Tax Planning (4)
MIS 478 - Quantitative Methods & Analysis (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

POST BACCALAUREATE STUDIES IN ACCOUNTING (28 SEMESTER HOURS)

This coursework is designed for students who plan to take the Certified Public Account (CPA) examination.

Admission and Prerequisites

1. An applicant must hold a bachelor's degree from a regionally accredited college or university.
2. At least twenty (20) credit hours must be completed in residence at Franklin University.
3. Students must satisfy all the regular prerequisites for each course.
4. Students should consult with their specific state board of accountancy for CPA exam requirements.

Required Coursework (28 hours)

ACCT 310 - Intermediate Accounting I (4)
ACCT 320 - Intermediate Accounting II (4)
ACCT 330 - Cost Management (4)
ACCT 390 - Federal Income Tax I (4)
ACCT 420 - Federal Income Tax II (4)
ACCT 425 - Accounting Information Systems (4)
ACCT 470 - Auditing (4)

Optional Supplemental Coursework

Students are encouraged to complete the following two courses; subject matter from both courses appear on the CPA examination:

ACCT 360 - Government & Not-for-Profit Accounting (4)
ACCT 401 - Accounting Ethics & Professional Responsibilities (4)

Allied Healthcare Management Major

Program Chair, Leslie Mathew, M.D., M.B.A

Curriculum Development Team:

Robert Curtis, D.H.A.

Leslie King, Ph.D., Lead Faculty

Wenxia Wu, Ph.D., Instructional Designer

Advisory Board (listed on page 245)

Allied Healthcare Management engages key aspects of healthcare planning, healthcare systems, healthcare operations management, healthcare financial management, and compliance and risk management.

Allied Healthcare Management is a degree completion program intended for those who are credentialed (certified, licensed or registered) in a healthcare field, or those with an Associate's degree in healthcare or related disciplines. The major integrates a student's existing experience in healthcare with general education, basic management skills, and healthcare management skills and knowledge. The curriculum incorporates current industry insights and the latest trends in healthcare management, including changes in healthcare delivery systems, the future of healthcare financing, the impact of healthcare reform, and legislative policy proposals for healthcare. The program is designed to prepare students for new and expanding managerial roles in a variety of healthcare settings, such as: acute care hospitals; long-term care facilities; ambulatory centers; physician practices; insurance, medical device and pharmaceutical companies; as well as consulting opportunities.

Students will be required to participate in field experience during some courses which may entail conducting interviews or visiting hospitals, medical offices and/or other healthcare organizations.

Graduates of the Allied Healthcare Management program will be able to:

1. Integrate appropriate theories, principles, and practices to manage a healthcare organization
2. Recommend patient-centered strategies to improve the health of a defined community
3. Design strategies to achieve a patient-focused perspective within a healthcare organization
4. Appraise leadership attributes required for maximum effectiveness in healthcare settings
5. Distinguish the unique human resource and technical skills essential for a healthcare management professional
6. Analyze emerging and ongoing legal, ethical, and regulatory trends specific to healthcare organizations
7. Evaluate organizational healthcare management and financial data to attain the best possible benefits for patients
8. Evaluate safety measures in accordance with healthcare legislation and reform to ensure the best possible patient outcomes.

For more information on the Allied Healthcare Management program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/allied-healthcare-management-bachelors-degree-program>.

ADMISSION CRITERIA

Credentialed (certified, licensed, registered or degreed) healthcare practitioners, managers or administrators are eligible for this major. Students who do not have an associate's degree in healthcare may be

eligible candidates for the Allied Healthcare Management major upon completion of 24 semester hours from transfer credit in an approved related discipline. The 24 semester hours of instruction must be approved by the Allied Healthcare Management Program Chair.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6	7	8
HCM 300	I			I	I	I		I
HCM 320	I				I		I	
HCM 422	R	I	I			I		R
HCM 442	R		I		R	R		
HCM 472	R	R	R	R		R		
HCM 495	R, A	R, A	R, A	R, A	R, A	R, A	R, A	R, A
HCM 340	I	I		R				R
HCM 410	R			R	R	R	R	R
HCM 432	R	R				R	R	

BACHELOR OF SCIENCE (B.S.) ALLIED HEALTHCARE MANAGEMENT (124 SEMESTER HOURS)

Students entering the major with an Associate of Applied Science (A.A.S.) or technical training and other college credit must satisfy the General Education requirements below for a total of 50 hours in General Education.

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)

COMP 108 - Introduction to Databases (1)

ECON 210* - Introduction to Microeconomics (4)

OR ECON 220* - Introduction to Macroeconomics (4)

HUMN 305 - Global Issues (4)

MATH 215** - Statistical Concepts (4)

PF 321- Learning Strategies (2)

SPCH 100 - Speech Communication (4)

OR COMM 150 - Interpersonal Communication (4)

WRIT 320 - Business & Professional Writing (4)

General Education Electives (2)

*Select another Social Science elective if either Economics course is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (16 HOURS)

ACCT 215 - Financial Accounting (4)

BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)

MGMT 312 - Principles of Management (4)

MGMT 325 - Organizational Behavior (4)

UNIVERSITY ELECTIVES (14 HOURS)

Any undergraduate courses offered by the University except developmental education courses.

TECHNICAL CREDIT (24 HOURS)

24 credit hours in a healthcare or approved related discipline from transfer credit.

MAJOR AREA (20 HOURS)

HCM 300 - Healthcare Management (4)

HCM 320 - Healthcare Financial Management I (4)

HCM 442 - Legal Aspects of Healthcare Management (4)

HCM 472 - Contemporary Issues in Healthcare Management (4)

HCM 495 - Healthcare Management Capstone (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Applied Management Major

Program Chair, Terry A. Boyd, Ph.D.

Curriculum Development Team:

Timothy F. Reymann, Ph.D.

Matt Barclay, Ph.D., Instructional Designer

Advisory Board (listed on page 243)

Applied management includes the areas of accounting and finance, supervision and management, operations management, project management, business ethics, and strategic planning.

The Applied Management major is designed for students with an Associate's degree, or a vocational/technical background, who seek the essential skills needed to excel in managerial and supervisory roles. The program focuses on both foundational and advanced competencies required for middle and upper management positions. Graduates will emerge with an innovative and entrepreneurial spirit, technological and global literacy, and key communication and problem-solving skills.

Graduates of the Applied Management program will be able to:

1. Recommend process design solutions and operations strategies to address problems in a business case
2. Create a project plan based on the theories of project management
3. Apply supervisory principles to simple and complex processes to accomplish organizational and departmental goals
4. Design a performance or small business plan based on the application of entrepreneurial and/or management theory and principles

For more information on the Applied Management program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/applied-management-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4
BSAD 110	I	I	I	I
ACCT 215	I			I
ACCT 225	I			I
BSAD 220			I	I
MGMT 312	I	I	I	I
ECON 210	I			
FINA 301	I			I
MKTG 300	I			R
OSCM 390	R,A			R
AMGT 440		R,A		R
AMGT 450			R,A	R
AMGT 497	R	R		R,A

ADMISSION CRITERIA

Franklin University's Applied Management program enables students to apply 24 hours of previously earned technical or discipline-specific credit (certification, licensure, or on-the-job training) toward the completion of a Bachelor of Science degree. These 24 hours must consist of an identifiable core of work demonstrating mastery of a discipline, topic or area. The major is designed to build professional and managerial competencies around the student's demonstrated technical skills and abilities.

BACHELOR OF SCIENCE (B.S.) APPLIED MANAGEMENT (124 SEMESTER HOURS)

Students entering the major with an Associate of Applied Science (A.A.S.) or technical training and other college credit must satisfy General Education requirements listed below for a total of 50 hours in General Education.

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)

COMP 108 - Introduction to Databases (1)

ECON 220* - Introduction to Macroeconomics (4)

HUMN 305 - Global Issues (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4)

OR COMM 150 - Interpersonal Communication (4)

WRIT 320 - Business & Professional Writing (4)

General Education Electives (6)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (6 HOURS)

Any undergraduate courses offered by the University except developmental education courses.

TECHNICAL CREDIT (24 HOURS)

24 credit hours in a related technical discipline from transfer credit.

MAJOR AREA (16 HOURS)

OSCM 390 - Operations Management (4)
OR ENTR 395 - Foundations of Entrepreneurship (4)
AMGT 440 - Project & Team Management (4)
AMGT 450 - Organizational Supervision (4)
AMGT 497 - Applied Management Capstone (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Applied Psychology Major

Program Chair, John S. Brent, Ph.D.
 Curriculum Development Team:
 John S. Brent, Ph.D.
 Raymond L. Forbes, Ph.D., Lead Faculty
 Advisory Board (listed on page 243)

Psychology is a field of study with broad professional and personal applications. Franklin University's Applied Psychology major focuses on the development of individuals within organizations – capitalizing on strengths, leveraging talent, and providing the necessary coaching to help employees reach their professional goals.

The Applied Psychology major prepares students for professions requiring strong communication, interpersonal, and critical thinking skills. The course work fosters knowledge of theories and techniques to improve the performance of individuals, groups, and organizations. The major is firmly established in the applications-oriented research and practices of the behavioral and social sciences. Applied Psychology students at Franklin University have the opportunity to customize the program according to their career interests and objectives.

The Applied Psychology major emphasizes approaches and methods derived from the emerging disciplines of positive psychology and executive coaching. Positive psychology emphasizes the study and development of human strengths, which is a departure from the traditional focus on pathology and treatment. Executive coaching is a newly established approach to developing individual capacities and performance, usually within an organizational setting. The Applied Psychology major gives students the advantage of acquiring social and behavioral science knowledge to actualize more of their own potential, make the most of organizational opportunities, employ assessment instruments and procedures for intervention planning, and apply coaching methods to strengthen the performance of individuals and work teams.

Graduates of the Applied Psychology program will be able to:

1. Formulate a goals-based action plan for enhancing personal and/or professional adjustment and effectiveness
2. Research career opportunities and position requirements within the field of applied psychology
3. Employ executive coaching principles and methods to enhance the performance of individuals and groups
4. Apply relevant psychology-based approaches to solve problems and capitalize on organizational opportunities
5. Incorporate applied psychological concepts and tools into a work-related project

For more information on the Applied Psychology program, including career opportunities, program assessment and faculty, <http://www.franklin.edu/applied-psychology-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5
PSYC 310	I, R, A				
PSYC 315		I, R, A			
PSYC 325			I, R, A		
PSYC 420				I, R, A	
PSYC 495	R	R	R	R	I, R, A

BACHELOR OF SCIENCE (B.S.) APPLIED PSYCHOLOGY (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

***All courses must be at the 100 or 200 level**

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
 Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
 Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
 Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
 Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities
 Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 315 - Communication Ethics (4)
 COMP 106 - Introduction to Spreadsheets (1)
 HUMN 305 - Global Issues (4)
 MATH 215* - Statistical Concepts (4)

Undergraduate Programs

PF 321 - Learning Strategies (2)
PSYC 110** - General Psychology (4)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
General Education Electives (3)

*Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

**Select another Social or Behavioral Science elective if PSYC110 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (28 HOURS)

COMM 335 - Communication in Groups & Teams (4)
HRM 420 - Principles of Organizational Development (4)
MGMT 312 - Principles of Management (4)
MGMT 325 - Organizational Behavior (4)
SOCL 310 - Diversity in the Workplace (4)
SOCL 335 - Applied Research Methods (4)
WRIT 220 - Research & Writing for Academic & Professional Audiences (4)
OR WRIT 320 - Business & Professional Writing (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific Master of Science Business Psychology courses can be substituted. Contact your Academic Advisor for information concerning the Joint B.S./M.S. Business Psychology Programs of Study and graduate admission requirements.

MAJOR AREA (28 HOURS)

Required (20 hours)

PSYC 310 - The Psychology of Personal Development (4)
PSYC 315 - Applied Psychology: Theory to Practice (4)
PSYC 325 - Coaching in Organizations (4)
PSYC 420 - Assessment & Intervention in Organizations (4)
PSYC 495 - Applied Psychology Capstone (4)

Major Area Electives (8 hours)*

*Select 8 hours from one of the following disciplines:

Applied Management:

HRM 400 - Performance Management (4)
MGMT 425 - Organizational Change (4)

Criminal Justice Administration:

CJAD 210 - Introduction to Criminal Justice Administration (4)
CJAD 240 - Introduction to Criminology (4)

Healthcare Management:

HCM 300 - Healthcare Management (4)
HCM 340 - Community Health (4)
HCM 472 - Contemporary Issues in Healthcare Management (4)

Human Resources Management:

HRM 300 - Human Resources Management (4)
HRM 302 - Training & Development (4)
HRM 402 - Employee & Labor Relations (4)

Management:

BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)
MGMT 470 - Organizational Leadership (4)

Marketing:

MKTG 300 - Marketing (4)
MKTG 320 - Advertising (4)
MKTG 330 - Marketing Behavior (4)
MKTG 350 - Persuasive Strategies (4)

Public Relations:

MKTG 300 - Marketing (4)
PBRL 325 - Public Relations (4)
PBRL 425 - Media & Crisis Communication (4)

Public Safety Management:

PSMT 225 - Introduction to Public Safety Management (4)
PSMT 315 - Contemporary Issues in Public Safety Management (4)

Social and Behavioral Sciences:

Select or transfer social and behavioral science courses (if transferred, minimum of 8 semester credit hours). Courses are subject to approval of the Applied Psychology Program Chair.

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Business Administration Major

Program Chair, Timothy F. Reymann, Ph.D.

Curriculum Development Team:

Timothy F. Reymann, Ph.D.

Alyncia Bowen, Ph.D.

Matt Barclay, Ph.D., Instructional Designer

Advisory Board (listed on page 243)

Business Administration is a diverse field encompassing business strategy, management and operations, marketing, accounting, finance and economics, business ethics and corporate responsibility. Today's dynamic business environment requires professionals with the most current and relevant skillsets.

The major in Business Administration provides students with a foundational curriculum including quantitative and qualitative methods for decision-making, management skills, business and professional writing, and critical communication and technology skills. Students will benefit from a focus on the following concepts that are integrated throughout the program:

- Ethics in action
- Current management issues
- Global business perspectives
- Conflict and change management
- Personal and professional management development

The flexible Business Administration major allows students to pursue specific career interests through focused coursework in accounting, finance, human resources, management, marketing, operations and supply chain management, and other fields.

Graduates of the Business Administration program will be able to:

1. Define, explain, and properly use the terms, concepts, and principles in the functional areas of management, marketing, accounting, finance, and economics
2. Define and discuss the legal and ethical obligations for working within the social environment of businesses
3. Differentiate and evaluate business concepts and theories to solve complex problems in domestic and international environments using a multi-functional approach
4. Demonstrate proficiency in the use of business tools
5. Research and analyze existing information resources
6. Integrate business theories and concepts to determine the optimal strategic direction for an organization

For more information on the Business Administration program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/business-administration-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6
BSAD 110	I	I	I			
ACCT 215	I			I	I	I
ACCT 225	I			I	I	I
BSAD 220		I				I
MGMT 312	I	I	I	I	I	I
ECON 210	I					I
FINA 301	I			I	I	I
MKTG 300	I			I	I	I, R
BSAD 320	R	R	R	R,A	R	R
BSAD 460	R	R,A				R
BSAD 495	R, A	R, A	R,A	R, A	R, A	R,A

ASSOCIATE OF SCIENCE (A.S.) BUSINESS ADMINISTRATION (64 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

***All courses must be at the 100 or 200 level**

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (16 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)
HUMN 305 - Global Issues (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

BUSINESS CORE (12 HOURS)

ACCT 215 - Financial Accounting (4)
BSAD 220 - Business Law (4)
MGMT 312 - Principles of Management (4)

MAJOR AREA (12 HOURS)

Select 12 hours from the Major Area electives in the B.S. section. In addition, these courses also may be counted as major electives: Managerial Accounting (ACCT 225), Quantitative & Qualitative Methods for Decision-Making (BSAD 320), Business Ethics for Leaders (BSAD 460), Principles of Finance (FINA 301), and Marketing (MKTG 300).

BACHELOR OF SCIENCE (B.S.) BUSINESS ADMINISTRATION (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
WRIT 320 - Business & Professional Writing (4)
General Education Electives (2)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA, M.S. Human Resource Management, or M.S. Business Psychology courses can be substituted. Contact your Academic Advisor for information concerning the Joint B.S./MBA, B.S./M.S. Human Resource Management, or B.S./M.S. Business Psychology Programs of Study and graduate admission requirements.

MAJOR AREA (28 HOURS)

Required (12 hours)

BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)
BSAD 460 - Business Ethics for Leaders (4)
BSAD 495 - Business Administration Capstone (4)

Major Area Electives (16 hours)*

*Select 16 hours from the following:

ACCT 310 - Intermediate Accounting I (4)
ACCT 320 - Intermediate Accounting II (4)
ACCT 330 - Cost Management (4)
ACCT 390 - Federal Income Tax I (4)
ACCT 425 - Accounting Information Systems (4)
AMGT 440 - Project & Team Management (4)
AMGT 450 - Organizational Supervision (4)
BSAD 410 - Business Administration Internship (1-4)
BSAD 476 - Global Business Issues (4)
BSAD 480 - Special Topics in Business Administration (1-4)

BSAD 499 - Independent Studies in Business Administration (1-4)
BSFR 341 - Fraud Examination (4)
COMM 321 - Organizational Communication (4)
ECON 321 - Intermediate Microeconomics (4)
ECON 322 - Intermediate Macroeconomics (4)
ECON 420 - Forecasting (4)
EMKT 340 - Internet Marketing (4)
EMKT 460 - E-Commerce (4)
ENTR 395 - Foundations of Entrepreneurship (4)
FINA 340 - Money, Banking & Financial Markets (4)
FINA 403 - Advanced Financial Management (4)
FINA 405 - Investments (4)
FINA 450 - Global Finance (4)
FPLN 300 - Principles of Financial Planning (4)
FPLN 440 - Insurance Planning (4)
HCM 300 - Healthcare Management (4)
HCM 320 - Healthcare Financial Management I (4)
HCM 442 - Legal Aspects of Healthcare Management (4)
HCM 472 - Contemporary Issues in Healthcare Management (4)
HRM 300 - Human Resources Management (4)
HRM 301 - Staffing (4)
HRM 302 - Training & Development (4)
HRM 401 - Compensation & Benefits (4)
HRM 402 - Employee & Labor Relations (4)
HRM 420 - Principles of Organizational Development (4)
MGMT 325 - Organizational Behavior (4)
MGMT 425 - Organizational Change (4)
MGMT 440 - Organizational Culture & Performance (4)
MGMT 470 - Organizational Leadership (4)
MIS 200 - Management Information Systems (4)
MIS 478 - Quantitative Methods & Analysis (4)
MKTG 320 - Advertising (4)
MKTG 330 - Marketing Behavior (4)
MKTG 332 - Marketing Research (4)
MKTG 350 - Persuasive Strategies (4)
MKTG 430 - Relationship Marketing (4)
MKTG 450 - Global Marketing (4)
OSCM 390 - Operations Management (4)
OSCM 440 - Quality Management (4)
OSCM 450 - Supply Chain Management (4)
OSCM 455 - Transportation & Logistics Management (4)
OSCM 458 - Purchasing and Inventory Management (4)
OSCM 491 - Integrated Project Management (4)
PBRL 325 - Public Relations (4)
PBRL 445 - Public Relations & Promotional Strategy (4)
PSYC 325 - Coaching in Organizations (4)
RMI 300 - Principles of Risk Management & Insurance (4)
RMI 420 - Property & Casualty Insurance (4)
RMI 430 - Individual & Group Life & Health Insurance (4)
RMI 440 - Employee Benefits & Retirement Planning (4)
RMI 470 - Insurance Company Operations (4)
SOCL 335 - Applied Research Methods (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled “Academic Minors.”

Business Economics Major

Program Chair, Souren Soumbatiants, Ph.D.

Curriculum Development Team:

Yi Yang, Ph.D., Instructional Designer

Lewis Chongwony, Ph.D., Instructional Designer

Advisory Board (listed on page 243)

Economics is the study of how individuals, businesses, and governments make decisions when faced with limited resources, and how the market mediates those decisions.

The Business Economics major revolves around the systematic study of the production, allocation and conservation of resources, together with the organizational frameworks that govern these processes. Problem-solving skills are woven into the program curriculum. The major is designed to prepare students for careers as business or financial analysts, grant writers, actuaries, insurance analysts, and investor relations representatives. The coursework also provides an excellent foundation for future business and community leaders, public policy researchers, and consultants.

Students in the Business Economics program may wish to pursue a double major depending on their interests and aspirations. Graduates will find their knowledge and skills applicable in the fields of healthcare, education, law, urban and regional development, as well as careers revolving around the environment and sustainability.

Graduates of the Business Economics program will be able to:

1. Evaluate financial and non-financial data for decision-making
2. Demonstrate communication skills in economics
3. Analyze ethical issues in economic policies and regulations
4. Analyze current and historical economic trends and issues

Outcome Map				
A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.				
Program Learning Outcomes				
	1	2	3	4
ECON 210	I	I	I	I
ECON 220	I	I	I	I
ECON 321	R	R	R	R
ECON 322	R	R	R	R
ECON 340	R		R	R
ECON 420	A	R, A		R
ECON 450			R	A
ECON 495	A		A	A

Students seeking a career in Investor Relations should consider including Communications and Writing courses among their choice of University electives (COMM 315, COMM 311, and WRIT 320). Additional coursework in Accounting and Financial Management is also recommended. Suggested courses for those interested in business analysis include BSAD 320, BSAD 460, and BSAD 476; ACCT 310, ACCT 320, and FINA 403 for those interested in financial analysis.

For the student interested in becoming an actuary, select Business Economics courses may be used to satisfy the Validation by Educational Experience (VEE) requirement for the Society of Actuaries (SOA) certification exams. For further information, please visit: <http://www.soa.org/Education/landing.aspx>.

Many professional designations and certifications, such as ASA, CERA and FSA for actuaries, CFA for financial analysts, and CMA for management accountants, include economics among the components of their examinations.

For more information on the Business Economics program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/business-economics-bachelors-degree-program>.

BACHELOR OF SCIENCE (B.S.) BUSINESS ECONOMICS (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
 COMP 108 - Introduction to Databases (1)
 ECON 220* - Introduction to Macroeconomics (4)
 HUMN 210 - Introduction to Logic & Critical Thinking Skills (2)
 HUMN 305 - Global Issues (4)
 MATH 215** - Statistical Concepts (4)
 PF 321- Learning Strategies (2)
 SPCH 100 - Speech Communication (4)
 OR COMM 150 - Interpersonal Communication (4)

Undergraduate Programs

General Education Electives (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)

ACCT 225 - Managerial Accounting (4)

BSAD 220 - Business Law (4)

ECON 210 - Introduction to Microeconomics (4)

FINA 301 - Principles of Finance (4)

MGMT 312 - Principles of Management (4)

MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (10 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

* A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (36 HOURS)

Required courses (24 hours)

ECON 321 - Intermediate Microeconomics (4)

ECON 322 - Intermediate Macroeconomics (4)

ECON 340 - Money, Banking & Financial Markets (4)

ECON 420 - Forecasting (4)

ECON 450 - History of Economic Thought (4)

ECON 495 - Sustainable Economic Growth (4)

Major Area Electives (12 hours)*

*Select 12 hours from the following:

ACCT 310 - Intermediate Accounting I (4)

ACCT 320 - Intermediate Accounting II (4)

BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)

BSAD 460 - Business Ethics for Leaders (4)

BSAD 476 - Global Business Issues (4)

COMM 315 - Communication Ethics (4)

COMM 321 - Organizational Communication (4)

ECON 410 - Economics Internship (1-4)

ECON 480 - Special Topics in Economics (1-4)

ECON 499 - Independent Studies in Economics (1-4)

ENTR 395 - Foundations of Entrepreneurship (4)

FINA 403 - Advanced Financial Management (4)

WRIT 320 - Business & Professional Writing (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Business Forensics Major

Program Chair, Tom Hrubec, Ed.D., CPA, CMA, CFE

Curriculum Development Team:

Tom Hrubec, Ed.D., CPA, CMA, CFE

Thomas G. Seiler, D.B.A., J.D., CPA

Charles Saunders, Ph.D., CPA, CIA, CCSA

Yi Yang, Ph.D., Instructional Designer

Younghee Kong, Ph.D., Instructional Designer

Advisory Boards (listed on pages 242-243)

Business Forensics is the application of business and basic accounting principles, and theory, to facts or hypotheses at issue in a legal dispute. It consists of two major components: (1) litigation services that recognize the role of the skilled business professional as an expert or consultant and (2) investigative services performed by the business professional which may lead to courtroom testimony. Business Forensics also engages fundamental aspects of business specializations such as auditing, finance, law, and legal research.

The curriculum of the Business Forensics major encompasses fraud examinations, financial investigations, ethics, decision-making skills, corporate governance and internal control assessment. It also introduces students to the investigative skills needed to collect, analyze and evaluate legal evidence, and to interpret and communicate findings to expose the causes and effects of business fraud, questionable business practices, and identity theft.

Graduates of the Business Forensics program will be able to:

1. Define, explain, and properly use the terms, concepts, and principles in the functional areas of management, marketing, accounting, finance, and economics
2. Define and discuss the legal and ethical obligations for working within the social environment of businesses
3. Differentiate and evaluate business concepts and theories to solve complex problems in domestic and international environments using a multi-functional approach
4. Demonstrate proficiency in the use of business tools
5. Research and analyze existing information resources
6. Integrate business theories and concepts to determine the optimal strategic direction for an organization
7. Construct documentation of the findings of an interview plan
8. Construct documentation of the findings of a fraud investigation
9. Construct documentation analyzing internal controls

For more information on the Business Forensics program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/business-forensics-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6	7	8	9
BSAD 110	I	I	I						I
ACCT 215	I			I	I	I			R
ACCT 225	I			I	I	I			
BSAD 220		I				I			
MGMT 312	I	I	I	I	I	I			
ECON 210	I					I			
FINA 301	I			I	I	I			
MKTG 300	I			I	I	I, R			
BSAD 320	R	R	R	R, A	R	R			
BSAD 460	R	R, A				R			
BSAD 495	R, A	R, A	R, A	R, A	R, A	R, A			
BSFR 341		R		R	R	R	I	I	R
BSFR 342				R		R	R, A	R	R
BSFR 343		R		R	R	R	R	R, A	R
BSFR 344				R				R	R, A

BACHELOR OF SCIENCE (B.S.) BUSINESS FORENSICS (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
Choose WRIT 120 College Writing.

Undergraduate Programs

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)
HUMN 210 - Introduction to Logic & Critical Thinking Skills (2)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321- Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
General Education Electives (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (28 HOURS)

BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)
BSAD 460 - Business Ethics for Leaders (4)
BSAD 495 - Business Administration Capstone (4)

BSFR 341 - Fraud Examination (4)
BSFR 342 - Interviewing Techniques for Fraud Investigations (4)
BSFR 343 - Legal Elements of Fraud (4)
BSFR 344 - Corporate Governance & Internal Control Assessment (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Communications Major

Program Chair, Brenda Jones, Ph.D.
 Curriculum Development Team:
 Brenda Jones, Ph.D.
 Michael W. Posey, Ph.D., Lead Faculty
 Advisory Board (listed on page 244)

Communication is at the forefront of everything — especially business. It holds the power to inspire change, promote ideas, influence behavior, and build momentum. Franklin University's Communications program equips you to shape, lead, and execute integrated communications plans, strategies, and tactics through a variety of mediums including print, digital, and social media.

Courses in this program cultivate in-demand skills such as communications planning, message development, audience research, and communications design. The curriculum emphasizes professional ethics, communication, collaboration, and creativity.

Students will compose messages for a variety of audiences using the most current formats, media, and technologies in the industry; thereby, creating a customized professional communications portfolio to showcase their work. The Communications program is designed to foster a solid understanding of the communications discipline while helping students develop specific knowledge and skills needed to succeed in competitive professional environments.

Graduates of the Communications program will be able to:

1. Apply ethical reasoning to professional communications
2. Demonstrate a grasp of communication processes, organizational systems, and the dynamics of leadership and groups
3. Apply the forms of effective communication
4. Demonstrate a grasp of human behavior in an organizational culture

Communications students must have the following in addition to the University's General Technology Requirements:

- Broadband access
- Web Cam

For more information on the Communications program, including career opportunities, program assessment and faculty, <http://www.franklin.edu/communications-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4
COMM 150		I	I	
COMM 315	R, A		R	R
COMM 321	R	I	R, A	R
COMM 335		I, R	R	R
COMM 400		R	R	R, A
COMM 495	R	A	R, A	A
MKTG 332			R	
MGMT 312		I		I
MKTG 300			R	
GRPH 210			I, R	
SPCH 100	I, R		I, R	
HUMN 305			R	I
WRIT 320			I, R	

ASSOCIATE OF SCIENCE (A.S.) COMMUNICATIONS (64 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
 Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
 Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
 Choose from the Science discipline.

Undergraduate Programs

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (16 HOURS)

COMM 107 - Introduction to Web Presentation & Publishing (1)
ECON 210* - Introduction to Microeconomics (4)
OR ECON 220* - Introduction to Macroeconomics (4)
GRPH 117 - Graphic Editing Software (1)
HUMN 305 - Global Issues (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)

*Select another Social Science elective if either Economics course is used in the Fundamental General Education Core.

PROFESSIONAL CORE (12 HOURS)

COMM 150 - Interpersonal Communication (4)
MKTG 300 - Marketing (4)
WRIT 320 - Business & Professional Writing (4)

MAJOR AREA (12 HOURS)

COMM 315 - Communication Ethics (4)
COMM 335 - Communication in Groups & Teams (4)
COMM 321 - Organizational Communication (4)

BACHELOR OF SCIENCE (B.S.) COMMUNICATIONS (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 205 - Communication Design (1)
COMP 106 - Introduction to Spreadsheets (1)
COMM 107 - Introduction to Web Presentation & Publishing (1)
ECON 210* - Introduction to Microeconomics (4)
OR ECON 220* - Introduction to Macroeconomics (4)
GRPH 117 - Graphic Editing Software (1)
HUMN 210 - Introduction to Logic & Critical Thinking Skills (2)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
General Education Electives (2)

*Select another Social Science elective if either Economics course is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (20 HOURS)

COMM 150 - Interpersonal Communication (4)
GRPH 210 - Fundamentals of Graphic Design (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)
WRIT 320 - Business & Professional Writing (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific M.S. Marketing & Communication courses can be substituted. Contact your Academic Advisor for information concerning the Joint B.S./M.S. Marketing & Communication Programs of Study and graduate admission requirements.

MAJOR AREA (36 HOURS)

Required (24 hours)

COMM 315 - Communication Ethics (4)
COMM 321 - Organizational Communication (4)
COMM 335 - Communication in Groups & Teams (4)
COMM 400 - Intercultural Communication (4)
COMM 495 - Communications Capstone (4)
MKTG 332 - Marketing Research (4)

Major Area Electives (12 hours)*

*Select 12 hours from the following:

BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)
BSAD 476 - Global Business Issues (4)
COMM 355 - Introduction to Grant Writing for Non-Profits (4)

COMM 410 - Communications Internship (1-4)
COMM 480 - Special Topics in Communications (4)
COMM 499 - Independent Studies in Communications (1-4)
EMKT 340 - Internet Marketing (4)
EMKT 460 - E-Commerce (4)
GRPH 310 - Advanced Graphic Design (4)
HRM 300 - Human Resources Management (4)
HRM 301 - Staffing (4)
HRM 302 - Training & Development (4)
IDST 300 - Introduction to Interdisciplinary Studies (4)
MGMT 325 - Organizational Behavior (4)
MIS 200 - Management Information Systems (4)
MKTG 320 - Advertising (4)
MKTG 330 - Marketing Behavior (4)
MKTG 332 - Marketing Research (4)
MKTG 350 - Persuasive Strategies (4)
MKTG 430 - Relationship Marketing (4)
MKTG 450 - Global Marketing (4)
OSCM 390 - Operations Management (4)
PBRL 325 - Public Relations (4)
PBRL 425 - Crisis & Media Communication (4)
PBRL 450 - Rhetoric & Social Influence (4)
PSYC 310 - The Psychology of Personal Development (4)
PSYC 325 - Coaching in Organizations (4)
SOCL 335 - Applied Research Methods (4)
SOCL 345 - Sociology of Work & Organizations (4)
SOCL 400 - Social Justice (4)
WEBD 234 - Web Design & Implementation (4)
WRIT 360 - Introduction to Creative Writing (4)
WRIT 460 - Advanced Creative Writing (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Computer Science Major

Program Chair, Chunbo Chu, Ph.D.

Curriculum Development Team:

Chunbo Chu, Ph.D., Lead Faculty

William Hochstettler, Ph.D., Lead Faculty

Bradley Watson, Ph.D., Lead Faculty

Todd Whittaker, M.S., Lead Faculty

James Perry, Ph.D., Lead Faculty

Advisory Board (listed on page 244)

There is a tremendous need for technical experts with the ability to create innovative computer systems. The Computer Science program is offered for individuals who are interested in applying, designing and implementing computer systems. Students are provided with a sound theoretical and practical background coupled with the skills to understand, develop, and use theories. The specific goal of the program is to graduate highly-trained computer professionals who have firm foundations in software systems development and software engineering.

The curriculum for the Computer Science program involves development of significant high-level technical skills, but is not a programming degree. Although it provides students with a solid foundation of programming expertise, the Computer Science curriculum prepares students to assume significant responsibility in an IT organization. Graduates will be knowledgeable in advanced software design, design of multi-tier enterprise applications, and software architecture. The Computer Science program is designed to develop a broad base of skills, from basic software design to extending and maintaining large-scale software systems in a corporate environment using industrial strength tools and practices. Because of their broad exposure to elements of the field of computer science, graduates enjoy flexibility in the types of careers they are prepared to pursue.

Graduates of the Computer Science program will be able to:

1. Develop and implement effective solutions to real world problems
2. Demonstrate the knowledge and skills required to contribute to the development and maintenance of large-scale software applications within an organizational structure
3. Communicate appropriately for technical and expert audiences
4. Apply mathematical models and methods in problem solving

For more information on the Computer Science program, including career opportunities, program assessment and faculty, <http://www.franklin.edu/computer-science-bachelors-degree-program>. A discussion listserv is available for subscription by Computer Science majors at <http://listserv.franklin.edu>.

Technology Requirements:

Students in the Computer and Information Sciences Majors are expected to exceed the University's General Technology Requirements, and may be required to purchase hardware and/or software with capabilities greater than the standard technology requirements. There will be software requirements such as software development environments, operating systems, virtualization environments and tools, website development and business process documentation tools that will be used in various courses. Students should be prepared to invest in this software, and be able to install and uninstall it without assistance. Courses with specific hardware and software requirements are detailed in the course syllabus under the "Required Materials" section.

To maximize the educational experience, Computer and Information Sciences students must have:

- Current model computer (less than 2 years of age)
- DVD optical drive
- 2 GB RAM minimum (4 GB+ recommended)
- Broadband access
- 40 GB or higher of available hard drive space at the beginning of each term

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4
COMP 111	I	I		
COMP 121	I, R	R		I
COMP 201	I	I		
COMP 204	I	I		
COMP 215	I	I		
COMP 323	I	I		
COMP 281	I, R	R		
COMP 294	I, R, A			
COMP 311	R, A	R		R, A
COMP 321	I, R	R		
COMP 325	I, R			
COMP 394	R	A		
COMP 461	I, R	I, R		
COMP 486	I, R	I, R		
COMP 495	R	A	A	
MIS 310	I			
MIS 320			I, R, A	
ISEC 300	I			
MATH 170	I			I

ASSOCIATE OF SCIENCE (A.S.) COMPUTER SCIENCE (64 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)*

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities**

Choose from the Humanities discipline.

*It is recommended that MATH 160 - College Algebra be taken to fulfill the Mathematics requirement because it is a prerequisite for several courses in this curriculum.

**It is recommended that HUMN 211 - Introduction to Ethical Analysis & Reasoning be taken as part of this requirement because it is a prerequisite for ISEC 300 - Principles of Information Security, should the student decide to pursue the Bachelor of Science degree.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (16 HOURS)

HUMN 305 - Global Issues (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4)

OR COMM 150 - Interpersonal Communication (4)

Social & Behavioral Science Elective (4)

General Education Electives (2)

MAJOR AREA (24 HOURS)

COMP 111 - Introduction to Computer Science & Object-Oriented Programming (4)

COMP 121 - Object-Oriented Data Structures & Algorithms I (4)

COMP 281 - Database Management Systems (4)

COMP 311 - Object-Oriented Data Structures & Algorithms II (4)

MATH 170 - Discrete Mathematics (4)

MATH 180 - Applied Calculus (4)

BACHELOR OF SCIENCE (B.S.) COMPUTER SCIENCE (128 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)*

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities**

Choose from the Humanities discipline.

*It is recommended that MATH 160 - College Algebra be taken to fulfill the Mathematics requirement because it is a prerequisite for several courses in this curriculum.

**It is recommended that HUMN 211 - Introduction to Ethical Analysis & Reasoning be taken as part of this requirement because it is a prerequisite for ISEC 300 - Principles of Information Security.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

HUMN 305 - Global Issues (4)

MATH 180 - Applied Calculus (4)

MATH 380 - Probability & Statistics (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4)

OR COMM 150 - Interpersonal Communication (4)

WRIT 220 - Research & Writing for Academic & Professional Audiences (4)

OR WRIT 320 - Business & Professional Writing (4)

Social & Behavioral Science Elective (4)

UNIVERSITY ELECTIVES (6 HOURS)*

Any course offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA or M.S. Computer Science courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MBA or BS/MS Programs of Study and graduate admission requirements.

MAJOR AREA (72 HOURS)

COMP 111 - Introduction to Computer Science & Object-Oriented Programming (4)
COMP 121 - Object-Oriented Data Structures & Algorithms I (4)
COMP 201 - Principles of Computer Organization (2)
COMP 204 - Principles of Computer Networks (2)
COMP 215 - Computer Languages: Principles & Practices (4)
COMP 281 - Database Management Systems (4)
COMP 294 - Computer Science Practicum I (2)
COMP 311 - Object-Oriented Data Structures & Algorithms II (4)
COMP 321 - Application Server Programming (4)
COMP 323 - Fundamentals of Operating Systems (4)
COMP 325 - Human Computer Interaction (4)
COMP 394 - Computer Science Practicum II (2)
COMP 461 - Enterprise Software Architecture (4)
COMP 486 - Object-Oriented Analysis & Design (4)
COMP 495 - Computer Science Practicum III / Capstone (4)
ISEC 300 - Principles of Information Security (4)
MATH 170 - Discrete Mathematics (4)
MIS 310 - Information Systems Architecture & Technology (4)
MIS 320 - Technical Communication (4)

Major Area Electives (4 hours)

- Any course in the Computer Science, Information Security, Information Technology, Management Information Sciences (except for MIS 200) or Web Development curriculum.
- Any course, up to 4 credit hours, from another curriculum with approval from the Computer Science Program Chair.

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Criminal Justice Administration Major

Program Chair, Karen Miner-Romanoff, Ph.D.

Curriculum Development Team:

John R. Carruthers, Ph.D.

Lewis Chongwony, Ph.D., Instructional Designer

Advisory Board (listed on page 244)

The interdisciplinary field of Criminal Justice examines the multi-faceted criminal justice system of the United States, and the causes and consequences of crime. It draws on key principles from related disciplines, such as public administration, law and sociology.

The Criminal Justice Administration major explores social, cultural, political, and organizational influences on criminal justice policies and operations from both theoretical and real-world perspectives. Its curriculum is designed to meet the educational needs of those working with the police, courts, probation and parole systems, and correctional institutions. Students are instructed in fundamental aspects of the field: law enforcement; criminology theory and crime control; juvenile justice, delinquency and corrections; ethical decision making; corrections, probation and parole, and criminal justice leadership.

Graduates of the Criminal Justice Administration program will be able to:

1. Compare and contrast contemporary theories and strategies of policing in America
2. Explain the purpose and function of the correctional system in the U.S.
3. Describe the purpose and function of the courts system in the U.S.
4. Compare and contrast theories of crime and offending that are commonly accepted in the field of criminal justice
5. Apply critical thinking, reasoning, and analytical skills required for ethical decision-making and problem solving in criminal justice
6. Demonstrate knowledge of ethical principles, laws, and standards of professional conduct applicable to the criminal justice system
7. Apply management, administrative, and leadership skills appropriate to a criminal justice agency

For more information on the Criminal Justice Administration program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/criminal-justice-administration-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) in the program's required courses.

Program Learning Outcomes

	1	2	3	4	5	6	7
CJAD 210	I	I	I		I	I	I
CJAD 240				I		R	
PUAD 295					R		
SOCL 335					R		
CJAD 310			R, A				
CJAD 315	R						
CJAD 320		R, A					
CJAD 330			R	R			
CJAD 450					R	R	R
CJAD 455					R	R	R
CJAD 495	R, A	R, A	R, A	R, A	R, A	R, A	R, A

BACHELOR OF SCIENCE (B.S.) CRIMINAL JUSTICE ADMINISTRATION (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Undergraduate Programs

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 210* - Introduction to Microeconomics (4)
OR ECON 220* - Introduction to Macroeconomics (4)
HUMN 305 - Global Issues (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
WRIT 320 - Business & Professional Writing (4)
General Education Electives (6)

*Select another Social Science elective if either Economics course is used in the Fundamental General Education Core.

PROFESSIONAL CORE (16 HOURS)

CJAD 210 - Introduction to Criminal Justice Administration (4)
CJAD 240 - Introduction to Criminology (4)
PUAD 295 - American Government in Action (4)
SOCL 335 - Applied Research Methods (4)

UNIVERSITY ELECTIVES (22 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

* A maximum of 8 credit hours of specific Master of Public Administration courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MPA Programs of Study and graduate admission requirements.

MAJOR AREA (36 HOURS)**

Required (28 hours)

CJAD 310 - Courts & Criminal Procedure (4)
CJAD 315 - Policing in America (4)
CJAD 320 - Corrections in America (4)
OR CJAD 415** - Contemporary Policing Strategies & Issues (4)
CJAD 330 - Juvenile Justice & Delinquency (4)
CJAD 450 - Criminal Justice Management & Administration (4)
CJAD 455 - Ethics in the Criminal Justice System (4)
CJAD 495 - Criminal Justice Administration Capstone (4)

Major Area Electives (8 hours)*

*Select 8 hours from the following:
CJAD 415 - Contemporary Policing Strategies & Issues (4)
CJAD 425 - Probation & Parole (4)
CJAD 430 - Juvenile Corrections (4)
CJAD 440** - Sociology of Deviant Behavior (4)
CJAD 480 - Special Topics in Criminal Justice Administration (1-4)
CJAD 485** - Miscarriages of Justice: The Death Penalty & Beyond (4)
CJAD 499 - Independent Studies in Criminal Justice Administration (1-4)
COMM 321** - Organizational Communication (4)
PBRL 425** - Media & Crisis Communication (4)
PUAD 420** - Public & Nonprofit Fiscal Administration (4)

SEMT 326 - Security Operations Theory & Practice (4)
SEMT 328 - Emergency Management Theory & Practice (4)

SEMT 335** - Introduction to Emergency Management & Homeland Security (4)
SEMT 438 - Principles of Security Management (4)

**Students concentrating in Police Science:
CJAD 415 is required in the Major Area. Choose two of the following additional courses to be used as Major Area or University electives:
CJAD 440, CJAD 485, COMM 321, PBRL 425, PUAD 420, SEMT 335.

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Emergency Management & Homeland Security Major

Program Chair, Redd Branner, Ph. D.

Curriculum Development Team:

Redd Branner, Ph.D.

Lewis Chongwony, Ph.D., Instructional Designer

Advisory Board (listed on page 248)

Emergency management and homeland security are interconnected fields that focus on public safety, private security and emergency management operations. Today's police, fire, and EMS and EMA teams, as well as individuals working in private industry, must coordinate planning efforts to achieve complex collaborative safety and security management tasks.

The curriculum of the Emergency Management & Homeland Security major draws on essential principles from public administration, public safety management, and sociology. Students will study key concepts and topics such as threat assessment and risk management, labor relations, fiscal administration, safety and security operations, crisis readiness and disaster preparedness.

Graduates of the Emergency Management & Homeland Security program will be able to:

1. Apply principles of leadership, basic accounting, fiscal management, and budgeting in support of the leadership and vision of appropriate intergovernmental, interagency, and interdisciplinary Emergency Management & Homeland Security agencies
2. Compare and contrast the similarities and differences between the roles of managers and leaders in intergovernmental, interagency, and interdisciplinary Emergency Management & Homeland Security agencies
3. Apply basic management skills of planning, organizing, staffing, directing, coordinating, managing change, and decision making within appropriate intergovernmental, interagency, and interdisciplinary Emergency Management & Homeland Security agencies
4. Apply critical thinking, reasoning, and analytical skills required for ethical decision making and problem solving in intergovernmental, interagency, and interdisciplinary Emergency Management & Homeland Security agencies
5. Apply appropriate ethical principles, laws, and human relations skills to all applicable areas of operations in intergovernmental, interagency, and interdisciplinary Emergency Management & Homeland Security agencies
6. Demonstrate the ability to make optimal use of available assets, resources, communication, and evolving technology to successfully administer Emergency Management & Homeland Security operations and projects in intergovernmental, interagency, and interdisciplinary Emergency Management & Homeland Security agencies
7. Apply appropriate federal laws, regulations, and guidelines regarding emergency management and homeland security to local intergovernmental, interagency, and interdisciplinary Emergency Management & Homeland Security agencies
8. Use clear and effective oral and written communication strategies coupled with strong interpersonal, technology, and social media skills to facilitate building collaborative partnerships in intergovernmental, interagency, and interdisciplinary Emergency Management & Homeland Security agencies
9. Assess risks and threats, design response plans, exercise and evaluation programs, and use of technology that coordinate public

and private resources to effectively manage disaster prevention, improve emergency response, enhance recovery, and effectively mitigate disasters

For more information on the Emergency Management & Homeland Security program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/emergency-management-homeland-security-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes									
	1	2	3	4	5	6	7	8	9
SOCL 110				I	I				
SEMT 335	I	I	I	I	I	I	I	I	I
PUAD 295				R	I		I		
PUAD 450		R	R	R					
SEMT 322		R		I	R		R		
SEMT 326			R	R	R	R		R	R
SEMT 328		R		R	R	R	R	R	R
SEMT 432	R		R	R	R	R	R	R	R
PUAD 420	I, R, A		R	A	R		A		
SEMT 436	R			R	R		R	R	R
SEMT 495	A	A	A	A	A	A	A	A	A

BACHELOR OF SCIENCE (B.S.) EMERGENCY MANAGEMENT & HOMELAND SECURITY (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (If the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 210* - Introduction to Microeconomics (4)
OR ECON 220* - Introduction to Macroeconomics (4)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
WRIT 320 - Business & Professional Writing (4)
General Education Electives (2)

*Select another Social Science elective if either Economics course is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (16 HOURS)

PUAD 295 - American Government in Action (4)
PUAD 450 - Leadership for Public & Nonprofit Organizations (4)
SEMT 335 - Introduction to Emergency Management & Homeland Security (4)
SOCL 110 - Introduction to Sociology (4)

UNIVERSITY ELECTIVES (22 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA or Master of Public Administration courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MBA or BS/MPA Programs of Study and graduate admission requirements.

MAJOR AREA (36 HOURS)

Required (28 hours)

PUAD 420 - Public & Nonprofit Fiscal Administration (4)
SEMT 322 - Ethics & Leadership in Safety, Security, & Emergency Management Agencies (4)
SEMT 326 - Security Operations Theory & Practice (4)
SEMT 328 - Emergency Management Theory & Practice (4)
SEMT 424 - Labor Relations & Public Sector Bargaining (4)
SEMT 432 - Homeland Security - Theory & Practice at the Local Level (4)
SEMT 495 - Emergency Management & Homeland Security Capstone (4)

Major Area Electives (8 hours)*

*Select 8 hours from the following:

PSMT 315 - Contemporary Issues in Public Safety Management (4)
SEMT 410 - Emergency Management & Homeland Security Internship (1-4)
SEMT 436 - Risk Management & Threat Assessment (4)
SEMT 438 - Principles of Security Management (4)
SEMT 480 - Special Topics in Emergency Management & Homeland Security (1-4)
SEMT 499 - Independent Studies in Emergency Management & Homeland Security (1-4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Entrepreneurship Major

Program Chair, Terry A. Boyd, Ph. D.
 Curriculum Development Team:
 Terry Boyd, Ph.D.
 Timothy Reymann, Ph.D.
 James Fellows, MBA, Adjunct Faculty
 Iris Cooper, MBA, Adjunct Faculty
 Advisory Board (listed on page 245)

Entrepreneurship is the process of developing and launching a new business enterprise, sourcing and organizing the required resources, and accepting both the risks and the rewards associated with the venture.

The Entrepreneurship major integrates key principles from management, marketing, finance, and accounting to provide students – who may already be successful business managers or owners – with a broad understanding of entrepreneurship. The program focuses on the development and refinement of key entrepreneurial skills necessary for the effective creation, development and growth of small-to large-scale businesses. Students will acquire a fundamental understanding of business planning, company valuation, information technology, and consulting as they relate to new ventures, small enterprises and family businesses.

The Entrepreneurship program focuses on the creation of social and economic value by developing core capabilities of idea generation, opportunity recognition, resource acquisition, and entrepreneurial management.

Graduates of the Entrepreneurship program will be able to:

1. Analyze the essential functions necessary to launch and manage a successful microbusiness organization.
2. Analyze and lead the key initiatives necessary to effectively market and sell a business's products and services.
3. Master state-of-the-art theories and concepts essential for leading general operations in a microbusiness.
4. Evaluate the appropriate methods for fund generation and distribution for an entrepreneurial business.
5. Develop a fully-integrated business development plan for a new entrepreneurial venture.

For more information on the Entrepreneurship program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/entrepreneurship-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5
ACCT 215			I		I
ACCT 225	I		I		I
BSAD 220				I	I
FINA 301			I		I
MGMT 312	I			I	I
MKTG 300		I			I
ECON 210		I		I	I
ENTR 395	R, A				
ENTR 400		R, A			
ENTR 420			R	R, A	
ENTR 495	R	R	R, A	R	A

BACHELOR OF SCIENCE (B.S.) ENTREPRENEURSHIP (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (If the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
 Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
 Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
 Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
 Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)
HUMN 305 - Global Issues (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
WRIT 320 - Business & Professional Writing (4)
General Education Electives (6)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

TECHNICAL CREDIT (24 HOURS)

24 credit hours in an approved related discipline from transfer credit.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (6 HOURS)

Any courses offered by the University except developmental education courses.

MAJOR AREA (16 HOURS)

ENTR 395 - Foundations of Entrepreneurship (4)
ENTR 400 - Commercialization of Entrepreneurship Products
& Services (4)
ENTR 420 - Managing Micro Business & Generating Funding (4)
ENTR 495 - Entrepreneurship Capstone (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Financial Management Major

Program Chair, Bruce Campbell, Ph.D.

Curriculum Development Team:

Bruce Campbell, Ph.D.

Yi Yang, Ph.D., Instructional Designer

Advisory Board (listed on page 245)

Financial Management is a broad, interdisciplinary profession which combines concepts, analytical tools and information resources from a number of other disciplines, including accounting, economics, and information management.

The Financial Management major is designed around a robust curriculum including financial analysis and forecasting, cash management, portfolio management, international finance, and financial risk management. The program is designed to prepare students for careers in business financial management (large and small firms), investment management, international finance, as well as the financial services industry (banking, insurance and securities). It is also an excellent foundation for students wishing to pursue graduate study in business or law.

Graduates of the Financial Management program will be able to:

1. Use data provided within financial statements to calculate and analyze financial ratios and common-size statements
2. Apply time-value-of-money and other techniques to determine the value of financial securities
3. Calculate the weighted average cost of capital in the assessment of a firm's capital structure
4. Evaluate the capital expenditure and investment alternatives of a firm
5. Assess the impact of participation in global financial markets on a firm's financial decision-making

For more information on the Financial Management program, including career opportunities, program assessment and faculty, visit

<http://www.franklin.edu/financial-management-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5
ACCT 215	I				
ACCT 225		I			
FINA 301	R	R	I	I	
FINA 340	R	R	R	R	I
FINA 403	R	R	R	R	
FINA 405		R			
FINA 450		R	R	R	R
FINA 495	R, A	R, A	R, A	R, A	R, A

ASSOCIATE OF SCIENCE (A.S.) FINANCIAL MANAGEMENT (64 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

***All courses must be at the 100 or 200 level**

Minimum of three semester hours of English Composition (If the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (16 HOURS)

COMP 106 - Introduction to Spreadsheets (1)

COMP 108 - Introduction to Databases (1)

ECON 220* - Introduction to Macroeconomics (4)

HUMN 305 - Global Issues (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4)

OR COMM 150 - Interpersonal Communication (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

BUSINESS CORE (12 HOURS)

ACCT 215 - Financial Accounting (4)

ACCT 225 - Managerial Accounting (4)

ECON 210 - Introduction to Microeconomics (4)

MAJOR AREA (12 HOURS)

FINA 301 - Principles of Finance (4)

FINA 340 - Money, Banking & Financial Markets (4)

FINA 405 - Investments (4)

BACHELOR OF SCIENCE (B.S.) FINANCIAL MANAGEMENT (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)
HUMN 210 - Introduction to Logic & Critical Thinking Skills (2)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
General Education Electives (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)

MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (28 HOURS)

Required (20 hours)

FINA 340 - Money, Banking & Financial Markets (4)
FINA 403 - Advanced Financial Management (4)
FINA 405 - Investments (4)
FINA 450 - Global Finance (4)
FINA 495 - Financial Policy Seminar (4)

Major Area Electives (8 hours)*

*Select 8 hours from the following:

ACCT 310 - Intermediate Accounting I (4)
ACCT 320 - Intermediate Accounting II (4)
ACCT 330 - Cost Management (4)
ENTR 395 - Foundations of Entrepreneurship (4)
FINA 410 - Finance Internship (1-4)
FINA 480 - Special Topics in Finance (1-4)
FPLN 300 - Principles of Financial Planning (4)
FPLN 430 - Income Tax Planning (4)
FPLN 440 - Insurance Planning (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Financial Planning Major

Program Chair, Martina Peng, Ph.D., CFP®
 Curriculum Development Team:
 Martina Peng, Ph.D., CFP®
 Bruce Campbell, Ph.D., Lead Faculty
 Yi Yang, Ph.D., Lead Design Faculty
 Advisory Board (listed on page 245)

Financial planning is the development of strategies to assist individuals and small business owners who wish to manage their financial affairs, and to meet specific goals or objectives. This process involves reviewing all relevant aspects of a client's current situation, performing financial analyses, and designing a comprehensive financial plan that meets stated needs.

Financial planning, and the major in the field, consists of six major components: personal financial planning; investment and wealth management; income tax planning; risk management and insurance; employee benefits; retirement planning; and, estate planning. A financial planning professional should master each of these areas, and be able to create comprehensive financial plans for individuals and businesses. Graduates of the program will be prepared for a variety of career paths in this growing specialized business discipline.

Franklin University's Financial Planning major is registered with the Certified Financial Planning (CFP) Board of Standards. At completion of the program, students will have satisfied the education requirement for attaining CFP Certification, and be eligible to sit for the CFP Certification Examination.

Graduates of the Financial Planning program will be able to:

1. Demonstrate written communication skills in financial planning
2. Analyze ethical issues in the financial planning profession
3. Apply strategies and techniques to manage financial exposure due to personal or business risk
4. Apply financial planning strategies and techniques to maximize the present value of the client's after-tax net worth
5. Apply strategies to efficiently preserve and distribute accumulated wealth
6. Develop long-term strategies and recommendations for a comprehensive financial plan

For more information on the Financial Planning program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/financial-planning-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6
FPLN 300	I	I	I	I	I	I
FPLN 405	R	I	I	I	R	R
FPLN 430	R	I	I	I, R	R	R
FPLN 440	R	I	I, R	R	R	R
FPLN 450	R	I	R	R	I, R	R
FPLN 460	R	I	R	R	I, R	R
FPLN 495	R, A	R, A	R, A	R, A	R, A	R, A

BACHELOR OF SCIENCE (B.S.) FINANCIAL PLANNING (128 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
 Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
 Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
 Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
 Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities
 Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)
HUMN 210 - Introduction to Logic & Critical Thinking Skills (2)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
General Education Electives (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your Academic Advisor for information concerning the joint BS/MBA programs of study and graduate admission requirements.

MAJOR AREA (32 HOURS)

Major Area Required (28 hours)

FPLN 300 - Principles of Financial Planning (4)
FPLN 405 - Investments (4)
FPLN 430 - Income Tax Planning (4)
FPLN 440 - Insurance Planning (4)
FPLN 450 - Retirement Planning (4)
FPLN 460 - Estate Planning (4)
FPLN 495 - Financial Planning Seminar (4)

Major Area Elective (4 hours)*

*Select 4 hours from the following:

ACCT 390 - Federal Income Tax I (4)
ENTR 395 - Foundations of Entrepreneurship (4)
FINA 340 - Money, Banking & Financial Markets (4)
FINA 403 - Advanced Financial Management (4)
FINA 450 - Global Finance (4)
FINA 480 - Special Topics in Finance (1-4)
FPLN 410 - Financial Planning Internship (1-4)
FPLN 499 - Independent Studies in Financial Planning (1-4)
PSYC 310 - The Psychology of Personal Development (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Forensic Accounting Major

Program Chair, Tom Hrubec, Ed.D., CPA, CMA, CFE

Curriculum Development Team:

Tom Hrubec, Ed.D., CPA, CMA, CFE

Thomas G. Seiler, D.B.A., J.D., CPA

Charles Saunders, Ph.D., CPA, CIA, CCSA

Yi Yang, Ph.D., Instructional Designer

Younghee Kong, Ph.D., Instructional Designer

Advisory Boards (listed on page 242-243)

Forensic accounting is the specialty practice area of accountancy describing work that results from actual or anticipated disputes or litigation. Forensic accountants – sometimes called forensic auditors or investigative auditors – are often called to provide expert testimony at trial.

Graduates with majors in Forensic Accounting are prepared for employment or promotion in public accounting, private industry or government. They also have the requisite educational background to seek professional certification (e.g., Certified Fraud Examiner, Certified Internal Auditor). These designations are achieved following successful passage of rigorous examinations, and in the case of the Certified Public Accountant certification, additional study beyond that required for the Bachelor of Science degree. Preparatory courses are available, and often beneficial, to the graduate seeking such certifications. Qualified Franklin University students are encouraged to gain additional training and work experience through internships with certified public accounting firms, private industry and government.

All Forensic Accounting students take a two-course sequence in intermediate accounting. The intermediate courses and a four-course sequence in fraud examination provide the conceptual framework for the major.

Members of Franklin University's Forensic Accounting faculty are active in the accounting professions. Instructors have extensive professional accounting experience and most work or have worked in government or private industry, or at top firms.

Graduates of the Forensic Accounting program will be able to:

1. Apply logical thinking and critical analysis
2. Research specific financial accounting issues
3. Analyze ethical issues in the accounting profession
4. Analyze information systems through evaluation of process controls and organizational system risks within a business process
5. Demonstrate written communication skills in accounting
6. Construct documentation of the findings of an interview plan
7. Construct documentation of the findings of a fraud investigation
8. Construct documentation analyzing internal controls

For more information on the Forensic Accounting program, including

career opportunities, program assessment and faculty, visit

<http://www.franklin.edu/forensic-accounting-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6	7	8
ACCT 215	I	I	I	I	I			I
ACCT 225	R		R		R			R
BSAD 220			R		R			
MGMT 312			R		R			
ECON 210			R		R			
FINA 301	R	R	R		R			
MKTG 300			R		R			
ACCT 310	R	R	R	R	R			R
ACCT 320	R	R	R	R	R			R
ACCT 341	R	R	R		R	I	I	R
ACCT 342	R	R	R		R	R, A	R	R
ACCT 343	R	R	R		R	R	R, A	R
ACCT 344	R	R	R	R	R		R	R, A
ACCT 425	R	R	R	R, A	R			R
ACCT 470	R	R	R	R	R			R
ACCT 495	R, A	R, A	R, A	R	R, A			R

ASSOCIATE OF SCIENCE (A.S.) FORENSIC ACCOUNTING (64 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (16 HOURS)

COMP 106 - Introduction to Spreadsheets (1)

COMP 108 - Introduction to Databases (1)

ECON 220* - Introduction to Macroeconomics (4)

HUMN 305 - Global Issues (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4)

OR COMM 150 - Interpersonal Communication (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

BUSINESS CORE (8 HOURS)

ACCT 215 - Financial Accounting (4)

ACCT 225 - Managerial Accounting (4)

MAJOR AREA (16 HOURS)

Required (12 hours)

ACCT 310 - Intermediate Accounting I (4)

ACCT 320 - Intermediate Accounting II (4)

ACCT 341 - Fraud Examination (4)

Major Area Elective (4 hours)*

*Select 4 hours from the following:

ACCT 342 - Interviewing Techniques for Fraud Investigations (4)

ACCT 343 - Legal Elements of Fraud (4)

ACCT 344 - Corporate Governance & Internal Control Assessment (4)

BACHELOR OF SCIENCE (B.S.) FORENSIC ACCOUNTING (128 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)

COMP 108 - Introduction to Databases (1)

ECON 220* - Introduction to Macroeconomics (4)

HUMN 210 - Introduction to Logic & Critical Thinking Skills (2)

HUMN 305 - Global Issues (4)

MATH 215** - Statistical Concepts (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4)

OR COMM 150 - Interpersonal Communication (4)

General Education Electives (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (10 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (40 HOURS)

Required (36 hours)

ACCT 310 - Intermediate Accounting I (4)
ACCT 320 - Intermediate Accounting II (4)
ACCT 341 - Fraud Examination (4)
ACCT 342 - Interviewing Techniques for Fraud Investigations (4)
ACCT 343 - Legal Elements of Fraud (4)
ACCT 344 - Corporate Governance & Internal Control Assessment (4)
ACCT 425 - Accounting Information Systems (4)
ACCT 470 - Auditing (4)
ACCT 495 - Accounting Research and Analysis (4)

Major Area Elective (4 hours)*

*Select 4 hours from the following:

ACCT 330 - Cost Management (4)
ACCT 360 - Government & Not-for-Profit Accounting (4)
ACCT 390 - Federal Income Tax I (4)
ACCT 401 - Accounting Ethics & Professional Responsibilities (4)
ACCT 410 - Accounting Internship (1-9)
ACCT 420 - Federal Income Tax II (4)
ACCT 480 - Special Topics in Accounting (1-4)
ACCT 499 - Independent Studies in Accounting (1-4)
ENTR 395 - Foundations of Entrepreneurship (4)
MIS 478 - Quantitative Methods and Analysis (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Health Information Management Major

Program Chair, JoAnn Jordan, M.P.H., RHIA, CCS-P, CPHIMS
 Curriculum Development Team:
 Rob Wood, Ph.D., Instructional Designer
 Advisory Board (listed on page 245)

Please note: Due to the unique nature of a healthcare internship, a required component of the Health Information Management (HIM) program, students must complete specific medical screenings. In addition, any student with a felony conviction will be barred from such an internship and should not enroll in the HIM program. Students should consult the Professional Practice Experience (PPE) Handbook for important information on the required internship, and other program details, before selecting this major.

As a profession, health information managers are an integral part of an organization's management team, working with other healthcare managers and clinical staff to provide information resources that are vital to effective, high-quality patient care. In operational settings, health information managers will design and maintain information systems, assess and disseminate clinical and administrative information, provide expert leadership in decision-making and perform as integral members of a healthcare team.

The Health Information Management major is a degree-completion program that meets the health industry's need for professionally-trained and educated individuals in the converging fields of business, information technology, and healthcare management. The program is designed to meet professional competencies established by the Commission on Accreditation for Health Informatics and Information Management Education (CAHIIM), and to create effective managers of information in the diverse and interdisciplinary healthcare world. The major provides students with the knowledge and skills necessary to assume management responsibility for health information in a variety of settings, including acute care hospitals, clinics, long-term care facilities, consulting firms, government and planning agencies, insurance companies, software vendors, health maintenance organizations, and regulatory agencies.

At the completion of all other coursework, and with the approval of the Program Chair, students will enroll in an internship (PPE) with a healthcare-related organization that applies the program competencies to a high-quality academic project.

Graduates of the Health Information Management program will be able to:

1. Establish continuous quality improvement benchmarks and processes using data analysis tools and techniques
2. Formulate the short and long term health information governance strategies to align with organizational mission and goals
3. Lead collaborative work groups and teams to achieve organizational strategic goals
4. Evaluate the social, political, ethical, and economic realities impacting a healthcare delivery system
5. Create professional communications using appropriate data visualization tools
6. Design health information systems, policies and procedures in compliance with federal, state, and local regulations and standards

For more information on the Health Information Management program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/health-information-management-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes						
	1	2	3	4	5	6
HCM 320	R	R	R	R	R	
HCM 422	R	R	R	R	R	R
HIM 300	I	I, R	I, R	I	I, R	I, R
HIM 320	R	R				R
HIM 350		R		R		R
HIM 470	R	R				R
HIM 485	R	R		R	R	
HIM 497	R, A	R, A	R, A	R, A	R, A	R, A

Technology Requirements:

Health Information Management students are expected to exceed the General Technology Requirements. To maximize the educational experience, students must have:

- Current model computer (less than 2 years of age)
- DVD optical drive
- 2 GB RAM minimum (4 GB+ recommended)
- Broadband access
- 40 GB or higher of available hard drive space at the beginning of each term

In addition, Health Information Management students must be prepared to invest in additional software when necessary and be able to install and uninstall this software without assistance. Courses with specific hardware and software requirements are detailed in the course syllabus under the "Required Materials" section.

ADMISSION CRITERIA

The Health Information Management program recognizes the essential experience and prior learning of healthcare professionals. To promote student advancement, admission to the program may be gained via one of the four pathways below:

1. Candidate holds a current Registered Health Information Technician (RHIT®) credential from the American Health Information Management Association (AHIMA).
2. Candidate received an Associate's degree from a CAHIIM-accredited program within the last five (5) calendar years; if the degree was completed more than five years ago, a résumé may be submitted to verify current HIM core competencies.
3. Candidate has completed 24 semester hours of technical credit in Medical Terminology, Anatomy & Physiology, Pathophysiology (Study of Human Disease), Pharmacotherapy (Pharmacology), Clinical Classification Systems, and Reimbursement

Methodologies, at an accredited institution. The 24 semester hours of technical credit were completed within the last five (5) years, or have been updated through sufficient practical experience.

4. Candidate may combine one or more of the following:

- Completion of fewer than 24 semester hours from the technical credit categories listed above, from an accredited institution, and/or relevant professional equivalency exams, and/or,
- Current healthcare credentials, to be reviewed by the HIM Program Chair, and/or,
- Demonstrated passing scores on Franklin University HIM proficiency exams.

BACHELOR OF SCIENCE (B.S.) HEALTH INFORMATION MANAGEMENT (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

***All courses must be at the 100 or 200 level**

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)

COMP 108 - Introduction to Databases (1)

HUMN 305 - Global Issues (4)

MATH 215* - Statistical Concepts (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4)

OR COMM 150 - Interpersonal Communication (4)

WRIT 320 - Business & Professional Writing (4)

Social and Behavioral Science Elective (4)
General Education Electives (2)

*Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (16 HOURS)

ACCT 215 - Financial Accounting (4)

COMM 335 - Communication in Groups & Teams (4)

HIM 300* - Introduction to Health Information Management (4)

MIS 200 - Management Information Systems (4)

*Payment of the Health Information Management Internship and Screening fee (\$150) is due upon registration for HIM 300. Please see the PPE Handbook for more information.

TECHNICAL CREDIT (24 HOURS)

24 credit hours in health information management or an approved related discipline from transfer credit.

UNIVERSITY ELECTIVES (8 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific Master of Healthcare Administration courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MHA Programs of Study and graduate admission requirements.

MAJOR AREA (26 HOURS)

HCM 320 - Healthcare Financial Management I (4)

HCM 422 - Healthcare Outcomes & Quality Management (4)

HIM 320 - Health Data (4)

HIM 350 - Health Informatics (4)

HIM 470 - Health Information Systems (4)

HIM 485 - Applications in Health Information Systems (2)

HIM 497 - Professional Practice Experience in Health Information Management (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Healthcare Management Major

Program Chair, Leslie Mathew, M.D., M.B.A

Curriculum Development Team:

Robert Curtis, D.H.A.

Leslie King, Ph.D., Lead Faculty

Wenxia Wu, Ph.D., Instructional Designer

Advisory Board (listed on page 245)

Today's healthcare management professionals may work in any number of fields, including public health, physician practice, marketing, finance, operations, fund-raising, strategic planning or government relations. Managers ensure implementation of best practices in healthcare informatics, community health, healthcare systems, healthcare quality management, and healthcare leadership.

The major in Healthcare Management is intended for individuals with little or no healthcare education or experience, and are seeking entry or mid-level management positions in the industry or are seeking a foundation for future graduate education in a healthcare field. The program curriculum includes an array of subjects emphasizing leadership, professionalism, and operational improvement knowledge and skills.

Some courses include field experience, which may entail conducting interviews or visiting hospitals, medical offices, and/or other healthcare organizations.

Graduates of the Healthcare Management program will be able to:

1. Integrate appropriate theories, principles, and practices to manage a healthcare organization
2. Recommend patient-centered strategies to improve the health of a defined community
3. Design strategies to achieve a patient-focused perspective within a healthcare organization
4. Appraise leadership attributes required for maximum effectiveness in healthcare settings
5. Distinguish the unique human resource and technical skills essential for a healthcare management professional
6. Analyze emerging and ongoing legal, ethical, and regulatory trends specific to healthcare organizations
7. Evaluate organizational healthcare management and financial data to attain the best possible benefits for patients
8. Evaluate safety measures in accordance with healthcare legislation and reform to ensure the best possible patient outcomes.

For more information on the Healthcare Management program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/healthcare-management-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6	7	8
HCM 300	I			I	I	I		I
HCM 320	I				I		I	
HCM 422	R	I	I			I		R
HCM 442	R		I		R	R		
HCM 472	R	R	R	R		R		
HCM 495	R, A	R, A	R, A	R, A	R, A	R, A	R, A	R, A
HCM 340	I	I		R				R
HCM 410	R			R	R	R	R	R
HCM 432	R	R				R	R	

BACHELOR OF SCIENCE (B.S.) HEALTHCARE MANAGEMENT (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (If the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 210* - Introduction to Microeconomics (4)
OR ECON 220* - Introduction to Macroeconomics (4)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321- Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
WRIT 320 - Business & Professional Writing (4)
General Education Electives (2)

*Select another Social Science elective if either Economics course is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (16 HOURS)

ACCT 215 - Financial Accounting (4)
BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)
MGMT 312 - Principles of Management (4)
MGMT 325 - Organizational Behavior (4)

UNIVERSITY ELECTIVES (20 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA or Master of Healthcare Administration courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MBA or BS/MHA Programs of Study and graduate admission requirements.

MAJOR AREA (38 HOURS)

Required (30 hours)

HCM 200 - Healthcare Management Terminology (2)
HCM 300 - Healthcare Management (4)
HCM 320 - Healthcare Financial Management I (4)
HCM 422 - Healthcare Outcomes & Quality Management (4)
HCM 442 - Legal Aspects of Healthcare Management (4)
HCM 472 - Contemporary Issues in Healthcare Management (4)
HCM 495 - Healthcare Management Capstone (4)
HIM 350 - Health Informatics (4)

Major Area Electives (8 hours)*

*Select 8 hours from the following:

HCM 340 - Community Health (4)
HCM 410 - Healthcare Management Internship (1-4)
HCM 432 - Healthcare Financial Management II (4)
HCM 499 - Independent Studies in Healthcare (1-4)
HIM 470 - Health Information Systems (4)
SEMT 335 - Introduction to Emergency Management & Homeland Security (4)
SEMT 432 - Homeland Security: Theory & Practice at the Local Level (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Human Resources Management Major

Program Chair, Gary Stroud, Ph.D.

Curriculum Development Team:

Gary Stroud, Ph.D.

Bonnie Blankenship, Ph.D.

Lou Anne Manning, Ed.D., Instructional Designer

Advisory Board (listed on page 246)

Human resources management examines the role of the human element in work environments. It analyzes the policies and techniques employed in improving people's effectiveness in the workplace, as well as in increasing satisfaction levels associated with those roles. Human resource policy involves the development, allocation, maintenance, and utilization of human resources. Human resources managers are engaged in developing the skills of workers to reach optimal efficiency and satisfaction; matching workers' skills with their organizational roles; preserving the vigor of the working population through adequate support systems such as workers' compensation and social security; and designing and implementing policies that help reduce inefficiencies, such as discriminatory practices.

The major in Human Resources Management focuses on the essential human resource issues confronting today's workplaces. Through a combination of theoretical and practical studies, students will gain a fundamental understanding of staffing, training and development, employee relations, labor unions, compensation management, EEO/affirmative action and other legal aspects of employment, employee and organization development, diversity in the workplace and human resources strategies.

Students are encouraged to participate in the Franklin University chapter of the Society for Human Resources Management (SHRM). The group sponsors speaking events with experienced human resources professionals, and provides opportunities for networking and professional development.

Graduates of the Human Resources Management program will be able to:

1. Integrate Human Resources theories and concepts to determine the optimal strategic direction for an organization
2. Apply concepts and theories of compensation to realistic organizational situations
3. Analyze a workplace situation and create a training/development program to meet the needs of the organization
4. Evaluate an organization's staffing requirements and recommend methods for improvement
5. Apply employee and labor relations concepts and theories to organizational situations

For more information on the Human Resources Management program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/human-resources-management-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5
HRM 300	I	I	I	I	I
HRM 301	I	R	I	R	R
HRM 302	R		I, R		I
HRM 401	R	R			
HRM 402	R				R
HRM 495	A	A	A	A	A

BACHELOR OF SCIENCE (B.S.) HUMAN RESOURCES MANAGEMENT (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
WRIT 320 - Business & Professional Writing (4)
General Education Electives (2)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA or M.S. Human Resource Management courses can be substituted. Contact your Academic Advisor for information concerning the Joint B.S./MBA or B.S./M.S. Human Resource Management Programs of Study and graduate admission requirements.

MAJOR AREA (28 HOURS)

Required (24 hours)

HRM 300 - Human Resources Management (4)
HRM 301 - Staffing (4)
HRM 302 - Training and Development (4)
HRM 401 - Compensation & Benefits (4)
HRM 402 - Employee & Labor Relations (4)
HRM 495 - Strategic Human Resources Capstone (4)

Major Area Elective (4 hours)*

*Select 4 hours from the following:

BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)
BSAD 476 - Global Business Issues (4)
ENTR 395 - Foundations of Entrepreneurship (4)
HRM 400 - Performance Management (4)
HRM 420 - Principles of Organizational Development (4)
MGMT 325 - Organizational Behavior (4)
PSYC 325 - Coaching in Organizations (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Information Security Major

Program Chair, Todd A. Whittaker, M.S.

Curriculum Development Team:

Todd A. Whittaker, M.S.

Rob L. Wood, Ed.D., Instructional Designer

Advisory Board (listed on page 246)

When a data network or computer system is exposed or exploited, the result can be catastrophic to both business and industry. That's why information security has grown into its own field - one that provides critical protection of information assets from unauthorized disclosure or modification, and accidental or intentional loss of data.

Courses in this curriculum include risk management and compliance; security architecture and controls; business continuity and operations; and network and application security. At Franklin University, students will learn about the typical development mistakes that lead to application-level security issues, including CSRF, XSS, cryptography, CAPTCHA, configuration errors, authentication, and authorization, as well as how to defend against them.

This program also teaches design and implementation of high-availability systems through storage redundancy, load balancing, virtualization clusters, and disaster recovery systems. Students will have the opportunity to learn how security requirements and activities, such as risk identification, threat modeling, security testing, and monitoring, fit into the overall systems development lifecycle (SDLC).

Graduates of the Information Security program will be able to:

1. Communicate effectively for a range of purposes and audiences
2. Describe the breadth of the information security field and its impact on business
3. Employ firewalls, VPNs, and stateful packet inspection techniques to harden networks
4. Identify and analyze, determine impacts, and develop plans to mitigate security risks
5. Identify and correct programming and software architecture mistakes that lead to application security vulnerabilities
6. Employ a layered approach to hardware, operating systems, middleware, and applications to produce high-availability services
7. Develop a consistent and strategic balance among business needs, security policy, industry and regulatory standards, and technology for overall information security architecture
8. Be prepared to compete successfully in securing employment or progressing in their chosen field

For more information on the Information Security program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/information-security-bachelors-degree-program>. A discussion listserv is available for subscription by Information Security majors at <http://listserv.franklin.edu/>.

Technology Requirements:

Students in the Computer and Information Sciences Majors are expected to exceed the University's General Technology Requirements, and may be required to purchase hardware and/or software with capabilities greater than the standard technology requirements. There will be software requirements such as software development environments, operating systems, virtualization environments and tools, website development and business process documentation tools that will be used in various courses. Students should be prepared to

invest in this software, and be able to install and uninstall it without assistance.

To maximize the educational experience, Computer and Information Sciences students must have:

- Current model computer (less than 2 years of age)
- DVD optical drive
- 2 GB RAM minimum (4 GB+ recommended)
- Broadband access
- 40 GB or higher of available hard drive space at the beginning of each term

Courses with specific hardware and software requirements are detailed in the course syllabus under the "Required Materials" section.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6	7	8
ISEC 300	R	I	I	I	I	I	I	R
ISEC 325			R					R
ISEC 350	R	R		R				R
ISEC 400					R			R
ISEC 425	R	R				R		R
ISEC 450	R	R					R	R
ISEC 495	A	A	A	A	A	A	A	A
ITEC 400			R			R		R
MIS 310						I		R
MIS 320	I							R
COMP 101					I			I
COMP 204			I					R
COMP 281					R			R
ITEC 136					R			R
WEBD 101					I			I
WEBD 236					R			R

BACHELOR OF SCIENCE (B.S.) INFORMATION SECURITY (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)*

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

*It is recommended that MATH 160 - College Algebra be taken to fulfill the Mathematics requirement in the Fundamental General Education Core, or as the General Education Elective, because it is a prerequisite for several courses in this curriculum.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
HUMN 211 - Introduction to Ethical Analysis & Reasoning (2)
HUMN 305 - Global Issues (4)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
WRIT 220 - Research & Writing for Academic & Professional Audiences (4)
OR WRIT 320 - Business & Professional Writing (4)
Social and Behavioral Science Elective (4)
General Education Electives (1)

PROFESSIONAL CORE (18 HOURS)

COMP 101 - Problem Solving with Computing (2)
COMP 204 - Principles of Computer Networks (2)

COMP 281 - Database Management Systems (4)
ITEC 136 - Principles of Programming (4)
WEBD 101 - Introduction to Web Page Construction (2)
WEBD 236 - Web Information Systems Programming (4)

UNIVERSITY ELECTIVES (16 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your Academic Advisor for information concerning the Joint B.S./MBA Programs of Study and graduate admission requirements.

MAJOR AREA (40 HOURS)

ISEC 300 - Principles of Information Security (4)
ISEC 325 - Network Security (4)
ISEC 350 - Risk Management & Compliance (4)
ISEC 400 - Application Security (4)
ISEC 425 - Business Continuity & Operations Security (4)
ISEC 450 - Security Architecture & Controls (4)
ISEC 495 - Information Security Capstone (4)
ITEC 400 - UNIX Administration (4)
MIS 310 - Information Systems Architecture & Technology (4)
MIS 320 - Technical Communication (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Information Systems Auditing Major

Program Chair, Thomas Seiler, DBA, JD, CPA

Curriculum Development Team:

Thomas G. Seiler, D.B.A., J.D., CPA

Bradley Watson, Ph.D.

Charles T. Saunders, Ph.D., CPA, CIA, CCSA

Jessie Kong, Ph.D., Design Lead Faculty

Advisory Board (listed on page 242-243)

The growing field of Information Systems Auditing (ISA) joins key principles from accounting with information security and management information systems (MIS). Practicing professionals design, implement and manage auditing controls for today's complex computer systems.

The major in Information Systems Auditing includes coursework in information technology auditing, systems development, financial auditing, technical communication, and information security management.

The ISA program curriculum will prepare students who wish to pursue the Certified Information Systems Auditor (CISA) certificate offered by the Information Systems and Control Association (ISACA), a global organization of IT and information systems professionals.

Graduates of the Information Systems Auditing program will be able to:

1. Develop audit plans and procedures to analyze information system risks, controls, and performance within a business process.
2. Analyze and resolve accounting systems problems and opportunities within organizations using accounting and information technology concepts, principles, and techniques.
3. Communicate accounting and information systems ideas, concepts, audit findings, solutions, and recommendations.
4. Evaluate information systems security controls as they relate to the collection, processing, reporting, and preservation of data and their effects on managerial decision-making.

For more information on the Information Systems Auditing program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/information-systems-auditing-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4
ACCT 310	I	I	I	I
ACCT 320	I	I	I	I
ACCT 425	I, R	I, R	I, R	I, R
ACCT 470	R, A	R, A	R, A	I, R
ISEC 300	I	I	I	R
MIS 310	I	I	I	I
MIS 320	I	I	I	I
MIS 360	I	I	I	I
MIS 400	I, R	I, R	I, R	I, R
ISA 495	I, R, A	I, R, A	I, R, A	I, R, A

BACHELOR OF SCIENCE (B.S.) INFORMATION SYSTEMS AUDITING (128 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)*
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

*It is recommended that MATH 160 - College Algebra be taken to fulfill the Mathematics requirement in the Fundamental General Education Core, or as the General Education Elective, because it is a prerequisite for several courses in this curriculum.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

ECON 220* - Introduction to Macroeconomics (4)
HUMN 210 - Introduction to Logic & Critical Thinking Skills (2)
HUMN 211 - Introduction to Ethical Analysis & Reasoning (2)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
 OR COMM 150 - Interpersonal Communication (4)
WRIT 220 - Research & Writing for Academic & Professional
 Audiences (4)
 OR WRIT 320 - Business & Professional Writing (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

PREREQUISITE COMPETENCIES (1 HOUR)

COMP 106 - Introduction to Spreadsheets (1)

PROFESSIONAL CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
COMP 101 - Problem Solving with Computing (2)
COMP 281 - Database Management Systems (4)
HRM 300 - Human Resource Management (4)
ITEC 136 - Principles of Programming (4)
MGMT 312 - Principles of Management (4)
WEBD 101 - Introduction to Web Page Construction (2)

UNIVERSITY ELECTIVES (9 HOURS)

Any undergraduate courses offered by the University except developmental education courses.

MAJOR AREA (40 HOURS)

ACCT 310 - Intermediate Accounting I (4)
ACCT 320 - Intermediate Accounting II (4)
ACCT 425 - Accounting Information Systems (4)
ACCT 470 - Auditing (4)
ISEC 300 - Principles of Information Security (4)
MIS 310 - Information Systems Architecture & Technology (4)
MIS 320 - Technical Communication (4)
MIS 360 - Enterprise-Wide Electronic Commerce (4)
MIS 400 - Systems Analysis & Design (4)
ISA 495 - Information Systems Audit & Control (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Information Technology Major

Program Chair, Todd A. Whittaker, M.S.

Curriculum Development Team:

Todd Whittaker, M.S.

Bradley Watson, Ph.D., Lead Faculty

William Hochstettler, Ph.D., Lead Faculty

Rob L. Wood, Ed.D., Instructional Designer

Advisory Board (listed on page 246)

The Information Technology program is offered to students interested in working independently at a business, maintaining established IT systems. The role needed is not wholesale development, but rather the need to keep an organization's IT system running by providing some customization of applications, integrating sub-systems into a whole, and maintaining day to day operations.

Franklin University's curriculum will begin by adding depth to students existing IT knowledge and experience. Highlights include gaining knowledge of how to administer Windows Server 2008, Unix, Linux, Oracle 10g, Firewalls, Cisco switches and routers, IP addressing, WAN, and Wireless LAN. Students will also be introduced to programming languages like Perl, Shell, and PowerShell, and will be prepared to build, connect, and manage the systems and devices of major computing platforms.

In addition to these skills, Franklin will prepare IT students to effectively communicate the student's work to business leadership, stakeholders, end users and others, enabling students to be their own IT champions for everything from daily operational activities to new technologies.

Graduates of the Information Technology program will be able to:

1. Be prepared to compete successfully in securing employment or progressing in their chosen field
2. Apply network design to small and medium-scale networks
3. Apply the foundations of management information systems to redesign and reshape organizations through the information systems that support them
4. Practice effective systems administration and scripting techniques
5. Apply current industry practices to the assessment of information systems in order to prepare, implement, and maintain security plans
6. Communicate effectively for a range of purposes and audiences

For more information on the Information Technology program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/information-technology-bachelors-degree-program>. A discussion listserv is available for subscription by Information Technology majors at <http://listserv.franklin.edu/>.

Technology Requirements:

Students in the Computer and Information Sciences Majors are expected to exceed the University's General Technology Requirements, and may be required to purchase hardware and/or software with capabilities greater than the standard technology requirements. There will be software requirements such as software development environments, operating systems, virtualization environments and tools, website development and business process documentation tools that will be used in various courses. Students should be prepared to invest in this software, and be able to install and uninstall it without assistance. Courses with specific hardware and software requirements are detailed in the course syllabus under the "Required Materials" section.

To maximize the educational experience, Computer and Information Sciences students must have:

- Current model computer (less than 2 years of age)
- DVD optical drive
- 2 GB RAM minimum (4 GB+ recommended)
- Broadband access
- 40 GB or higher of available hard drive space at the beginning of each term

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6
COMP 204	R	I				
ISEC 300	R				I	R
ITEC 275	R	R				
ITEC 400	R	R		I, A		
ITEC 430	R		R			R
ITEC 495	A	A	A	A	A	A
MIS 310	R		I, A			
MIS 320	R					I, A
ITEC 350	R			R		
ITEC 450	R			R		
ISEC 325	R	R			R	
ISEC 425	R				R	R
ITEC 325	R	R				
ITEC 425	R	R				

ASSOCIATE OF SCIENCE (A.S.) INFORMATION TECHNOLOGY (64 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Undergraduate Programs

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)*

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

*It is recommended that MATH 160 - College Algebra be taken to fulfill the Mathematics requirement because it is a prerequisite for several courses in this curriculum.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (16 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
HUMN 305 - Global Issues (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
Social & Behavioral Science Elective (4)
General Education Elective (1)

MAJOR AREA (24 HOURS)

COMM 305 - Virtual Communication Strategies (2)
COMP 101 - Problem Solving with Computing (2)
COMP 204 - Principles of Computer Networks (2)
COMP 281 - Database Management Systems (4)
ITEC 136 - Principles of Programming (4)
ITEC 275 - Computer Networks: Switching, Routing, & WANs (4)
MIS 200 - Management Information Systems (4)
WEBD 101 - Introduction to Web Page Construction (2)

BACHELOR OF SCIENCE (B.S.) INFORMATION TECHNOLOGY (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)*

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

*It is recommended that MATH 160 - College Algebra be taken to fulfill the Mathematics requirement in the Fundamental General Education Core, or as the General Education Elective, because it is a prerequisite for several courses in this curriculum.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
HUMN 211 - Introduction to Ethical Analysis & Reasoning (2)
HUMN 305 - Global Issues (4)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
WRIT 220 - Research & Writing for Academic & Professional Audiences (4)
OR WRIT 320 - Business & Professional Writing (4)
Social and Behavioral Science Elective (4)
General Education Electives (1)

INFORMATION TECHNOLOGY AREA (24 HOURS)

Programming Fundamentals Course (4)
Database Fundamentals Course (4)
Network Fundamentals Course (2)

Students must have 14 hours of coursework in information technology. Courses can be selected from the following technology related areas:

- Computer Graphics
- Operating Systems
- Networks
- Web Design & Implementation
- Multimedia Technologies
- Programming
- Other IT related course with approval from the Program Chair

UNIVERSITY ELECTIVES (14 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your Academic Advisor for information concerning

the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (36 HOURS)

Required (28 hours)

- ISEC 300 - Principles of Information Security (4)
- ITEC 275 - Computer Networks: Switching, Routing, & WANs (4)
- ITEC 400 - UNIX Administration (4)
- ITEC 430 - Information Technology Project Management (4)
- ITEC 495 - Information Technology Capstone (4)
- MIS 310 - Information Systems Architecture & Technology (4)
- MIS 320 - Technical Communication (4)

Choose one of the following specializations:

Systems Administration (8 hours)

- ITEC 350 - Windows Administration (4)
- ITEC 450 - Database Administration (4)

Information Security (8 hours)

- ISEC 325 - Network Security (4)
- ISEC 425 - Business Continuity & Operations Security (4)

Infrastructure Management (8 hours)

- ITEC 325 - Data Center Design & Administration (4)
- ITEC 425 - Information Storage Management (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Interactive Media Design Major

Program Chair, Daniel Bell, Ph.D.

Curriculum Development Team:

Daniel Bell, Ph.D., M.B.A.

Robert L. Wood, Ed.D., Instructional Designer

Richard Shoop, Flash Programmer, Academic Technology & Innovation Advisory Board (listed on page 246)

The Bachelor of Science major in Interactive Media Design is a degree completion program designed for those students who have associate's degrees, or the equivalent coursework, in interactive media or a related area. The program is geared for students who are at points in their careers where they now need bachelor's degrees to advance to the next level of achievement.

Students with associate's degrees in interactive media, or the equivalent, can transfer credits to Franklin University and complete the requirements for the Bachelor of Science with a major in Interactive Media Design. The major will accept students who have the equivalent of an associate's degree that includes 24 semester credits of courses in interactive media, web design, animation, or other related technology from an accredited institution.

The Interactive Media Design major offers a combination of design, technology, and project management courses that develop the ability to apply technology and design skills to develop interactive training, advertising, and entertainment tools essential in a wide range of settings such as advertising agencies, educational organizations, media groups, and other professional situations.

Graduates with a degree in Interactive Media Design will be able to:

1. Manage the design and development process for interactive media projects
2. Apply team dynamics to collaborate effectively in design teams to design and development interactive media
3. Apply technical, organizational, and creative skills to produce interactive media training materials
4. Apply technical, organizational, and creative skills to produce interactive media advertising materials
5. Apply technical, organizational, and creative skills to produce interactive media entertainment activities

For more information on the Interactive Media Design program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/interactive-media-design-bachelors-degree-program>.

Technology Requirements:

Interactive Media Design students are expected to exceed the University's General Technology Requirements, and may be required to purchase hardware and/or software with capabilities greater than the standard technology requirements. Students should be prepared to invest in additional software, and be able to install and uninstall it without assistance. Courses with specific hardware and software requirements are detailed in the course syllabus under the "Required Materials" section.

To maximize the educational experience, students must have:

- Current model computer (less than 2 years of age)
- DVD optical drive
- 2 GB RAM minimum (4 GB+ recommended)
- Broadband access

- 40 GB or higher of available hard drive space at the beginning of each term
- Adobe Creative Suite 4 or newer

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5
COMM 335		I			
COMP 325	I				
GPRH 310	I		I	I	I
IMD 400	I	I	I		
IMD 430	I	I		I	
IMD 450	I	I			I
IMD 490	R	R	R	R	R
IMD 495	A	A	A	A	A
MIS 320			I	I	I

Admission Criteria

Franklin University's Interactive Media Design degree completion program enables students with interactive media related coursework to complete the Bachelor of Science degree. Students who meet lower division requirements that include a 24-semester hour core and/or related experience, demonstrated by a portfolio of work, are admitted into the Interactive Media Design major with approval from the Program Chair. The 24 hours must consist of an identifiable core of work indicative of mastery in an interactive media discipline, area, or field.

BACHELOR OF SCIENCE (B.S.) INTERACTIVE MEDIA DESIGN (124 SEMESTER HOURS)

Students entering the major with an Associate of Applied Science (A.A.S.) or technical training and other college credit must satisfy General Education requirements listed below for a total of 50 hours in General Education.

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

***All courses must be at the 100 or 200 level**

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 210* - Introduction to Microeconomics (4)
OR ECON 220* - Introduction to Macroeconomics (4)
HUMN 305 - Global Issues (4)
MATH 215 - Statistical Concepts (4)**
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
WRIT 220 - Research & Writing for Academic & Professional Audiences (4)
OR WRIT 320 - Business & Professional Writing (4)
General Education Electives (2)

*Select another Social Science elective if either Economics course is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

TECHNICAL CREDIT (24 HOURS)

- Web Design Fundamentals (at least 3 semester hours)
- Graphic Design Fundamentals (at least 3 semester hours)
- Interactive Design Fundamentals (at least 3 semester hours)*

Students must have at least 15 hours of coursework in interactive media. Courses can be selected from the following related areas:

- Web Design
- Interactive Media
- Flash Animation
- Media Design

*Course should incorporate Flash or similar technology

UNIVERSITY ELECTIVES (14 HOURS)

Any undergraduate courses offered by the University except developmental education courses.

MAJOR AREA (36 HOURS)

COMM 335 - Communication in Groups & Teams (4)
COMP 325 - Human Computer Interaction (4)
GRPH 310 - Advanced Graphic Design (4)
IMD 400 - Interactive Media Design for Training & Instruction (4)
IMD 430 - Interactive Media Design for Entertainment (4)
IMD 450 - Interactive Media Design for Advertising (4)
IMD 490 - Interactive Media Design Practicum (4)
IMD 495 - Interactive Media Capstone (4)
MIS 320 - Technical Communication (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Interdisciplinary Studies Major

Program Chair, Michelle Buchberger, Ph.D.

Curriculum Development Team:

Michelle Buchberger, Ph.D.

Niccole Chandler, Ph.D., Instructional Designer

Suzan Waller, Ph.D., Lead Faculty

John Brent, Ph.D., Lead Faculty

Mike Posey, Ph.D., Lead Faculty

Brenda Jones, Ph.D., Lead Faculty

Advisory Board (listed on page 246)

The problems many organizations face are simply too broad or overly complex to be adequately dealt with by any single profession. The breakthrough innovation required to solve these problems often results from the cross-pollination of ideas where siloed thinking and rigid roles make room for invention and creative problem-solving. Franklin University's Interdisciplinary Studies students will survey a wide range of sources, synthesize key insights, and recommend actionable strategies throughout their customized program of study.

Students will choose a course of study in two focus areas and complete an interdisciplinary capstone. This allows them to design their own program of study.

The culmination of the program will include the creation of an electronic portfolio of work that illustrates key knowledge and the integration of ideas from across disciplines. Assessment methods will focus on the analysis of real world problems, leveraging knowledge from disparate disciplines to create new solutions or new perspectives on complex problems.

Graduates of the Interdisciplinary Studies program will be able to:

1. Communicate effectively
2. Apply logical thinking and critical analysis
3. Articulate ethical considerations
4. Articulate theories and concepts from the field of Interdisciplinary Studies
5. Integrate knowledge from across disciplines
6. Solve or create an informed response to a complex problem drawing on multiple disciplines
7. Illustrate connections among multiple disciplines
8. Conduct academic, interdisciplinary research
9. Construct an electronic portfolio

For more information on the Interdisciplinary Studies program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/interdisciplinary-studies-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6	7	8	9
IDST 100	R								I
SPCH100 or COMM 150	I	R							
HUMN 210	R	I							
HUMN 211	R	R	I						
ECON 210 or 220	R	R							
MATH 215		R							
HUMN 305	R	R	R						
IDST 300	R	R		I	I	I	I	I	R
Focus Area 1	R	R							
Focus Area 2	R	R							
IDST 495	R, A	R, A	R, A	R, A	R, A	R, A	R, A	R, A	R, A

BACHELOR OF SCIENCE (B.S.) INTERDISCIPLINARY STUDIES (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
ECON 210* - Introduction to Microeconomics (4)
OR ECON 220* - Introduction to Macroeconomics (4)
HUMN 210** - Introduction to Logic & Critical Thinking Skills (2)
HUMN 211** - Introduction to Ethical Analysis & Reasoning (2)
IDST 100 - Introduction to Portfolio (1)
HUMN 305 - Global Issues (4)
MATH 215 † - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
General Education Elective (2)

*Select another Social or Behavioral Science elective if either Economics course is used in the Fundamental General Education Core.

** Select another General Education Elective if either Humanities course is used in the Fundamental General Education Core.

† Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

INTERDISCIPLINARY CORE (24 HOURS)

Required (4 hours)

IDST 300 - Introduction to Interdisciplinary Studies (4)

Electives (20 hours)*

When choosing courses to complete, students should be aware of the prerequisites that may be required by Focus Area courses. Choose five courses from the following, but from no more than three different cognate areas:

Business and Technology:

Acceptable courses include any upper division course in Accounting, Business Administration, Business Forensics, Computer Science, Emergency Management & Homeland Security, Finance, Healthcare, Human Resources, Information Technology, Internet Marketing, Management, Management Information Sciences, Marketing, Operations & Supply Chain Management, Public Relations, Public Safety Management, and Web Development.

Communication:

Acceptable courses include any upper division course in Communication, Graphic Design, or Organizational Communication.

Humanities:

Acceptable courses include any upper division course in Art or Art History, Comparative Religion or Religious Studies, History, Literature, Music or Music Education, Philosophy, or Theatre.

Natural Sciences:

Acceptable courses include any upper division course in Biology, Chemistry, Earth Science, Mathematics, or Physics.

Social Sciences:

Acceptable courses include any upper division course in Anthropology, Economics, Political Science, Psychology, or Sociology.

*Other courses may be acceptable. Contact your Academic Advisor for details.

UNIVERSITY ELECTIVES (14 HOURS)

Any undergraduate courses offered by the University except developmental education courses.

FOCUS AREAS (32 HOURS)*

*[Additional Focus Areas](#) are available. Contact your Academic Advisor for more details.

Communication Arts Focus Area (16 hours)

Choose 4 courses from the following (Please note: No fewer than 4 credit hours must be at the 400 level):

COMM 315 - Communication Ethics (4)
COMM 335 - Communication in Groups & Teams (4)
COMM 400 - Intercultural Communication (4)
GRPH 310 - Advanced Graphic Design (4)
MIS 320 - Technical Communication (4)
PBRL 325* - Public Relations (4)
PBRL 350* - Media Research & Writing (4)
PBRL 450 - Rhetoric and Social Influence (4)
WRIT 460 - Advanced Creative Writing (4)

*Students taking PBRL 325 or PBRL 350 must also take Marketing (MKTG 300). This will reduce the number of University Electives in the program.

Social Science Focus Area (16 hours)

Choose 4 courses from the following (Please note: No fewer than 4 credit hours must be at the 400 level):

PSYC 315 - Applied Psychology: Theory to Practice (4)
PSYC 325 - Coaching in Organizations (4)
PSYC 420 - Assessment & Intervention in Organizations (4)
SOCL 345 - Sociology of Work & Organizations (4)
SOCL 400 - Social Justice (4)

CAPSTONE (4 HOURS)

All Interdisciplinary Studies students must complete the capstone course:

IDST 495 - Interdisciplinary Studies Capstone (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Internet Marketing Major

Program Chair, Beverly Smith, Ph.D.

Curriculum Development Team:

R. Bruce Ramsey, M.B.A.

Barbara Fennema, Ed.D., Instructional Designer

Advisory Board (listed on page 246)

Internet Marketing is an innovative and interdisciplinary field propelled by the explosive growth of web commerce and of the Internet itself. Professionals hold leadership positions in e-commerce management, and engage key principles of web design and development, social media and content marketing, web analytics, Internet law, market research and consumer behavior, digital marketing strategy, and search engine optimization and marketing (SEO and SEM).

The Bachelor of Science major in Internet Marketing focuses on those skills necessary to marketing products and services in the digital age. The curriculum includes courses in web and graphics design, electronic commerce, marketing research, and marketing behavior. Students also gain valuable knowledge of the technology inherent in databases, user interface design, and networking and management information systems.

Industry leaders and professionals are represented among program faculty, and play a central role in the Program Advisory Board charged with maintaining a leading-edge curriculum.

Graduates of the Internet Marketing program will be able to:

1. Design a web marketing strategy
2. Analyze and assess national and international questions of law as they relate to Internet Marketing practices
3. Integrate the Web and other internet technologies into business processes
4. Analyze companies' search engine marketing strategies and identify optimal solutions for maximum return on investment
5. Differentiate the influences of various internet technologies on consumer and business buying behaviors
6. Analyze and evaluate website design, development, and implementation for website performance

For more information on the Internet Marketing program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/internet-marketing-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6
COMM 107						I
EMKT 340	I	I	I	I	I	
EMKT 345	I	I	I, R			
EMKT 415	R		I, R, A			
EMKT 430	R			I, R		I, R
EMKT 460		I, R, A				
EMKT 495	R, A		R, A	R, A		R, A
GPRH 210	I		I		I	I
MKTG 332					I	
GRPH 117	I					I

BACHELOR OF SCIENCE (B.S.) INTERNET MARKETING (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
WRIT 320 - Business & Professional Writing (4)
General Education Electives (2)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (12 HOURS)*

Any courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA or M.S. Marketing & Communication courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MBA or BS/MCM Programs of Study and graduate admission requirements.

MAJOR AREA (34 HOURS)

COMM 107 - Introduction to Web Presentation & Publishing (1)
EMKT 340 - Internet Marketing (4)
EMKT 345 - Social Media Marketing (4)
EMKT 415 - Search Engine Marketing (4)
EMKT 430 - Web Analytics (4)
EMKT 450 - Cyber Law (4)
EMKT 495 - Integrated eMarketing (4)
GRPH 117 - Graphic Editing Software (1)
GRPH 210 - Fundamentals of Graphic Design (4)
MKTG 332 - Marketing Research (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Management & Leadership Major

Program Chair, Timothy F. Reymann, Ph.D.

Curriculum Development Team:

Timothy F. Reymann, Ph.D.

Alyncia Bowen, Ph.D.

Matt Barclay, Ph.D., Instructional Designer

Advisory Board (listed on page 246)

The Management & Leadership program focuses on the key skills employed by highly-effective managers and leaders. The field investigates how individual and organizational effectiveness is achieved through critical gains in productivity, profitability and satisfaction.

Franklin University's Bachelor of Science major in Management & Leadership provides core knowledge and competency development in the areas of transformational leadership, organizational behavior and development, change management, cultural and performance enhancement, and human resource management. The program includes coursework from the disciplines of Accounting, Business Administration, Finance, Human Resources Management, Management, and Marketing. Students will gain a combination of cross-discipline knowledge and hands-on experience.

Graduates of the Management & Leadership program will be able to:

1. Analyze organizational culture and evaluate its impact on an organizational performance
2. Analyze the organizational behavior of a department or business and recommend changes for improvement
3. Analyze, recommend, and apply change management processes to real world situations
4. Create a leadership development plan through the integration of transformational leadership theory
5. Integrate management and leadership theories and concepts to determine the optimal strategic direction for an organization

For more information on the Management & Leadership program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/management-leadership-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5
BSAD 110	I	I	I		
ACCT 215					I
ACCT 225					I
BSAD 220		I			I
MGMT 312	I	I	I	I	I
ECON 210					I
FINA 301					I
MKTG 300					I, R
HRM 300		R			I, R
MGMT 325	R	R, A	R		R
MGMT 425	R	R	R, A		R
MGMT 440	R, A	R	R		R
MGMT 470	R	R		R, A	R
MGMT 495	R	R	R	R	R, A

BACHELOR OF SCIENCE (B.S.) MANAGEMENT & LEADERSHIP (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

***All courses must be at the 100 or 200 level**

Minimum of three semester hours of English Composition (If the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Undergraduate Programs

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
WRIT 320 - Business & Professional Writing (4)
General Education Electives (2)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (14 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA or M.S. Marketing & Communication courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MBA or BS/MCM Programs of Study and graduate admission requirements.

MAJOR AREA (32 HOURS)

Required (24 hours)

HRM 300 - Human Resources Management (4)
MGMT 325 - Organizational Behavior (4)
MGMT 425 - Organizational Change (4)
MGMT 440 - Organizational Culture & Performance (4)
MGMT 470 - Organizational Leadership (4)
MGMT 495 - Management Capstone (4)

Major Area Electives (8 hours)*

*Select 8 hours from the following:

COMM 335 - Communication in Groups & Teams (4)
ENTR 395 - Foundations of Entrepreneurship (4)
HRM 302 - Training & Development (4)
HRM 400 - Performance Management (4)
HRM 420 - Principles of Organizational Development (4)
MGMT 410 - Management & Leadership Internship (1-4)
MGMT 480 - Special Topics in Management & Leadership (1-4)
MGMT 499 - Independent Studies in Management & Leadership (1-4)
OSCM 390 - Operations Management (4)

PBRL 445 - Public Relations & Promotional Strategy (4)
PSYC 310 - The Psychology of Personal Development (4)
PSYC 325 - Coaching in Organizations (4)
SOCL 345 - Sociology of Work and Organizations (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Management Information Sciences Major

Program Chair, Bradley Watson, Ph.D.

Curriculum Development Team:

Bradley Watson, Ph.D.

Brad Reed, M.S.

William H. Hochstettler, Ph.D., Lead Faculty

Natalya Koehler, Ph.D., Instructional Designer

Advisory Board (listed on page 247)

A tremendous need exists for technical experts with the ability to develop, implement and manage computer information systems; this growing need has given rise to activities that embrace elements of both computer science and management science. Although closely related, these elements are distinct. The emerging discipline has come to be known as Management Information Sciences (MIS).

The focus of the Bachelor of Science degree with a major in Management Information Sciences is at the intersection of management and technology. A distinguishing feature of this major is its integrated approach to technical, organizational and systems elements within the curricula that will enable future managers and technical specialists to work effectively within organizations.

The Management Information Sciences major includes course offerings which reflect the recommendations of computing professional societies such as the Association for Computing Machinery (ACM) and the Association of Information Technology Professionals (AITP). These courses are constantly updated to meet the relevant needs of the rapidly evolving information systems development industry. The course sequence in the Management Information Sciences program emphasizes the application of computer technologies and information management methods to analyze, design and implement business applications and systems for both enterprise and work-group systems.

Graduates of the Management Information Sciences program will be able to:

1. Have the communication skills to develop text and speech, which are rhetorically appropriate for a range of purposes and audiences
2. Demonstrate the ability to interpret and use numerical information and mathematical manipulation in problem solving
3. Demonstrate critical thinking, analytical and problem solving skills to resolve information systems issues
4. Manage an information system project by employing appropriate theories, methodologies, techniques and tools to capitalize on process improvement opportunities
5. Demonstrate the ability to work in teams to accomplish a common goal

For more information on the Management Information Sciences program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/management-information-sciences-bachelors-degree-program>.

Technology Requirements:

Students in the Computer and Information Sciences Majors are expected to exceed the University's General Technology Requirements, and may be required to purchase hardware and/or software with capabilities greater than the standard technology requirements. There will be software requirements that will be used to perform functions such as website development and business process documentation. Students should be prepared to invest in this software, and be able to

install and uninstall it without assistance. Courses with specific hardware and software requirements are detailed in the course syllabus under the "Required Materials" section.

To maximize the educational experience, Computer and Information Sciences students must have:

- Current model computer (less than 2 years of age)
- DVD optical drive
- 2 GB RAM minimum (4 GB+ recommended)
- Broadband access
- 40 GB or higher of available hard drive space at the beginning of each term

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes					
	1	2	3	4	5
ACCT 215		I, R	I		
HRM 300/MKTG 300			I		
ITEC 136			I		
MATH 380		R	R		
MGMT 312			I	I	
COMP 281			R	R	
MIS 310			R	A	
MIS 320	R, A		A	R	
MIS 330			R	R	
MIS 360			R	R	
MIS 400			R	A	
MIS 478		A	R	R	
MIS 495	A	A	A	A	A
WEBD 236			R	R	

BACHELOR OF SCIENCE (B.S.) MANAGEMENT INFORMATION SCIENCES (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)*

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

*It is recommended that MATH 160 - College Algebra be taken to fulfill the Mathematics requirement because it is a prerequisite for several courses in this curriculum.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

HUMN 305 - Global Issues (4)
MATH 180 - Applied Calculus (4)
MATH 210 - Finite Mathematics (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
WRIT 220 - Research & Writing for Academic & Professional Audiences (4)
OR WRIT 320 - Business & Professional Writing (4)
Social and Behavioral Science Elective (4)

PROFESSIONAL CORE (26 HOURS)

ACCT 215 - Financial Accounting (4)
COMP 101 - Problem Solving with Computing (2)
HRM 300 - Human Resources Management (4)
OR MKTG 300 - Marketing (4)
HUMN 211 - Introduction to Ethical Analysis & Reasoning (2)
ITEC 136 - Principles of Programming (4)

MATH 380 - Probability & Statistics (4)
MGMT 312 - Principles of Management (4)
WEBD 101 - Introduction to Web Page Construction (2)

UNIVERSITY ELECTIVES (8 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (40 HOURS)

Required (36 hours)

COMP 281 - Database Management Systems (4)
MIS 310 - Information Systems Architecture & Technology (4)
MIS 320 - Technical Communication (4)
MIS 330 - Systems Integration Concepts & Practices (4)
MIS 360 - Enterprise-wide Electronic Commerce (4)
MIS 400 - Systems Analysis & Design (4)
MIS 478 - Quantitative Methods & Analysis (4)
MIS 495 - Management Information Sciences Capstone (4)
WEBD 236 - Web Information Systems Programming (4)

Major Area Elective (4 hours)*

*Select 4 hours from the following:

COMP 325 - Human Computer Interaction (4)
INFA 300 - Principles of Business Analytics (4)
INFA 415 - Information Analytics Architecture (4)
INFA 420 - Information Modeling (4)
ISEC 300 - Principles of Information Security (4)
ITEC 430 - Information Technology Project Management (4)
MIS 410 - Management Information Sciences Internship (1-4)
MIS 480 - Special Topics in Management Information Sciences (1-4)
MIS 499 - Independent Studies in Management Information Sciences (1-4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Marketing Major

Program Chair, R. Bruce Ramsey, M.S.C., M.B.A.

Curriculum Development Team:

R. Bruce Ramsey, M.B.A.

Douglas K. Ross, Ph.D.

Barbara Fennema, Ed.D., Instructional Designer

Advisory Board (listed on page 247)

Marketing involves communicating the value of a product or service to customers, and the selling of that product or service. The study of marketing includes the process of planning and implementing the conception, pricing, promotion and delivery of the ideas, goods and services involved in those processes.

Franklin University's Bachelor of Science major in Marketing curriculum includes courses in business, social and behavioral sciences, humanities, communications and technology. The major emphasizes the development and application of creativity, and the communication and analytical skills needed to address organizational challenges. Students will be prepared for careers in high-level sales, sales force management, product design, marketing research and promotional strategy, and customer service.

Graduates of the Marketing program will be able to:

1. Demonstrate appropriate use of marketing research methods including assessment of information needs, data collection, analysis and interpretation
2. Demonstrate knowledge of generally accepted terms and concepts of the marketing profession
3. Demonstrate an understanding of the foundational consumer behavior constructs and the effect of message on product image and the purchase decision process
4. Working in teams, demonstrate the ability to manipulate the variables of the marketing mix to produce a marketing plan appropriate to accomplishing an organization's goals
5. Demonstrate effective written and oral communication skills consistent with the marketing profession

For more information on the Marketing program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/marketing-bachelors-degree-program>.

Students are encouraged to consider selecting Internet Marketing or Public Relations as an academic minor. Relevant coursework from these two programs is listed below.

Internet Marketing

- Introduction to Web Authoring
- Internet Marketing
- Social Media Marketing
- Search Engine Marketing
- Web Analytics

Public Relations

- Public Relations
- Media Research and Writing
- Media & Crisis Communication
- Public Relations & Promotional Strategy

Students are encouraged to participate in career-relevant internships with businesses, government agencies and not-for-profit organizations. These positions provide professional training and work experience and may result in full-time employment. University personnel can help students identify and select internship opportunities.

BACHELOR OF SCIENCE (B.S.) MARKETING (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5
MKTG 300	I	I	I	I	I
MKTG 320		R		R	R
MKTG 330		R	R	R	R
MKTG 332	R	R		R	R
MKTG 495	A	A	A	A	A

Undergraduate Programs

HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
WRIT 320 - Business & Professional Writing (4)
General Education Electives (2)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA or M.S. Marketing & Communication courses can be substituted. Contact your Academic Advisor for information concerning the Joint B.S./MBA or B.S./M.S. Marketing & Communication Programs of Study and graduate admission requirements.

MAJOR AREA (28 HOURS)

Required (16 hours)

MKTG 320 - Advertising (4)
MKTG 330 - Marketing Behavior (4)
MKTG 332 - Marketing Research (4)
MKTG 495 - Integrated Marketing (4)

Major Area Electives (12 hours)*

*Select 12 hours from the following:

EMKT 340 - Internet Marketing (4)
EMKT 460 - E-Commerce (4)
ENTR 395 - Foundations of Entrepreneurship (4)
MKTG 350 - Persuasive Strategies (4)
MKTG 410 - Marketing Internship (1-4)
MKTG 430 - Relationship Marketing (4)
MKTG 450 - Global Marketing (4)
MKTG 480 - Special Topics in Marketing (1-4)
PBRL 325 - Public Relations (4)
PBRL 425 - Media & Crisis Communication (4)
PBRL 445 - Public Relations & Promotional Strategy (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Nursing Major

Bachelor of Science in Nursing Completion Program for Registered Nurses (RN-BSN)

Gail Baumlein, Ph.D., MSN, RN, CNS, CNE, ANEF

Curriculum Development Team:

Gail Baumlein, Ph.D.

Barbara Fennema, Ed.D, Instructional Designer

Erin Wehmeyer, B.A. Content Editor

Advisory Board (listed on page 247)

The practice of nursing draws on contemporary theory in the areas of healthcare management, health informatics, healthcare law and ethics, community health, clinical performance, personalized medicine, and health assessment.

The RN-BSN program offers licensed RNs the opportunity to further their professional nursing education in an online program designed to build on students' basic nursing knowledge and experience. The BSN is awarded upon completion of a prescribed curriculum that includes transfer and technical (advanced standing) credits from an Associate's degree, or diploma in Nursing program.

The outcomes established for graduates of the Commission on Collegiate Nursing Education-accredited RN-BSN program are derived from the American Association of Colleges of Nursing Essentials of Baccalaureate Education for Professional Nursing Practice.

Graduates of the program will be able to:

1. Integrate theories and concepts from arts, humanities, and sciences to develop a foundation for holistic nursing practice.
2. Apply leadership concepts, skills, and decision-making in the provision of quality nursing care, multidisciplinary collaboration, and the oversight and accountability for care delivery.
3. Integrate current evidence including nursing and healthcare research to ground nursing practice and promote high quality patient care outcomes.
4. Apply knowledge and skills in information management and patient care technology to improve patient care outcomes and create a safe care environment.
5. Demonstrate knowledge of the influences of healthcare policy, finance, and regulatory environments including local, state, national, and global healthcare trends on nursing practice and the healthcare system.
6. Employ effective communication in interactions with healthcare professionals, individuals, and groups to advocate for high quality and safe patient care.
7. Apply the principles of health promotion and disease prevention across the health-illness continuum to improve the health of individuals, families, groups, communities, and populations.
8. Incorporate professional standards, and the values of caring, ethics, integrity, altruism and social justice in the practice of nursing.
9. Assume roles in nursing practice and leadership to provide high quality and safe care to culturally diverse individuals, families, groups, communities, and populations across the lifespan and across the continuum of healthcare environments.

For more information on the Nursing program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/nursing-rn-bsn-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6	7	8	9
HCM 350	R			I, A					
HCM 442	R				I, R, A				
HCM 472	R	I	I		R, A	I	I		I
NURS 310	I, R, A	I	I, R, A	I, A		I		I, R, A	I, R, A
NURS 325			R, A			R, A	I, R, A	R	R, A
NURS 425	R, A		R, A		I, R, A		R, A		R, A
NURS 435	R, A	R, A	R, A	R, A		R, A		R, A	R, A
NURS 445		R, A	R, A		R, A		R, A	R, A	R, A
NURS 455	R, A	R, A	R, A		R, A	R, A		R, A	R, A
NURS 498	R, A	R, A	R, A	R, A	R, A	R, A	R, A	R, A	R, A

ADMISSION CRITERIA

Applicant must be a graduate of an associate degree or diploma in nursing program that is recognized by the U.S. Department of Education, or the equivalent if a graduate from a program outside of the U.S. In addition, applicants must hold a current RN license in the U.S. or in a jurisdiction that is an associate member of the National Council of State Boards of Nursing (NCSBN). All students must maintain licensure throughout the program of study. A minimum grade of "C" or better is required in all required prerequisite courses.

BACHELOR OF SCIENCE IN NURSING (B.S.N.) (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts (MATH 215 is recommended).

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

HUMN 305 - Global Issues (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4)

OR COMM 150 - Interpersonal Communication (4)

Social and Behavioral Science Elective (4)

General Education Electives (12)

UNIVERSITY ELECTIVES (12 HOURS)

Any undergraduate courses offered by the University except developmental education courses.

TECHNICAL CREDIT (24 HOURS)

24 credit hours of transfer credit from an accredited associate degree nursing program.

MAJOR AREA (38 HOURS)

HIM 350 - Health Informatics (4)

HCM 442 - Legal Aspects of Healthcare Management (4)

HCM 472 - Contemporary Issues in Healthcare Management (4)

NURS 310 - Transition to Professional Nursing (4)

NURS 325 - Health Assessment & Promotion (4)

NURS 425 - Genetics in Nursing & Healthcare (2)

NURS 435 - Nursing Research & Evidence Based Practice (4)

NURS 445 - Community Health Nursing (4)

NURS 455 - Leadership & Management for Professional Nurses (4)

NURS 498 - Nursing Capstone (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Operations & Supply Chain Management Major

Program Chair, Brian Gregory, Ph.D.

Curriculum Development Team:

Brian Gregory, Ph.D.

Barbara Fennema, Ed.D., Instructional Designer

Advisory Board (listed on page 247)

Operations & Supply Chain Management comprises the design, planning, execution, control, and monitoring of operations and supply chain activities with a focus on the areas of demand planning, quality management, procurement, supply chain optimization, strategic sourcing, transportation and logistics, and materials and inventory management. Managers are concerned with each step involved in providing a product or service, and must be familiar with all facets of their company's operations.

The Bachelor of Science major in Operations & Supply Chain Management exposes students to today's quality management methods such as Six Sigma, Total Quality Management (TQM), Theory of Constraints, and production practices like "Lean" and "Just in time" (JIT). Students learn how to direct transportation, logistics, outsourcing, and other operations functions while enhancing project and program management skills. The curriculum includes strategies to integrate planning for the challenges of climate change into the supply chain, from green-friendly product design and material sourcing to responsible end-of-life management. An emphasis on real world application of operations and supply chain management's theory and principles is built into all program coursework.

Graduates of the Operations & Supply Chain Management program will be able to:

1. Build network models using Linear Programming methods and software
2. Create plans to optimize manufacturing and service processes with minimal impact on the environment
3. Produce quality standards for manufacturing and service processes that meet customer requirements
4. Design efficient supply chains
5. Create processes for moving resources efficiently between locations
6. Formulate efficient ways to acquire and store resources
7. Explain the principles and processes required to efficiently manage multiple projects
8. Design a program plan for the development of a product

For more information on the Operations & Supply Chain Management program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/operations-supply-chain-management-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6	7	8
BSAD 320	I				I			
MGMT 325							I	
OSCM 378	I, R							
OSCM 390		I, R						
OSCM 440			I, R					
OSCM 450				I, R				
OSCM 455					I, R			
OSCM 458						I, R		
OSCM 491							I, R	
OSCM 495	R, A	R, A	R, A	R, A	R, A	R, A	R, A	I, R, A

BACHELOR OF SCIENCE (B.S.) OPERATIONS & SUPPLY CHAIN MANAGEMENT (126 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220* - Introduction to Macroeconomics (4)
HUMN 211 - Introduction to Ethical Analysis & Reasoning (2)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
General Education Electives (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (8 HOURS)*

Any courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MBA can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MBA Programs of Study and graduate admission requirements.

MAJOR AREA (40 HOURS)

BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)
MGMT 325 - Organizational Behavior (4)
OSCM 378 - Business Modeling (4)
OSCM 390 - Operations Management (4)
OSCM 440 - Quality Management (4)
OSCM 450 - Supply Chain Management (4)
OSCM 455 - Transportation & Logistics Management (4)
OSCM 458 - Purchasing & Inventory Management (4)
OSCM 491 - Integrated Project Management (4)
OSCM 495 - Operations & Supply Chain Management Capstone (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Public Administration Major

Program Chair, Alex Heckman, MPA., Ph.D.

Curriculum Development Team:

Alex Heckman, MPA, Ph.D.

Barbara Fennema, Ed.D., Instructional Designer

Jenine Larrabee, Content Editor

Advisory Board (listed on page 248)

The Bachelor of Science with a major in Public Administration is a multidisciplinary major that uniquely prepares students for administrative and management positions in government and nonprofit organizations. Students learn to apply professional concepts and values essential to effective public administration. Students also learn analytical, management, and leadership approaches for effectively navigating the American political system, managing and improving mission-driven organizations, and acting in the public and community interest.

Graduates of the Public Administration program will be able to:

1. Examine the impact of government institutions and the political system on program implementation and administrative decision making in public and nonprofit organizations
2. Apply legal and ethical principles for administrative decision making
3. Analyze administrative situations using public administration concepts and organizational theories and principles of management from multiple disciplines
4. Create and present credible arguments using multiple media
5. Analyze budget and financial information for administrative decision making and reporting
6. Apply leadership and management skills

For more information on the Public Administration program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/public-administration-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6
PUAD 295	I	I	I	I	I	I
PUAD 305	R	R	R	R	R	R
PUAD 350	R	R	R	R	R	R
PUAD 420	R	R	R	R	R	R
PUAD 450	R	R	R	R	R	R
PUAD 495	A	A	A	A	A	A

BACHELOR OF SCIENCE (B.S.) PUBLIC ADMINISTRATION (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

***All courses must be at the 100 or 200 level**

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)*

COMP 106 - Introduction to Spreadsheets (1)

COMP 108 - Introduction to Databases (1)

ECON 220 - Introduction to Macroeconomics (4)

HUMN 211 - Introduction to Ethical Analysis & Reasoning (2)

HUMN 305 - Global Issues (4)

MATH 215 - Statistical Concepts (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4)

OR COMM 150 - Interpersonal Communication (4)

WRIT 320 - Business & Professional Writing (4)

*If a required Additional General Education course is used in the Fundamental General Education core, students should select another General Education course from the same area to meet the General Education requirements.

PROFESSIONAL CORE (16 HOURS)

ACCT 215 - Financial Accounting (4)

COMM 321 - Organizational Communication (4)

OR COMM 335 - Communication in Groups & Teams (4)

HRM 300 - Human Resource Management (4)

MIS 200 - Management Information Systems (4)

UNIVERSITY ELECTIVES (18 HOURS)*

Any courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific MPA courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MPA Programs of Study and graduate admission requirements.

MAJOR AREA (40 HOURS)

Required (24 hours)

PUAD 295 - American Government in Action (4)
PUAD 305 - Introduction to Public Administration (4)
PUAD 350 - Analysis for Performance Improvement (4)
PUAD 420 - Public & Nonprofit Fiscal Administration (4)
PUAD 450 - Leadership for Public & Nonprofit Organizations (4)
PUAD 495 - Public Administration Capstone (4)

Public Administration Specialization (16 hours)

Students must select a specialization by taking the courses listed for an [academic minor](#) or a [focus area](#) from Interdisciplinary Studies. These courses will only count toward the Public Administration major and not a minor. Students must take PUAD 295 and PUAD 305 before taking their specialization courses.

Students may also design an individualized specialization using any courses from Franklin's catalog. Students must obtain approval from the Program Chair of the Public Administration Program for an individualized specialization.

Any prerequisites for specialization courses must be honored.

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Public Relations Major

Program Chair, Michael W. Posey, Ph.D.

Curriculum Development Team:

Michael W. Posey, Ph.D.

Brenda Jones, Ph.D., Lead Faculty

Tom McClain, M.A., Lead Faculty

Advisory Board (listed on page 248)

When it comes to organizations and individuals operating in the public eye, managing information flow and maintaining a positive image in the marketplace is paramount to achieving a favorable public opinion. Franklin University's Public Relations program is designed to provide students a solid foundation of knowledge about the public relations industry as well as the skill sets specific to today's public relations professionals.

Courses in this curriculum cultivate in-demand skills such as publicity, promotions and special events, crisis management, media and community relations, and internal communications. Emphasis is placed on four central areas of the profession - relationship building, advocacy, ethics, and communication.

Students in this major will apply their knowledge of public relations in developing PR campaigns, managing media relations, developing image and identity, and improving the effectiveness of external communications in various settings. Students will learn to write for a multitude of media and will utilize the latest technology to conduct their public relations efforts; thereby producing a customized portfolio of public relations experiences. Students will also have the opportunity to participate in project based internships to gain practical experience in the field.

Graduates of the Public Relations program will be able to:

1. Acquire the knowledge and skills necessary to be an effective public relations professional
2. Demonstrate the ability to integrate and apply conceptual and technical competencies within public relations contexts
3. Apply appropriate communication skills to systematically address public relations issues within a societal, cultural, and environmental context
4. Acquire practical, real-life experience within a public relations context

For more information on the Public Relations program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/public-relations-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4
PBRL 325	I	I	I	I
PBRL 350	R	R		
PBRL 425	A	R	R	R
PBRL 445	R	A	R	
PBRL 450	R	R	R	
PBRL 495			A	A

ASSOCIATE OF SCIENCE (A.S.) PUBLIC RELATIONS (64 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (16 HOURS)

HUMN 305 - Global Issues (4)

PF 321 - Learning Strategies (2)

Undergraduate Programs

PSYC 110* - General Psychology (4)
OR SOCL 110* - Introduction to Sociology (4)
SPCH 100 - Speech Communication (4)
General Education Electives (2)

*Select another Social Science elective if either PSYC 110 or SOCL 110 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (12 HOURS)

COMM 150 - Interpersonal Communication (4)
MKTG 300 - Marketing (4)
WRIT 320 - Business & Professional Writing (4)

MAJOR AREA (12 HOURS)

PBRL 325 - Public Relations (4)
PBRL 350 - Media Research & Writing (4)
PBRL 425 - Crisis & Media Communication (4)

BACHELOR OF SCIENCE (B.S.) PUBLIC RELATIONS (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMM 107 - Introduction to Web Presentation & Publishing (1)
HUMN 210 - Introduction to Logic & Critical Thinking Skills (2)

HUMN 305 - Global Issues (4)
MATH 215* - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
PSYC 110** - General Psychology (4)
SOCL 110** - Introduction to Sociology (4)
SPCH 100 - Speech Communication (4)

*Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

**Select another Social Science elective if either PSYC 110 or SOCL 110 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (24 HOURS)

COMM 150 - Interpersonal Communication (4)
COMM 315 - Communication Ethics (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)
PSYC 204 - Principles of Motivation (4)
WRIT 320 - Business & Professional Writing (4)

UNIVERSITY ELECTIVES (22 HOURS)*

Any courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific M.S. Marketing & Communication courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/M.S. Marketing & Communication Programs of Study and graduate admission requirements.

MAJOR AREA (28 HOURS)

Required (24 hours)

PBRL 325 - Public Relations (4)
PBRL 350 - Media Research & Writing (4)
PBRL 425 - Crisis & Media Communication (4)
PBRL 445 - Public Relations & Promotional Strategy (4)
PBRL 450 - Rhetoric & Social Influence (4)
PBRL 495 - Public Relations Capstone (4)

Major Area Elective (4 hours)*

*Select 4 hours from the following:
COMM 321 - Organizational Communication (4)
COMM 335 - Communication in Groups & Teams (4)
COMM 355 - Introduction to Grant Writing for Non-Profits (4)
MIS 320 - Technical Communication (4)
MKTG 350 - Persuasive Strategies (4)
MKTG 430 - Relationship Marketing (4)
PBRL 410 - Public Relations Internship (1-4)
PBRL 480 - Special Topics in Public Relations (4)
PBRL 499 - Independent Studies In Public Relations (1-4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Public Safety Management Major

Program Chair, Redd Branner, Ph.D.

Curriculum Development Team:

John Carruthers, Ph.D.

Lewis Chongwony, Ph.D., Instructional Designer

Advisory Boards (listed on page 248)

Public Safety Management combines principles of safety planning, legal and policy compliance, crisis prevention and disaster preparedness, and emergency response and homeland security with important skills, such as fiscal responsibility and decision-making, emphasized by today's public safety agencies.

The Bachelor of Science major in Public Safety Management prepares the individual with a dedicated background in law enforcement, criminal justice, fire safety, emergency medical services, corrections, or other public safety-related field, for management and leadership roles. The program includes courses in public administration, emergency management and homeland security, communication, sociology and leadership. Students will gain knowledge and skills essential to managing change and the stewardship of limited resources in today's public safety agency.

Graduates of the Public Safety Management program will be able to:

1. Apply principles of basic accounting fiscal management and budgeting appropriate to a public safety agency
2. Compare and contrast the similarities and differences between the roles of managers and leaders in a public safety agency
3. Apply basic management skills of planning, organizing, staffing, directing, coordinating, managing change, and decision making within a public safety agency
4. Apply critical thinking, reasoning and analytical skills required for ethical decision-making and problem solving in a public safety agency
5. Apply appropriate ethical principles, laws, and human relations skills to all facets of operation in a public safety agency
6. Demonstrate the ability to make optimal use of available resources to successfully design and manage projects in a public safety agency

For more information on the Public Safety Management program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/public-safety-management-bachelors-degree-program>.

ADMISSION CRITERIA

Public Safety Management is a completion major designed to complement the public safety professional's existing technical skills which should include job-specific and communication skills, and application of business and leadership practices. The major is appropriate for those who possess an Associate's degree, or its equivalent, including 24 semester credit hours (36 quarter credit hours) of courses in a defined technical discipline with a public safety mission, from an accredited institution, or professional certification from an approved public safety training academy. The 24 semester hours of instruction must be approved by the Public Safety Management Program Chair.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6
SOCL110				I	I	
PSMT 225		I	I	I		
PUAD 295				R	I	
PUAD 450		R	R	R		
PSMT 315			R	R	R	I
SEMT 335		R	R	R	R	I
PUAD 420	I, R, A			R		R
PSMT 440				R	R, A	
PSMT 495	R	A	A	A	R	A

BACHELOR OF SCIENCE (B.S.) PUBLIC SAFETY MANAGEMENT (124 SEMESTER HOURS)

Students entering the major with an Associate of Applied Science (A.A.S.) or technical training and other college credit must satisfy General Education requirements listed below for a total of 50 hours in General Education.

TECHNICAL CREDIT

Students with Associate of Applied Science (A.A.S.) degrees in Law Enforcement, Criminal Justice, Fire Safety, Emergency Medical Services, Corrections or other Public Safety related fields will satisfy the Technical and some of the General Education requirements of the Bachelor of Science degree major in Public Safety Management at Franklin University. Students without an A.A.S. degree must satisfy the Technical and all of the General Education requirements listed below.

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

***All courses must be at the 100 or 200 level**

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)

COMP 108 - Introduction to Databases (1)

ECON 210* - Introduction to Microeconomics (4)

OR ECON 220* - Introduction to Macroeconomics (4)

HUMN 305 - Global Issues (4)

MATH 215** - Statistical Concepts (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4)

OR COMM 150 - Interpersonal Communication (4)

WRIT 320 - Business & Professional Writing (4)

General Education Electives (2)

*Select another Social Science elective if either Economics course is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

PROFESSIONAL CORE (16 HOURS)

PSMT 225 - Introduction to Public Safety Management (4)

PUAD 295 - American Government in Action (4)

PUAD 450 - Leadership for Public & Nonprofit Organizations (4)

SOCL 110 - Introduction to Sociology (4)

UNIVERSITY ELECTIVES (14 HOURS)*

Any undergraduate courses offered by the University except developmental education courses.

*A maximum of 8 credit hours of specific Master of Public Administration courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MPA Programs of Study and graduate admission requirements.

TECHNICAL CREDIT (24 HOURS)

24 credit hours in a public safety related discipline from transfer credit.

MAJOR AREA (20 HOURS)

PSMT 315 - Contemporary Issues in Public Safety Management (4)

PSMT 440 - Administrative Law (4)

PSMT 495 - Public Safety Management Capstone (4)

PUAD 420 - Public & Nonprofit Fiscal Administration (4)

SEMT 335 - Introduction to Emergency Management & Homeland Security (4)

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Recommended Minors for Public Safety Management majors are:

- Criminal Justice Administration
- Emergency Management & Homeland Security
- Fire & Emergency Services Administration
- Public Administration

Risk Management & Insurance Major

Program Chair, Martina Peng, Ph.D., CFP®

Curriculum Development Team:

Martina Peng, Ph.D., CFP®

Thomas G. Seiler, D.B.A., J.D., CPA

Yi Yang, Ph.D., Instructional Designer

Advisory Boards (listed on page 249)

The burgeoning field of Risk Management & Insurance focuses on the identification, management and mitigation of risk, and its potential impact on business organizations. Through various hedging strategies – reliance on financial and insurance products, including life, health, property and casualty policies, worker’s compensation and employee benefit models – risk management and insurance can be important stopgaps against loss and liability.

The Bachelor of Science major in Risk Management & Insurance is built on the fundamentals of law and finance, and instructs students on the evaluation and management of organizational risk. Principles from the fields of economics, finance, financial planning, law, and federal and state regulation are emphasized throughout the curriculum. Students will gain key skills enabling them to analyze employer and environmental liability, understand insurance underwriting in a complex economic and regulatory environment, assess various risk pooling arrangements, and build a business founded on accepted risk management methodologies to minimize exposure to loss. Graduates will be well-suited to positions within the insurance industry, including insurance agents, claims adjusters and product managers. They will also have the foundation necessary to pursue industry certifications such as the Chartered Life Underwriter (CLU), Chartered Property and Casualty Underwriter (CPCU), and Certified Risk Manager (CRM).

Graduates of the Risk Management & Insurance program will be able to:

1. Create strategies for actively evaluating, managing, and lowering an organization's risk
2. Analyze the economics and limitations of risk pooling arrangements, including the effects that these arrangements may have in altering behavioral outcomes and the impact of risk and cost shifting between private and public sectors
3. Analyze fundamental concepts of insurance company operations, including the underwriting and claims handling processes and the applicable regulatory framework
4. Analyze opportunities to manage risk through various insurance products or other "pooling" arrangements and develop optimal solutions for utilizing such products and arrangements to balance the benefits and costs of risk and risk reduction.
5. Research and communicate risk analyses and conclusions to decision-makers in numerous formats, including written and oral reports

For more information on the Risk Management & Insurance program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/risk-management-insurance-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5
RMI 300	I	I	I	I	I
RMI 420		R		R	
RMI 430		R		R	
RMI 440				R	
RMI 470			R		
RMI 495	R, A	A	A	R, A	R, A

BACHELOR OF SCIENCE (B.S.) RISK MANAGEMENT & INSURANCE (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

***All courses must be at the 100 or 200 level**

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)

Undergraduate Programs

ECON 220* - Introduction to Macroeconomics (4)
HUMN 210 - Introduction to Logic & Critical Thinking Skills (2)
HUMN 305 - Global Issues (4)
MATH 215** - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
General Education Electives (4)

*Select another Social Science elective if ECON 220 is used in the Fundamental General Education Core.

**Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

UNIVERSITY ELECTIVES (14 HOURS)

Any courses offered by the University except developmental education courses.

MAJOR AREA (32 HOURS)

Required (24 hours)

RMI 300 - Principles of Risk Management & Insurance (4)
RMI 420 - Property & Casualty Insurance (4)
RMI 430 - Individual & Group Life & Health Insurance (4)
RMI 440 - Employee Benefits & Retirement Planning (4)
RMI 470 - Insurance Company Operations (4)
RMI 495 - Risk Management & Insurance Capstone (4)

Major Area Elective (8 hours)*

*Select 8 hours from the following:

ACCT 341 - Fraud Investigation (4)
ACCT 342 - Interviewing Techniques for Fraud Investigations (4)
ACCT 343 - Legal Elements of Fraud (4)
ACCT 344 - Corporate Governance & Internal Control Assessment (4)
ECON 321 - Intermediate Microeconomics (4)
ECON 322 - Intermediate Macroeconomics (4)
ECON 420 - Forecasting (4)
ENTR 395 - Foundations of Entrepreneurship (4)
FINA 403 - Advanced Financial Management (4)
FINA 405 - Investments (4)
FINA 450 - Global Finance (4)
FPLN 300 - Principles of Financial Planning (4)
FPLN 430 - Income Tax Planning (4)
FPLN 440 - Insurance Planning (4)
FPLN 460 - Estate Planning (4)
RMI 410 - Risk Management & Insurance Internship (1-4)

Social Media Design Major

Program Chair, Michael W. Posey, Ph.D.

Curriculum Development Team:

Daniel Bell, Ph.D., M.B.A.

Michelle Buchberger, Ph.D.

Michael W. Posey, Ph.D.

Joel Gardner, Ph.D.

Social Media Design comprises the design and development of campaigns that utilize cutting edge technology to advance organizational points of view, grow a business's reputation, and expand brand base through loyal community engagement.

The Social Media Design major focuses on the social space and the real and virtual community that surround us in our businesses, organizations, and publics. The major provides students with the fundamentals of selecting, using, analyzing, managing, and making decisions related to the social media contexts surrounding organizations or businesses.

The purpose of the Social Media Design program is to prepare professionals to create focused social media strategies and to manage the social presence of people, products, and organizations using social media tools. Students learn social media content through real world activities by participating in teams that design, develop, and implement social media strategies. Graduates will employ the theory and practice of organizing and effectively using social media for developing reputation strategies, publicity methods, and marketing rationales for individuals, products, and organizations.

Graduates of the Social Media Design program will be able to:

1. Design, develop, and manage communication and content in an interactive dialog on a web or mobile platform
2. Generate an environment that encourages user-generated content that effectively communicates an individual's or organization's mission
3. Manage the design and development process for social media projects
4. Apply team dynamics to collaborate effectively in design teams to design and develop social media
5. Design content and information for multiple social media platforms

For more information on the Social Media Design program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/social-media-design-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5
IMD 300	I	I	I	I	I
IMD 330	I, R	I, R	I, R	I, R	I, R
SMD 400	R	R	R	R	R
SMD 450	R	R	R	R,A	R
SMD 495	A	A	A	A	A

BACHELOR OF SCIENCE (B.S.) SOCIAL MEDIA DESIGN (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

***All courses must be at the 100 or 200 level**

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295). PSYC 110 General Psychology and SOCL 110 Introduction to Sociology are recommended.

Minimum of six semester hours of Arts and Humanities
Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMM 107 - Introduction to Web Presentation & Publishing (1)
COMP 106 - Introduction to Spreadsheets (1)

Undergraduate Programs

HUMN 305 - Global Issues (4)
MATH 215 - Statistical Concepts (4)*
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communications (4)
WRIT 320 - Business & Professional Writing (4)
Social and Behavioral Science Elective (4)
General Education Electives (2)

*Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

TECHNICAL AREA (24 HOURS)

Students must have at least 2 classes each in any three of the five competency areas:

- Interactive Media Design
- Graphic Design
- Public Relations
- Communication
- Psychology

UNIVERSITY ELECTIVES (26 HOURS)

Any courses offered by the University except developmental education courses.

MAJOR AREA (24 HOURS)

Required (20 hours)

IMD 300 - Digital Media Design (4)
IMD 330 - Interaction Design (4)
SMD 400 - Applied Theory of Social Interaction in Media (4)
SMD 450 - Social Media Policy & Practice (4)
SMD 495 - Social Media Design Capstone (4)

Major Area Elective (4)*

*Choose 4 hours from any of the five competencies:

- Interactive Media Design
- Graphic Design
- Public Relations
- Communication
- Psychology

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Social Sciences Major

Program Chair, Suzan Waller, Ph.D.
 Curriculum Development Team:
 Suzan Waller, Ph.D.
 John Brent, Ph.D.
 David Ni, Ph.D.

The Social Sciences are a group of academic disciplines that focus on understanding and examining the structure, theoretical basis, evolution, and the interrelationships of societal institutions and organizations and how they influence and are influenced by human behavior. Franklin University's Social Sciences major is designed as a multidisciplinary approach that specifically provides students with a comprehensive and research-based perspective for understanding human behavior, social interactions, and social dynamics while grounding them in fundamental core competencies employers are looking for in employees: effective communication, interpersonal teamwork, critical thinking, creative thinking, and problem solving.

For this major, students have the flexibility to select any number of specialization areas or disciplines (but at least two) from existing university options (i.e., anthropology, criminal justice, economics, psychology, or sociology) or can transfer in courses derived from other Social Science disciplines (e.g., archaeology, anthropology, geography, history, international relations, political science, and other human behavior-based areas) into a customized program of study. By combining such disciplines, students have the opportunity to develop unique critical thinking and problem solving skills within the vast context of social and behavioral human development derived from both major area required and elective courses.

As a result of such a customizable curriculum, graduates are able to enter the workforce via a variety of pathways including business, for- and not-for-profit organizations, government, and public and human services. In addition, an undergraduate program in Social Sciences opens up a number of graduate school opportunities not only in Social Science disciplines but also medicine, law, education, and other professional programs.

Graduates of the Social Sciences program will be able to:

1. Communicate effectively
2. Apply logical thinking and critical analysis
3. Apply fundamental concepts, theories, and research methodologies of the social and behavioral sciences into personal, social, and professional contexts
4. Apply problem solving strategies to the behavior of individuals and small groups
5. Analyze and evaluate different sociocultural contexts as they influence human behavior individually and collectively
6. Analyze and evaluate historical and contemporary social science issues
7. Find, interpret, analyze, and evaluate the results of social science research

For more information on the Social Sciences program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/social-sciences-bachelors-degree-program>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6	7
WRIT 220	I						
SPCH 100 or COMM 150	I, R	I					
HUMN 210	R	I, R		I			
HUMN 345	R	R	I, R	R			
IDST 301	R	R		R			
SOCL 335	R	R	I, R	R			I
Major Area Electives	R	R	I, R	I, R	I, R	I, R	R
SOSC 495	A	A	A	A	A	A	A

BACHELOR OF SCIENCE (B.S.) SOCIAL SCIENCES (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

*All courses must be at the 100 or 200 level

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)
 Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)
 Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)
 Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)
 Choose from the Anthropology, Economics, Psychology, and Sociology disciplines.

Minimum of six semester hours of Arts and Humanities
 Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)
HUMN 305 - Global Issues (4)
MATH 215* - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)
OR COMM 150 - Interpersonal Communication (4)
PSYC 110** - General Psychology (4)
OR SOCL 110** - Introduction to Sociology (4)
OR ANTH 215** - Introduction to Anthropology (4)
OR CJAD 210** - Introduction to Criminal Justice Administration (4)
OR ECON 210** - Introduction to Microeconomics (4)
OR ECON 220** - Introduction to Macroeconomics (4)
OR PUAD 295** - American Government in Action (4)
HUMN 210 † - Introduction to Logic & Critical Thinking Skills (2)
HUMN 211 † - Introduction to Ethical Analysis & Reasoning (2)
General Education Electives*(3)

* Select another General Education Elective if MATH 215 is used in the Fundamental General Education Core.

** Select another Social or Behavioral Science elective if PSYC 110, SOCL 110, CJAD 210, ANTH 215, ECON 210, ECON 220, or PUAD 295 is used in the Fundamental General Education Core or in the Major Area.

† Students should select other General Education Electives if HUMN 210 and/or HUMN 211 (or equivalents) are used in the Fundamental General Education Core.

UNIVERSITY ELECTIVES (18 HOURS)*

Any courses offered by the University except developmental education courses.

* A maximum of 8 credit hours of specific Master of Science Business Psychology or Master of Public Administration courses can be substituted. Contact your Academic Advisor for information concerning the Joint B.S./M.S. Business Psychology or MPA Programs of Study and graduate admission requirements.

MAJOR AREA (56 HOURS)

Required (24 hours):

COMM 335 - Communication in Groups and Teams (4)
WRIT 220 - Researching & Writing for Academic & Professional Audiences (4)
OR WRIT 320 - Business & Professional Writing (4)
SOCL 335 - Applied Research Methods (4)
HUMN 345 - Philosophy of Science (4)
IDST 301 - Creative Thinking (4)
SOSC 495 - Social Sciences Capstone (4)

Major Area Electives (32 hours):

Courses selected must be from at least two social and behavioral science disciplines. Courses available at Franklin University:

Anthropology:

ANTH 215 - Cultural Anthropology (4)
ANTH 480 - Special Topics in Anthropology (1-4)

Psychology:

PSYC 204 - Principles of Motivation (4)
PSYC 310 - The Psychology of Personal Development (4)

PSYC 315 - Applied Psychology: Theory to Practice (4)
PSYC 325 - Coaching in Organizations (4)
PSYC 420 - Assessment & Intervention in Organizations (4)
PSYC 480 - Special Topics in Psychology (1-4)

Economics:

ECON 210 - Introduction to Microeconomics (4)
ECON 220 - Introduction to Macroeconomics (4)
ECON 321 - Intermediate Microeconomics (4)
ECON 322 - Intermediate Macroeconomics (4)
ECON 420 - Forecasting (4)
ECON 450 - History of Economic Thought (4)
ECON 480 - Special Topics in Economics (1-4)

Criminal Justice:

CJAD 210 - Introduction to Criminal Justice Administration (4)
CJAD 240 - Introduction to Criminology (4)
CJAD 310 - Courts & Criminal Procedure (4)
CJAD 315 - Policing in America (4)
CJAD 320 - Corrections in America (4)
CJAD 330 - Juvenile Justice & Delinquency (4)
CJAD 415 - Contemporary Policing Strategies & Issues (4)
CJAD 425 - Probation & Parole (4)
CJAD 430 - Juvenile Corrections (4)
CJAD 440 - Sociology of Deviant Behavior (4)
CJAD 450 - Criminal Justice Management & Administration (4)
CJAD 455 - Ethics in the Criminal Justice System (4)
CJAD 480 - Special Topics in Criminal Justice (1-4)

Sociology:

SOCL 310 - Diversity in the Workplace (4)
SOCL 345 - Sociology of Work & Organizations (4)
SOCL 400 - Social Justice (4)
SOCL 480 - Special Topics in Sociology (1-4)

Additional social and behavioral science disciplines acceptable for transfer include*:

- Anthropology
- Archaeology
- Cultural Resources Management
- Criminology
- Geography
- History
- International Relations
- Political Science
- Statistics and Decision Science

* Other social science disciplines not listed above may be accepted for transfer. Inquiries should be directed to the Social Sciences program chair.

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

Web Development Major

Program Chair, William H. Hochstettler III, Ph.D.

Curriculum Development Team:

William H. Hochstettler, Ph.D.

Matthew Darby, M.S., Adjunct Faculty

Todd Whittaker, M.S., Lead Faculty

Advisory Board (listed on page 249)

Franklin University's Web Development program is an innovative and interdisciplinary major that gives students a wide range of exposure to the many disciplines required to build these next-generation, enterprise-level websites. With the explosive growth of the Internet and electronic commerce, successful businesses are increasingly employing the Internet and related electronic commerce technologies. These business initiatives require graduates who understand current and future trends in electronic commerce and are prepared to manage the analysis, design, implementation, marketing and operation of web-based systems.

Electronic commerce has expanded beyond its early roots in electronic funds transfer and data interchange to embrace the use of Internet technologies for such applications as Web-based retailing, electronic supply chain management, Web marketing, and Web publishing. The Web Development Major is designed to meet that demand. Students earning a Bachelor of Science Web Development will acquire Web development, marketing, graphic design and electronic commerce system skills as well as knowledge of the technology of databases, user interface design, and management information systems.

Franklin's curriculum helps students acquire highly sought after skills, including web application development, front-end development, database development, user experience design, graphic design, and web animation. Students will gain hands-on experience with industry-standard software, databases, and languages, including Adobe Creative Suite (PhotoShop) and Flash. Students will also discover best practices for translating business requirements into design, and design into fast, immersive web experiences for different browsers and screen sizes using HTML, CSS, JavaScript, AJAX, JQuery, and Ruby on Rails.

Graduates of the Web Development program will be able to:

1. Apply graphic design principles to produce effective designs for Web pages
2. Apply technical knowledge to develop and implement effective solutions to real world problems
3. Communicate appropriately for a range of purposes and audiences
4. Demonstrate knowledge of generally accepted terms and concepts of the web development profession

For more information on the Web Development program, including career opportunities, program assessment and faculty, visit <http://www.franklin.edu/web-development-bachelors-degree-program>. A discussion listserv is available for subscription by Web Development Majors at <http://listserv.franklin.edu>.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4
COMP 101		I		I
COMP 281		I		I
COMP 325		I		I
GRPH 210	I	I	R	I
GRPH 310	R,A	R	R	R
ITEC 136		I		I
MIS 310		I	R	I
MIS 320		R	A	R
MKTG 300		I		I
WEBD 101		I		I
WEBD 117		I		I
WEBD 234		R	R	R
WEBD 236		R		R
WEBD 335		R	R	R
WEBD 434		A	R	R
WEBD 495	R	R	R	A
WRIT 120			I	
WRIT 320			R	

Technology Requirements:

Students in the Computer and Information Sciences Majors are expected to exceed the University's General Technology Requirements, and may be required to purchase hardware and/or software with capabilities greater than the standard technology requirements. There will be software requirements such as software development environments, operating systems, virtualization environments and tools, website development and business process documentation tools that will be used in various courses. Students should be prepared to invest in this software, and be able to install and uninstall it without assistance. Courses with specific hardware and software requirements are detailed in the course syllabus under the "Required Materials" section.

To maximize the educational experience, Computer and Information Sciences students must have:

- Current model computer (less than 2 years of age)
- DVD optical drive
- 2 GB RAM minimum (4 GB+ recommended)
- Broadband access
- 40 GB or higher of available hard drive space at the beginning of each term

BACHELOR OF SCIENCE (B.S.) WEB DEVELOPMENT (124 SEMESTER HOURS)

FUNDAMENTAL GENERAL EDUCATION CORE (24 HOURS)*

***All courses must be at the 100 or 200 level**

Minimum of three semester hours of English Composition (if the course does not have a research paper component, WRIT 130 Research Paper, two semester credits, is also required)

Choose WRIT 120 College Writing.

Minimum of three semester hours of Mathematics (at least one mathematics or statistics course beyond the level of intermediate algebra)

Choose from MATH 160 College Algebra, MATH 180 Applied Calculus, MATH 210 Finite Mathematics, MATH 220 Business Calculus, or MATH 215 Statistical Concepts.

Minimum of six semester hours of Sciences (two science courses, with one having a laboratory component)

Choose from the Science discipline.

Minimum of six semester hours of Social and Behavioral Sciences (which must be in at least two different disciplines)

Choose from the Anthropology, Economics, Psychology, and Sociology disciplines, or American Government in Action (PUAD 295).

Minimum of six semester hours of Arts and Humanities

Choose from the Humanities discipline.

ADDITIONAL GENERAL EDUCATION REQUIREMENTS (26 HOURS)

COMP 106 - Introduction to Spreadsheets (1)

HUMN 305 - Global Issues (4)

MATH 215 - Statistical Concepts (4)

PF 321 - Learning Strategies (2)

SPCH 100 - Speech Communication (4)

OR COMM 150 - Interpersonal Communication (4)

WRIT 220 - Research & Writing for Academic & Professional Audiences (4)

OR WRIT 320 - Business & Professional Writing (4)

Social & Behavioral Science Elective (4)

General Education Electives*(3)

*Because it is a prerequisite for several courses in this curriculum, it is recommended that College Algebra (MATH 160) be taken to fulfill the Mathematics requirement in the Fundamental General Education Core or the General Education Elective.

UNIVERSITY ELECTIVES (17 HOURS)*

Any courses offered by the University except developmental education courses. Students may take 600-level Computer Science or Marketing & Communication courses if they meet the prerequisites.

*A maximum of 8 credit hours of specific MBA or M.S. Marketing & Communication courses can be substituted. Contact your Academic Advisor for information concerning the Joint BS/MBA or BS/MCM Programs of Study and graduate admission requirements.

MAJOR AREA (57 HOURS)

COMP 101 - Problem Solving with Computing (2)

COMP 281 - Database Management Systems (4)

COMP 325 - Human-Computer Interaction (4)

GRPH 117 - Graphic Editing Software (1)

GRPH 210 - Fundamentals of Graphic Design (4)

GRPH 310 - Advanced Graphic Design (4)

ITEC 136 - Principles of Programming (4)

MIS 310 - Information Systems Architecture & Technology (4)

MIS 320 - Technical Communication (4)

MKTG 300** - Marketing (4)

WEBD 101 - Introduction to Web Page Construction (2)

WEBD 234 - Web Design & Implementation (4)

WEBD 236 - Web Information Systems Programming (4)

WEBD 335 - Advanced Client Side Development (4)

WEBD 434 - Web Application Development (4)

WEBD 495 - Web Development Capstone (4)

**BSAD 110 (Business Principles) is a prerequisite. Transfer students with the equivalent of four (4) business courses are not required to take BSAD 110 (Business Principles).

ACADEMIC MINORS

Degree-seeking students can pursue one of our Academic Minors. See the section titled "Academic Minors."

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Subsequent Bachelor of Science Degree

The Subsequent Bachelor of Science (B.S.) degree is open to those who have a baccalaureate degree or higher from a regionally accredited college or university. (For international students with a three year baccalaureate degree, the bachelor's degree needs to be accredited by the ministry of education or equivalent government ministry in the particular country.) Each candidate for a subsequent degree must successfully complete in residence at Franklin University a minimum of 30 credit hours of 200 level courses or above, of which a minimum of 16 credit hours must be in major area courses at the 300 or 400 level. If the student is a previous Franklin Bachelor of Science degree graduate, the 30 credits must be earned after the first Franklin B.S. degree was awarded. If the required courses for a subsequent degree total less than 30 credit hours, the student may take Free Elective courses to achieve residency. Either PF 121 or PF 321 must be taken prior to the first BLF course, or it may be taken concurrently with the first 15-week BLF course.

A minimum GPA of 2.25 is required in the major area, and each major area course must be completed with a grade of "C" or better to count toward degree requirements.

Computer Literacy is a General Education prerequisite. Students with computer experience will have the option of completing a free placement exam to waive this prerequisite. Business Principles (BSAD 110) is a Business Core prerequisite. Transfer students with the equivalent of four business courses are not required to take Business Principles. Each degree candidate must show transfer credit for, or meet the requirements listed below, and any necessary prerequisites.

Students in the Computer Science, Information Technology, Management Information Sciences and Web Development majors may be required to purchase hardware and/or software with capabilities greater than the standard University technology requirements. There will be software requirements beyond the standard Microsoft Office software, such as software development environments, operating systems, virtualization environments and tools, website development and business process documentation tools that will be used in various courses. Students should check the Technology Requirements section of the Bulletin and/or the Course Schedule for the requirements relevant to their specific major to ensure they have, and are familiar with, the requisite hardware and software.

ACCOUNTING

PREREQUISITE COMPETENCIES

COMP 108 - Introduction to Databases (1)
ECON 220 - Introduction to Macroeconomics (4)
PF 321 - Learning Strategies (2)

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

MAJOR AREA (36 HOURS)

ACCT 310 - Intermediate Accounting I (4)
ACCT 320 - Intermediate Accounting II (4)
ACCT 330 - Cost Management (4)
ACCT 390 - Federal Income Tax I (4)
ACCT 420 - Federal Income Tax II (4)
ACCT 425 - Accounting Information Systems (4)
ACCT 470 - Auditing (4)
ACCT 495 - Accounting Research & Analysis (4)

Major Area Electives (4)*

*Select 4 hours from the following:

ACCT 341 - Fraud Examination (4)
ACCT 342 - Interviewing Techniques for Fraud Investigations (4)
ACCT 343 - Legal Elements of Fraud (4)
ACCT 344 - Corporate Governance & Internal Control Assessment (4)
ACCT 360 - Government & Not-for-Profit Accounting (4)
ACCT 401 - Accounting Ethics & Professional Responsibilities (4)
ACCT 410 - Accounting Internship (1-4)
ACCT 480 - Special Topics in Accounting (1-4)
ACCT 499 - Independent Studies in Accounting (1-4)
FINA 403 - Advanced Financial Management (4)
FPLN 430 - Income Tax Planning (4)
MIS 478 - Quantitative Methods & Analysis (4)

ALLIED HEALTHCARE MANAGEMENT

PREREQUISITE COMPETENCIES

PF 321 - Learning Strategies (2)

PROFESSIONAL CORE (16 HOURS)

ACCT 215 - Financial Accounting (4)
BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)
MGMT 312 - Principles of Management (4)
MGMT 325 - Organizational Behavior (4)

TECHNICAL CREDIT (24 HOURS)

24 credit hours in a healthcare or approved related discipline from transfer credit.

MAJOR AREA (20 HOURS)

HCM 300 - Healthcare Management (4)
HCM 320 - Healthcare Financial Management I (4)
HCM 442 - Legal Aspects of Healthcare Management (4)
HCM 472 - Contemporary Issues in Healthcare Management (4)
HCM 495 - Healthcare Management Capstone (4)

BUSINESS ADMINISTRATION

PREREQUISITE COMPETENCIES

ECON 220 - Introduction to Macroeconomics (4)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

MAJOR AREA (28 HOURS)

BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)
BSAD 460 - Business Ethics for Leaders (4)
BSAD 495 - Business Administration Capstone (4)

Major Area Electives (16)*

*Select 16 hours from the Major Area Electives listed in the Bachelor of Science degree section for this major.

BUSINESS ECONOMICS

PREREQUISITE COMPETENCIES

ECON 220 - Introduction to Macroeconomics (4)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

MAJOR AREA (36 HOURS)

ECON 321 - Intermediate Microeconomics (4)
ECON 322 - Intermediate Macroeconomics (4)
ECON 340 - Money, Banking & Financial Markets (4)
ECON 420 - Forecasting (4)
ECON 450 - History of Economic Thought (4)
ECON 495 - Sustainable Economic Growth (4)

Major Area Electives (12)*

*Select 12 hours from the following:
ACCT 310 - Intermediate Accounting I (4)
ACCT 320 - Intermediate Accounting II (4)
BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)
BSAD 460 - Business Ethics for Leaders (4)
BSAD 476 - Global Business Issues (4)
COMM 315 - Communication Ethics (4)
COMM 321 - Organizational Communication (4)
ECON 410 - Economics Internship (1-4)
ECON 480 - Special Topics in Economics (1-4)
ECON 499 - Independent Studies in Economics (1-4)
FINA 403 - Advanced Financial Management (4)
WRIT 320 - Business & Professional Writing (4)

BUSINESS FORENSICS

PREREQUISITE COMPETENCIES

ECON 220 - Introduction to Macroeconomics (4)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

MAJOR AREA (28 HOURS)

BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)
BSAD 460 - Business Ethics for Leaders (4)
BSAD 495 - Business Administration Capstone (4)
BSFR 341 - Fraud Examination (4)
BSFR 342 - Interviewing Techniques for Fraud Investigations (4)
BSFR 343 - Legal Elements of Fraud (4)
BSFR 344 - Corporate Governance & Internal Control Assessment (4)

COMMUNICATIONS

PREREQUISITE COMPETENCIES

COMM 205 - Communication Design (1)
COMP 106 - Introduction to Spreadsheets (1)
COMM 107 - Introduction to Web Presentation & Publishing (1)
GRPH 117 - Graphic Editing Software (1)
HUMN 305 - Global Issues (4)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
SPCH 100 - Speech Communication (4)

PROFESSIONAL CORE (20 HOURS)

COMM 150 - Interpersonal Communication (4)
GRPH 210 - Fundamentals of Graphic Design (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)
WRIT 320 - Business & Professional Writing (4)

MAJOR AREA (36 HOURS)

COMM 315 - Communication Ethics (4)
COMM 321 - Organizational Communication (4)
COMM 335 - Communication in Groups & Teams (4)
COMM 400 - Intercultural Communication (4)
COMM 495 - Integrated Communication Capstone (4)
MKTG 332 - Marketing Research (4)

Major Area Electives (12)*

*Select 12 hours from the Major Area Electives listed in the Bachelor of Science degree section for this major.

COMPUTER SCIENCE

PREREQUISITE COMPETENCIES

MATH 150 - Fundamental Algebra (4)
MATH 160 - College Algebra (4)
MATH 170 - Discrete Mathematics (4)
MATH 180 - Applied Calculus (4)
MATH 380 - Probability & Statistics (4)
MIS 320 - Technical Communication (4)
PF 321 - Learning Strategies (2)
WRIT 320 - Business & Professional Writing (4)

MAJOR AREA (64 HOURS)

COMP 111 - Introduction to Computer Science & Object-Oriented Programming (4)
COMP 121 - Object-Oriented Data Structures and Algorithms I (4)
COMP 201 - Principles of Computer Organization (2)
COMP 204 - Principles of Computer Networks (2)
COMP 215 - Computer Languages: Principles & Practices (4)
COMP 281 - Database Management Systems (4)
COMP 294 - Computer Science Practicum I (2)
COMP 311 - Object-Oriented Data Structures & Algorithms II (4)
COMP 321 - Application Server Programming (4)
COMP 323 - Fundamentals of Operating Systems (4)
COMP 325 - Human Computer Interaction (4)
COMP 394 - Computer Science Practicum II (2)
COMP 461 - Enterprise Software Architecture (4)
COMP 486 - Object-Oriented Analysis and Design (4)
COMP 495 - Computer Science Practicum III / Capstone (4)
ISEC 300 - Principles of Information Security (4)
MIS 310 - Information Systems Architecture and Technology (4)

Major Area Electives (4 hours)

- Any course in the Computer Science, Information Security, Information Technology, Management Information Sciences (except for MIS 200) or Web Development curriculum.
- Any course, up to 4 credit hours, from another curriculum with approval from the Computer Science Program Chair.

EMERGENCY MANAGEMENT & HOMELAND SECURITY

PREREQUISITE COMPETENCIES

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 210 - Introduction to Microeconomics (4) OR
ECON 220 - Introduction to Macroeconomics (4)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
WRIT 320 - Business & Professional Writing (4)

PROFESSIONAL CORE (16 HOURS)

PUAD 295 - American Government in Action (4)
PUAD 450 - Leadership for Public & Nonprofit Organizations (4)
SEMT 335 - Introduction to Emergency Management & Homeland Security (4)
SOCL 110 - Introduction to Sociology (4)

MAJOR AREA (36 HOURS)

PUAD 420 - Public & Nonprofit Fiscal Administration (4)
SEMT 322 - Ethics & Leadership in Safety, Security, & Emergency Management Agencies (4)
SEMT 326 - Security Operations Theory & Practice (4)
SEMT 328 - Emergency Management Theory & Practice (4)
SEMT 424 - Labor Relations & Public Sector Bargaining (4)
SEMT 432 - Homeland Security - Theory & Practice at the Local Level (4)
SEMT 495 - Safety, Security & Emergency Management Capstone (4)
Major Area Electives (8)*

*Select 8 hours from the following:

PSMT 315 - Contemporary Issues in Public Safety Management (4)
SEMT 410 - Safety, Security & Emergency Management Internship (1-4)
SEMT 436 - Risk Management & Threat Assessment (4)
SEMT 438 - Principles of Security Management (4)
SEMT 480 - Special Topics in Safety, Security & Emergency Management (1-4)
SEMT 499 - Independent Studies in Safety, Security & Emergency Management (1-4)

FINANCIAL MANAGEMENT

PREREQUISITE COMPETENCIES

ECON 220 - Introduction to Macroeconomics (4)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)

MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

MAJOR AREA (28 HOURS)

FINA 340 - Money, Banking & Financial Markets (4)
FINA 403 - Advanced Financial Management (4)
FINA 405 - Investments (4)
FINA 450 - Global Finance (4)
FINA 495 - Financial Policy Seminar (4)

Major Area Electives (8)*

*Select 8 hours from the following:

ACCT 310 - Intermediate Accounting I (4)
ACCT 320 - Intermediate Accounting II (4)
ACCT 330 - Cost Management (4)
FINA 410 - Finance Internship (1-4)
FINA 480 - Special Topics in Finance (1-4)
FPLN 300 - Principles of Financial Planning (4)
FPLN 430 - Income Tax Planning (4)
FPLN 440 - Insurance Planning (4)

FINANCIAL PLANNING

PREREQUISITE COMPETENCIES

ECON 220 - Introduction to Macroeconomics (4)
MATH 215 - Statistical Concepts (2)
PF 321 - Learning Strategies (2)

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

MAJOR AREA (32 HOURS)

FPLN 300 - Principles of Financial Planning (4)
FPLN 405 - Investments (4)
FPLN 430 - Income Tax Planning (4)
FPLN 440 - Insurance Planning (4)
FPLN 450 - Retirement Planning (4)
FPLN 460 - Estate Planning (4)
FPLN 495 - Financial Planning Seminar (4)

Major Area Electives (4)*

*Select 4 hours from the following:

ACCT 390 - Federal Income Tax I (4)
FINA 340 - Money, Banking & Financial Markets (4)
FINA 403 - Advanced Financial Management (4)
FINA 450 - Global Finance (4)
FINA 480 - Special Topics in Finance (1-4)
FPLN 410 - Financial Planning Internship (1-4)
FPLN 499 - Independent Studies in Financial Planning (1-4)
PSYC 310 - The Psychology of Personal Development (4)

FORENSIC ACCOUNTING

PREREQUISITE COMPETENCIES

COMP 108 - Introduction to Databases (1)
ECON 220 - Introduction to Macroeconomics (4)
PF 321 - Learning Strategies (2)

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

MAJOR AREA (40 HOURS)

ACCT 310 - Intermediate Accounting I (4)
ACCT 320 - Intermediate Accounting II (4)
ACCT 341 - Fraud Examination (4)
ACCT 342 - Interviewing Techniques for Fraud Investigations (4)
ACCT 343 - Legal Elements of Fraud (4)
ACCT 344 - Corporate Governance & Internal Control Assessment (4)
ACCT 425 - Accounting Information Systems (4)
ACCT 470 - Auditing (4)
ACCT 495 - Accounting Research & Analysis (4)

Major Area Electives (4)*

*Select 4 hours from the following:

ACCT 330 - Cost Management (4)
ACCT 360 - Government & Not-for-Profit Accounting (4)
ACCT 390 - Federal Income Tax I (4)
ACCT 401 - Accounting Ethics & Professional Responsibilities (4)
ACCT 410 - Accounting Internship (1-9)
ACCT 420 - Federal Income Tax II (4)
ACCT 480 - Special Topics in Accounting (1-4)
ACCT 499 - Independent Studies in Accounting (1-4)
MIS 478 - Quantitative Methods & Analysis (4)

HEALTHCARE MANAGEMENT

PREREQUISITE COMPETENCIES

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 210 - Introduction to Microeconomics (4)
OR ECON 220 - Introduction to Macroeconomics (4)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
WRIT 320 - Business & Professional Writing (4)

PROFESSIONAL CORE (16 HOURS)

ACCT 215 - Financial Accounting (4)
BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)
MGMT 312 - Principles of Management (4)
MGMT 325 - Organizational Behavior (4)

MAJOR AREA (38 HOURS)

HCM 200 - Healthcare Management Terminology (2)
HCM 300 - Healthcare Management (4)
HCM 320 - Healthcare Financial Management I (4)
HIM 350 - Health Informatics (4)
HCM 422 - Healthcare Outcomes & Quality Management (4)
HCM 442 - Legal Aspects of Healthcare Management (4)
HCM 472 - Contemporary Issues in Healthcare Management (4)
HCM 495 - Healthcare Management Capstone (4)

Major Area Electives (8)*

*Select 8 hours from the following:

HCM 340 - Community Health (4)
HCM 410 - Healthcare Management Internship (1-4)
HCM 432 - Healthcare Financial Management II (4)
HCM 499 - Independent Studies in Healthcare (1-4)
HIM 470 - Healthcare Information Systems Management (4)
HIM 495 - Healthcare Information Management Capstone (4)
SEMT 335 - Introduction to Emergency Management & Homeland & Security (4)
SEMT 432 - Homeland Security: Theory & Practice at the Local Level (4)

HUMAN RESOURCES MANAGEMENT

PREREQUISITE COMPETENCIES

COMP 106 - Introduction to Spreadsheets (1)
ECON 220 - Introduction to Macroeconomics (4)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
WRIT 320 - Business & Professional Writing (4)

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

MAJOR AREA (28 HOURS)

HRM 300 - Human Resources Management (4)
HRM 301 - Staffing (4)
HRM 302 - Training & Development (4)
HRM 401 - Compensation & Benefits (4)
HRM 402 - Employee & Labor Relations (4)
HRM 495 - Strategic Human Resources Capstone (4)

Major Area Electives (4)*

*Select 4 hours from the following:

BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)
BSAD 476 - Global Business Issues (4)
HRM 400 - Performance Management (4)
HRM 420 - Principles of Organizational Development (4)
MGMT 325 - Organizational Behavior (4)
PSYC 325 - Coaching in Organizations (4)

INFORMATION SECURITY

PREREQUISITE COMPETENCIES

COMP 106 - Introduction to Spreadsheets (1)
HUMN 211 - Introduction to Ethical Analysis & Reasoning (2)
MATH 160 - College Algebra (4)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
WRIT 320 - Business & Professional Writing (4)

PROFESSIONAL CORE (18 HOURS)

COMP 101 - Problem Solving with Computing (2)
COMP 204 - Principles of Computer Networks (2)
COMP 281 - Database Management Systems (4)
ITEC 136 - Principles of Programming (4)
WEBD 101 - Introduction to Web Page Construction (2)
WEBD 236 - Web Information Systems Programming (4)

MAJOR AREA (40 HOURS)

ISEC 300 - Principles of Information Security (4)
ISEC 325 - Network Security (4)
ISEC 350 - Risk Management & Compliance (4)
ISEC 400 - Application Security (4)
ISEC 425 - Business Continuity & Operations Security (4)
ISEC 450 - Security Architecture & Controls (4)
ISEC 495 - Information Security Capstone (4)
ITEC 400 - UNIX Administration (4)
MIS 310 - Information Systems Architecture & Technology (4)
MIS 320 - Technical Communication (4)

INFORMATION SYSTEMS AUDITING

PREREQUISITE COMPETENCIES

COMP 106 - Introduction to Spreadsheets (1)
HUMN 211 - Introduction to Ethical Analysis & Reasoning (2)
MATH 160 - College Algebra (4)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
WRIT 320 - Business & Professional Writing (4)

PROFESSIONAL CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
MGMT 312 - Principles of Management (4)
COMP 101 - Problem Solving with Computing (2)
COMP 281 - Database Management Systems (4)
ITEC 136 - Principles of Programming (4)
HRM 300 - Human Resource Management (4)
WEBD 101 - Introduction to Web Page Construction (2)

MAJOR AREA (40 HOURS)

ACCT 310 - Intermediate Accounting I (4)
ACCT 320 - Intermediate Accounting II (4)
ACCT 425 - Accounting Information Systems (4)
ACCT 470 - Auditing (4)
ISEC 300 - Principles of Information Security (4)
MIS 310 - Information Systems Architecture & Technology (4)
MIS 320 - Technical Communication (4)
MIS 360 - Enterprise-Wide Electronic Commerce (4)
MIS 400 - Systems Analysis & Design (4)
ISA 495 - Information Systems Audit & Control (4)

INFORMATION TECHNOLOGY

PREREQUISITE COMPETENCIES

COMP 106 - Introduction to Spreadsheets (1)
HUMN 211 - Introduction to Ethical Analysis & Reasoning (2)
MATH 160 - College Algebra (4)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
WRIT 320 - Business & Professional Writing (4)

INFORMATION TECHNOLOGY AREA (24 HOURS)

Programming Fundamentals Course (4)
Database Fundamentals Course (4)
Network Fundamentals Course (2)

Students must have 14 hours of coursework in information technology. Courses can be selected from the following technology related areas:

- Computer Graphics
- Operating Systems
- Networks
- Web Design & Implementation
- Multimedia Technologies
- Programming
- Other IT related course with approval from the Program Chair

MAJOR AREA (36 HOURS)

ISEC 300 - Principles of Information Security (4)
ITEC 275 - Computer Networks: Switching, Routing, & WANs (4)
ITEC 400 - UNIX Administration (4)
ITEC 430 - Information Technology Project Management (4)
ITEC 495 - Information Technology Capstone (4)
MIS 310 - Information Systems Architecture & Technology (4)
MIS 320 - Technical Communication (4)

INFORMATION TECHNOLOGY SPECIALIZATIONS

Choose one of the following specializations (8 hours):

Systems Administration

ITEC 350 - Windows Administration (4)
ITEC 450 - Database Administration (4)

Information Security

ISEC 325 - Network Security (4)
ISEC 425 - Business Continuity & Operations Security (4)

Infrastructure Management

ITEC 325 - Data Center Design & Administration (4)
ITEC 425 - Information Storage Management (4)

INTERDISCIPLINARY STUDIES

PREREQUISITE COMPETENCIES

HUMN 210 - Introduction to Logic & Critical Thinking Skills (2)
HUMN 211 - Introduction to Ethical Reasoning & Analysis (2)
HUMN 305 - Global Issues (4)
IDST 100 - Introduction to Portfolio (1)
PF 321 - Learning Strategies (2)
Additional Recommended Competencies:
Speech
Statistics

INTERDISCIPLINARY STUDIES CORE (4 HOURS)

IDST 300 - Introduction to Interdisciplinary Studies (4)

FOCUS AREAS (32 HOURS)

Students must choose two. One Focus Area may be derived from the student's original Bachelor's degree. The second Focus Area must be taken at Franklin University (Prerequisites may apply). See the program [web page](#) for a list of approved focus areas, or contact your Academic Advisor.

CAPSTONE (4 HOURS)

IDST 495 - Interdisciplinary Studies Capstone (4)

INTERNET MARKETING

PREREQUISITE COMPETENCIES

COMM 107 - Introduction to Web Presentation & Publishing (1)
ECON 220 - Introduction to Macroeconomics (4)
GRPH 117 - Graphic Editing Software (1)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

MAJOR AREA (32 HOURS)

EMKT 340 - Internet Marketing (4)
EMKT 345 - Social Media Marketing (4)
EMKT 415 - Search Engine Marketing (4)
EMKT 430 - Web Analytics (4)
EMKT 450 - Cyber Law (4)
EMKT 495 - Integrated eMarketing (4)
GRPH 210 - Fundamentals of Graphic Design (4)
MKTG 332 - Marketing Research (4)

MANAGEMENT & LEADERSHIP

PREREQUISITE COMPETENCIES

ECON 220 - Introduction to Macroeconomics (4)
PF 321 - Learning Strategies (2)

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

MAJOR AREA (32 HOURS)

HRM 300 - Human Resources Management (4)
MGMT 325 - Organizational Behavior (4)
MGMT 425 - Organizational Change (4)
MGMT 440 - Organizational Culture & Performance (4)
MGMT 470 - Organizational Leadership (4)
MGMT 495 - Management Capstone (4)

Major Area Electives (8 hours)*

*Select 8 hours from the following:

COMM 335 - Communication in Groups & Teams (4)
HRM 302 - Training & Development (4)
HRM 400 - Performance Management (4)
HRM 420 - Principles of Organizational Development (4)
MGMT 410 - Management & Leadership Internship (1-4)
MGMT 480 - Special Topics in Management & Leadership (1-4)
MGMT 499 - Independent Studies in Management & Leadership (1-4)
OSCM 390 - Operations Management (4)
PBRL 445 - Public Relations & Promotional Strategy (4)
PSYC 310 - The Psychology of Personal Development (4)
PSYC 325 - Coaching in Organizations (4)
SOCL 345 - Sociology of Work & Organizations (4)

MANAGEMENT INFORMATION SCIENCES

PREREQUISITE COMPETENCIES

BSAD 110 - Business Principles (4)
COMP 085 - Computer Literacy (2)

MATH 160 - College Algebra (4)
MATH 180 - Applied Calculus (4)
MATH 210 - Finite Mathematics (4)
PF 321 - Learning Strategies (2)
WRIT 220 - Research & Writing for Academic & Professional Audiences (4)
OR WRIT 320 - Business & Professional Writing (4)

PROFESSIONAL CORE (26 HOURS)

ACCT 215 - Financial Accounting (4)
COMP 101 - Problem Solving with Computing (2)
HRM 300 - Human Resources Management (4) OR
MKTG 300 - Marketing (4)
HUMN 211 - Introduction to Ethical Analysis & Reasoning (2)
ITEC 136 - Principles of Programming (4)
MATH 380 - Probability & Statistics (4)
MGMT 312 - Principles of Management (4)
WEBD 101 - Introduction to Web Page Construction (2)

MAJOR AREA (40 HOURS)

COMP 281 - Database Management Systems (4)
MIS 310 - Information Systems Architecture & Technology (4)
MIS 320 - Technical Communication (4)
MIS 330 - Systems Integration Concepts & Practices (4)
MIS 360 - Enterprise-wide Electronic Commerce (4)
MIS 400 - Systems Analysis & Design (4)
MIS 478 - Quantitative Methods & Analysis (4)
MIS 495 - Management Information Sciences Capstone (4)
WEBD 236 - Web Information Systems Programming (4)

Major Area Electives (4)*

*Select 4 hours from the following:

COMP 325 - Human Computer Interaction (4)
INFA 300 - Principles of Business Analytics (4)
INFA 415 - Information Analytics Architecture (4)
INFA 420 - Information Modeling (4)
ISEC 300 - Principles of Information Security (4)
ITEC 430 - Information Technology Project Management (4)
MIS 410 - Management Information Sciences Internship (1-4)
MIS 480 - Special Topics in Management Information Sciences (1-4)
MIS 499 - Independent Studies in Management Information Sciences (1-4)

MARKETING

PREREQUISITE COMPETENCIES

ECON 220 - Introduction to Macroeconomics (4)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)

Subsequent Bachelor of Science Degree

MKTG 300 - Marketing (4)

MAJOR AREA (28 HOURS)

MKTG 320 - Advertising (4)
MKTG 330 - Marketing Behavior (4)
MKTG 332 - Marketing Research (4)
MKTG 495 - Integrated Marketing (4)

Major Area Electives (12)*

*Select 12 hours from the following:

EMKT 340 - Internet Marketing (4)
EMKT 460 - E-Commerce (4)
MKTG 350 - Persuasive Strategies (4)
MKTG 410 - Marketing Internship (1-4)
MKTG 430 - Relationship Marketing (4)
MKTG 450 - Global Marketing (4)
MKTG 480 - Special Topics in Marketing (1-4)
PBRL 325 - Public Relations (4)
PBRL 425 - Media & Crisis Communication (4)
PBRL 445 - Public Relations & Promotional Strategy (4)

NURSING (B.S.N.)

PREREQUISITE COMPETENCIES

PF 321 - Learning Strategies (2)

TECHNICAL CREDIT (24 HOURS)

24 credit hours of transfer credit from an accredited associate degree nursing program.

MAJOR AREA (38 HOURS)

HIM 350 - Health Informatics (4)
HCM 442 - Legal Aspects of Healthcare Management (4)
HCM 472 - Contemporary Issues in Healthcare Management (4)
NURS 310 - Transition to Professional Nursing (4)
NURS 325 - Health Assessment & Promotion (4)
NURS 425 - Genetics in Nursing & Healthcare (2)
NURS 435 - Nursing Research & Evidence Based Practice (4)
NURS 445 - Community Health Nursing (4)
NURS 455 - Leadership & Management for Professional Nurses (4)
NURS 498 - Nursing Capstone (4)

OPERATIONS & SUPPLY CHAIN MANAGEMENT

PREREQUISITE COMPETENCIES

COMP 106 - Introduction to Spreadsheets (1)
COMP 108 - Introduction to Databases (1)
ECON 220 - Introduction to Macroeconomics (4)
HUMN 211 - Introduction to Ethical Analysis & Reasoning (2)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

MAJOR AREA (40 HOURS)

BSAD 320 - Quantitative & Qualitative Methods for Decision-Making (4)
MGMT 325 - Organizational Behavior (4)
OSCM 378 - Business Modeling (4)
OSCM 390 - Operations Management (4)
OSCM 440 - Quality Management (4)
OSCM 450 - Supply Chain Management (4)
OSCM 455 - Transportation & Logistics Management (4)
OSCM 458 - Purchasing & Inventory Management (4)
OSCM 491 - Integrated Project Management (4)
OSCM 495 - Operations & Supply Chain Management Capstone (4)

PUBLIC RELATIONS

PREREQUISITE COMPETENCIES

COMP 106 - Introduction to Spreadsheets (1)
COMM 107 - Introduction to Web Presentation & Publishing (1)
HUMN 210 - Introduction to Logic & Critical Thinking Skills (2)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
PSYC 110 - General Psychology (4)
SOCL 110 - Introduction to Sociology (4)
SPCH 100 - Speech Communication (4)

PROFESSIONAL CORE (24 HOURS)

COMM 150 - Interpersonal Communication (4)
COMM 315 - Communication Ethics (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)
PSYC 204 - Principles of Motivation (4)
WRIT 320 - Business & Professional Writing (4)

MAJOR AREA (28 HOURS)

PBRL 325 - Public Relations (4)
PBRL 350 - Media Research & Writing (4)
PBRL 425 - Crisis & Media Communication (4)
PBRL 445 - Public Relations & Promotional Strategy (4)
PBRL 450 - Rhetoric & Social Influence (4)
PBRL 495 - Public Relations Capstone (4)

Major Area Electives (4)*

*Select 4 hours from the following:
COMM 321 - Organizational Communication (4)
COMM 335 - Communication in Groups & Teams (4)
COMM 355 - Introduction to Grant Writing for Non-Profits (4)
MIS 320 - Technical Communication (4)

MKTG 350 - Persuasive Strategies (4)
MKTG 430 - Relationship Marketing (4)
PBRL 410 - Public Relations Internship (1-4)
PBRL 480 - Special Topics in Public Relations (4)
PBRL 499 - Independent Studies In Public Relations (1-4)

RISK MANAGEMENT & INSURANCE

PREREQUISITE COMPETENCIES

ECON 220 - Introduction to Macroeconomics (4)
PF 321 - Learning Strategies (2)

BUSINESS CORE (28 HOURS)

ACCT 215 - Financial Accounting (4)
ACCT 225 - Managerial Accounting (4)
BSAD 220 - Business Law (4)
ECON 210 - Introduction to Microeconomics (4)
FINA 301 - Principles of Finance (4)
MGMT 312 - Principles of Management (4)
MKTG 300 - Marketing (4)

MAJOR AREA (32 HOURS)

RMI 300 - Principles of Risk Management & Insurance (4)
RMI 420 - Property & Casualty Insurance (4)
RMI 430 - Individual & Group Life & Health Insurance (4)
RMI 440 - Employee Benefits & Retirement Planning (4)
RMI 470 - Insurance Company Operations (4)
RMI 495 - Risk Management & Insurance Capstone (4)

Major Area Elective (8)*

*Select 8 hours from the following:

ACCT 341 - Fraud Investigation (4)
ACCT 342 - Interviewing Techniques for Fraud Investigations (4)
ACCT 343 - Legal Elements of Fraud (4)
ACCT 344 - Corporate Governance & Internal Control Assessment (4)
ECON 321 - Intermediate Microeconomics (4)
ECON 322 - Intermediate Macroeconomics (4)
ECON 420 - Forecasting (4)
FINA 403 - Advanced Financial Management (4)
FINA 405 - Investments (4)
FINA 450 - Global Finance (4)
FPLN 300 - Principles of Financial Planning (4)
FPLN 430 - Income Tax Planning (4)
FPLN 440 - Insurance Planning (4)
FPLN 460 - Estate Planning (4)
RMI 410 - Risk Management & Insurance Internship (1-4)

WEB DEVELOPMENT

PREREQUISITE COMPETENCIES

COMP 101 - Problem Solving with Computing (2)
COMP 106 - Introduction to Spreadsheets (1)
GRPH 117 - Graphic Editing Software (1)
ITEC 136 - Principles of Programming (4)
MIS 310 - Information Systems Architecture & Technology (4)
MKTG 300 - Marketing (4)
MATH 160 - College Algebra (4)
MATH 215 - Statistical Concepts (4)
PF 321 - Learning Strategies (2)
WRIT 320 - Business & Professional Writing (4)

MAJOR AREA (42 HOURS)

COMP 281 - Database Management Systems (4)
COMP 325 - Human-Computer Interaction (4)
GRPH 210 - Fundamentals of Graphic Design (4)
GRPH 310 - Advanced Graphic Design (4)
MIS 320 - Technical Communication (4)
WEBD 101 - Introduction to Web Page Construction (2)
WEBD 234 - Web Design & Implementation (4)
WEBD 236 - Web Information Systems Programming (4)
WEBD 334 - Web Animation Techniques (4)
WEBD 434 - Web Application Development (4)
WEBD 495 - Web Development Capstone (4)

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A minor is designed to provide students an opportunity to explore a topic complementary to their major areas of study. The minor provides students the opportunity to explore the basic concepts and knowledge in an area outside of the primary course of study. Minors are recommended for students who want to complement and/or enhance a major; they are not, however, intended to complete the major.

Minors Policy and Requirements

With careful planning, students may be able to complete the requirements for a minor as part of the hours already required for their degree programs. The responsibility for designating the requirements for a minor lies with the program/faculty offering the minor. Academic policies related to minors include the following:

- Requirements for a minor should consist of a minimum of 16 credit hours
- Students must attain a minimum 2.0 GPA in the minor area, and each minor course must be completed with a grade of “C” or better
- Students must earn at least eight of the sixteen credit hours for the minor at Franklin University
- No more than four of the sixteen credit hours can be used to fulfill any other specific degree requirements, such as the Major Area, Major Elective, General Education Core, or Business/Professional Core requirements
- Courses for a minor may not be taken Credit/Non-Credit
- Any prerequisites to courses in the minor must be honored

ACCOUNTING

**Program Chair,
Tom Hrubec, Ed.D., CPA, CMA, CFE**

Accounting is often referred to as the “language of business.” As such, Franklin’s Accounting minor is designed to augment a student’s skill set for non-accounting-related business fields, including business administration and management. The knowledge obtained in this minor builds on core accounting courses with additional upper-level courses that cover both technical and theoretical accounting skills, preparing students to meet the opportunities and challenges of advanced positions.

The educational objectives of the Accounting minor are to enable a student to:

- Evaluate contemporary financial accounting issues
- Analyze federal income tax issues
- Analyze information systems through evaluation of process controls and organizational system risks within a business process

(16 credit hours)

Intermediate Accounting I (ACCT 310)
Intermediate Accounting II (ACCT 320)
Federal Income Tax I (ACCT 390)
Accounting Information Systems (ACCT 425)

BUSINESS ECONOMICS

**Program Chair,
Souren Soumbatiants, Ph.D.**

The Business Economics minor is designed to provide insights into the decision-making process to non-economics majors. Solid understanding of basic economic principles of opportunity cost, scarcity, diminishing returns, and gains from trade enables graduates to successfully

compete in a global economy. Tools of economic analysis and “economic way of thinking” provide an essential foundation for forming business strategy. Acquired useful transferrable skills make the graduates with training in Business Economics valuable members of governmental and business organizations, successful entrepreneurs, and knowledgeable decision-makers.

The educational objectives of the Business Economics minor are to enable a student to:

- Evaluate financial and non-financial data for decision-making
- Analyze ethical issues in economic policies and regulations
- Analyze current economic issues

(16 credit hours)

Intermediate Microeconomics (ECON 321)
Intermediate Macroeconomics (ECON 322)
and choose two of the following:
Money, Banking, & Financial Markets (ECON 340)
Forecasting (ECON 420)
History of Economic Thought (ECON 450)

BUSINESS FORENSICS

**Program Chair,
Tom Hrubec, Ed.D., CPA, CMA, CFE**

The detection and deterrence of fraud in the workplace is a management responsibility that crosses all industries. To gain the knowledge necessary to fulfill this requirement, a student who minors in Business Forensics will learn the foundational skills needed to properly assist in the investigation, detection, documentation, and prevention of business fraud. The wide applicability of these specialized skills to all aspects of the business life cycle makes this minor a relevant addition to a manager’s expertise.

The educational objectives of the Business Forensics minor are to enable a student to:

- Detect business fraud using technical, analytical, and problem-solving skills
- Determine the internal controls needed to help prevent business fraud
- Demonstrate written and oral communication skills in fraud investigation and reporting

(16 credit hours)

Fraud Examination (BSFR 341)
Interviewing Techniques for Fraud Investigations (BSFR 342)
Legal Elements of Fraud (BSFR 343)
Corporate Governance & Internal Control Assessment (BSFR 344)

COMMUNICATIONS

**Program Chair,
Brenda L. Jones, Ph.D.**

Effective written and verbal communication is vital to success in the workplace. Franklin’s Communications minor provides an enriching complement to any major, but is especially useful for business, finance, public relations, marketing, and human resources students interested in running a small to medium-sized business and provides a strong compliment to a Public Relations, Marketing, or Human Resources major. Top managers in smaller organizations need to be skilled communicators in order to engage and retain quality employees. This minor enables students to gain the confidence, skills, and knowledge

necessary to structure and manage communication in a variety of professional settings.

The educational objectives of the Communications minor will enable a student to:

- Examine the role of communication in various situations
- Apply principles of communication in various contexts
- Evaluate communication opportunities
- Formulate effective communication strategies

(16 credit hours)

Communication Ethics (COMM 315)

Organizational Communication (COMM 321)

Communication in Groups & Teams (COMM 335)

Intercultural Communication (COMM 400)

CRIMINAL JUSTICE ADMINISTRATION

Program Chair,
Karen Miner-Romanoff, Ph.D.

The minor in Criminal Justice Administration (CJAD) was developed to offer selected CJAD courses to individuals who may have an interest in criminal justice as an additional area of study. The minor in CJAD may be of particular interest to students who are employed, or who seek to be employed, by a public safety agency in a non-sworn (civilian) capacity. The CJAD minor may also be of interest to students in business degree programs who work with private sector agencies that interact with agencies in the criminal justice system. The minor in CJAD provides an opportunity for personnel who are not directly involved with the criminal justice system to increase the scope of their knowledge, skills, and abilities in the area of criminal justice administration.

The educational objectives of the minor in criminal justice are to enable graduates to:

- Explain the purpose and function of the correctional system in the U.S.
- Describe the purpose and function of the courts system in the U.S.
- Compare and contrast theories of crime and offending that are commonly accepted in the field of criminal justice
- Apply critical thinking, reasoning, and analytical skills required for ethical decision-making and problem solving in criminal justice
- Apply management, administrative, and leadership skills appropriate to a criminal justice agency

(16 credit hours)

Introduction to Criminal Justice Administration (CJAD 210)

Introduction to Criminology (CJAD 240)

and two of the following:

Courts & Criminal Procedure (CJAD 310)

Policing in America (CJAD 315)

Corrections in America (CJAD 320)

Juvenile Justice & Delinquency (CJAD 330)

Criminal Justice Management & Administration (CJAD 450)

Ethics in the Criminal Justice System (CJAD 455)

EMERGENCY MANAGEMENT & HOMELAND SECURITY

Program Chair,
Redd Branner, Ph.D.

The minor in Emergency Management & Homeland Security (SEMT) was developed to offer major area SEMT courses to individuals who may have an interest in safety, security, and emergency management as an additional area of study. The minor in SEMT may be of particular interest to students who are employed by an Emergency Management, Homeland Security, or public safety agency in a non-sworn (civilian) capacity. Most Emergency Management, Homeland Security, and public safety agencies employ significant numbers of civilian employees in local, state, and federal agencies to support the sworn personnel in those agencies. The minor in SEMT provides an opportunity for non-sworn Emergency Management, Homeland Security, and public safety employees to increase the scope of their knowledge, skills, and abilities in the area of emergency management and homeland security.

The educational objectives of the Emergency Management & Homeland Security minor are to enable a student to:

- Apply principles of basic accounting, fiscal management, and budgeting appropriate to safety, security, and emergency management agencies
- Apply appropriate ethical principles, laws, and human relations skills to all applicable areas of operations in safety, security, and emergency management agencies
- Analyze the functions and interactions of various safety, security, and emergency management agencies
- Evaluate the unique roles and challenges faced by safety, security, and emergency management agencies

(16 credit hours)

Choose four of the following:

Introduction to Public Safety Management (PSMT 225)

Ethics & Leadership in Safety, Security & Emergency

Management Agencies (SEMT 322)

Security Operations Theory & Practice (SEMT 326)

Emergency Management Theory & Practice (SEMT 328)

Introduction to Emergency Management & Homeland

Security (SEMT 335)

Labor Relations & Public Sector Bargaining (SEMT 424)

Homeland Security - Theory & Practice at the Local Level (SEMT 432)

Risk Management & Threat Assessment (SEMT 436)

Principles of Security Management (SEMT 438)

FINANCIAL MANAGEMENT

Program Chair,
Bruce A. Campbell, Ph.D.

Because financial considerations are of significant element in all types of organizational decision making, Franklin's Financial Management minor is a natural complement to other business disciplines. This minor is designed to provide students with an understanding of finance beyond that achieved through the principles course in the business core, providing them with more in-depth knowledge of the financial system, corporate finance, and investments.

The educational objectives of the Financial Management minor are to enable a student to:

- Calculate the value of market securities using bond and stock valuation models
- Analyze financial statements and documentation · Apply cost of capital and budgeting tools to the evaluation of investment projects
- Construct investment portfolios based on the criteria of risk and return

(16 credit hours)

Money, Banking & Financial Markets (FINA 340)
Advanced Financial Management (FINA 403)
Investments (FINA 405)
Global Finance (FINA 450)

FIRE & EMERGENCY SERVICES ADMINISTRATION

Fire & Emergency Services is an area of study that includes a wide variety of disciplines involved in the preservation and maintenance of social order in society. The Fire & Emergency Services curriculum, based on the Fire & Emergency Services Higher Education model, is designed to prepare students for further academic study or for careers in Fire and Emergency Services.

The educational objectives of the Fire & Emergency Services minor are to enable a student to:

- Select and apply the appropriate statistical and quantitative tools and techniques of analytical decision-making in the context of the Fire and Emergency Services agencies
- Apply critical thinking, reasoning, and analytical skills required for ethical decision-making and problem solving in Fire and Emergency Services
- Demonstrate knowledge of ethical principles, laws and standards of professional conduct applicable to the Fire and Emergency Services system
- Apply management and administration skills appropriate to a Fire and Emergency Services agency.

(16 credit hours)

Fire & Emergency Services Administration (FIES 310)
Human Resource Management for the Fire & Emergency Services (FIES 330)
Political & Legal Foundations for Fire Protection (FIES 430)
Applications of Fire Research (FIES 450)

GLOBAL BUSINESS

Program Chair,
Phyllis Duryee, M.A.

In order to fully understand and successfully navigate in the 21st century-business environment, professionals will need to broaden their perspectives and adaptability. The minor in Global Business is designed to help students update their understanding of cultures and practices around the world, allowing them to strengthen the value of their primary degree with increased tolerance, communication skills, and marketability.

The educational objectives of the Global Business minor are to enable a student to:

- Identify current global issues and market trends

- Communicate appropriately for a range of purposes and audiences
- Explore ethnocentrism and the nature and function of culture
- Evaluate how businesses adjust to cultural differences in developing a global strategy

(16 credit hours)

Global Business Issues (BSAD 476)
Global Issues (HUMN 305)
and two of the following:
Cultural Anthropology (ANTH 215)
Intercultural Communication (COMM 400)
Global Finance (FINA 450)
World Religions (HUMN 218)
Global Marketing (MKTG 450)

HEALTHCARE MANAGEMENT

Program Chair,
Leslie Mathew, M.D., M.B.A.

The minor in Healthcare Management was developed to offer selected major area Healthcare Management courses to individuals who have an interest in healthcare management but who are not eligible to enroll in the Allied Healthcare Management major because they lack the technical credit requirement, or are interested in pursuing another major such as Healthcare Information Systems Management, or Business Administration. The minor in Healthcare Management, like the minor in Healthcare and Society, may be of interest to students who are employed, or seek to be employed, in a healthcare setting or related discipline. Those interested in pursuing a career in healthcare management but lack the required requisites for the Allied Healthcare Management degree may want to enroll in the Healthcare Management major. The healthcare industry is one of the fastest growing fields with an increasing demand for qualified personnel to support the delivery of health care services to an expanding population. The minor in Healthcare Management provides the individual with the opportunity to gain insight into the operational issues and opportunities facing today's healthcare organizations.

The educational objectives of the Healthcare Management minor are to enable a student to:

- Demonstrate the ability to interpret financial data and apply financial concepts in solving problems related to healthcare organizations
- Demonstrate the ability to apply legal and ethical reasoning principles in resolving significant patient issues confronted by health services administrators
- Synthesize management and organizational theory in a healthcare environment

(16 credit hours)

Healthcare Management (HCM 300)
Healthcare Financial Management I (HCM 320)
Legal Aspects of Healthcare Management (HCM 442)
Contemporary Issues in Healthcare Management (HCM 472)

HEALTHCARE & SOCIETY

Program Chair,
Leslie Mathew, M.D., M.B.A.

The minor in Healthcare & Society was developed to offer selected major area Healthcare Management courses to individuals who may have an interest in healthcare management but who are unable to

enroll in the Allied Healthcare Management degree completion program due to the technical course requirement, or chose to pursue another major. The minor in Healthcare & Society may be of interest to students who are employed, or who are seeking employment in, a healthcare setting or a related discipline. Those interested in pursuing a career in healthcare management but lack the required requisites for the Allied Healthcare Management degree may want to enroll in the Healthcare Management major. The healthcare industry is one of the fastest growing fields with an increasing demand for qualified personnel to support the delivery of health care services in the community. The minor in Healthcare & Society provides individuals with the opportunity to gain an appreciation of the role healthcare plays in our society as well as an understanding and skill set to successfully function in the healthcare environment.

The educational objectives of the Healthcare & Society minor are to enable a student to:

- Demonstrate the ability to interpret financial data and apply financial concepts in solving problems related to healthcare organizations
- Demonstrate the ability to apply legal and ethical reasoning principles in resolving significant patient issues confronted by health services administrators
- Illustrate how the social, political, and economic environment in the United States impacts the health services delivery system

(16 credit hours)

Healthcare Management (HCM 300)

Community Health (HCM 340)

Legal Aspects of Healthcare Management (HCM 442)

Contemporary Issues in Healthcare Management (HCM 472)

HUMAN RESOURCES MANAGEMENT

**Program Chair,
Gary Stroud, Ph.D.**

Managers encounter human resources (HR) issues daily, even when functioning in non-HR roles. Franklin's Human Resources Management minor offers students an opportunity to increase the scope of their theoretical knowledge and practical abilities related to human resources management, including interviewing, hiring, training, motivating, and firing employees, as well as providing information about compensation and benefits.

The educational objectives of the Human Resources Management minor are to enable a student to:

- Integrate human resource concepts, principles, and practices into organizational situations
- Apply concepts and theories of staffing, training, and development
- Apply concepts and theories of compensation

(16 credit hours)

Human Resources Management (HRM 300)

12 credit hours of Human Resources Management courses

INTERNET MARKETING

**Program Chair,
Beverly Smith, Ph.D.**

In many organizations, employees are called upon to perform a wide variety of activities, including Internet application and other technology-dependent activities. The Internet Marketing minor is designed for students who wish to complement their current expertise or major with the knowledge, skills, and abilities of a marketing generalist. This minor helps develop proficiency in the areas of graphic design, Web authoring, Internet marketing, and eCommerce.

The educational objectives of the Internet Marketing minor are to enable a student to:

- Plan and develop websites in support of an organization's marketing objectives
- Apply principles of graphic design to Internet-based marketing activities
- Evaluate and respond to the implications of eCommerce for an organization

(17 credit hours)

Introduction to Web Presentation & Publishing (COMM 107)

Internet Marketing (EMKT 340)

Social Media Marketing (EMKT 345)

Search Engine Marketing (EMKT 415)

Web Analytics (EMKT 430)

MANAGEMENT & LEADERSHIP

**Program Chair,
Timothy F. Reymann, Ph.D.**

The Management minor provides key scholarly- and practitioner-based knowledge that will be of value to managers and leaders. The minor focuses on the development of leadership competencies in human resources, organizational behavior, change management, and transformational leadership.

The educational objectives of the Management minor are to enable a student to:

- Analyze the organizational behavior of a department or business and recommend changes for improvement
- Analyze, recommend, and apply change management processes to real world situations
- Create a leadership development plan through the integration of transformational leadership theory
- Analyze organizational culture and evaluate its impact on an organizational performance

(16 credit hours)

Organizational Behavior (MGMT 325)

Organizational Change (MGMT 425)

Organizational Culture & Performance (MGMT 440)

Organizational Leadership (MGMT 470)

MANAGEMENT INFORMATION SCIENCES

Program Chair,
Bradley C. Watson, Ph.D.

The Management Information Sciences minor is designed for those who have an interest in technology and want to effectively interact with an organization's Information Services (IS) or Technology (IT) department. Students learn the skills necessary to understand information systems architecture, concepts, and practices, and develop a technical vocabulary to help bridge the communication gap between business and technology.

The educational objectives of the Management Information Sciences minor are to enable students to:

- Analyze, plan, design, and maintain enterprise architecture
- Integrate disparate information systems infrastructure
- Analyze and design complete information systems.

(16 credit hours)

Information Systems Architecture & Technology (MIS 310)

Systems Integration Concepts & Practices (MIS 330)

Systems Analysis & Design (MIS 400)

and one of the following:

Enterprise-wide Electronic Commerce (MIS 360)

Quantitative Methods & Analysis (MIS 478)

Principles of Information Security (ISEC 300)

MARKETING

Program Chair,
R. Bruce Ramsey, M.S.C., MBA

Because marketing impacts overall business strategy and operations, Franklin's Marketing minor provides an opportunity for business generalists (e.g., Business Administration and Management majors) and functional specialists (e.g., Accounting and Human Resources Management majors) to increase the scope of their knowledge, skills, and abilities in marketing, advertising, and consumer behavior. Students are exposed to marketing theories and methods, advertising campaigns and procedures, and how behavioral sciences influence an organization's messaging.

The educational objectives of the Marketing minor are to enable a student to:

- Evaluate marketing activities using generally accepted marketing principles, concepts, and terminology
- Recognize the forces that effect consumer behavior
- Plan for the implementation of advertising activities

(16 credit hours)

Marketing (MKTG 300)

Advertising (MKTG 320)

Marketing Behavior (MKTG 330)

Marketing Research (MKTG 332)

MARKETING PROMOTIONS

Program Chair,
R. Bruce Ramsey, M.S.C., MBA

Our Marketing Promotions minor will be of particular interest to students who are employed—or seek to be employed—in a capacity closely aligned with marketing, such as communications or public relations. By providing a working knowledge of advertising, public relations, and persuasion, this minor enables students to increase the depth and scope of their business repertoire.

The educational objectives of the Marketing Promotions minor are to enable a student to:

- Develop strategies that serve to persuade an audience or target population
- Plan for the implementation of advertising activities
- Use public relations activities to build and protect an organization's reputation

(16 credit hours)

Advertising (MKTG 320)

Persuasive Strategies (MKTG 350)

Public Relations (PBRL 325)

Internet Marketing (EMKT 340)

PERFORMANCE MANAGEMENT

Program Chair,
Timothy F. Reymann, Ph.D.

The performance management minor is designed for undergraduate students who have an interest in increasing the performance of employees and organizations. Using a systems perspective, the performance management minor exposes students to concepts related to change management; organization development; organization analysis; and individual, team, and organizational performance.

The educational objectives of the Performance Management minor are to enable a student to:

- Diagnose organization, group, and individual performance problems
- Recommend organization, group, and individual intervention techniques
- Design strategies to implement and evaluate planned and unplanned change
- Describe the relationship between performance initiatives and organization strategy

(16 credit hours)

Organizational Behavior (MGMT 325)

Performance Management (HRM 400)

Principles of Organizational Development (HRM 420)

Organizational Change (MGMT 425)

PUBLIC ADMINISTRATION

Program Chair,
Alex Heckman, MPA., Ph.D.

The minor in Public Administration is for students who want to work in public or nonprofit organizations or who want to understand the system of American government and how it can be made to function more effectively. The minor can help you become a better citizen, a better community member, and a better business person since all individuals and organizations must interact with government and are significantly affected by government policy and regulations. Students learn how to navigate the American political system at the national, state, and local levels; analyze government finances and the budgeting process; and how public and nonprofit organizations can be improved to operate more efficiently and effectively.

The educational objectives of the Public Administration minor will enable a student to:

- Examine the impact of government institutions and the political system on program implementation and administrative decision making in public and nonprofit organizations
- Apply legal and ethical principles for administrative decision making
- Analyze administrative situations using public administration concepts, organizational theories and principles of management
- Analyze budget and financial information for administrative decision making and reporting

(16 credit hours)

American Government in Action (PUAD 295)
Introduction to Public Administration (PUAD 305)
Program Evaluation & Performance Improvement (PUAD 350)
Public & Nonprofit Fiscal Administration (PUAD 420)

PUBLIC RELATIONS

Program Chair,
Michael Posey, Ph.D.

The ability to develop, protect and preserve an organization's positive reputation is critical in any industry. Franklin's Public Relations minor is designed for those who recognize the need for knowledge in and have an appreciation of public relations, promotional strategy, and crisis communication, but work in a non-public relations capacity. Students develop skills in situation analysis, media response, and top-of mind awareness building.

The educational objectives of the Public Relations minor will enable a student to:

- Establish techniques for maintaining public relations within an organization
- Examine a variety of media and their influence on public opinion
- Create and implement appropriate persuasive and promotional strategies
- Develop organizational crisis communication plans

(16 credit hours)

Public Relations (PBRL 325)
Media Research & Writing (PBRL 350)
Media & Crisis Communication (PBRL 425)
Public Relations & Promotional Strategy (PBRL 445)

PUBLIC SAFETY MANAGEMENT

Program Chair,
Redd Branner, Ph.D.

Most public safety agencies in major cities or large metropolitan areas employ significant numbers of civilian employees to support the sworn personnel in those agencies. The Public Safety Management minor is designed for non-sworn public safety employees to enhance their business and management skills in the area of public safety management.

The educational objectives of the Public Safety Management minor are to enable a student to:

- Apply principles of basic accounting, fiscal management and budgeting
- Analyze the functions and interactions of various public safety agencies
- Apply ethical principles, laws, and human relations skills to all applicable areas of operation
- Evaluate the unique roles and challenges faced by public safety agencies in the Homeland Security environment

(16 credit hours)

Contemporary Issues in Public Safety Management (PSMT 315)
Administrative Law (PSMT 440)
Public & Nonprofit Fiscal Administration (PUAD 420)
Introduction to Emergency Management & Homeland Security (SEMT 335)

WEB DEVELOPMENT

Program Chair,
William H. Hochstettler III, Ph.D.

The Web Development minor enables students to learn Web layout, architecture, navigation, coding, and programming in order to create effective websites. This minor is designed for those who want to learn technical and graphic aspects of website development but do not want Web development to be a career focus. This minor is most suitable for a Computer Science major.

The educational objectives of the Web Development minor are to enable a student to:

- Design and implement basic websites incorporating DHTML, Javascript, cascading style sheets, animation and rich internet applications
- Apply the principles and elements of graphic design, typography, and color to the design of Web pages

(16 credit hours)

Fundamentals of Graphic Design (GRPH 210)
Web Design & Implementation (WEBD 234)
Advanced Client Side Development (WEBD 335)
Web Application Development (WEBD 434)

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Franklin University's Graduate Education Vision & Values

Vision

To be a vibrant learning community where faculty, staff, and graduate students collaborate and engage in scholarly activities to improve professional practice, society, and the world.

Mission

Graduate Education at Franklin University provides a high quality, engaging, and applied learning experience preparing a diverse community of learners to achieve their goals, enrich their professions, and strengthen their communities.

Philosophy

Since 1993, Franklin University has been serving the needs of graduate students who are pursuing an advanced degree to grow as leaders in their organizations, professions, and communities.

The cornerstones of graduate education at Franklin University are:

- Ensuring a high quality, engaging, and practice oriented educational experience.
- Fostering a vibrant and collaborative learning community
- Providing co-curricular opportunities for academic and professional growth
- Responding to the need for leaders in the professions, community, and world.

Student Admission

The admission process reflects Franklin University's efforts at clearly identifying the performance standards that can help predict student success in graduate level study. The selection criterion for Franklin's graduate programs, as determined by faculty, emphasizes academic ability, contributory work experience, and personal qualities and characteristics.

Requirements for admission include having earned a bachelor's degree from a regionally accredited institution with at least a 2.75 GPA on a 4.0 scale (No particular previous course of study is required to apply). The candidate's work history, references, and other personal qualities and characteristics will be considered as well.

If an applicant has earned a bachelor's degree from a regionally accredited institution, but the GPA is below 2.75 (on a 4.0 scale), then an evaluation of the GMAT or GRE scores (varies by program) will be required. The candidate's work history, references, and other personal qualities and characteristics will be considered as well.

Please see the "Admission Process" section (page 30) for more details.

PROGRAM SPECIFIC REQUIREMENTS

Prospective students for a graduate degree must earn a grade of "C" or better in all undergraduate prerequisite courses before being admitted into a specific graduate program.

For applicants who are not U.S. citizens and for whom English is not their primary language, all graduate programs require a score of 550 (paper-based), 213 (computer-based) or 79 (Internet-based) or higher on the Test of English as a Foreign Language (TOEFL), a score of 6.5 on the International English Language Testing System (IELTS), or Accuplacer ESL scores of 101 (Reading Comprehension) and 5 (WritePlacer).

Master of Healthcare Administration recommends 3 years of healthcare experience or equivalent academic or professional experience for acceptance into the program.

Master of Science in Accounting requires Financial Accounting, Managerial Accounting, Intermediate Accounting I, Intermediate Accounting II, Cost Management and Auditing courses.

Master of Science in Business Psychology requires completion of undergraduate courses in statistics and introductory psychology course.

Master of Science - Computer Science will determine, on an individual basis, prerequisite requirements, upon the review of the applicant's bachelor's degree courses, work experience, or demonstrated competency in Computer Science

Master of Science in Human Resource Management recommends 3-5 years of human resource experience.

INTERNATIONAL STUDENT ADMISSION

International students who wish to apply to Franklin University for admission as a non-immigrant must submit the following in addition to all other required Graduate Admissions materials:

- a completed financial statement signed by the financial sponsor. This financial statement must be accompanied by an official statement from the sponsor's bank or financial institution to verify the availability of funds (F-1 status only);
- certification of completion of the equivalent of a United States bachelor's degree, or a three-year bachelor's degree from a non-United States institution that is accredited by the Ministry of Education or equivalent government ministry in the particular country;
- official copies of transcripts and certified translations of all transcripts of all postsecondary coursework; and
- a completed International Student Transfer Form if SEVIS record is held at an United States educational institution other than Franklin University (F-1 status only).

Note: Health insurance coverage is required for all international students with an F-1 visa. Insurance premiums are billed automatically to the student's tuition account. Premiums are due to the Business Office by the first day of 15-week classes, or a late fee is incurred. A waiver of this health insurance coverage may be granted to students who meet the waiver requirements and submit the waiver petition and documentation by the first day of the 15-week classes. Students taking a vacation trimester can retain coverage by completing a bridge application. Spouse and dependent coverage is also available. Forms and additional information regarding this insurance requirement may be obtained from the Office of International Services and Programs.

All nonimmigrant applicants (e.g. H1Bs, Ls, among others) apply through the Office of International Services and Programs (OISP) using the international admissions application.

Individuals who are immigrants (e.g. Lawful Permanent Residents, Political Asylees and Refugees) and wish to apply to one of Franklin University's graduate programs need to contact Graduate Student Services for assistance at 614.797.4700, toll-free 1.877.341.6300, or via email at graduate.admissions@franklin.edu. Immigrant applicants may be required to submit documentation of legal status in the U.S.

ACCUPLACER ASSESSMENTS FOR GRADUATE ADMISSIONS

Prospective graduate students may demonstrate English language proficiency through the ACCUPLACER ESL® examinations administered by Franklin University. The ACCUPLACER ESL® suite of examinations, are internet-based, on-demand, computer-adaptive assessments designed to properly assess students' reading and writing competencies.

Scores of 101 (Reading Comprehension) and 5 (WritePlacer) are required, and passing scores will remain valid for a period of two years. Students who do not meet the minimum score requirements may retake the examination(s) once within a two-week period. Subsequent examination retakes will be considered after a three month waiting period.

A fee of \$10.00 (USD) plus any related administrative fee will be assessed for the administration of the examinations. Retake examination fees are \$5.00 per examination section or \$10.00 for both.

ACCUPLACER, owned and developed by the College Board, facilitates appropriate student assessment for thousands of institutions and is an industry standard in the field of placement.

The College Board is a not-for-profit membership association whose mission is to connect students to college success and opportunity. Founded in 1900, the association is composed of more than 5,400 schools, colleges, universities, and other educational organizations (College Board, 2009).

TRANSFER STUDENT GUIDELINES

Applicants from regionally accredited institutions of higher education (or institutions recognized as candidates for accreditation) may be granted transfer credit based on an evaluation by Franklin University of official transcripts, course descriptions, and syllabi (if available) sent directly to the Graduate Office from all colleges previously attended. Normally, credit will be accepted for comparable graduate courses completed with a grade of "B" or higher (or the equivalent) and completed within the time frame established for the subject area in question. Upon approval of the Program Chair, up to eight hours of transfer credit may be used in any graduate program.

Transfer students must meet University Graduate School residency requirements. Residency requirements equate to the total number of credit hours required for a specific program less the maximum of 8 graduate credit hours that can be transferred in. For example, if the graduate program requires 30 credit hours less the 8 transfer credit hours, the Graduate residency requirements equal 22 graduate credit hours.

GRADUATE NON-DEGREE SEEKING STUDENTS

Students who declare in writing that they are not candidates for a degree are designated as non-degree seeking students. The University encourages qualified persons to further their education in this manner.

Non-degree seeking students may enter the University to increase their knowledge in a specific area. College graduates enroll to develop their competence in a new field or to expand their education. Candidates who apply for graduate non-degree seeking status must have a bachelor degree from a regionally accredited university or college.

To register for courses in a Master's program, students must meet with a Graduate Academic Advisor to show course preparation. The program chair will review the student's credentials and make the final enrollment decision. A maximum of eight (8) credit hours may be taken as non-degree seeking status. Non-degree seeking students are not eligible for financial aid.

REGISTRATION

After initial registration by an Admissions Advisor, students can add or drop courses by accessing their personalized Web page at <https://my.franklin.edu> available through the University's website. Students utilizing this method of registration must adhere to current University regulations regarding adding courses. Students with questions or need assistance with registering for their courses can email their Academic Advisor at graduate.advising@franklin.edu.

After a student has registered, a confirmation copy of the schedule and fee statement will be forwarded to their Franklin University issued email address.

Late registrations or additions of courses after published deadlines are not accepted without the Program Chair, Lead Faculty, Instructor or Academic Advisor's permission. Students with prior financial balances or financial aid "holds" may not be able to register for classes and must contact the Business Office directly.

Students may request to be registered for a specific section and instructor but these course items are subject to change.

Academic Policies

GRADUATE DEGREE AND RESIDENCY REQUIREMENTS

Degree Requirements

To be awarded a master's degree, students must:

- successfully complete all courses required in the specific master's degree program;
- maintain a minimum cumulative grade point average (GPA) of 3.00;
- meet the Franklin University residence requirement;
- complete the payment of all requisite tuition and fees; and
- not to be under disciplinary dismissal due to academic dishonesty or violation of Student Code of Conduct.

RESIDENCY

Master of Business Administration, Master of Healthcare Administration, Master of Public Administration, Master of Science – Computer Science, and Master of Science In Human Resources Management students must earn in residence at Franklin University at least 32 of the 40 required credits.

Master of Science – Marketing & Communication students must earn in residence at Franklin University at least 30 of the 38 (40 if they must take MCM 607) required credits.

Master of Science – Instructional Design & Performance Technology students must earn in residence at Franklin University at least 29 of the 37 required credits.

Master of Science in Business Psychology students must earn in residence at Franklin University at least 28 of the 36 required credits.

Master of Science in Accounting students must earn in residence at Franklin University at least 22 of the 30 required credits.

Transfer credit awarded based on experiential learning shall not count toward the residence requirement at Franklin University.

ACADEMIC CREDIT AND COURSELOAD

Students should plan academic loads in consultation with a Graduate Academic Advisor.

Academic load is designed as follows:

Full-time:	6 or more credit hours
Half-time:	3-5 credit hours
Less than half-time:	1-2 credit hours

RATE OF PROGRESS

As evidence of satisfactory progress toward a master's degree, students must complete all requirements for the degree within five years of completion of the first graduate level course. Thereafter, a student is bound by current *Academic Bulletin* requirements.

GRADE REPORTS

Students may view and print grades at my.franklin.edu. No grades will be released by telephone.

Graduate Grades

The purpose of grading is multi-fold: to provide feedback on how well a student is doing relative to meeting course requirements, and to chronicle the student's academic development for appropriate recognition. It is the expectation that our graduate students master each course taken. We consider the grade of "B" (3.0) or higher as representing this "mastery" criteria. The following grades are used to calculate a graduate student's grade point average (GPA) and to meet the above stated standards at Franklin University:

A.....	4.0 points
A -.....	3.7 points
B +	3.3 points
B.....	3.0 points
B -.....	2.7 points
C.....	2.0 points
F or IF	0 points (Failure)
Z	Administrative Withdrawal 0 points (Failure)

The following grades and symbols are used but do not affect the grade point average:

I.....	Incomplete must be completed within 30 days after the beginning of the next trimester. In a Pass/No Credit course, an Incomplete converts to "NC" after the deadline. In a letter-graded course, an Incomplete converts to "IF" after the deadline. An "IF" is calculated in the GPA. (See "Withdrawal from a Course" for additional information.)
P.....	Pass — calculated only in hours earned
NC.....	No credit
NZ.....	Administrative Withdrawal (for courses taken P/NC)
W.....	Withdrawn from a course
CK.....	Credit granted after the Forgiveness Policy.
CR.....	Grades of "C" are changed to "CR" and not calculated in the GPA if a student has retaken the identical course for credit.
FK.....	Credit granted after the Forgiveness Policy.
FR.....	Grades of "F" are changed to "FR" and not calculated in the GPA if a student has retaken the identical course for credit.
ZK.....	Credit granted after the Forgiveness Policy.

GPA FOR MULTIPLE GRADUATE PROGRAMS

Under certain academic conditions, the Grade Point Average (GPA) for a new program for a Franklin University graduate student will start over upon admission into each new graduate program:

- If a student chooses to complete multiple graduate programs
- If a student withdraws from a graduate program, in good standing, and chooses to return to begin a different graduate program
- If a student is readmitted after going through the Reinstatement Process (see page 147)

Additionally, upon approval of the Program Chair, up to eight hours of graduate credit may be transferred into any graduate program. Such transferred graduate credit, whether from Franklin University or another institution, will not be calculated in the graduate student's new GPA.

FORGIVENESS POLICY

The Grade Forgiveness Policy was designed to be used only by former students whose previous academic performance at Franklin University was extremely poor (as determined by a cumulative GPA lower than 3.0), but who wish to return to the University. Usually, persons seeking permission to use the Grade Forgiveness Policy have not been students at Franklin University for several years. However, occasionally it is appropriate for permission to be granted to students who have no break in attendance. Students interested in further information should contact their Graduate Academic Advisor or the University Registrar no later than 30 days prior to the start of the trimester in which they request the policy to be implemented.

The policy gives Franklin University students a one-time opportunity to have their GPA recalculated. “C,” “Z” and “F” grades in graduate courses may be forgiven by changing them to a “CK,” “ZK” or “FK” grade by approval of the Chair of the graduate program. This removes them from the GPA calculation, but leaves them on the record.

An acceptable reason for this shall be:

- the program has been changed and the student cannot retake a course to receive a passing grade, as that course number is no longer offered. Instead, the student has a passing grade in a new course that has replaced the old course. In this case it is reasonable to remove the grade of the old course from the GPA calculation by changing it to “CK,” “ZK” or “FK.”

In any other case, the approval for changing a grade may be done with the approval of the Provost. Documentation of the change shall be sent to the Graduate Academic Advisor and placed in the student’s file for historical record. Questions regarding financial aid and veterans benefits should be directed to the Financial Aid office.

GRADING GUIDELINES

The assignment of a letter grade for a course is an indication of the student’s overall success in achieving the learning outcomes for the course. The course letter grade may be viewed as a summary statement of the student’s achievement in individual assessments (assignments and activities). These assessments are intended to identify for students their strengths as well as those areas in need of improvement. Students work is assessed according to the guidelines below.

Course-level Grading Guidelines:

A	95 – 100% of the total possible points.
A-	90 – 94% of the total possible points.
B+	87 – 89% of the total possible points.
B	84 – 86% of the total possible points.
B-	80 – 83% of the total possible points.
C	70 – 79% of the total possible points.
F	<70% of the total possible points.

ASSESSMENT (ASSIGNMENTS & ACTIVITIES) GRADING GUIDELINES

Grade: A

Guidelines: Superior Graduate Performance (exemplary work that greatly exceeds requirements)

Typical Factors

All main points are clearly and precisely stated and contain a high degree of mature, creative and fully developed expression of ideas; no noticeable or distracting grammatical, typographical or spelling errors; completed work highly exceeds stated requirements; demonstrates superior level and type of expression; displays strong evidence of highly organized thought process.

Business Example

Communicates the highest level of mastery. Project worthy of highlighting in your professional portfolio. Professor would be honored to recommend you to do this type of work for a high-quality organization. Members of the executive staff who review the project are highly interested in your work and may want to create (if one does not exist) an advanced position in their area for you on the spot.

Grade: A-

Guidelines: Excellent Graduate Performance (greatly exceeds requirements)

Typical Factors

All main points are clearly and precisely stated and contain evidence of innovation and creativity; minor grammatical or spelling errors; assignment demonstrates well above average and appropriate level and type of expression.

Business Example

Communicates a high level of competence. Project worthy of inclusion in your professional portfolio. Professor would write a positive recommendation to others on your behalf to do this type of work for a high-quality organization. Members of the executive staff who review the project become interested and would consider placing you on a fast track for an advanced position in their functional areas.

Grade: B+

Guidelines: Above Expected Graduate Performance (somewhat exceeds requirements)

Typical Factors

All main points were covered and well supported; relatively few grammatical, typographical or spelling errors; finished assignment demonstrated above average and appropriate level and type of expression.

Business Example

Communicates above average competence. Could be included in a professional portfolio. Work clarifies action taken on behalf of an employer’s request. Your immediate superior, upon reviewing the project, believes that you can rationally support your decisions and choices. Your supervisor may be interested not only in your work, but might consider creating a new, or expanding the current, position for you to specifically perform this or similar type of work.

Grade: B

Guidelines: Expected Graduate Performance (meets all requirements)

Typical Factors

All main points covered; relatively few noticeable and distracting grammatical, spelling and typographical errors; assignment demonstrated average and appropriate level and type of expression.

Business Example

Communicates an average level of competence. Work may or may not qualify for inclusion in a professional portfolio highlighting your skills and abilities. Work provides specifically what was asked for. Your capabilities, as demonstrated by this work, will ensure a measure of confidence in your ability to meet the performance needs of the organization.

Grade: B-

Guidelines: Somewhat Below Expected Graduate Performance (does not meet some requirements)

Typical Factors

Some main points missing; some organizational and structure problems exist; meets some stated requirements; several grammatical, spelling and typographical errors; assignment demonstrates below average and appropriate level and type of expression.

Business Example

Communicates below average level of competence. Work does not qualify for inclusion in a professional portfolio highlighting skills and abilities. Work lacks required components. Would not succeed in moving beyond the current position in organization without further development.

Grade: C

Guidelines: Clearly Below Expected Graduate Performance (does not meet many requirements)

Typical Factors

Some main points are incomplete, while others are missing; major grammatical, spelling and typographical errors; evidence of disorganized thought process.

Business Example

Demonstrates inability to perform in a competitive work environment. Work does not qualify for any reference pertaining to skills and abilities. Work would justify assigning challenging projects to another employee.

Grade: F

Guidelines: Greatly Below Expected Graduate Performance (meets few or no requirements)

Typical Factors

Highly disorganized work; poor use of English, large number of grammatical, typographical and spelling errors; evidence of disorganized thought process.

Business Example

Not acceptable.

Grade: I

Guidelines: Incomplete (missing one or more course requirements)

Typical Factors

Family emergency or some other unexpected occurrence prevented submission of a required assignment.

GRADES IN PREREQUISITE COURSES

Graduate students must successfully complete courses that are prerequisites to other courses; a grade of Incomplete (I) is not sufficient for continuation to the following course. This rule may be waived only by written permission of the Program Chair, with the consent of the faculty member whose course is involved.

RETAKEING A COURSE FOR CREDIT

Any graduate student receiving a "C" (this will include "C+", "C" and "C-") or lower, in any course, will be required to retake and complete that course with a "B" (this will include "B+", "B" and "B-") or better, before moving on to another course.

Upon completion of a repeated course, only the cumulative GPA will be recalculated. Credit for the course will be given only once.

If the course is no longer available, a replacement course will be identified by the Program Chair. In this case, the grade of the old course will be removed from the GPA calculation by changing it to "CK," "ZK," or "FK."

This policy does not, at any time, supersede the required minimum academic standards for continued enrollment as defined in the Bulletin.

ACADEMIC STANDARDS

PROBATION AND DISMISSAL

Graduate students must maintain a minimum cumulative grade point average (GPA) of 3.00. Any graduate student whose cumulative GPA falls below 3.0 at the end of any grading period (a grade period is defined as any period in which a grade is earned, i.e., 3, 6 or 12 weeks depending on the length of the course) will be placed on probation and may be scheduled for counseling. Any student who fails to attain a cumulative GPA of 3.00 within one grading period of enrollment following academic probation will be subjected to academic dismissal.

GRADUATE PROGRAM REINSTATEMENT (APPEAL OF ACADEMIC DISMISSAL)

Academically-dismissed graduate students seeking reinstatement to Franklin University may submit an appeal to the Graduate Council. Students must appeal in writing to the Director of Admissions 30 days prior to the start of the trimester in which reinstatement is being sought (graduate.admissions@franklin.edu or via fax to 614-947-6771). The appeal letter must include the following information:

- permission to release their University records to the Council
- a summary of the student's desire to return
- reasons that the student will be successful after reinstatement

If the appeal is granted, the student will be required to meet with the Director of Admissions (or designated representative) and satisfy any pre-determined conditions for reinstatement as set by the Graduate Council Sub-Committee on Reinstatement. Students are not permitted to re-enroll in the same program from which they were dismissed. There is only one opportunity for a student to be reinstated into another graduate program. Further, admission into a different program will be subject to all admission requirements for that program. Students dismissed due to academic dishonesty are not eligible for reinstatement.

The Graduate Council Sub-Committee has the authority to grant or deny permission to use the Reinstatement Procedure. Students interested in further information should contact the [Office of Admissions](#).

Graduate Programs

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Master of Business Administration

Program Chair, Bruce Campbell, Ph.D.

Curriculum Development Team
 Bruce Campbell, Ph.D., Lead Faculty
 Debra Petrizzo, D.B.A., Lead Faculty
 Wendell Seaborne, Ph.D., Lead Faculty
 Souren Soumbatiants, Ph.D., Lead Faculty
 Gary Stroud, Ph.D., Lead Faculty
 JoAnna Williamson, Ph.D., J.D., Lead Faculty
 Lou Anne Manning, Ed.D., Instructional Designer
 Advisory Board (listed on page 247)

The MBA Program at Franklin University provides the graduate student with a unique learning experience that is both instructional - teaching essential business skills - and formational - instilling in the student the critical qualities required of a business professional of the new age. The program emphasizes key themes throughout its courses and blends traditional business disciplines. Material based on the needs identified by business world experts is combined with conventional MBA instruction to prepare students for leadership roles in the companies of today and beyond.

STATEMENT OF PURPOSE

To prepare students for leadership roles to make beneficial contributions to their work, their organization, and to society.

The Franklin University MBA Program is designed for busy professionals who are interested in advancing their career while meeting the demands of a challenging workplace by increasing their level of competence and resolving increasingly complex business challenges. The program of study emphasizes theory to practice and the acquisition of lifelong learning skills essential in being personally and professionally effective in a world characterized by uncertainty and growing levels of complexity.

GOALS OF THE MBA PROGRAM

Provide a transformational process for students to:

1. Improve their effectiveness in their current work and life role.
2. Recognize and capitalize on their next major professional and personal opportunity.
3. Identify and develop their potential for meeting future leadership challenges and make meaningful contributions in a world characterized by uncertainty.

MBA PROGRAM OUTCOMES

Graduates of the program will be able to:

1. Create and communicate sustained, coherent arguments in two or more media to both internal and external audiences of a business organization
2. Integrate and initiate tactical, operational, and strategic decision making to address organizational challenges
3. Design and execute solutions for problems using a multi-functional business approach
4. Deconstruct and reformulate business decisions by applying theoretical and practical perspectives from multiple disciplines

MBA PROGRAM CURRICULUM DESIGN

Franklin University, an innovator in the development of higher education programs geared to the needs of working adults, responds to the forces reshaping today's business environment with its MBA Program. Created with the input of the business and professional community, Franklin's MBA program enables graduate students to acquire the knowledge and skills needed to be personally and professionally effective in a world that is growing increasingly complex and unpredictable.

The program of study offers a "hand in glove" fit for contemporary graduate students, many of whom already have career and family responsibilities. Students may attend classes online or in-person, or through a combination of both. The 40-hour leadership oriented MBA program can be completed in as few as 16 months.

A special feature of the program of study involves skills assessment and enhancement features. For students whose proficiency in one or more topical areas needs strengthening, special modules, called SuccessPreps, are provided in conjunction with related MBA courses to help assure student success. The skills assessment and SuccessPreps combination makes it possible for the MBA program to be offered without time consuming and costly prerequisites. These SuccessPrep topical areas include operations, financial and managerial accounting, managerial economics, and corporate finance.

The MBA Program enables students to draw upon their own practical work experience to develop both an understanding of key business theories and the ability to apply them in real-life situations.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4
MBA 707	I	I	I	I
MBA 711		R	R	R
MBA 713	R	R	R	R
MBA 721	R	R	R	R
MBA 723		R	R	R
MBA 727	R	R	R	R
MBA 731		R	R	R
MBA 733		R	R	R
MBA 737		R	R	R
MBA 741	A	A	A	A

COURSE CURRICULUM (40 HOURS)

MBA 707 - MBA Foundations (4)
MBA 711 - Business Environment (4)
MBA 731 - Operations & Project Management (4)
MBA 721 - Marketing Management (4)
MBA 733 - Financial & Managerial Accounting (4)
MBA 713 - Human Resource Management (4)
OR Elective
MBA 723 - Managerial Economics (4)
OR Elective
MBA 727 - International Business Management (4)
OR Elective
MBA 737 - Corporate Finance (4)
MBA 741 - Strategic Management (4)

Master of Science in Human Resource Management:
HRM 702 - Employee Rights, Responsibilities & Discipline (4)
HRM 703 - Labor Relations Process & Law (4)
HRM 704 - Performance Appraisal Systems (4)
HRM 705 - Compensation Design & Administration (4)
HRM 706 - Organizational Development & Intervention (4)
HRM 707 - Organizational Leadership (4)
HRM 708 - Strategic Human Resource Planning (4)
HRM 709 - International Human Resource Management (4)

ELECTIVES (12 HOURS)

Students must complete the Master of Business Administration core courses (MBA 707, MBA 711, MBA 731, MBA 721, and MBA 733) before taking 12 hours of graduate elective courses. Students may take graduate courses offered at Franklin to meet the elective requirement, as listed below. Students must meet the prerequisite requirements for any graduate elective course or must obtain approval of the appropriate Program Chair to admit them into the course by waiving any prerequisite requirements. Following the elective courses, students must take the remaining MBA core courses (MBA 737 and MBA 741).

Master of Science - Marketing & Communication:

MCM 711 - Media & Technology (4)
MCM 713 - Communication & Persuasion (4)
MCM 721 - Design Concepts (4)
MCM 723 - Metrics & Analytics (4)
MCM 727 - Behavioral Research (4)
MCM 731 - Applied Marketing Communication Theory (4)

Master of Science in Business Psychology:

PSYC 601 - Introduction to Business Psychology (4)
PSYC 602 - Individual & Organizational Intelligence (4)
PSYC 603 - Managerial Psychology (4)
PSYC 604 - Behavioral Economics & Neurofinance (4)
PSYC 605 - Psychology of Marketing (4)
PSYC 606 - Psychology of Human Resources (4)
PSYC 607 - Psychology of Creativity, Innovation & Change (4)
PSYC 608 - Psychology of Organizational Coaching (4)

Master of Healthcare Administration:

HCM 735 - Healthcare Delivery Systems (4)
HCM 742 - Healthcare Law & Ethics (4)
HCM 752 - Health Policy (4)
HCM 762 - Global Health (4)

Master of Public Administration:

CJAD 700 - Effective Administration of Justice
CJAD 710 - Adult & Juvenile Systems of Justice
CJAD 720 - Criminology Theory & Solutions to Crime
PUAD 701 - Foundations of Public & Not-for-Profit Administration (4)
PUAD 710 - Managing Personnel & Information Systems (4)
PUAD 715 - Methodological Reasoning & Quantitative Analysis (4)
PUAD 725 - Management Decision Making Methods (4)
PUAD 745 - Strategy, Collaboration, & Communication (4)
PUAD 750 - Leading Public & Not-For-Profit Organizations (4)

Master of Healthcare Administration

Program Chair: Gail Baumlein, Ph.D., MSN, RN, CNS, CNE, ANEF
 Curriculum Development Team
 Robert Curtis, DHA, Dean, College of Health and Public Administration
 Leslie King, Ph.D., MT (ASCP)
 Wenxia Wu, Ph.D. Instructional Designer
 Erin Wehmeyer, Content Editor
 Advisory Board (listed on page 245)

The healthcare industry plays a vital role in both the nation’s economic growth as well as improving the quality of life in our communities. Buoyed by socio-demographic changes, technological advances, the growth of consumerism and public policy the healthcare industry has become and will continue to be one of the largest employers in the United States. As a result of the continued expansion of the industry and the diverse career opportunities in the healthcare field, healthcare management has become one of the fastest growing study disciplines in institutions of higher learning.

STATEMENT OF PURPOSE

The purpose of the MHA Program is to meet the intellectual and career objectives of professionals who: 1) want to excel as leaders in the delivery of healthcare services, and 2) recognize the importance of life-long learning and career development in healthcare management as a career choice.

GOALS OF THE MASTER OF HEALTHCARE ADMINISTRATION PROGRAM

1. Provide students with the management knowledge and skills to fulfill leadership roles in the healthcare industry.
2. Provide students with the managerial knowledge and skills to ensure organizational responsiveness and sustainability.
3. Provide students with problem-solving skills to achieve tangible and long-lasting organizational results.
4. Prepare students to apply theory to the practical world-setting.
5. Enhance student appreciation of diversity in the workplace and society.
6. Prepare students to integrate information technology systems, applications, and principles into the short and long-term strategic goals of an organization.

MASTER OF HEALTHCARE ADMINISTRATOR OUTCOMES

Graduates of the program will be able to:

1. Evaluate the relationships between the health policy process and economic, social, cultural, and ethical factors.
2. Develop strategic plans to sustain and improve the financial and operational performance of a healthcare organization.
3. Evaluate emerging and ongoing societal, legal, ethical, and regulatory trends specific to healthcare delivery systems.
4. Recommend patient-centered strategies to improve healthcare delivery systems.
5. Develop transformational leadership strategies to influence organizational change.
6. Recommend policies, procedures, and systems that manage information as a healthcare asset.
7. Design process improvement strategies for healthcare organizations using analytical data.
8. Synthesize appropriate theories, principles, and practices of administration in healthcare organizations.

Outcome Map

A learning outcome map functions as a roadmap to help guide students’ progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6	7	8
HCM 735	I, R, A	I	I	I	I	I	I	I
HCM 733		R, A				R	R	R
HRM 701	R		R		R			R
HCM 742	R		R, A	R		A		R
HCM 765	R	R, A	R	R, A	R	R	R, A	R
PSYC 603	R				R			R
HCM 772	A	A	A	A	A	A	A	A

MASTER OF HEALTHCARE ADMINISTRATOR CURRICULUM DESIGN

The Franklin University MHA Program is uniquely designed for the busy professional. The curriculum and course work are carefully planned and continually updated to correspond to the ever changing world of healthcare. All courses are designed to be applicable to diverse environments and healthcare settings. Learning methodologies include case studies, lectures, group projects, and community and healthcare setting projects.

The curriculum design will include 6 week online courses. Paper and other required assignments will be completed during the periods of online study. The Program will utilize the online resources of Franklin University as the primary source of study and communication between the student(s) and faculty. Through this medium, assignments and projects will be discussed and completed, announcements made, meetings held, and informal communications between faculty and students, and students to students will be facilitated.

THE MHA PROFESSIONAL AND MAJOR CORE COURSES

The course progression starting with the completion of professional core courses is designed to aid students in successfully completing the demands of a graduate education.

CORE COURSE CURRICULUM (28 HOURS)

HRM 701 - Human Resource Management (4)
HCM 733 - Financial & Managerial Accounting
in Healthcare Organizations (4)
HCM 735 - Healthcare Delivery Systems (4)
HCM 742 - Healthcare Law & Ethics (4)
HCM 765 - Healthcare Operations Management (4)
HCM 772 - Healthcare Strategic Management (4)
PSYC 603 - Managerial Psychology (4)

ELECTIVES (12 HOURS)

Select 12 hours from the following:

Executive Leadership:

HCM 745 - Healthcare Financial Management (4)
HCM 752 - Health Policy (4)
HCM 762 - Global Health (4)

Business Administration:

MBA 711 - Business Environment (4)
MBA 721 - Marketing Management (4)
MBA 727 - International Business Management (4)

Public Administration:

PUAD 701 - Foundations of Public & Not-for-Profit Administration (4)
PUAD 710 - Managing Personnel & Information Systems (4)
PUAD 715 - Methodological Reasoning & Quantitative Analysis (4)
PUAD 740 - Financial Management & Budgeting (4)
PUAD 745 - Strategy, Collaboration, & Communication (4)

Master of Public Administration

Program Chair, Alexander Heckman, M.P.A., Ph.D.

Curriculum Development Team:
 Alexander Heckman, M.P.A., Ph.D.
 Barbara Fennema, Ed.D.
 Jenine Larrabee, M.A.
 Advisory Board (listed on page 248)

The Master of Public Administration (MPA) program prepares students to lead and manage government and nonprofit organizations. Students learn to perform financial, statistical, operational, and strategic analyses in order to develop effective administrative plans and make critical management decisions that will improve organizational performance and advance the public and community interest. They also learn the leadership and management skills needed to implement these plans and decisions.

Further, students develop expertise in an area of professional interest by selecting electives from the graduate programs offered at Franklin, including the option of pursuing a specialization track. The MPA program offers specialization tracks in criminal justice, healthcare administration, and human resource management for students who want to develop more in-depth expertise in one of these areas.

MISSION OF THE MPA PROGRAM

Provide a high quality and relevant professional education that will enable our students to:

1. Enhance the quality of the public and nonprofit programs
2. Advance within their public and not-for-profit organizations
3. Succeed in providing leadership that serves our communities

MASTER OF PUBLIC ADMINISTRATOR OUTCOMES

Graduates of the program will be able to:

1. Critique management and leadership theories and concepts as they apply to professional practice in mission-driven organizations
2. Incorporate appropriate ethical principles and a public service perspective into professional decision-making
3. Perform analysis for administrative problem solving and decision-making
4. Evaluate and recommend strategies for improving organizational performance, taking into account effective human resources, information systems, and financial and political management practices
5. Develop and evaluate plans for implementing recommendations for improving organizational performance and advancing the missions of government and nonprofit organizations
6. Create and effectively communicate well-reasoned arguments appropriate for diverse audiences and contexts

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6
PUAD 701	I	I	I	I	I	I
PUAD 710	R	R	R	R	R	R
PUAD 715	R	R	R	R	R	R
PUAD 725	R	R	R	R	R	R
PUAD 740	R	R	R	R	R	R
PUAD 745	R	R	R	R	R	R
PUAD 750	R	R	R	R	R	R
PUAD 790	A	A	A	A	A	A

MPA STANDARD COURSE CURRICULUM (40 HOURS)

CORE REQUIREMENTS (24 HOURS)

- PUAD 701 - Foundations of Public & Not-for-Profit Administration (4)
- PUAD 710 - Managing Personnel & Information Systems (4)
- PUAD 715 - Methodological Reasoning & Quantitative Analysis (4)
- PUAD 725 - Management Decision Making Methods (4)
- PUAD 740 - Financial Management & Budgeting (4)
- PUAD 745 - Strategy, Collaboration, & Communication (4)

MPA ADVANCED REQUIREMENTS (8 HOURS)

- PUAD 750 - Leading Public & Not-for-Profit Organizations (4)
- PUAD 790 - Public Administration Capstone (4)

ELECTIVES (8 HOURS)

Students must complete the first three Master of Public Administration core courses (PUAD 701, PUAD 710, PUAD 715) before taking at least 8 hours of graduate elective courses. Students may take any graduate courses offered at Franklin to meet the elective requirement, except for graduate capstone courses. Students must meet the prerequisite requirements for any graduate elective course or must obtain approval of the appropriate program chair to admit them into the course by waiving any prerequisite requirements.

MPA WITH SPECIALIZED TRACK (40 HOURS)

Students may choose to pursue a specialization track instead of taking the standard MPA curriculum. After students have completed the first three required core courses for the standard MPA curriculum, they may begin to take the courses required for their specialization track. After completing the track requirements, students must complete PUAD 790 - Public Administration Capstone and their capstone project must incorporate knowledge and skills from the track courses.

CRIMINAL JUSTICE ADMINISTRATION TRACK (16 HOURS)

CJAD 700 - Effective Administration of Justice (4)
CJAD 710 - Adult & Juvenile Systems of Justice (4)
CJAD 720 - Criminology Theory & Solutions to Crime (4)
PUAD 790* - Public Administration Capstone (4)

HEALTHCARE ADMINISTRATION TRACK (16 HOURS)

HCM 735 - Healthcare Delivery Systems (4)
HCM 742 - Healthcare Law & Ethics (4)
HCM 752 - Health Policy (4)
OR HCM 762 - Global Health (4)
PUAD 790* - Public Administration Capstone (4)

HUMAN RESOURCE MANAGEMENT TRACK (16 HOURS)

HRM 701 - Human Resource Management (4)
HRM 708 - Strategic Human Resource Planning (4)
HRM 702 - Employee Rights, Responsibilities & Discipline (4)
OR HRM 703 - Labor Relations Process & Law (4)
OR HRM 707 - Organizational Leadership (4)
PUAD 790* - Public Administration Capstone (4)

*Students with a subject area concentration must select a topic related to their concentration area for the capstone course.

Master of Science in Accounting

Program Chair, Thomas G. Seiler, D.B.A., J.D., CPA

Curriculum Development Team:

Thomas G. Seiler, D.B.A., J.D., CPA

Tom Hrubec, Ed.D., CPA, CMA, CFE, Lead Faculty

Debra Petrizzo, D.B.A, Lead Faculty

Charles Saunders, Ph.D., CPA, CIA, CSA, Lead Faculty

Yi Yang, Ph.D. Lead Design Faculty

Advisory Boards (listed on page 242-243)

Franklin University's Master of Science in Accounting Program (MSA) has been designed to meet the evolving changes in business organizations. The Program reinforces the core technical aspects of financial and managerial accounting theory, but also provides graduate students with the abilities employers request most in graduates such as communication, research, and technology skills. Employers need competent accounting professionals who can research and communicate complex accounting issues, as well as navigate organization-wide enterprise resource planning systems and effectively utilize data mining software for in-depth analysis of information. The MSA Program provides students with a relevant, high quality curriculum that is convenient and affordable.

Graduates of the MSA Program are prepared for employment or promotion in public accounting, private industry, or government. They will also have the educational background and framework to seek professional certification (i.e., Certified Public Accountant, Certified Management Accountant, Certified Internal Auditor, or Certified Fraud Examiner). These designations require successful completion of rigorous examinations and additional study beyond that required for the master's degree may be necessary.

GOALS OF THE MASTER OF SCIENCE IN ACCOUNTING PROGRAM

1. Provide quality, comprehensive, and relevant curriculum
2. Build a community among students, faculty, alumni and accounting professionals
3. Assist students in their transition from academic studies to a professional career
4. Develop strategic alliances with professional, corporate, governmental, and educational organizations

MASTER OF SCIENCE IN ACCOUNTING PROGRAM OUTCOMES

Graduates of the program will be able to:

Financial Operations Track

1. Investigate and evaluate specific enterprise-wide planning system issues
2. Investigate and evaluate specific risk assessment and implementation issues
3. Investigate and evaluate audit or data mining issues
4. Investigate and evaluate forensic accounting issues
5. Research and synthesize specific accounting information to create new knowledge.

Outcome Map – Financial Operations

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes					
	1	2	3	4	5
ACCT 710					I
ACCT 715					R
ACCT 725					R
ACCT 731	I, R, A				R
ACCT 732				I, R, A	R
ACCT 733			I, R, A		R
ACCT 734		I, R, A			R
ACCT 795	R	R	R	R	A

Taxation Track:

1. Research and analyze the tax circumstances of individual taxpayers to identify advanced tax compliance issues and/or identify tax planning opportunities
2. Research and analyze the tax issues and planning opportunities associated with corporations
3. Research and analyze the tax issues and planning opportunities associated with the formation of pass-through tax entities
4. Research and analyze the tax issues and planning opportunities associated with the federal gift and estate taxes on individuals, trusts, and estates
5. Communicate specific accounting research issues and findings in the accounting profession

Outcome Map - Taxation

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes					
	1	2	3	4	5
ACCT 710					I
ACCT 715					R
ACCT 725					R
ACCT 751	I, R, A				R
ACCT 752		I, R, A			R
ACCT 753			I, R, A		R
ACCT 754				I, R, A	R
ACCT 795	R	R	R	R	A

COURSE CURRICULUM (30 HOURS)

Students are admitted to the MSA Program continually throughout the year. Students will generally take courses in a sequence but may elect, depending on course prerequisites, to take particular courses at any time. Students will generally take the Program's Core Courses followed by a series of courses in a specific Specialized Program Track followed by a Capstone Course prior to graduation. The suggested course sequence is the same for all students regardless of the admittance date.

CORE COURSES (10 HOURS)

ACCT 710 - Introduction to Research in Accounting (2)
ACCT 715 - Financial Accounting Theory (4)
ACCT 725 - Management Control Processes & Systems (4)

SPECIALIZATION TRACKS (16 HOURS)

Choose one of the following tracks:

FINANCIAL OPERATIONS:

ACCT 731 - Enterprise Resource Planning Systems (4)
ACCT 732 - Forensic Accounting (4)
ACCT 733 - Advanced Auditing & Data Mining Techniques (4)
ACCT 734 - Enterprise Risk Analysis & Management (4)

TAXATION:

ACCT 751 - Advanced Personal Income Taxation (4)
ACCT 752 - C-Corporation Taxation (4)
ACCT 753 - Pass-Through Entity Taxation (4)
ACCT 754 - Gift and Estate Taxation (4)

CAPSTONE COURSE (4 HOURS):

ACCT 795 - Accounting Research Seminar (4)

Master of Science in Business Psychology

Program Chair, Ray Forbes, Ph.D.

Curriculum Development Team:

John Brent, Ph.D.

Michelle Buchberger, Ph.D.

Ray Forbes, Ph.D.

Eunice Luyegu, Ph.D.

Xiaopeng Ni, Ph.D.

Soren Soumbatiants, Ph.D.

Advisory Board (listed on page 244)

Applied Psychology, with its emphasis on a pragmatic understanding of individual thought and action offers an excellent complement to the practical field of business. The Master of Science degree in Business Psychology is specifically designed to fuse a functional understanding of business with applied psychology. By connecting relevant theory with practice students can immediately apply their in-course learning to their current work situations, prepare themselves for their next position, and obtain a long-term educational advantage for future positions.

This program integrates concepts and practices from the emerging fields of positive psychology, neuroscience, sociobiology, and organizational coaching with the basic business functions of management, finance, marketing and human resources. The intent is to graduate professionals who have a practical insight into human behavior, a working knowledge of business functions and practices, who can thoughtfully integrate the two, and who can make effective organizational contributions at both the individual and group level.

STATEMENT OF PURPOSE

To provide a life-enhancing educational experience that leads to realizing career and personal objectives. This inter-disciplinary program has been developed for working professionals seeking practical engagement with the fields of psychology and business.

GOALS OF THE MASTER OF SCIENCE IN BUSINESS PSYCHOLOGY PROGRAM

To combine relevant theory and practice in order for students to:

1. Obtain knowledge applicable to enhancing their current position, next position, and long-term careers
2. Apply skills and aptitudes appropriate to solving business problems and capitalizing on business opportunities
3. Learn to utilize their strengths and pre-dispositions to societal advantage

MASTER OF SCIENCE IN BUSINESS PSYCHOLOGY PROGRAM OUTCOMES

Graduates of the program will be able to:

1. Assess the value of a neuroscience tool for use in the workplace.
2. Assess the business intelligence of an organization.
3. Evaluate psychological assessments for use in leadership and organization development.
4. Create behaviorally-based measures of economic performance.
5. Apply psychological principles in new product marketing.
6. Differentiate job applicants using behavioral science methods.
7. Design a process to stimulate organizational innovation.
8. Employ coaching techniques to deal with dysfunctional individuals.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6	7	8
PSYC 601	I, R, A							
PSYC 602		I, R, A						
PSYC 603			I, R, A					
PSYC 604				I, R, A				
PSYC 605					I, R, A			
PSYC 606						I, R, A		
PSYC 607							I, R, A	
PSYC 608								I, R, A
PSYC 609	R	R	R	R	R	R	R	R

BUSINESS PSYCHOLOGY PREREQUISITES

Open to students who have graduated from a regionally accredited institution with a bachelor's degree and who have successfully completed undergraduate prerequisite courses in:

- Introductory Psychology
- Basic Statistics

COURSE CURRICULUM (36 HOURS)

PSYC 601 - Introduction to Business Psychology (4)

PSYC 602 - Individual & Organizational Intelligence (4)

PSYC 603 - Managerial Psychology (4)

PSYC 604 - Behavioral Economics & Neurofinance (4)

PSYC 605 - Psychology of Marketing (4)

PSYC 606 - Psychology of Human Resources (4)

PSYC 607 - Psychology of Creativity, Innovation & Change (4)

PSYC 608 - Psychology of Organizational Coaching (4)

PSYC 609 - Business Psychology Mastery Demonstration (4)

Master of Science – Computer Science

Program Chair, William H. Hochstettler, Ph.D.

Curriculum Development Team:
 William H. Hochstettler, Ph.D.
 James Perry, Ph.D., Dept. Chair
 Chunbo Chu, Ph.D., Lead Faculty
 Bradley Watson, Ph.D., Lead Faculty
 Advisory Board (listed on page 244)

The Master of Science - Computer Science (MSCS) is designed to provide students with the theoretical and practical application skills required: 1) to master a good understanding of the Computer Science discipline; 2) to be able to contribute immediately and make a positive impact in the workplace. This graduate degree is intended for the working person who wants to be part of the development of the technology of the future.

MASTER OF SCIENCE – COMPUTER SCIENCE PROGRAM OUTCOMES

Graduates of the program will be able to perform software project roles in a team environment for:

- Planning project processes and products, analyzing problems and design trade-offs, and making design decisions to address stakeholder needs
- Designing and implementing a software architecture and related products according to software plans and requirements
- Monitoring, controlling, verifying, validating, and communicating software development progress relative to plans and requirements

Additional requirements for admission to the M.S. in Computer Science program include:

- A minimum GPA of 3.0 on a 4.0 scale in Computer Science courses, (GRE Computer Science Subject Test will be considered in lieu of a Computer Science undergraduate degree and/or prerequisites)
- Students with an undergraduate degree in computer science will be admitted without future prerequisites. However, the students will be expected to possess basic JAVA programming skills and also the ability to write C++ or C code (used in COMP 674 - Parallel and High Performance Computing)
- Students without a computer science degree will need to have credit for the following Franklin University courses or the equivalent undergraduate course work at a regionally accredited institution or approved relevant work experience:
 - MATH 170 Discrete Mathematics
 - COMP 111 Introduction to Computer Science & Object-Oriented Programming
 - COMP 121 Object-Oriented Data Structures & Algorithms I
 - COMP 203 Principles of Operating Systems
 - COMP 204 Principles of Computer Networks
 - COMP 281 Database Management Systems
 - COMP 311 Object-Oriented Data Structures & Algorithms II

Students in the Computer Science and Information Technology majors may be required to purchase hardware and/or software with capabilities greater than the standard University technology requirements. There will be software requirements beyond the standard Microsoft Office software, such as software development environments, operating systems, virtualization environments and tools, website development and business process documentation tools that will be used in various courses. Students should check the Technology Requirements section of the Bulletin and/or the Course Schedule for the requirements relevant to Computer and Information Sciences majors to ensure they have, and are familiar with, the requisite hardware and software.

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3
COMP 620		R	
COMP 660	R	R	R
COMP 630		R	
COMP 645	I, R, A	I, R, A	I, R, A
COMP 650	R	R	R
COMP 655	R	R	
COMP 665			I, R, A
COMP 671	R	R	R
COMP 691		R	R

COURSE CURRICULUM (40 HOURS)

Students are admitted to the MSCS Program in September, January and April. The course sequence does vary.

FIRST TRIMESTER

- COMP 620 - Analysis of Algorithms (4)
- COMP 660 - Communication Strategies for the Technical Professional (4)

SECOND TRIMESTER

- COMP 630 - Issues in Database Management (4)
- COMP 645 - Topics in Software Development (4)

THIRD TRIMESTER

- COMP 650 - System Architecture & Engineering (4)
- Elective - Computer Science Elective (4)

FOURTH TRIMESTER

COMP 655 - Distributed Systems (4)
COMP 665 - Project Management of Information Systems (4)

FIFTH TRIMESTER

COMP 671 - Verification & Testing (4)
COMP 691 - Capstone (4)

ELECTIVES

COMP 610 - Internship in Graduate Computer Science (1-4)
COMP 670 - Application of Artificial Intelligence (4)
COMP 672 - Human Factors (4)
COMP 674 - Parallel & High Performance Computing (4)
COMP 676 - Computer Security (4)
COMP 680 - Special Topics in Graduate Computer Science (4)
COMP 699 - Independent Studies in Graduate Computer Science (1-4)

Master of Science in Human Resource Management

Program Chair, Gary Stroud, Ph.D.

Curriculum Development Team:

Gary Stroud, Ph.D.

Lou Ann Manning, Ed.D.

Advisory Board (listed on page 246)

The Master of Science in Human Resource Management program prepares graduates to become "strategic partners" to CEOs – or CEOs themselves. Using current research, best practices, and software applications, students will learn how to promote maximum employee performance in any organization. The Master of Science in Human Resource Management program is ideal for working professionals, those wanting to change careers, managers and executives who want to better develop their employees, and anyone involved in assessing and responding to the development needs of employees and their organization.

The Master of Science in Human Resource Management degree examines theory and applications in all levels of organizational strategy, culture, and practice. Topic areas include human resource management roles and contributions in business planning and strategy, job value analyses, alternative work systems, recruitment and selection, fair employment practices, performance appraisal and management, compensation design and management, job evaluation systems, career development, and employee rights. The topics include the study of specific quantitative and qualitative theories and methods used to collect reliable and valid human resource management data for decision purposes.

STATEMENT OF PURPOSE

To provide a life-enhancing educational experience that leads to realizing career and personal objectives. This inter-disciplinary program has been developed for working professionals seeking practical engagement with the fields of human resources and business.

GOALS OF THE MASTER OF SCIENCE IN HUMAN RESOURCE MANAGEMENT PROGRAM

To combine relevant theory and practice in order for students to:

1. Obtain knowledge applicable to enhancing their current position, next position, and long-term careers
2. Apply skills and aptitudes appropriate to solving business problems and capitalizing on business opportunities
3. Learn to utilize their strengths and pre-dispositions to societal advantage

MASTER OF SCIENCE IN HUMAN RESOURCE MANAGEMENT PROGRAM OUTCOMES

Graduates of the program will be able to:

1. Develop and research how to implement legal and ethical strategic HR planning and processes: recruitment, selection and retention; training; performance management; implement total reward systems; managing change; and labor-management practices in a global environment
2. Contrast international HRM practices and recognize necessary adjustments for cross cultural differences
3. Critically analyze and recommend strategic action plans to address HR and organizational issues

4. Evaluate organizational culture and understand how to implement organizational change strategies that foster collaboration, work/life balance, and commitment
5. Demonstrate proficiency in oral, written, and interpersonal communication including technology and presentation skills

Outcome Map					
A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.					
Program Learning Outcomes					
	1	2	3	4	5
HRM 701	I	I	I	I	I
HRM 702	R	R	R	R	R
HRM 703	R			R	R
HRM 704	R	R	R		R
HRM 705			R	R	R
HRM 706	R	R	R	A	R
HRM 707	R	R	R	R	R
HRM 708	R	R	A	R	R
HRM 709		A			R
HRM 710	A	R	A	A	A

The M.S. HRM Program is uniquely designed for the busy professional. The curriculum and course work are carefully planned and continually updated to correspond with the ever-changing world of business. All courses are designed to be applicable to diverse business settings. Learning methodologies include case studies, lectures, group projects, and community setting projects.

The curriculum design will include 6 week online or face-to-face courses. Papers and/or other required assignments will be completed during the periods of on-line study. The Program will utilize the on-line or face-to-face resources of Franklin University as the primary source of study and communication between the student(s) and faculty. Through these mediums assignments and projects will be discussed and completed, announcements made, meetings held, and informal communications between faculty and students, and students to students will be facilitated.

COURSE CURRICULUM (40 HOURS)

- HRM 701 - Human Resource Management (4)
- HRM 702 - Employee Rights, Responsibilities & Discipline (4)
- HRM 703 - Labor Relations Process & Law (4)
- HRM 704 - Performance Appraisal Systems (4)
- HRM 705 - Compensation Design & Administration (4)
- HRM 706 - Organizational Development & Intervention (4)
- HRM 707 - Organizational Leadership (4)
- HRM 708 - Strategic Human Resource Planning (4)
- HRM 709 - International Human Resource Management (4)
- HRM 710 - Capstone Project (4)

Master of Science – Instructional Design & Performance Technology

Program Chair, Joel Gardner, Ph.D.

Curriculum Development Team:

Daniel Bell, Ph.D.

Rob L. Wood, Ed.D.

Yi Yang, Ph.D.

Advisory Board (listed on page 246)

The Master of Science - Instructional Design and Performance Technology (IDPT) balances theory and practice to develop student competencies in the disciplines of instructional systems design (ISD) and human performance technology (HPT). Courses have an application requirement that involves creating an instructional or performance product. The capstone project provides students with the opportunity to apply their learned expertise to solve a real-world learning and performance problem. In the final course students assemble a portfolio of application products and make a presentation to demonstrate mastery of the program outcomes. Because this program is aligned with industry standards, graduates are equipped with the skills and abilities necessary to excel as learning and performance improvement professionals.

MASTER OF SCIENCE - INSTRUCTIONAL DESIGN & PERFORMANCE TECHNOLOGY PROGRAM OUTCOMES

Graduates of the program will be able to:

1. Conduct analyses to identify needs or opportunities for performance and learning improvement.
2. Design and develop interventions to solve performance and learning problems.
3. Evaluate performance and learning interventions and solutions.
4. Manage performance and learning projects.
5. Design interventions consistent with ethical standards and practices in the field.
6. Integrate technologies into learning and performance environments to enhance learning and collaboration.

Instructional Design & Performance Technology students are expected to exceed the General Technology Requirements. To maximize the educational experience, IDPT students must have:

- Broadband access
- Web Cam
- Articulate Studio (Please note: 1) Directions for purchase will be provided. 2) The Apple operating system is not supported; students must have access to a Windows system. 3) Microsoft PowerPoint and Microsoft Word are required for Articulate.)

COURSE CURRICULUM (37 HOURS)

REQUIRED (33 HOURS)

- IDPT 600 - Principles of Learning Theory (4)
- IDPT 610 - Principles of Instructional Design (4)
- IDPT 620 - Principles of Human Performance Technology (4)
- IDPT 630 - Performance Analysis (4)
- IDPT 640 - Enhancing Learning with Technology (4)
- IDPT 650 - Evaluation (4)
- IDPT 660 - Advanced Instructional Design & Performance Technology (4)
- IDPT 670 - Capstone Project (4)
- IDPT 680 - Presentation/Portfolio (1)

ELECTIVE (4 HOURS)

Select one course from the following:

- IDPT 700 - Performance Consulting (4)
- IDPT 715 - Managing Learning Projects and Relationships (4)

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is Introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes

	1	2	3	4	5	6
IDPT 600	I	I	I		I	
IDPT 610		R		I		
IDPT 620		R	R		R	
IDPT 630	R	R	R	R	R	I
IDPT 640		R			R	R
IDPT 650			R			R
IDPT 660					R	R
IDPT 670	R	R	R	R	R	R
IDPT 680	A	A	A	A	A	A

Master of Science – Marketing & Communication

Program Chair, JoAnna Williamson, Ph.D.

Curriculum Development Team:

Douglas K. Ross, Ph.D.

Barbara Fennema, Ed.D., Instructional Designer

Advisory Board (listed on page 247)

The Master of Science - Marketing & Communication Program is designed to accommodate the evolving development of marketing within today's forward-thinking organizations. The Program not only responds to recent shifts in how the world communicates and how the marketing function is positioned in organizations of the future.

The Marketing & Communication Program integrates instruction in the marketing and communication disciplines to help students develop knowledge and expertise in these two separate but related fields. In addition, Marketing & Communication students will complete a number of graduate core courses which every individual with an advanced degree should be well versed in, regardless of their degree program. As a graduate of the Marketing & Communication Program, individuals will be a candidate for positions in organizations where marketing and communication responsibilities have been combined. Graduates also will be positioned to seek a leadership role in either or both of these areas, as well as to make a career transition from one to the other.

The Program offers the benefits of Franklin's unique approach, blending the theoretical and practical to equip you with knowledge and skills you can put to use in today's marketing environment.

Master of Science in Marketing & Communication students must also have the following in addition to the General Technology Requirements:

- Broadband access
- Web Cam

MASTER OF SCIENCE - MARKETING & COMMUNICATION PROGRAM OUTCOMES

Graduates of the program will be able to:

1. Synthesize complex environmental information to identify and define marketing communication opportunities and threats
2. Design research and theory-based marketing communication strategies to support SMART organizational outcomes
3. Recommend traditional and contemporary processes and tactics to implement marketing communication strategies
4. Write and present a marketing communication plan that persuades stakeholders to adopt the plan
5. Analyze and evaluate a marketing communication plan based on the appropriate metrics
6. Assess the ethical and social impact of marketing communication decisions
7. Integrate into scholarly marketing communication knowledge into marketing communication practices
8. Create a scholarly work that proposes new applications of a marketing communication concept

Outcome Map

A learning outcome map functions as a roadmap to help guide students' progress through their program of study. It shows where each outcome is introduced (I), Reinforced (R), and Assessed (A) within the program's curriculum.

Program Learning Outcomes								
	1	2	3	4	5	6	7	8
MCM 707	I							
MCM 713	R	I	I			I		
MCM 727	R	R	R					
MCM 711	R	R	R					
MCM 721	R		R					
MCM 723			R		I			
MCM 731	R	R	R	I			I	I
MCM 733		R	R	R	R	R	R	
MCM 737	R	R	R	R	R	R	R	R
MCM 741	R, A	R, A	R, A	R, A	R, A	R, A	R, A	R, A

COURSE CURRICULUM (40 HOURS)

Students are admitted to the MCM Program periodically throughout the year. The course sequence is the same for all students regardless of the admittance date.

MCM 707 - Marketing Communication Foundations (4)

MCM 713 - Marketing Communication Essentials (4)

MCM 727 - Behavioral Research (4)

MCM 711 - Digital Marketing Strategies (4)

MCM 721 - Creative Concepts (4)

MCM 723 - Metrics & Analytics (4)

MCM 731 - Applied Marketing Communication Theory (4)

MCM 733 - Marketing Communication Planning (4)

MCM 737 - Marketing Communication Management & Leadership (4)

MCM 741 - Marketing Communication Capstone (4)

Graduate Academic Certificates

Instructional Design 164

Graduate Academic Certificates

The Graduate Academic Certificate program is a graduate-level program of study that concentrates on a specific body of knowledge within a field of study. It is intended to prepare, upgrade, or retrain a person for immediate application of the knowledge learned. The credits earned as part of this program of study can be applied to a related degree program at Franklin University.

Graduate Academic Certificate Program Requirements

- The program must have a minimum of sixteen (16) credit hours with at least twelve (12) of those credit hours earned at Franklin University
- Students must adhere to the same admissions standards as those entering the graduate program
- All applicable prerequisites must be taken prior to enrolling in the required certificate courses
- Courses must be completed with a grade of “B-” or better
- A minimum cumulative grade point average (GPA) of 3.0 is required to receive the certificate

INSTRUCTIONAL DESIGN

The Academic Certificate in Instructional Design is a for-credit certificate program that includes theory and practice topics in the disciplines of instructional systems design and human performance technology. Students of this certificate program complete courses in both focus areas, and gain key skills in current instructional design technology. Credits earned from courses completed in the Academic Certificate in Instructional Design can be transferred towards Franklin University’s Master of Science in Instructional Design & Performance Technology program.* The courses in this certificate program are developed to align with industry standards, and graduates are equipped with the enhanced skills and abilities necessary to advance their careers and compete as instructional design professionals.

Graduates with the Academic Certificate in Instructional Design will be able to:

1. Conduct analyses to identify needs or opportunities for performance and learning improvement.
2. Design and develop interventions to solve performance and learning problems.
3. Design interventions consistent with ethical standards and practices in the field.
4. Integrate technologies into learning environments to enhance learning and collaboration.

*Please see all entrance requirements for the MS IDPT program in the Graduate Policies section of the Bulletin. Twelve (12) of the required sixteen (16) semester credit hours for the certificate must be earned at Franklin University, and each course must be completed with a grade of “B-” or better.

(16 credit hours)

IDPT 600 - Principles of Learning Theory (4)

IDPT 610 - Principles of Instructional Design (4)

IDPT 620 - Principles of Human Performance Technology (4)

IDPT 640 - Enhancing Learning with Technology (4)

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Course descriptions are listed numerically within academic disciplines. Prerequisites, if any, are indicated in italics above the course descriptions. These prerequisites have been established to assure an adequate and uniform background for students in advanced classes. Franklin University reserves the right to alter course offerings or course content without notice. Not all courses are offered every trimester.

ACCOUNTING

ACCT 215

Financial Accounting (4 cr. hrs.)

Prerequisite(s): Fundamental Algebra (MATH 150). Not open to students with credit for Introduction to Accounting or to students with credit for ACCT 110.

An introduction to accounting emphasizing how general purpose financial statements communicate information about the business corporation's performance and position for users external to management. Approximately one third of the course emphasizes how the accountant processes and presents the information and includes exposure to recording transactions, adjusting balances and preparing financial statements for service and merchandise firms according to established rules and procedures. The balance of the course examines major elements of the statements such as cash, receivables, inventory, long-lived assets, depreciation, payroll, bonds, and other liabilities and stocks. Concepts of this course are applied to Managerial Accounting (ACCT 225). Students are advised to avoid any time lapse between these courses.

ACCT 225

Managerial Accounting (4 cr. hrs.)

Prerequisite(s): Fundamental Algebra (MATH 150) and Financial Accounting (ACCT 110 or 215). Not open to students with credit for ACCT 120.

The study of management accounting for internal reporting and decision-making. The course introduces a business-management approach to the development and use of accounting information. Major topics include cost behavior, cost analysis, profit planning and control measures. Accounting for decentralized operations, capital budgeting decisions, and ethical challenges in managerial accounting are also covered.

ACCT 310

Intermediate Accounting I (4 cr. hrs.)

Prerequisite(s): Managerial Accounting (ACCT 225) and College Writing (WRIT 120). Not open to students with credit for Intermediate Accounting I (ACCT 210).

The first of two in-depth financial accounting courses. Theory, the conceptual framework, development of generally accepted accounting principles, and applications are stressed. Topics include the income statement, the statement of cash flows and the balance sheet, specifically asset accounts.

ACCT 320

Intermediate Accounting II (4 cr. hrs.)

Prerequisite(s): Intermediate Accounting I (ACCT 310) with a minimum grade of "C". Not open to students with credit for Intermediate Accounting II (ACCT 220).

The second of two in-depth financial accounting courses. Theory, concepts and applications are stressed. Topics include time value of money, current and non-current liabilities, leases, deferred taxes, retirement benefits, stockholders' equity, earning per share, accounting changes and errors, and statement of cash flows.

ACCT 330

Cost Management (4 cr. hrs.)

Prerequisite(s): Managerial Accounting (ACCT 225).

This course is an in-depth study of cost accounting focusing on its role in internal reporting and the resulting decision-making processes. Students will evaluate the foundation, ethics and basic costing systems employed in the management accounting profession; analyze budgeting, cost behavior, pricing and profitability concepts and principles; determine how cost allocations, product quality, and investment decisions are applied by management accountants; determine how current trends in various industries impact cost accounting; and demonstrate knowledge that is in accordance with the educational requirements for the Certified Management Accountant (CMA) exam.

ACCT 341

Fraud Examination (4 cr. hrs.)

Prerequisite(s): Financial Accounting (ACCT 215) and Principles of Management (MGMT 312). Not open to students with credit for BSFR 341.

This course provides an overview of the behavioral research associated with occupational fraud and the methodology of fraud examination (i.e., obtaining documentary evidence, interviewing witnesses and potential suspects, writing investigative reports, testifying to findings, and forensic document examination). The majority of the course is focused on detecting the most common types of occupational fraud, determining how each type of fraud is committed, and implementing prevention strategies.

ACCT 342

Interviewing Techniques for Fraud Investigations (4 cr. hrs.)

Prerequisite(s): Fraud Examination (ACCT/BSFR 341). Not open to students with credit for BSFR 342.

This course provides an overview of techniques and strategies useful in interviewing and interrogating occupational fraud suspects and other parties of interest. These techniques and strategies include interpreting the verbal and nonverbal cues of an interviewee, as well as planning, conducting, and documenting the findings from investigative interviews.

ACCT 343

Legal Elements of Fraud (4 cr. hrs.)

Prerequisite(s): Fraud Examination (ACCT/BSFR 341). Not open to students with credit for BSFR 343.

This course explores the legal issues associated with occupational fraud investigations with a primary emphasis on the proper preparation of a fraud report. Related topics addressed include analyzing relevant criminal and civil laws, the rights of the parties involved in an investigation, rules of evidence, and expert witnessing.

ACCT 344

Corporate Governance & Internal Control Assessment (4 cr. hrs.)

Prerequisite(s): Fraud Examination (ACCT/BSFR 341). Not open to students with credit for BSFR 344.

This course starts with an overview of key legislation and guidelines associated with corporate governance. This includes analyzing the components of the Committee of Sponsoring Organizations' (COSO) internal control framework, the Sarbanes-Oxley Act of 2002, Statement on Auditing Standards (SAS) No. 99, and the role of the Public Company Accounting Oversight Board (PCAOB). However, the primary focus of the course is on identifying, documenting, analyzing, and testing internal controls in an organization as part of an effective fraud prevention program.

ACCT 360

Governmental & Not-for-Profit Accounting (4 cr. hrs.)

Prerequisite(s): Intermediate Accounting I (ACCT 310). Not open to students with credit for Fund Accounting (ACCT 270).

This course is designed to provide a framework for understanding the special accounting and reporting requirements of nonprofit organizations. The emphasis is on reporting concepts and budgeting principles for governmental and nonprofit economic entities.

ACCT 390

Federal Income Tax I (4 cr. hrs.)

Prerequisite(s): Managerial Accounting (ACCT 120 or 225).

An introduction to the federal income tax structure with emphasis on the individual taxpayer, including employee, sole proprietor and investor. This course also provides exposure to basic concepts that apply equally, or with slight modification, to taxpayers other than individuals. Major topics include filing status, exemptions, excludable and includable income, business and non-business deductions, disallowances, technical tax research, and computer problem applications.

ACCT 401

Accounting Ethics & Professional Responsibilities (4 cr. hrs.)

Prerequisite(s): Intermediate Accounting II (ACCT 320).

This course explores ethics and professional responsibility in the accounting profession. Students will discuss the evolutionary role of ethics as it pertains to the accounting profession. The course will also have students investigate and analyze case studies regarding ethical situations and issues confronted by the accounting profession. The course will also provide an introduction to professional responsibilities required of those in the CPA profession as prescribed by the state boards of accountancy.

ACCT 410

Accounting Internship (1-4 cr. hrs.)

Prerequisite(s): Intermediate Accounting II (ACCT 320) and Cost Management (ACCT 330). For internship positions in public accounting additional prerequisite(s) of Federal Income Tax I (ACCT 390) and Auditing (ACCT 470) are required.

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

ACCT 420

Federal Income Tax II (4 cr. hrs.)

Prerequisite(s): Federal Income Tax I (ACCT 390) with a grade of "C" or better.

Analysis of the income tax consequences of the formation, operation and liquidation of C-corporations, S-corporations, partnerships, estates and trusts including the treatment of distributions by these entities and tax planning considerations. Also examined is the tax effect of property transfers by gift or death. Technical tax research and tax memo documentation also required.

ACCT 425

Accounting Information Systems (4 cr. hrs.)

Prerequisite(s): Intermediate Accounting I (ACCT 310) and either Introduction to Databases (COMP 108) or Database Management Systems (COMP 281).

This course creates a framework for accounting information systems by combining knowledge about business as it relates to information systems, information technology, and accounting. Students will examine the REA enterprise ontology as it relates to databases which can be used to store and retrieve information for decision-making within an organization. Students learn that in the competitive organizations of today, and tomorrow, accountants cannot simply prepare and report information; they must take a more active role in understanding and creating systems and processes that impact the organization's bottom line.

ACCT 470

Auditing (4 cr. hrs.)

Prerequisite(s): Intermediate Accounting II (ACCT 320).

A study of the planning, evidence gathering, internal control review, sampling, and application of procedures used to audit assets, liabilities, equity and related income statement accounts of a profit-oriented enterprise. Includes an evaluation of the audit profession including professional standards, ethics and liability of CPAs. Also includes a student-prepared audit case for hands-on application of audit procedures. The reporting requirements for compilation and review services and a thorough study of the types of audit opinions will also be studied. In addition, an audit research paper is required.

ACCT 480

Special Topics in Accounting (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by course basis and published online in the trimester [Course Schedule](#).

A variable content classroom course in Accounting in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

ACCT 495

Accounting Research & Analysis (4 cr. hrs.)

Prerequisite(s): Completion of all required and elective major courses or permission from the Program Chair.

This course is designed to build upon previous research assignments in all upper level accounting courses and provide a capstone experience for accounting majors by challenging them to identify accounting issues, locate and research appropriate accounting concepts, standards, statements, pronouncements or tax authorities, and then provide a thorough analysis for determination of an appropriate conclusion for the decision-making process. Communication of such research and analysis will require students to prepare organized/structured written papers utilizing appropriate APA format and then present such findings to various audiences. Areas of research will include but will not be limited to SFACs, FASs, SASs, the Internal Revenue Code, and Treasury regulations.

ACCT 499

Independent Studies in Accounting (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B," and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

ACCT 699

Independent Studies in Graduate Accounting (1-4 cr. hrs.)

Prerequisite(s): Minimum 3.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of the Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas currently taught. Study is under faculty supervision and graded on a letter-grade basis. (See "Independent Studies" for details.)

ACCT 710

Introduction to Research in Accounting (2 cr. hrs.)

Prerequisite(s): Intermediate Accounting II (ACCT 320).

A study of the fundamentals of research processes in accounting. The primary focus of the course will be on analyzing specific accounting issues and common methodologies used in accounting research and on evaluating research results using examples from current accounting literature.

ACCT 715

Financial Accounting Theory (4 cr. hrs)

Prerequisite(s): Intermediate Accounting II (ACCT 320).

A study of financial accounting theory as it relates to decision making in a contemporary, global financial reporting environment. Key areas of concentration include decision usefulness perspectives and applications, manager motivation and performance measures, and global standard setting in accounting.

ACCT 725

Management Control Processes & Systems (4 cr. hrs.)

Prerequisite(s): Cost Management (ACCT 330).

A study of the processes and systems used by managers to ensure organizational goals and strategies are being implemented as intended. The course involves analyzing various management control processes and systems, examining the strengths and weaknesses of each, and evaluating effective implementation strategies. Case analysis is emphasized.

ACCT 731

Enterprise Resource Planning Systems (4 cr. hrs.)

Prerequisite(s): Introduction to Research in Accounting (ACCT 710).

A study of the enterprise resource planning (ERP) systems used by organizations to integrate information flow through a wide variety of disparate functions. This course involves analyzing how an ERP system works, examining the advantages and risks of ERP systems, and evaluating ERP system implementation strategies. Case analysis is emphasized.

ACCT 732

Forensic Accounting (4 cr. hrs.)

Prerequisite(s): Introduction to Research in Accounting (ACCT 710).

A study of the investigative and analytical skills used in preventing, discovering, and resolving financial irregularities in a manner that meets the standards required by applicable laws and/or regulations. The course begins with an examination of the legal fundamentals of forensic accounting followed by an analysis of the key tools and techniques used by forensic accountants. This foundational background is then used in the analysis of common forensic accounting applications. Case analysis is emphasized.

ACCT 733

Advanced Auditing & Data Mining Techniques (4 cr. hrs.)

Prerequisite(s): Auditing (ACCT 470) and Introduction to Research in Accounting (ACCT 710).

A study of auditing issues from case studies and application of data mining techniques in solving audit issues. Key area of concentration with case studies include client acceptance, understanding client business, audit risk assessment, materiality, fraud considerations, internal control objectives and deficiencies, auditing business processes and related accounts, and professional and ethical responsibilities. Key areas of focus with data mining techniques include application with ACL software tables, filters, and commands; audit planning; test of transactions and test of balances. Students will also explore the use of ACL software for forensic auditing and management reports.

ACCT 734

Enterprise Risk Analysis & Management (4 cr. hrs.)

Prerequisite(s): Introduction to Research in Accounting (ACCT 710).

A study of the identification, analysis, measurement, management of operational and financial risk within an organization. Key areas of focus include a historical perspective of risk, the implementation of a risk management program, allocation of capital, and measurement of performance.

ACCT 751

Advanced Personal Income Taxation (4 cr. hrs.)

Prerequisite(s): Federal Income Tax I (ACCT 390) and Introduction to Research in Accounting (ACCT 710).

This course provides a detailed review of the most prominent income, deduction, and credit issues affecting individuals, particularly those affecting high-income or net-worth individuals or those involved in certain specialized transactions. Topics discussed will include: detailed review of certain itemized deductions; the various loss limitation rule provisions, including the passive activity and at-risk loss limitation rules; the treatment of certain business income and expense items, including individual net operating losses; significant equity and property transactions; and the alternative minimum tax (AMT). Substantial emphasis will be placed on key compliance issues and tax planning opportunities for individuals, particularly those involved in investment, business, or other entrepreneurial activities. The class will include numerous components requiring students to apply the tax law to completing tax forms and in performing tax research related to issues in the course.

ACCT 752

C-Corporation Taxation (4 cr. hrs.)

Prerequisite(s): Introduction to Research in Accounting (ACCT 710) and Financial Accounting Theory (ACCT 715).

This course provides a comprehensive overview of the fundamental tax principles and consequences of corporate formation, operation, and liquidation to both corporations and their shareholders. Principle topics covered include: corporate formation and capital structure, including the treatment and utilization of debt and the application of Section 351; the taxation of corporate operations, including prominent property transactions, tax incentives and credits, and significant deductions; determination of earnings and profits; the tax treatment of distributions or other payments to shareholders and/or corporate officers; stock redemptions; and corporate liquidations and corporate reorganizations, including mergers, acquisitions, and divisive reorganizations.

ACCT 753

Pass-Through Entity Taxation (4 cr. hrs.)

Prerequisite(s): Introduction to Research in Accounting (ACCT 710).

This course reviews the general provisions of Subchapters S and K of the Internal Revenue Code in considerable detail. Primary topics of focus include: the tax consequences of partnership and S-corporation formation, including the application of Sections 351 and 721; partnership and S-corporation operations, including the pass-through treatment of tax attributes; S-corporation tax accounts (including the accumulated adjustment account and accumulated earnings and profits); S-corporation level taxes; the concepts of inside and outside basis; the treatment of distributions of property to shareholders and partners; partnership and S-corporation liquidation. Special attention will be given to tax issues unique to partnerships, including special allocations, and the various partnership anti-abuse and loss limitation rules. Attention will also be given to practical aspects of pass-through entity tax practice, including key compliance and reporting issues and tax planning opportunities.

ACCT 754

Gift & Estate Taxation (4 cr. hrs.)

Prerequisite(s): Advanced Personal Income Taxation (ACCT 751).

This course will review the general federal tax provisions concerning gift and estate taxation, including an introduction to the applicable property law concepts necessary for a full understanding of the topic. Topics of focus within the gift taxation system include the concepts of completed and incomplete gift transfers; taxable and nontaxable gifts; exclusions and deductions; and split-gift transfers. Estate tax issues that will be covered include the concept of the taxable estate; valuation issues; and deductions from the taxable estate. Calculation of a given individual's gift and/or estate tax liabilities will be a focus of the course, as will tax planning issues and opportunities to reduce the transfer tax liabilities over a person's lifetime and over generations. Finally, the course will review the general laws and provisions applicable to the income taxation of trusts and estates.

ACCT 795

Accounting Research Seminar (4 cr. hrs.)

Prerequisite(s): Completion of all MSA Core Courses and a majority of Program Track Courses or permission from the Program Chair.

This seminar course will provide students with a capstone experience of their academic studies. Students will research and analyze recent literature, both professional and academic, in accounting, focusing on the impact of current developments in various areas of the accounting profession. Students will also apply accounting research strategies, learned over the course of their studies in the program, to a topic agreed upon by the student and professor. Students will present their research findings to colleagues at the end of the course.

ANTHROPOLOGY

ANTH 215

Cultural Anthropology (4 cr. hrs.)

Prerequisite(s): None. Not open to students with credit for ANTH 100, ANTH 110, ANTH 115 or ANTH 315.

This course exposes students to the principles, concepts, research methods, and applications of cultural anthropology. Students will be introduced to the wide range of variation in social and institutional arrangements found historically and cross-culturally. From language to gender roles, from bases of social stratification to causes and consequences of conformity, from the simpler life in foraging societies to the seeming-chaos in modern post-industrial societies: students will examine the enormous variation in solutions to the requisites of social life.

ANTH 480

Special Topics in Anthropology (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by course basis and published online in the trimester [Course Schedule](#).

A variable content classroom course in anthropology in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

ANTH 499

Independent Studies in Anthropology (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B," and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

APPLIED MANAGEMENT

AMGT 440

Project & Team Management (4 cr. hrs.)

Prerequisite(s): Principles of Management (MGMT 312).

The focus of this course is on the effective management of projects and the teams responsible for project implementation. This course covers the fundamental theory and practice of project management in an organizational setting. Students learn to apply knowledge, skills, tools, and techniques necessary for effective functioning in a project environment. The course will also provide insights into the management processes related to project team development as well as the project team lifecycle and its dynamics. Accordingly, activities and assignments in this course are designed to help students understand the nature of successful project planning and execution, as well as project team formation and management.

AMGT 450

Organizational Supervision (4 cr. hrs.)

Prerequisite(s): Principles of Management (MGMT 312).

This course is designed to provide the framework and foundation of what it takes to be a first line manager or supervisor. Students will be introduced to the many skills required of a supervisor such as planning and controlling activities to accomplish organizational goals. Areas such as communication, ethical decision-making, conflict management, interpersonal relations and employee development will be explored.

AMGT 480

Special Topics in Applied Management (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by course basis and published online in the trimester [Course Schedule](#).

A variable content classroom course in Applied Management in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

AMGT 497

Applied Management Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all other major area courses. Not open to students with credit for AMGT/PSMT/TMGT 495.

This course serves as the capstone for the Applied Management program major. The purpose of this course is to integrate all prior learning in the Applied Management core, the students' chosen concentration area, and other related courses and experiences. Based on their chosen concentration area, students will be expected to complete and present a performance management plan or business proposal.

AMGT 499

Independent Studies in Applied Management (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.0 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B", and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

BUSINESS ADMINISTRATION

BSAD 110

Business Principles (4 cr. hrs.)

Prerequisite(s): None. Basic Learning Strategies (PF 121) or Learning Strategies (PF 321) is recommended, but not required.

An introductory business course that helps students learn business terminology and provides preliminary study into the areas of economics, global business, ethics, business ownership, business management, human resource management, marketing, accounting and finance.

BSAD 220

Business Law (4 cr. hrs.)

Prerequisite(s): Business Principles (BSAD 110).

A study of the everyday legal problems encountered in business with emphasis on the areas of legal procedure, contracts, agency, employment law, business organizations and torts, with cases relating to these and other areas.

BSAD 320

Quantitative & Qualitative Methods for Decision-Making (4 cr. hrs.)

Prerequisite(s): Statistical Concepts (MATH 215) and Principles of Management (MGMT 312). Not open to students with credit for MGMT 320.

This course focuses on the development of individual and team decision-making and problem solving skills. Real world domestic and global issues will be analyzed, diagnosed, and evaluated through the application of a variety of quantitative and qualitative tools and techniques used to arrive at effective decisions and solutions.

BSAD 410

Business Administration Internship (1-4 cr. hrs.)

Prerequisite(s): Completion of Business Core courses.

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

BSAD 460

Business Ethics for Leaders (4 cr. hrs.)

Prerequisite(s): Business Law (BSAD 220), Quantitative & Qualitative Methods for Decision-Making (BSAD 320), and Principles of Management (MGMT 312). Not open to students with credit for Current Issues in Business (BSAD 403).

This course focuses on the application and evaluation of scholarly articles, case studies, and real-life ethical dilemmas using an ethical decision-making model. Students will evaluate personal value systems; individual, leadership driven, organizational, and community ethical issues; and the social responsibilities of global organizations. The course will culminate in an in-depth analysis of a real-life ethical dilemma based on an authentic organization.

BSAD 476

Global Business Issues (4 cr. hrs.)

Prerequisite(s): Global Issues (HUMN 305) and Principles of Management (MGMT 312). Not open to students with credit for MGMT 476.

This course focuses on global economic integration and emerging market economies and the effects these trends have on both service and manufacturing industries in the short- and long-term. Other global business issues will include: the European Union (EU), North American Free Trade Association (NAFTA), and the World Trade Organization (WTO); environmental considerations in business operations; the influences of the political and legal environment on markets; the strategies for business entry into a global market; and the development of leadership talent in a global setting.

BSAD 480

Special Topics in Business Administration (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by course basis and published online in the trimester [Course Schedule](#).

A variable content classroom course in Business Administration in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

BSAD 495

Business Administration Capstone (4 cr. hrs.)

Prerequisite(s): Senior standing, completion of Business Core and completion of, or concurrent enrollment in, all other major courses. Not open to students with credit for MGMT 495.

This course serves as the Capstone for the Business Administration major. The purpose of the course is to integrate all prior learning in business administration, related coursework, and workplace experiences to individually assess an organization. Three major components comprise the course: the strategic analysis of an organization; the development of a forward looking strategy with competitive, ethical, and global considerations; and the development of an implementation plan.

BSAD 499

Independent Studies in Business Administration (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B", and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

BUSINESS FORENSICS

BSFR 341

Fraud Examination (4 cr. hrs.)

Prerequisite(s): Financial Accounting (ACCT 215) and Principles of Management (MGMT 312). Not open to students with credit for ACCT 341.

This course provides an overview of the behavioral research associated with occupational fraud and the methodology of fraud examination (i.e., obtaining documentary evidence, interviewing witnesses and potential suspects, writing investigative reports, testifying to findings, and forensic document examination). The majority of the course is focused on detecting the most common types of occupational fraud, determining how each type of fraud is committed, and implementing prevention strategies.

BSFR 342

Interviewing Techniques for Fraud Investigations (4 cr. hrs.)

Prerequisite(s): Fraud Examination (ACCT/BSFR 341). Not open to students with credit for ACCT 342.

This course provides an overview of techniques and strategies useful in interviewing and interrogating occupational fraud suspects and other parties of interest. These techniques and strategies include interpreting the verbal and nonverbal cues of an interviewee, as well as planning, conducting, and documenting the findings from investigative interviews.

BSFR 343

Legal Elements of Fraud (4 cr. hrs.)

Prerequisite(s): Fraud Examination (ACCT/BSFR 341). Not open to students with credit for ACCT 343.

This course explores the legal issues associated with occupational fraud investigations with a primary emphasis on the proper preparation of a fraud report. Related topics addressed include analyzing relevant criminal and civil laws, the rights of the parties involved in an investigation, rules of evidence, and expert witnessing.

BSFR 344

Corporate Governance & Internal Control Assessment (4 cr. hrs.)

Prerequisite(s): Fraud Examination (ACCT/BSFR 341). Not open to students with credit for ACCT 344.

This course starts with an overview of key legislation and guidelines associated with corporate governance. This includes analyzing the components of the Committee of Sponsoring Organizations' (COSO) internal control framework, the Sarbanes-Oxley Act of 2002, Statement on Auditing Standards (SAS) No. 99, and the role of the Public Company Accounting Oversight Board (PCAOB). However, the primary focus of the course is on identifying, documenting, analyzing, and testing internal controls in an organization as part of an effective fraud prevention program.

COMMUNICATIONS

COMM 020

College Reading Skills (2 cr. hrs.)

Prerequisite(s): None.

This course is designed to provide reading instruction for those identified by the placement test as needing it. Through independent, small group, classroom and supplemental instruction provided through the Student Learning Center, students will develop the reading comprehension and speed needed for college-level courses. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

COMM 025

College Study Skills & Orientation (2 cr. hrs.)

Prerequisite(s): None.

Through class lectures, small group activities and individualized assignments, students will become familiar with the policies and resources of Franklin University; they will also learn study skills such as time management, note taking and test taking strategies. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

COMM 107

Introduction to Web Presentation & Publishing (1 cr. hr.)

Prerequisite(s): Computer Literacy (COMP 085) or equivalent. Not open to students with credit for Computer Concepts (COMP 105) or to students with credit for Introduction to Presentational Software (COMP 107).

This course is an introduction to the use of Open Source Content Management Systems (CMS) for creating Web sites. It will provide students with the basic knowledge required to design, build, and maintain an informational Web site.

COMM 150

Interpersonal Communication (4 cr. hrs.)

Prerequisite(s): Basic Writing II (WRIT 060) and Learning Strategies (PF 321). All students are required to pass this course, or Speech Communication (SPCH 100), prior to enrolling in any course at the 200 level or above.

By using applied critical and creative thinking, students in this course will develop a set of communication skills that will enhance their personal and professional relationships and endeavors. This course will focus on skill development in key areas such as self, perception, listening, verbal messages, conversations, relationships, conflict management, persuasion, and public speaking.

COMM 205

Communication Design (1 cr. hr.)

Prerequisite(s): Basic Learning Strategies (PF 121) or Learning Strategies (PF 321).

This course orients students to effective communication through intelligent visual design. Students will gain insights about select communication theories and an overview of the discipline. Course assignments will provide hands-on learning opportunities, including creating a brochure and an event web-page or similar deliverable using current design software. Finished products from the course will be part of the student's e-portfolio.

COMM 305

Virtual Communication Strategies (2 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) and Learning Strategies (PF 321). Not open to students with credit for PF 310.

This course covers the conceptual and technological components of building and managing collaborative communication environments. Analysis and application of theories to new collaborative technologies will be explored.

COMM 315

Communication Ethics (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) or its equivalent.

This course examines the strategies involved in effective, ethical communication in professional contexts. Students examine principles of ethical organizational communication and the temporal/cultural/social forces behind those principles, as well as apply reasoning and critical thinking in individual and group assignments. Comparing values and perspectives from diverse cultures, students will respond to cases in an intercultural professional environment.

COMM 321

Organizational Communication (4 cr. hrs.)

Prerequisite(s): Business & Professional Writing (WRIT 320). Not open to students with credit for ORGC 300 or ORGC 321.

The course examines the role of communication in organizations. Students will learn the major theories of organizational communication, identifying and defining primary concepts, and applying them to discussions of real-world situations. The role of technology, corporate culture, leadership, teamwork, ethics, and diversity in communication is examined. Effective communication in global organizations and critiques of organization communication systems and structures are also presented.

COMM 335

Communication in Groups & Teams (4 cr. hrs.)

Prerequisite(s): Research & Writing for Academic & Professional Audiences (WRIT 220) or Business & Professional Writing (WRIT 320). Not open to students with credit for ORGC 335.

The course examines current theories and best practices of working collaboratively in professional contexts. Students apply these concepts to analyze their own work experience, generating strategies for how to improve their performance in work groups. Students will learn basic project management skills and work in online virtual teams to complete a final communication project.

COMM 355

Introduction to Grant Writing for Non-Profits (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120). Not open to students with credit for PF 355.

This course will enable students to recognize when a grant might be appropriate as a source of funds for a non-profit organization or project, identify and understand non-profit status, adhere to conventions and standards associated with successful grant applications, locate grant opportunities, analyze grant requirements, prepare metrics for success, and develop a written grant proposal. This course will provide an opportunity for students to extend and apply their communication skills. Students pursuing this course will also leverage interdisciplinary insights to solve a real-world problem.

COMM 400

Intercultural Communication (4 cr. hrs.)

Prerequisite(s): Business & Professional Writing (WRIT 320) and Global Issues (HUMN 305). Not open to students with credit for ORGC 400.

This course provides an overview of issues, processes, and theories involved with communicating with individuals from different cultures. Topics include thinking and communicating in global contexts and professional relationships in diverse environments.

COMM 410

Communications Internship (1-4 cr. hrs.)

Prerequisite(s): Business & Professional Writing (WRIT 320) and Speech Communication (SPCH 100) or Interpersonal Communication (COMM 150).

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship

Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

COMM 480

Special Topics in Communications (4 cr. hrs.)

Prerequisite(s): Determined on a course-by course basis and published online in the trimester [Course Schedule](#).

This course allows students to examine significant topics and issues of current interest outside the regular Communications curriculum or to explore a communication issue more in-depth. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

COMM 495

Communications Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all other Major Area and Professional Core courses. Not open to students with credit for ORGC 495 or PBRL 495.

This course examines the strategies involved in planning and managing communication in professional contexts and the ways these strategies are informed by the integration of information provided by other key areas. Students examine principles of integrated applied communication, creating written and web-based communication products in class. Working in collaborative teams, students complete a project that demonstrates planning and managing communication for organizational goals. The course includes media production of communications for a client organization.

COMM 499

Independent Studies in Communications (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

COMPUTER SCIENCE

COMP 085

Computer Literacy (2 cr. hrs.)

Prerequisite(s): None. Not open to students with credit for Survey of Information Processing, Data Processing I or Computer Literacy (INFO 110).

This developmental course focuses on computer literacy. It is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements. Computer literacy requires students to know the importance and uses of computers in the modern world, to recognize computer components and their basic operation, to use the basic software applications of a computer in the students' personal and work environment and to use computers to gather reliable information from the internet. While students are introduced to the internal operations and organization of computers and networking concepts, emphasis is on the uses of computers. Students will develop skills in email, the Internet, MS Word, and MS PowerPoint in this course. (Please note: Microsoft Word 2013 & Microsoft PowerPoint 2013 are required to successfully complete this course.)

COMP 101

Problem Solving with Computing (2 cr. hrs.)

Prerequisite(s): Fundamental Algebra (MATH 150).

Many organizations today utilize computers and information systems to store, organize, analyze, and summarize data to solve problems. As a result, computing is a tool that can benefit students in many different fields. At the heart of solving problems with computers is the study of structured thinking using algorithms. This course is designed for students with no prior programming experience and teaches the building blocks of algorithms, including variables, expressions, selection and repetition structures, functions and parameters, and array processing.

COMP 106

Introduction to Spreadsheets (1 cr. hr.)

Prerequisite(s): Computer Literacy (COMP 085) or equivalent. Not open to students with credit for Computer Concepts (COMP 105).

This course focuses on using spreadsheets to solve business applications. (Please note: Microsoft Excel 2013 is required to successfully complete this course.)

COMP 108

Introduction to Databases (1 cr. hr.)

Prerequisite(s): Computer Literacy (COMP 085) or equivalent. Not open to students with credit for Computer Concepts (COMP 105).

This course focuses on using databases to solve business applications. (Please note: Microsoft Access 2013 is required to successfully complete this course.)

COMP 111

Introduction to Computer Science & Object-Oriented Programming (4 cr. hrs.)

Prerequisite(s): College Algebra (MATH 160). Not open to students with credit for Computer Science I (COMP 110) except with the permission of the Program Chair.

This course provides an introduction to software construction using an object-oriented approach. The student learns and reflects on problem analysis, object-oriented design, implementation, and testing. To support the concepts and principles of software construction, the student will design, code, test, debug, and document programs using the Java programming language. Basic data types, control structures, methods, and classes are used as the building blocks for reusable software components. Automated unit testing, programming style, and industrial practice are emphasized in addition to the object-oriented techniques of abstraction, encapsulation, and composition.

COMP 121

Object-Oriented Data Structures & Algorithms I (4 cr. hrs.)

Prerequisite(s): Introduction to Computer Science & Object-Oriented Programming (COMP 111) and College Algebra (MATH 160). Not open to students with credit for Computer Science II (COMP 120) except with the permission of the Program Chair.

This course continues the object-oriented approach to software construction. The student learns and reflects on advanced object-oriented techniques, algorithm efficiency, class hierarchies, and data structures. To support the concepts and principles of software construction, the student will design, code, test, debug, and document programs using the Java programming language. Design principles, I/O, exception handling, linear data structures (lists, stacks, and queues), and design patterns are emphasized in addition to the object-oriented techniques of inheritance and polymorphism.

COMP 201

Principles of Computer Organization (2 cr. hrs.)

Prerequisite(s): Introduction to Computer Science & Object-Oriented Programming (COMP 111) and Discrete Mathematics (MATH 170).

This course is one of four courses that holistically explore the structure of computational systems. This course deals with the nature of computer hardware. The course will cover the structure of current computer systems at the level of functional organization, representation of data and programs, the design of the memory hierarchy, and the design of the I/O system. The course will introduce basic assembly language.

COMP 202

Principles of Computer Languages (2 cr. hrs.)

Prerequisite(s): Principles of Computer Organization (COMP 201) and Discrete Mathematics (MATH 170).

This course covers the mapping of a high-level language onto the hardware. An introduction to language theory is provided by the use of regular expression grammars. The Church-Turing thesis is introduced as the foundational definition of computation.

COMP 203

Principles of Operating Systems (2 cr. hrs.)

Prerequisite(s): Principles of Computer Organization (COMP 201).

This course is a continuation of the computing infrastructures sequence. The function and structure of operating systems is studied. In addition, the operating system layer provides the environment buffering the hardware from the software. An important topic in this course is the nature of concurrency and the problems that it poses: description of the functions and parts of an operating system; relationship of the operating system and underlying hardware; virtual memory; and concurrency and synchronization.

COMP 204

Principles of Computer Networks (2 cr. hrs.)

Prerequisite(s): Problem Solving with Computing (COMP 101) OR Introduction to Computer Science and Object-Oriented Programming (COMP 111) OR Principles of Programming (ITEC 136) OR any structured programming course.

This course serves as an introduction to the function, design, administration, and implementation of computer networks. Topics include network infrastructure, architecture, protocols, applications, and the OSI networking model.

COMP 205

Survey of Computer Languages (4 cr. hrs.)

Prerequisite(s): Introduction to Web Authoring (COMP 107) and Object-Oriented Data Structures & Algorithms I (COMP 121).

This course provides an overview of programming language concepts and practice with several languages. Programming languages are compared using language paradigms, parameter passage techniques, scoping, block structure, and other language features. Functional programming languages, scripting languages, and .Net are used as practical examples.

COMP 215

Programming Languages: Principles & Practice (4 cr. hrs.)

Prerequisite(s): Object-Oriented Data Structures & Algorithms I (COMP 121), Principles of Computer Organization (COMP 201), and Discrete Mathematics (MATH 170).

This course conveys a high-level vision of programming language theory. It begins with the principles and methodologies of computer programming language such as syntax, semantics, grammar, and parsing. An assortment of programming paradigms is introduced to cover both the traditional imperative and some alternative approaches to program development. These paradigms are presented by the rudiments of a number of representative languages.

COMP 281

Database Management Systems (4 cr. hrs.)

Prerequisite(s): College Algebra (MATH 160) and Introduction to Computer Science & Object-Oriented Programming (COMP 111) or Problem Solving with Computing (COMP 101) or Principles of Programming (ITEC 136). Not open to students with credit for COMP/ITEC/MIS 380 or to students with credit for ITEC/MIS 281.

This course covers fundamental concepts necessary for the design, use, implementation and administration of database systems. The course will stress the fundamentals of database modeling and design, the languages and facilities provided by database management systems, and some techniques for implementing and administering database systems.

COMP 294

Computer Science Practicum I (2 cr. hrs.)

Prerequisite(s): Object-Oriented Data Structures & Algorithms I (COMP 121).

This is the first practicum course in the Computer Science program. It provides experience in an on-going software development project. A student at this level will be given an assignment in a team similar to that of a new hire in industry. The software development project will require the student to apply industry best practices in completing an assignment for the project.

COMP 311

Object-Oriented Data Structures & Algorithms II (4 cr. hrs.)

Prerequisite(s): Object-Oriented Data Structures & Algorithms I (COMP 121) and Discrete Mathematics (MATH 170). Not open to students with credit for Algorithm Analysis (COMP 319).

This course is the third of four courses using the object-oriented approach to software construction. The student learns and reflects on non-linear data structures, recursive algorithms, algorithm efficiency, and design patterns. To support the concepts and principles of software construction, the student will design, code, test, debug, and document programs using the Java programming language. Implementation and analysis of sets, maps, balanced binary search trees, heaps, hashing and hash tables, graphs and graph algorithms, and efficient sorting algorithms are addressed.

COMP 321

Application Server Programming (4 cr. hrs.)

Prerequisite(s): Database Management Systems (COMP/ITEC/MIS 281 or COMP/ITEC/MIS 380), Object-Oriented Data Structures & Algorithms II (COMP 311) and Programming Languages: Principles & Practice (COMP 215) or Web Design & Implementation (WEBD 234). Not open to students with credit for COMP/DCOM 345.

This course provides an introduction to server-based programming using an object-oriented approach. The student learns and reflects on two- and three-tier software architectures, separation of responsibility, design patterns, and web frameworks. To support the concepts and principles of server-based software construction, the student will design, code, test, debug, and document programs using the Java programming language. Swing-based GUI clients, XHTML clients, XML, JDBC, Java Server Pages and Java Servlets, are used as the implementation mechanisms for Model 1 and Model 2 Web architectures.

COMP 323

Fundamentals of Operating Systems (4 cr. hrs.)

Prerequisite(s): Principles of Computer Organization (COMP 201) and Object-Oriented Data Structures & Algorithms II (COMP 311).

This course introduces the major topics of operating systems such as file systems, IO, virtual memory, and scheduling. The application of operating systems is shown in mobile and personal devices as well as in servers and large scale processing systems. In addition, the student is given an introduction to multi-process and threaded applications and the resultant need to apply synchronization to avoid deadlock.

COMP 325

Human Computer Interaction (4 cr. hrs.)

Prerequisite(s): Technical Communication (MIS 320).

This course covers a broad range of important topics within human computer interaction (HCI) and its implications for the design of interactive systems. By understanding the user's viewpoint and technology's effect on people, we can better plan for the selection, design, implementation, and use of technology so that the effects are positive rather than negative. The focus is on the design of interactive systems and human-computer interfaces. The course will cover the current literature and the knowns and unknowns about HCI and design. The design process is centered on the user and is based on a multidisciplinary approach through a synthesis of computer science, cognitive science, and psychology. HCI designers also use analytical and empirical techniques to assess, predict, and evaluate whether a design meets user requirements.

COMP 394

Computer Science Practicum II (2 cr. hrs.)

Prerequisite(s): Computer Science Practicum I (COMP 294) Prerequisite or Co-requisite: Application Server Programming (COMP 321).

This is the second practicum course in the Computer Science program. It provides experience in an on-going software development project. A student at this level will be given an assignment in a team similar to that of an experienced team member or as a team leader in industry. The software development project will require the student to apply industry best practices in completing an assignment for the project.

COMP 410

Computer Science Internship (1-4 cr. hrs.)

Prerequisite(s): None.

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

COMP 461

Enterprise Software Architecture (4 cr. hrs.)

Prerequisite(s): Application Server Programming (COMP 321). Not open to students with credit for WWW Application Development (COMP 361) or to students with credit for DCOM 461.

This course reinforces and extends client-server programming concepts to enterprise applications. It introduces Enterprise Java Bean technologies such as JNDI, EJBs and EJB Containers. It explores the current use of XML and XSLT for data representation and communication. The course studies the application of patterns in the design of enterprise architectures. Finally, the course introduces emerging topics related to Web enterprise applications.

COMP 480

Special Topics in Computer Science (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by course basis and published online in the trimester [Course Schedule](#).

A variable content classroom course in Computer Science in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

COMP 486

Object-Oriented Analysis & Design (4 cr. hrs.)

Prerequisite(s): Object-Oriented Data Structures & Algorithms II (COMP 311), Information Systems Architecture & Technology (MIS 310), and Technical Communication (MIS 320). Not open to students with credit for Software Engineering I (COMP 395).

This course studies the process of designing software systems both from the view of process and from the view of requirements, analysis and the synthesis of a viable software design. It builds on the concepts from the programming sequence to examine the aspects of good design practice.

COMP 495

Computer Science Practicum III/Capstone (4 cr. hrs.)

Prerequisite(s): Senior standing, Computer Science Practicum II (COMP 394) and Enterprise Software Architecture (COMP 461).

This is the third practicum course in the Computer Science program. It, like the first two practicum experiences, is an on-going software development project. A student at this level will be given an assignment at the most senior level, requiring planning and overall coordination tasks. Design tasks of extreme complication are also candidates for these students. In addition to the project work, the student will be given introspective assignments to help crystallize his or her overall experience of the program.

COMP 499

Independent Studies in Computer Science (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B," and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

COMP 610

Internship in Computer Science (1-4 cr. hrs.)

Prerequisite(s): Admittance into the Computer Science graduate program.

This course provides MSCS students the opportunity to further their education with relevant work experience in the field of Computer Science. This internship is an ongoing seminar between the student, faculty and the employment supervisor. It involves a Learning Contract (Curricular Practical Training [CPT] Information, or other), periodic meetings with the faculty representative, and professional experience at a level equivalent to other electives of the MSCS program. Specification of the materials to be submitted is established in the learning contract. Participation cannot be guaranteed for all applicants.

COMP 620

Analysis of Algorithms (4 cr. hrs.)

Prerequisite(s): Object-Oriented Data Structures & Algorithms II (COMP 311).

This course covers various algorithm design paradigms, mathematical analysis of algorithms, empirical analysis of algorithms and NP-completeness.

COMP 630

Issues in Database Management (4 cr. hrs.)

Prerequisite(s): Database Management Systems (COMP 281 or COMP/ITEC/MIS 380) or admission into the Master of Science in Computer Science program and Communication Strategies for the Technical Professional (COMP 660).

This course focuses on the fundamental design considerations in designing a database. Specific topics include performance analysis of design alternatives, system configuration and the administration of a popular database system. The course also offers an in-depth analysis of the algorithms and machine organizations of database systems.

COMP 645

Topics in Software Development (4 cr. hrs.)

Prerequisite(s): Communication Strategies for the Technical Professional (COMP 660).

This course surveys current practices in software development and software design, especially in the area of object-oriented design. The course will examine and contrast current and leading edge methodologies and practices, including agile, extreme programming, test-driven design, patterns, aspect-oriented programming, model-driven architecture, Unified Modeling Language, and integrated development environments.

COMP 650

System Architecture & Engineering (4 cr. hrs.)

Prerequisite(s): Communication Strategies for the Technical Professional (COMP 660) or permission of the Program Chair.

This course covers topics in software systems engineering. Its scope is the design of the overall architecture for software systems with emphasis on distributed architectures. The issues in an architecture centered software development cycle and project management are addressed.

COMP 655

Distributed Systems (4 cr. hrs.)

Prerequisite(s): System Architecture & Engineering (COMP 650).

This course introduces the design of distributed computing systems and distributed application programming. Major concepts of distributed systems covered include: transparency, heterogeneity, process communication, consistency, fault tolerance, and security. Students will also learn to develop a real-world distributed application as a RESTful Web-service on an application server.

COMP 660

Communication Strategies for the Technical Professional (4 cr. hrs.)

Prerequisite(s): None.

This course focuses on the problems, principles and techniques of communicating technical and scientific information. Types of communication addressed include: proposals, reports and manuals. The course uses a case-study approach to give students both the theoretical foundations and hands-on practice they need to work effectively in heterogeneous corporate groups.

COMP 665

Project Management of Information Systems (4 cr. hrs.)

Prerequisite(s): Communication Strategies for the Technical Professional (COMP 660) or permission of the Program Chair.

This course examines various issues related to the management of information systems. Topics include: strategic planning, organizing the technology resources, means of prioritizing and selecting information technology, staffing, personnel management, and assessment.

COMP 670

Application of Artificial Intelligence (4 cr. hrs.)

Prerequisite(s): Admission into the graduate program or permission of the instructor.

This course focuses on the use of artificial intelligence tools and techniques in industry. Topics include cognitive psychology topics, foundation material (e.g., search algorithms, knowledge representation and AI languages) and tools (e.g., expert systems, natural language interfaces and neural networks).

COMP 671

Verification & Testing (4 cr. hrs.)

Prerequisite(s): Communication Strategies for the Technical Professional (COMP 660).

This course focuses on the issues of delivering high quality software, especially in large complex systems. Topics covered include testing strategies (black box, white box, regression, etc.), unit testing, system integration, system verification and support tools. It also will reinforce the need for requirements that are testable and traceable from the early design stages.

COMP 672

Human Factors (4 cr. hrs.)

Prerequisite(s): Communication Strategies for the Technical Professional (COMP 660).

This course provides a broad overview of human-computer interaction (HCI) as a sub-area of computer science and explores user-centered design approaches in information systems. Topics include user interface and software design strategies, user experience levels, interaction styles, usability engineering and assessment models.

COMP 674

Parallel & High Performance Computing (4 cr. hrs.)

Prerequisite(s): Admission into the graduate program or permission of the Program Chair.

This course focuses on the design, analysis and performance evaluation of parallel algorithms on different computer architectures. The course will cover a variety of parallel programming models and portable software libraries. It will familiarize students with shared-memory and data parallel models. Special emphasis will be given to distributed memory parallel programming in particular to message passing over a collection of networked workstations. Models and techniques for programming vector-type supercomputers will also be covered.

COMP 676

Computer Security (4 cr. hrs.)

Prerequisite(s): Distributed Systems (COMP 655).

This course covers the fundamentals of security in the networked environment. Included are coverage of risks and vulnerabilities, threat modeling and policy formation, controls and protection methods, encryption and authentication technologies, personnel and physical security issues, as well as ethical and legal issues.

COMP 680

Special Topics in Graduate Computer Science (4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester [Course Schedule](#).

A variable content course in an advanced topic in the field of computer science in which students may pursue current topics or subjects not found in the regular curriculum. A complete description will be published online in the [Course Schedule](#) for the trimester the course is offered. This course counts as an elective in the graduate program.

COMP 691

Capstone (4 cr. hrs.)

Prerequisite(s): Permission of Program Chair.

This course, the final one in the Master of Science - Computer Science program, challenges students to research a current topic of interest in Computer Science and produce an original paper and presentation on the topic. In addition to the research paper, students are introduced to the economics of software development and the tools needed to estimate the cost of a software development project for management in a corporate environment. The last topic in the course is a discussion of ethics as it relates to Information Technology. Current topics in ethics will be discussed through the use of relevant case studies.

COMP 699

Independent Studies in Graduate Computer Science (1-4 cr. hrs.)

Prerequisite(s): Permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on Pass/No Credit basis. For international students, curricular practiced training may be used as an independent study with approval of program chair. (See "Independent Studies" for more details.)

CRIMINAL JUSTICE ADMINISTRATION

CJAD 210

Introduction to Criminal Justice Administration (4 cr. hrs.)

Prerequisite(s): None.

This is an introductory course designed to expose students to the various Major elements of the criminal justice system (police, courts, and corrections). Students will learn about the ways in which the various systems interact, the processing of offenders, the various forms of punishment and the alternatives to punishment. The future of the criminal justice system will also be discussed.

CJAD 240

Introduction to Criminology (4 cr. hrs.)

Prerequisite(s): None.

This course will focus on theories of crime and types of offending. Topics related the causation, control and prevention of criminal behavior will be addressed in this course.

CJAD 310

Courts & Criminal Procedure (4 cr. hrs.)

Prerequisite(s): Completion of all Professional Core courses.

This course addresses the requirements for processing criminal offenders through the court system. Topics include structure of the court system in the U.S., evidentiary standards, constitutional protections, the role and importance of case law, and the role of the prosecutor and defense attorney in the courts.

CJAD 315

Policing in America (4 cr. hrs.)

Prerequisite(s): Completion of all Professional Core courses.

This course will provide the student with an overview of the philosophy and history of policing in America. Students will learn about personnel and management issues related to policing. Students will also be exposed to topics including police discretion, police use of force, civil liability, police culture, and the impact of the war on terrorism on police operations and practices.

CJAD 320

Corrections in America (4 cr. hrs.)

Prerequisite(s): Completion of all Professional Core courses.

This course considers contemporary corrections in America. This course will include a review of recent corrections-related research and a discussion of the role corrections plays in the criminal justice system. Topics covered will include a historical overview of corrections in America, alternatives to incarceration, types and functions of various

prison systems in corrections, and various categories of inmates within the corrections system.

CJAD 330

Juvenile Justice & Delinquency (4 cr. hrs.)

Prerequisite(s): Completion of all Professional Core courses.

This course will address the history of the U.S. juvenile justice system and the nature and extent of youth crime. It will focus on the correlates and theoretical perspectives used to explain juvenile delinquency all within a framework of current research and strategies used to prevent, treat, and control youth crime. Students will analyze and apply these concepts to the structure within which juveniles are taken into custody, treated, processed, rehabilitated or punished in an integrated and collaborative environment. Finally, students will examine basic criminal justice research methods and the role of science and inquiry in criminal justice.

CJAD 410

Criminal Justice Administration Internship (1-4 cr. hrs.)

Prerequisite(s): Completion of Professional Core courses and approval of the Program Chair.

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and work experience in a public or nonprofit organization or participation in approved professional organizations or associations. The Internship is an ongoing seminar between the student, the faculty member and the Internship supervisor. During the Internship students must meet periodically with the faculty representative, obtain professional experience at a level equivalent to other senior level courses, and submit materials as required in the Internship Application and Learning Agreement. Students seeking to obtain credit for an internship experience must follow the University policies and guidelines for Internships outlined in the Academic Bulletin. Participation cannot be guaranteed for all applicants.

CJAD 415

Contemporary Policing Strategies & Issues (4 cr. hrs.)

Prerequisite(s): Completion of all Professional Core courses.

Students will review contemporary policing strategies to include: Community policing, Problem Oriented Policing and other strategies related to crime prevention and crime reduction. Students will also be exposed to current issues related to both the internal and external environments of police agencies. Issues related to police deviance and ethical issues will also be addressed.

CJAD 425

Probation & Parole (4 cr. hrs.)

Prerequisite(s): Corrections in America (CJAD 320) and completion of all Professional Core courses.

This course addresses the role of probation, parole and community corrections in the U.S. corrections system. Topics include management and supervision of a full range of intermediate alternatives to prison and jail including pretrial release, diversion, economic sanctions, probation, residential supervision, and other unique alternatives. Philosophies and theories of offender treatment and punishment will be analyzed within the context and application of public policy. Parole will be examined and various programs will be compared and contrasted in light of best evidence and economic policies in the U.S. A particular focus will be paid to successful reentry and wraparound programming. Risk assessment will be integrated throughout as a contemporary and data-driven means of individualized rehabilitative

and treatment models that seek to lower recidivism and improve public safety.

CJAD 430

Juvenile Corrections (4 cr. hrs.)

Prerequisite(s): Juvenile Justice & Delinquency (CJAD 330) and completion of all Professional Core courses.

This course will present students with an introduction and history of juvenile corrections. More in-depth coverage will focus on contemporary sentencing and correctional strategies including alternative sanctions. Students will be exposed to treatment and rehabilitative programmatic trends both inside and outside secure institutions. Additional topics will include correctional staff training, risk assessment, and evaluative studies both quantitative and qualitative.

CJAD 440

Sociology of Deviant Behavior (4 cr. hrs.)

Prerequisite(s): Completion of all Professional Core courses.

Students will become familiar with the various theories of deviant behavior and discuss deviance in terms of both criminal and non-criminal behavior. Topics covered in this course will include types of deviance, deviance and crime, stigma, physical disabilities, mental disorders, and recent forms of deviance.

CJAD 450

Criminal Justice Management & Administration (4 cr. hrs.)

Prerequisite(s): Completion of all Professional Core courses.

This course will examine the basic concepts of management and administration as applied to agencies in the criminal justice system. Emphasis will be placed on issues related to the effective management and administration of criminal justice agencies. Topics covered will include environmental influence; conflict, power, and ethical issues; motivation, leadership, and communication. The concept of the service quality approach will also be considered.

CJAD 455

Ethics in the Criminal Justice System (4 cr. hrs.)

Prerequisite(s): Completion of all Professional Core courses.

This course will address the topics of ethical and moral values as they pertain to the criminal justice system. Topics covered will include ethics and the police, racial discrimination in the criminal justice system, the purpose of punishment, ethics in corrections, and the ethics of criminal justice policy making.

CJAD 480

Special Topics in Criminal Justice Administration (1-4 cr. hrs.)

Prerequisite(s): Completion of all Professional Core courses.

A variable content classroom course in Criminal Justice Administration in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

CJAD 485

Miscarriages of Justice: The Death Penalty & Beyond (4 cr. hrs.)

Prerequisite(s): Completion of all Professional Core courses.

This course will introduce students to the magnitude, complexities and solutions to miscarriages of justice within our criminal system. The student will distinguish both narrow and broad injustices and compare and contrast the costs, human and financial, associated with these miscarriages while integrating plausible solutions within political, cultural, and legal frameworks.

CJAD 495

Criminal Justice Administration Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all Professional Core and required Major Area courses.

The Criminal Justice Capstone will be the final course completed by students in the Criminal Justice Program. The capstone course will include a practicum that will allow students to apply the theories, principles and knowledge obtained throughout the criminal justice program to a real-life problem or project in a criminal justice agency. For students who may not be associated with a criminal justice agency; an alternative to the practicum will be a research project that identifies and examines a current criminal justice issue or problem. Students will complete a research paper with recommendations for addressing the identified problem. The recommendations will be based on the theories, principles and knowledge obtained throughout the criminal justice program.

CJAD 499

Independent Studies in Criminal Justice Administration (1-4 cr. hrs.)

Prerequisite(s): Junior Standing, completion of all Major Area required courses, and approval of the Program Chair.

Independent course studies allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

CJAD 700

Effective Administration of Justice (4 cr. hrs.)

Prerequisite(s): Methodological Reasoning & Quantitative Analysis (PUAD 715) or Financial & Managerial Accounting (MBA 733).

Applying strategic decision making strategies, students will analyze the structures, practices, and performance of organizations in the administration of justice, including courts, law enforcement, and corrections, both not-for-profit and for-profit. Applied perspectives in ethical leadership functions that respond to organizational problems and objectives through best-practices will also be addressed. Additional topics will include program planning, implementation, and evaluation.

CJAD 710

Adult & Juvenile Systems of Justice (4 cr. hrs.)

Prerequisite(s): Effective Administration of Justice (CJAD 700); or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

Students will analyze complex and multi-systemic adult and juvenile systems of justice and social control mechanisms on both a micro and macro level. Attention will be given to innovative initiatives and best-practices from across the nation with a view toward positive social change. Technology for effective cross-system collaboration will also be addressed, as will the role of constitutional protections and constraints

on arrest, prosecution, conviction, and incarceration.

CJAD 720

Criminology Theory & Solutions to Crime (4 cr. hrs.)

Prerequisite(s): Adult & Juvenile Systems of Justice (CJAD 710); or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

Students will evaluate contemporary criminology theories and apply them to formulate prevention, treatment, and crime control models, within a framework of cultural diversity. Crime data relationships and patterns will also be integrated with biological, psychological, and sociological theories of criminal behavior in a critical evaluation of contemporary criminological theories. Policy formation and implementation will also be addressed.

ECONOMICS

ECON 210

Introduction to Microeconomics (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) or equivalent writing course.

An introduction to economic theory involving the examination of how decision making by firms and individuals is shaped by economic forces. Emphasis is placed on demand, supply, market equilibrium analysis, and basic market structure models. The invisible hand as the driving force for economic decisions as well as market externalities are discussed. The class concentrates on providing a balanced approach to studying economic agents' behavior and the global implications and outcomes.

ECON 220

Introduction to Macroeconomics (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) or equivalent writing course.

An introduction to economic theory involving the basic underlying causes and principles of the operation of an economic system. Emphasis is placed on studying the economy as a whole. Issues of inflation, unemployment, taxation, business cycles and growth are discussed in the context of the global economic system.

ECON 321

Intermediate Microeconomics (4 cr. hrs.)

Prerequisite(s): Introduction to Microeconomics (ECON 210), Introduction to Macroeconomics (ECON 220), and Fundamental Algebra (MATH 150).

This course provides a further examination of profit maximizing strategies by firms and individuals. Evaluation of consumer behavior, firms' production decisions, and market power are at the core of the analysis. Special attention is given to the asymmetric information considerations, game theory, and externalities.

ECON 322

Intermediate Macroeconomics (4 cr. hrs.)

Prerequisite(s): Introduction to Microeconomics (ECON 210), Introduction to Macroeconomics (ECON 220), and Fundamental Algebra (MATH 150).

This course examines the differences between the economy in the short run and in the long run. A number of macroeconomic models are considered, and the results are used to conduct macroeconomic policy discussion on stabilization policies and government debt.

ECON 340

Money, Banking & Financial Markets (4 cr. hrs.)

Prerequisite(s): Introduction to Microeconomics (ECON 210), Introduction to Macroeconomics (ECON 220), and Principles of Finance (FINA 201 or 301). Not open to students with credit for FINA 340.

This course provides an overview of the financial system. The roles of money, financial intermediaries, financial markets, and central banks are discussed in the context of global economy.

ECON 410

Economics Internship (1-4 cr. hrs.)

Prerequisite(s): None.

This course provides qualified students with the opportunity to receive academic credit for supervised professional training and experience in an actual work environment, or for participation in the Students In Free Enterprise (SIFE). Internship involves a Learning Contract, outlining the student's responsibilities and expectations. Contact with the faculty representative is required. Participation cannot be guaranteed for all applicants.

ECON 420

Forecasting (4 cr. hrs.)

Prerequisite(s): Introduction to Microeconomics (ECON 210), Introduction to Macroeconomics (ECON 220), Fundamental Algebra (MATH 150), and Statistical Concepts (MATH 215).

This course provides a hands-on experience for creating working econometric models to forecast business activities, including revenues, costs, and profits. Trends, seasonal and cyclical fluctuations, as well as error term dynamics, are analyzed.

ECON 450

History of Economic Thought (4 cr. hrs.)

Prerequisite(s): None.

This course provides a broad introduction to the development of economic thought through time. The ideas and concepts are considered in their historical perspective. Contributions by leading economists, emergence of a variety of schools of economic thought, their relevance to the current economic problems constitute the core of the analysis.

ECON 480

Special Topics in Economics (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by course basis and published online in the trimester [Course Schedule](#).

A variable content classroom course in Economics in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

ECON 495

Sustainable Economic Growth (4 cr. hrs.)

Prerequisite(s): Completion of all required and elective Major Area courses, or permission of the Program Chair.

This course serves as a summary of the theoretical perspectives and techniques' application for developing a cohesive model of a sustainable economy. Factors affecting economic growth are discussed. Issues related to depleting resources, role of innovation, and ways for sustainable development are at the core of the analysis. The roles of government and inter-government institutions are evaluated. The final project introduces an idea for an increased sustainability effort and is expected to provide a measurable impact.

ECON 499

Independent Studies in Economics (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

EMERGENCY MANAGEMENT & HOMELAND SECURITY

SEMT 322

Ethics & Leadership in Safety, Security, & Emergency Management Agencies (4 cr. hrs.)

Prerequisite(s): Junior standing and completion of all Professional Core courses.

This course will study ethics and leadership theories in the context of public safety agencies. Consideration of leadership skills and traits in both the strategic and tactical settings will be considered. Ethics will be considered in terms of creating a culture of ethics within a public safety agency.

SEMT 326

Security Operations Theory & Practice (4 cr. hrs.)

Prerequisite(s): Junior standing and completion of all Professional Core courses.

This course will provide insight into the history, theory, and principles of security operations in private and industrial settings.

SEMT 328

Emergency Management Theory & Practice (4 cr. hrs.)

Prerequisite(s): Junior standing, completion of all Professional Core courses, and Introduction to Emergency Management & Homeland Security (SEMT 335).

This course will focus on Emergency Management and Homeland Security in the Post 9-11 era. Emphasis will be on mitigation and preparedness related to international and domestic terrorism as well as natural disasters.

SEMT 335

Introduction to Emergency Management & Homeland Security (4 cr. hrs.)

Prerequisite(s): Junior standing. Not open to students with credit for PSMT 335 or PSMT 435.

This course analyzes emergency management from a historical perspective. Disaster planning and disaster management in the post 9-11 environment are analyzed. The impact of Homeland Security on local public safety agencies is examined as are selected Homeland Security Presidential Directives (HSPD #5 and HSPD #11 in particular). The National Incident Management System (NIMS) and the National Response Plan (NRP) are examined with regard to their impact on local public safety agencies. Finally, special challenges for emergency management and disaster response will be analyzed.

SEMT 410

Emergency Management & Homeland Security Internship (1-4 cr. hrs.)

Prerequisite(s): Senior standing, completion of all required Major Area courses, and approval of the Program Chair.

The Internship provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an agency with a Safety, Security, or Emergency Management mission.

SEMT 424

Labor Relations & Public Sector Bargaining (4 cr. hrs.)

Prerequisite(s): Junior standing, completion of all Professional Core courses, and Administrative Law (PSMT 440).

This course will involve the study of collective bargaining in the public sector, including management and labor relations, public sector bargaining law, and related labor issues particular to public safety agencies.

SEMT 432

Homeland Security - Theory & Practice at the Local Level (4 cr. hrs.)

Prerequisite(s): Junior standing, completion of all Professional Core courses, and Introduction to Emergency Management & Homeland Security (SEMT 335).

This course will study the impact of Department of Homeland Security requirements on local public safety agencies. Focus will be on interoperability as it relates to planning and responding to terrorist threats or actions at the local level.

SEMT 436

Risk Management & Threat Assessment (4 cr. hrs.)

Prerequisite(s): Junior standing, completion of all Professional Core courses, and Safety & Security Management (SEMT 326).

This course will involve the study of risk management techniques and methods for safety and security purposes. Threat assessment will be studied in terms of private and corporate security concerns.

SEMT 438

Principles of Security Management (4 cr. hrs.)

Prerequisite(s): Junior standing, completion of all Professional Core courses, and completion of Security Operations Theory & Practice (SEMT 326).

This course examines the principles involved in leading and managing private security operations. Areas covered in this class will include leadership, supervision, and a range of personnel issues, including staffing and training, as they pertain to private security operations.

SEMT 480

Special Topics in Emergency Management & Homeland Security (1-4 cr. hrs.)

Prerequisite(s): Junior standing and completion of all Professional Core courses.

This is a variable content course in Safety, Security, and Emergency Management. Students pursue topics or subjects of current interests that are not part of the regular curriculum. A specific course description will be published in the [Course Schedule](#) for the trimester the course is offered.

SEMT 495

Emergency Management & Homeland Security Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all required Major Area and Major Area Elective courses.

This course serves as the capstone experience for the Safety, Security, and Emergency Management degree. Students will apply knowledge, skills, and abilities learned from course work completed in the SEMT program by completing a comprehensive capstone project. The comprehensive project will be applicable to the student's particular area of interest related to safety, security, and emergency management.

SEMT 499

Independent Studies in Safety, Security, & Emergency Management (1-4 cr. hrs.)

Prerequisite(s): Senior standing, completion of all required Major Area courses, and approval of the Program Chair.

Independent course studies allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for details.)

ENGLISH AS A SECOND LANGUAGE

ESL 045

Intermediate Pronunciation (2 cr. hrs.)

Prerequisite(s): Appropriate score on the placement test. The course must be taken the first trimester the student is enrolled and must be repeated the next trimester(s) if it is not passed.

This course is designed to address the pronunciation, articulation, intonation and fluency of ESL students identified through the placement process as having intermediate levels of these skills. The course will also address communication strategies to reinforce meaning. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

ESL 049

Orientation (1 cr. hr.)

Prerequisite(s): Minimum 430 TOEFL (117 computer score) or equivalent MTELP score.

This course is designed for international students who are new to the United States and/or its university system. Through lectures, videos and interactive activities, students will learn about the community and about Franklin University's educational requirements and resources. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

ESL 050

Intermediate Reading & Writing (8 cr. hrs.)

Prerequisite(s): Minimum 430 TOEFL (117 computer score) and appropriate score on a written placement test.

Through discussion, peer editing, small group work and individual assignments, students will improve their ability to read academic prose and to produce coherent, unified and grammatically correct paragraphs and short essays. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

ESL 051

Intermediate Listening & Speaking (4 cr. hrs.)

Prerequisite(s): Appropriate score on an oral placement test.

This course is designed to help intermediate-level ESL students improve their understanding of colloquial and formal English, and to increase their vocabulary. Classes will consist of student presentations, short lectures, discussions, role-playing and vocabulary building. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

ESL 060

High-Intermediate Reading & Writing (8 cr. hrs.)

Prerequisite(s): Intermediate Reading & Writing (ESL 050); or minimum 470 TOEFL (150 computer score) or equivalent MTELP score and appropriate score on a written placement test.

Students will improve reading comprehension of popular and academic writings; and pre-writing, writing and editing skills will be applied to multi-paragraph essays. To learn these skills, students will hear lectures, read student and professional essays, and participate in individual and group activities. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

ESL 061

High-Intermediate Listening & Speaking (4 cr. hrs.)

Prerequisite(s): Intermediate Listening & Speaking (ESL 051) or appropriate score on an oral placement test.

By listening to other classmates, tapes, guest speakers and media, students will improve listening comprehension and note-taking. Through group and individual activities, students will also work on presentation skills and vocabulary development. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

ESL 090

Advanced Pronunciation (2 cr. hrs.)

Prerequisite(s): Appropriate score on the placement test or a grade of "P" in Intermediate Pronunciation (ESL 045). Students placed into this course must take it the first trimester they are enrolled; students placed into Intermediate Pronunciation (ESL 045) must take this course the trimester immediately following their passing the lower-level course.

This course is designed to address the pronunciation, articulation and fluency of ESL students identified through the placement process as having advanced levels of these skills. In addition, this course will emphasize rate, volume, stress and repair strategies. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements.

ESL 120

Advanced Reading & Writing (6 cr. hrs.)

Prerequisite(s): High-Intermediate Reading & Writing (ESL 060); or minimum 500 TOEFL (173 computer score) or equivalent MTELP score and appropriate score on a written placement test.

This course is equivalent to College Writing (WRIT 120). This writing course is designed to help students improve their ability to successfully complete the work required in many college courses. Students learn how to read, respond to, and analyze various kinds of writing. They also study methods of gathering, synthesizing and documenting information. The course emphasizes elements of good writing such as unity, coherence, clarity and appropriate grammar and mechanics.

ESL 125

Advanced Listening & Speaking (6 cr. hrs.)

Prerequisite(s): High-Intermediate Listening & Speaking (ESL 061) or appropriate score on an oral placement test. This course is equivalent to Speech Communication (SPCH 100).

A basic public speaking course intended to improve the student's ability to think critically, communicate orally and develop clear pronunciation. Theory and practice are provided in various speaking situations. Each student is required to speak before class members, but class work also involves reading, gathering and organizing information, writing, listening and participating in a group project.

ENTREPRENEURSHIP

ENTR 395

Foundations of Entrepreneurship (4 cr. hrs.)

Prerequisite(s): Principles of Management (MGMT 312).

Foundations of Entrepreneurship is an introductory course that examines the theory, practice, and tools of entrepreneurship. Various entrepreneurship structures and how such structures result in different unique pathways to success are explored. Students will focus on the importance of developing an entrepreneurial mindset as they assess their individual values and determine their affinity for entrepreneurial thinking, while also reviewing the risks and rewards of entrepreneurial businesses in the context of their chosen entrepreneurial philosophy. Finally, students will identify and evaluate opportunities for new ventures, and consider a strategic approach for successful business plan development.

ENTR 400

Commercialization of Entrepreneurial Products & Services (4 cr. hrs.)

Prerequisite(s): Principles of Management (MGMT 312) and Fundamentals of Entrepreneurship (ENTR 395).

This course examines the techniques for the commercialization of the products or services offered by the entrepreneur. Students will be taught how to measure the realistic demand for their product or service. Primary and secondary marketing, including research, will be emphasized and addressed. Students will learn how creativity transitions to innovation. Value propositioning, branding, and pricing will be significant topics of discussion. In bringing products to market, students will be taught how to make use of cost-effective, cutting edge tools such as social media.

ENTR 420

Managing Micro Business & Generating Funding (4 cr. hrs.)

Prerequisite(s): Principles of Management (MGMT 312), Financial Accounting (ACCT 215), Managerial Accounting (ACCT 225), and Fundamentals of Entrepreneurship (ENTR 395).

This course covers the critical role of effective leadership in the successful growth of a new business entity. Students will learn the logical approach to recruiting and leading an effective team. Focus will also be on all aspects of entrepreneurial finance and funding. Students will learn how to make use of a standard accounting software package. Also covered are the fundamentals of raising capital, both debt and equity. Building on prior financial training, students will learn the unique characteristics of analyzing small business financial statements with an eye toward potential valuation. Finally, asset acquisition and wealth strategies will be a topic pertinent to all who desire to pursue an entrepreneurial venture.

ENTR 495

Entrepreneurship Capstone (4 cr. hrs.)

Prerequisite(s): Successful completion of all other Major Area courses.

In this course, a totally integrated business plan will be developed that encompasses all of the functional entrepreneurial areas covered in the program that are essential for supporting the creation of a new entrepreneurial venture. The business plan will be designed and tested via a simulation program completed by the student. The final draft of the plan will be presented not only to faculty but also to an investment professional for review and reaction.

FINANCIAL MANAGEMENT

FINA 301

Principles of Finance (4 cr. hrs.)

Prerequisite(s): Financial Accounting (ACCT 110 or 215) and Fundamental Algebra (MATH 150). Not open to students with credit for Principles of Finance (FINA 300) or to students with credit for FINA 201.

This course is designed to survey the field of finance and provide the foundation for more advanced finance coursework. Topics include sources of business and financial information, financial statement analysis, the time value of money, the nature and measurement of risk, financial institutions, investments and corporate finance.

FINA 340

Money, Banking & Financial Markets (4 cr. hrs.)

Prerequisite(s): Introduction to Microeconomics (ECON 210), Introduction to Macroeconomics (ECON 220), and Principles of Finance (FINA 201 or 301). Not open to students with credit for ECON 340.

This course provides an overview of the financial system. The roles of money, financial intermediaries, financial markets, and central banks are discussed in the context of global economy.

FINA 403

Advanced Financial Management (4 cr. hrs.)

Prerequisite(s): Principles of Finance (FINA 301), Managerial Accounting (ACCT 225), Statistical Concepts (MATH 215) or Statistics I (MATH 230), and Introduction to Spreadsheets (COMP 106). Not open to students with credit for Financial Management (FINA 401).

An introduction to advanced concepts and methods of financial management. Topics include risk and return, asset evaluation, capital budgeting, capital structure, business financial planning and working capital management.

FINA 405

Investments (4 cr. hrs.)

Prerequisite(s): Principles of Finance (FINA 301), Statistics I (MATH 230) or Statistical Concepts (MATH 215), Introduction to Spreadsheets (COMP 106) and Managerial Accounting (ACCT 225). Not open to students with credit for FPLN 405.

An examination of investment markets, transactions, planning and information. Topics include investment risk and return measures, debt and equity instruments, evaluation techniques, hybrid and derivative securities, mutual funds, real estate investments, tax planning and the investment process, and portfolio management.

FINA 410

Finance Internship (1-4 cr. hrs.)

Prerequisite(s): Advanced Financial Management (FINA 403) and Investments (FINA 405).

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

FINA 450

Global Finance (4 cr. hrs.)

Prerequisite(s): Principles of Finance (FINA 301) and either Introduction to Microeconomics (ECON 210) or Introduction to Macroeconomics (ECON 220).

An examination of financial management in the global economy. Topics include international financial markets, exchange rates, interest rates and inflation, exchange rate risk management, working capital management, capital budgeting, country risk analysis, long-term financing, and global strategic planning.

FINA 480

Special Topics in Finance (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by course basis and published online in the trimester [Course Schedule](#).

This course is designed to address significant issues of current interest outside the regular Financial Management curriculum. The course topic will vary. The topic description will be published online in the [Course Schedule](#) each trimester the course is offered.

FINA 495

Financial Policy Seminar (4 cr. hrs.)

Prerequisite(s): Completion of all required major courses and permission of Program Chair.

This course is designed to provide a capstone experience for Financial Management majors, challenging them to apply their knowledge of finance to actual business problems and cases. Topics considered may vary with each offering of the course.

FINA 499

Independent Studies in Finance (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B", and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

FINANCIAL PLANNING

FPLN 300

Principles of Financial Planning (4 cr. hrs.)

Prerequisite(s): None. Not open to students with credit for FINA 430.

An introduction to personal financial planning. Topics include the financial planning process, money management and investments, insurance needs, income tax planning, retirement planning and estate planning. Cases are used to illustrate important planning concepts, techniques and issues.

FPLN 405

Investments (4 cr. hrs.)

Prerequisite(s): Principles of Finance (FINA 301), Statistics I (MATH 230) or Statistical Concepts (MATH 215), Introduction to Spreadsheets (COMP 106), and Managerial Accounting (ACCT 225). Not open to students with credit for FINA 405.

An examination of investment markets, transactions, planning and information. Topics include investment risk and return measures, debt and equity instruments, evaluation techniques, hybrid and derivative securities, mutual funds, real estate investments, tax planning and the investment process, and portfolio management.

FPLN 410

Financial Planning Internship (1-4 cr. hrs.)

Prerequisite(s): None.

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

FPLN 430

Income Tax Planning (4 cr. hrs.)

Prerequisite(s): Principles of Financial Planning (FPLN 300) or Personal Financial Planning (FINA 430). Not open to students with credit for FINA 355.

An introduction to federal income taxation and the role of the tax code in financial planning for individuals, businesses, and business owners. Topics include the tax environment, fundamentals of income tax planning, the measurement of taxable income, the taxation of business income, individual income taxation, and the tax compliance process.

FPLN 440

Insurance Planning (4 cr. hrs.)

Prerequisite(s): Principles of Financial Planning (FPLN 300) or Personal Financial Planning (FINA 430). Not open to students with credit for FINA 432.

An introduction to the techniques and issues of risk management and insurance for businesses and individuals. Topics include legal principles in risk and insurance, insurance contracts, personal property and liability risk, life and health risks, social insurance, insurance companies and product markets, insurance pricing, insurance taxation, government regulation of insurance, and professional ethics and market conduct.

FPLN 450

Retirement Planning (4 cr. hrs.)

Prerequisite(s): Principles of Financial Planning (FPLN 300) or Personal Financial Planning (FINA 430). Not open to students with credit for FINA 434.

An introduction to retirement planning concepts, procedures, and issues for individuals, businesses, and business owners. Topics include understanding and evaluating client retirement objectives, qualified and non-qualified retirement plans, tailoring retirement plans to client needs, funding retirement plans and investing plan assets, retirement planning for individual clients, post-retirement monetary needs, tax considerations in retirement planning, and retirement plan distributions.

FPLN 460

Estate Planning (4 cr. hrs.)

Prerequisite(s): Principles of Financial Planning (FPLN 300) or Personal Financial Planning (FINA 430), Investments (FINA/FPLN 405), Income Tax Planning (FPLN 430) or Income Taxation for Financial Planning (FINA 355), Insurance Planning (FPLN 440) or Insurance & Financial Planning (FINA 432), and Retirement Planning (FPLN 450 or FINA 434). Not open to students with credit for FINA 436.

An introduction to the principles and techniques in estate planning. Topics include the use of living and testamentary trusts, joint ownership of property, life insurance, charitable dispositions, inter vivos gifts, and the marital deduction to efficiently conserve and transfer wealth, consistent with the client's goals.

FPLN 495

Financial Planning Seminar (4 cr. hrs.)

Prerequisite(s): Principles of Financial Planning (FPLN 300) or Personal Financial Planning (FINA 430), Investments (FINA/FPLN 405), Income Tax Planning (FPLN 430) or Income Taxation for Financial Planning (FINA 355), Insurance Planning (FPLN 440) or Insurance & Financial Planning (FINA 432), and Retirement Planning (FPLN 450 or FINA 434). Not open to students with credit for FINA 490.

This course is designed to provide a capstone experience, challenging students to apply financial planning techniques, procedures and practices to actual problems and cases.

FPLN 499

Independent Studies in Financial Planning (1-4 cr. hrs.)

Prerequisite(s): Minimum of 2.00 cumulative GPA, at least 16 hours completed at Franklin, related coursework completed with a minimum grade of "B", and permission of the Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis (See "Independent Studies" for more details).

FIRE & EMERGENCY SERVICES ADMINISTRATION

FIES 310

Fire & Emergency Services Administration (4 cr. hrs.)

Prerequisite(s): American Government in Action (PUAD 295).

This course is designed to be a progressive primer for students who want more knowledge about fire and emergency services administration. The course demonstrates the importance of the following skills, necessary to manage and lead a fire and emergency services department through the challenges and changes of the 21st century: persuasion and influence, accountable budgeting, anticipation of challenges and the need for change, and using specific management tools for analyzing and solving problems. A central part of the course focuses on how the leadership of a fire and emergency services department develops internal and external cooperation to create a coordinated approach to achieving the department's mission.

FIES 330

Human Resource Management for the Fire & Emergency Services (4 cr. hrs.)

Prerequisite(s): Fire & Emergency Services Administration (FIES 310).

This course examines relationships and issues in personnel administration and human resource development within the context of fire-related organizations, including personnel management, organizational development, productivity, recruitment and selection, performance management systems, discipline, and collective bargaining.

FIES 430

Political & Legal Foundations for Fire Protection (4 cr. hrs.)

Prerequisite(s): Human Resource Management for the Fire & Emergency Services (FIES 330).

This course examines the legal aspects of the fire services and the political and social impacts of legal issues. This course includes a review of the American legal system and in-depth coverage of legal and political issues involving employment and personnel matters, administrative and operational matters, planning and code enforcement, and legislative and political processes with regard to the fire services.

FIES 450

Applications of Fire Research (4 cr. hrs.)

Prerequisite(s): Political & Legal Foundations for Fire Protection (FIES 430).

This course examines the basic principles of research and methodology for analyzing current fire-related research. The course also provides a framework for conducting and evaluating independent research in the following areas: fire dynamics, fire test standards and codes, fire safety, fire modeling, structural fire safety, life safety, firefighter health and safety, automatic detection and suppression, transportation fire hazards, risk analysis and loss control, fire service applied research and new trends in fire-related research.

GRADUATE STUDIES

GRAD 680

Special Topics in Graduate Studies (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by course basis and published online in the trimester [Course Schedule](#).

A variable content course in an advanced topic in the field of graduate studies in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered. This course counts as an elective in the student's specific graduate program.

GRAPHICS

GRPH 117

Graphic Editing Software (1 cr. hr.)

Prerequisite(s): Computer Literacy (COMP 085) or equivalent. Not open to students with credit for DCOM 117 or WEBD 117.

This course provides students with advanced instruction in graphic editing software. Projects will use tools, layers and filters to edit and create digital images for use in design. Note: Students without access to Franklin University's computer laboratories will be required to obtain software at the student's expense.

GRPH 210

Fundamentals of Graphic Design (4 cr. hrs.)

Prerequisite(s): Graphic Editing Software (DCOM/WEBD/GRPH 117). Not open to students with credit for DCOM 210.

In this course students will explore the fundamental principles and creative process of graphic design. An emphasis is placed on visual problem solving skills and the creative and aesthetic aspects of traditional graphic design. The course also explores the implications of traditional graphic design in a digital format. NOTE: This is a technology course, in a technology program, and it requires the purchase of software that may be used in subsequent courses as well as being suitable for commercial work beyond completion of degree studies. For specific software requirements, consult the course syllabus.

GRPH 310

Advanced Graphic Design (4 cr. hrs.)

Prerequisite(s): Fundamentals of Graphic Design (DCOM/GRPH 210). Not open to students with credit for DCOM 310.

In this course students will apply the fundamentals covered in Fundamentals of Graphic Design (DCOM/GRPH 210). A strong focus is placed on preparing students to effectively communicate ideas and information to business and consumer audiences through graphic design. Students will learn to apply these principles using traditional methods supported by computer technology.

GRPH 317

Digital Photography (4 cr. hrs.)

Prerequisite(s): Learning Strategies (PF 321). Students must have a camera with a manual mode (ability to set shutter speed and lens aperture).

Digital Photography is a course covering the basics of photography. The focus will be on taking and critiquing photographs with an emphasis on creating professional images for use on the Web. Topics covered include photography and camera basics on how a camera works, lighting, composition, and special types of photography, such as portraiture, nature, landscape, motion, etc. The goal is to shoot professional photographs without manipulation. The course will primarily consist of several focused photography shooting assignments requiring students to take, share, and critique images. The course will not cover digital imaging enhancement, editing, or modification of images (see GRPH 117 - Graphic Editing Software).

GRPH 480

Special Topics in Graphics (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by course basis and published online in the trimester [Course Schedule](#).

A variable content classroom course in Graphics in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

HEALTH INFORMATION MANAGEMENT

HIM 300

Introduction to Health Information Management (4 cr. hrs.)

Prerequisite(s): Completion of 24 hours of specific HIM technical credit.

This course will introduce students to the definitions, concepts, and applications of health information management policies and practices. Emphasis will be placed on the development of HIM professionals, the healthcare delivery system, and the legal and ethical challenges of information management.

HIM 320

Health Data (4 cr. hrs.)

Prerequisite(s): Health Information Management (HIM 300) and Management Information Systems (MIS 200). Not open to students with credit for HISM 320.

This course introduces students to various types, definitions, relationships, uses, and interpretations of data derived from healthcare functions and processes. Students will explore information standards and representations of health data that are commonly used for patient care, reporting, reimbursement, and quality improvement programs.

HIM 350

Health Informatics (4 cr. hrs.)

Prerequisite(s): Junior standing and either Healthcare Management (HCM 300), Introduction to Health Information Management (HIM 300) or Transition to Professional Nursing (NURS 310). Not open to students with credit for HCM 350.

This course will cover the history of health informatics, design and challenges of informatics infrastructure, and current issues. Topics will include HIPAA and other legislation, application of electronic health records, and other clinical and administrative applications of health information systems.

HIM 410

Healthcare Information Management Internship (1-4 cr. hrs.)

Prerequisite(s): Healthcare Information Systems Management (HIM 470).

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

HIM 470

Health Information Systems (4 cr. hrs.)

Prerequisite(s): Health Data (HIM 320). Not open to students with credit for HISM 470.

This course examines healthcare organizations from the perspective of managing the information systems that exist within the enterprise. Identifying the clinical and healthcare delivery processes and how they relate to information systems is a main focus. The intent of the course is to identify the key issues confronting the management of health information systems today, examine their causes, and develop reasonable solutions to these issues. Specific federal regulations, vendor solutions, and financial implications as they relate to health information systems are also examined.

HIM 480

Special Topics in Healthcare Information Management (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by course basis and published online in the trimester [Course Schedule](#).

A variable content classroom course in Healthcare Information Systems Management in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

HIM 485

Applications in Health Information Systems (4 cr. hrs.)

Prerequisite(s): Health Information Systems (HIM 470).

This course will require students to apply Health Information Management software, tools, and techniques to authentic healthcare situations and problems. Emphasis will be on the applications of electronic health records, common data tools and reports, and the appropriate analyses for decision-making.

HIM 497

Professional Practice Experience in Health Information Management (4 cr. hrs.)

*Prerequisite(s): Completion of all other HIM coursework and approval of the Program Chair; may be taken concurrently with Applications in Health Information Systems (HIM 485). **Students will be required (at their own expense) to submit proof of specific health screenings and pass a criminal background check before registering for this course.***

The Professional Practice Experience in Health Information Management (PPE) is the culmination and demonstration of achieved competencies within the HIM curriculum. Students are required to select an appropriate site (e.g., hospital, clinic, insurance company, government or regulatory agency, software vendor, etc.) in consultation with the HIM Program Chair, and to develop a significant HIM project, research study, or other applicable endeavor that measures their mastery of established HIM program outcomes. The typical PPE will consist of a minimum of 80 on-site hours, with an additional 20-40 hours of coursework. Students are expected to meet with the HIM Program Chair and the PPE Site Manager periodically during this course to document satisfactory progress. All PPE proposals must be approved by the Program Chair and **should be submitted no later than twelve weeks prior to the course start date**. Students should consult the PPE Handbook for more detailed information.

HIM 499

Independent Studies in Healthcare Information Management (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

HEALTHCARE MANAGEMENT

HCM 200

Healthcare Management Terminology (2 cr. hrs.)

Prerequisite(s): Junior standing or permission of the Program Chair.

This course is a primer for individuals with little or no healthcare experience. The course covers the broad range of topics discussed in public health policy and in the healthcare setting. Terminology is associated with finance and reimbursement, managed care, quality and patient safety, government regulations, legal issues and accreditation.

HCM 300

Healthcare Management (4 cr. hrs.)

Prerequisite(s): Junior standing and either Principles of Management (MGMT 312) and Organizational Behavior (MGMT 325), or completion of the HIM technical area.

This course provides students with an overview of concepts and issues related to healthcare leadership. It is generally a required course for any subsequent healthcare management courses. Through the examination of management topics and healthcare situations, the student will explore the skills and knowledge needed to be successful in a diverse healthcare environment. Topics include healthcare leadership, organizational design as it relates to the uniqueness of healthcare organizations, managing professionals, and diversity in the workplace.

HCM 320

Healthcare Financial Management I (4 cr. hrs.)

Prerequisite(s): Junior standing and Financial Accounting (ACCT 215).

This is the first of two healthcare finance courses. Healthcare Financial Management I begins with an introduction to healthcare finance and a description of the current financial environment in which healthcare organizations function. It then will explore the basics of financial and managerial accounting, presenting concepts that are critical to making sound financial decisions to better the cost-effectiveness of the organization.

HCM 340

Community Health (4 cr. hrs.)

Prerequisite(s): Junior standing and Healthcare Management (HCM 300).

Declining reimbursement impacts the role healthcare organizations play in community health and disease prevention. This course focuses on specific strategies healthcare managers can use to benefit the health of communities. Topics include the role of healthcare stakeholders in promoting community health, connecting with the community, and community benefit standards.

HCM 410

Healthcare Management Internship (1-4 cr. hrs.)

Prerequisite(s): Approval of Program Chair.

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

HCM 422

Healthcare Outcomes & Quality Management (4 cr. hrs.)

Prerequisite(s): Junior standing, Healthcare Management (HCM 300) or Health Informatics (HIM 350), and Statistical Concepts (MATH 215).

This course will explore the essential principles and techniques of quality improvement applied to patient care and the management of services in healthcare organizations. The importance of quality management in leadership of organizations will be emphasized. Topics include fundamentals of quality management, system thinking and goal setting, improvement theories, data collection, statistical tools, medical errors and reporting, public perceptions and organizational accountability.

HCM 432

Healthcare Financial Management II (4 cr. hrs.)

Prerequisite(s): Junior standing and Healthcare Financial Management I (HCM 320).

An extension of Healthcare Financial Management I, this course offers an advanced and in-depth look at how healthcare managers can apply financial management theory and principles learned in Healthcare Financial Management I to make sound decisions in an ever changing healthcare economic climate. The course will be supplemented by case studies which will focus on topics contained in the course.

HCM 442

Legal Aspects of Healthcare Management (4 cr. hrs.)

Prerequisite(s): Healthcare Management (HCM 300) or Transition to Professional Nursing (NURS 310).

Individuals in the healthcare industry face ever changing legal and ethical trends in their environment. Practitioners, therefore, need to develop specific skills to evolve into the role of a change agent in order to manage these trends. This course will provide the student with the skills necessary to mitigate liability through risk management principles, develop relationship management skills, apply an ethical decision-making framework, incorporate employment law procedures, and manage communication.

HCM 472

Contemporary Issues in Healthcare Management (4 cr. hrs.)

Prerequisite(s): Junior standing and either Healthcare Management (HCM 300) or Transition to Professional Nursing (NURS 310). Not open to students with credit for HCM 332.

This is an issues oriented course that examines the healthcare delivery system in the United States. The course examines the entire continuum of care and uses the construct of a fully integrated system as a means to evaluate the current system to develop recommendations for further developments. Our intent is to identify the key issues confronting healthcare today, examine the causes and develop reasonable solutions to the current set of problems.

HCM 495

Healthcare Management Capstone (4 cr. hrs.)

Prerequisite(s): Senior standing and completion of all other Major Area courses.

The Healthcare Management Capstone is designed to assimilate and integrate knowledge and skills from previous coursework and field experiences. This class focuses on the key issues impacting the administration of today's healthcare organizations and explores how those issues impact the delivery of care. The Healthcare Management Capstone prepares students to enter management positions in a healthcare setting. The goals of the course are to provide a solid foundation of applying managerial knowledge within the healthcare industry. The students will demonstrate the knowledge in a professionally competent manner conducive to the advancement of healthcare in the local community. This will include: the ability to express state-of-art knowledge about current issues facing the healthcare industry; and the ability to analyze and synthesize solutions to pressing healthcare issues. This course is designed to meet the Healthcare Management Program outcomes.

HCM 499

Independent Studies in Healthcare Management (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

HCM 699

Independent Studies in Graduate Healthcare Management (1-4 cr. hrs.)

Prerequisite(s): Permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by regular curriculum or to extend study in areas currently taught. Study is under faculty supervision and graded on a letter-grade basis. (See "Independent Studies" for details.)

HCM 733

Financial & Managerial Accounting in Healthcare Organizations (4 cr. hrs.)

Prerequisite(s): Healthcare Delivery Systems (HCM 735) or permission of Program Chair.

The purpose of this course is to provide students with the fundamental concepts and calculations associated with financial accounting and managerial accounting within a healthcare organization. Students will study the foundational aspects of financial accounting with a primary focus on financial statements and the uses of the information in these statements. Students will also study the functional aspects of managerial accounting to include cost behavior, cost allocation, pricing, planning, budgeting, profit analysis, and performance evaluation. Application of these concepts will include analysis of case studies.

HCM 735

Healthcare Delivery Systems (4 cr. hrs.)

Prerequisite(s): None.

The course provides an extensive overview of leadership in the U.S. health services system. The focus of the course will be on the role health services leadership plays in the delivery of healthcare services, to include managing with professionals, financial management, services utilization, and other aspects of the U.S. healthcare system. The student will explore the key theoretical and practical elements of leadership as well as current issues clarifying how the U.S. health services system is organized, managed, and financed.

HCM 742

Healthcare Law & Ethics (4 cr. hrs.)

Prerequisite(s): Healthcare Delivery Systems (HCM 735) or permission of Program Chair; or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

In this course the student will develop a strong foundation of health law, enabling them to deal with common legal and practical moral and ethical issues facing the healthcare organization on a daily basis. Topics will include statutory laws, rules and regulations, review of tort laws, criminal law, contract law, civil procedures and trial practice. The student will examine numerous legal, moral, and ethical issues.

HCM 745

Healthcare Financial Management (4 cr. hrs.)

Prerequisite(s): Financial & Managerial Accounting in Healthcare Organizations (HCM 733) or permission of Program Chair.

The student will examine the theory and techniques used by healthcare executives to analyze financial status and trends. Topics include financial planning, budgeting, risk assessment, rate setting, financial controls, management care, cost accounting, and capital financing of healthcare organizations. The importance of proper financial management to effective healthcare leadership is emphasized.

HCM 752

Health Policy (4 cr. hrs.)

Prerequisite(s): Healthcare Delivery Systems (HCM 735) or permission of Program Chair; or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

This course will explore the essential conceptual and analytical understanding of health policymaking and politics, including their impact on health administration and leadership. Selected policy issues will be explored through the application of political concepts and behavioral models, including a system model of policymaking. The emphasis will be on understanding the health leaders approach to the policymaking system, become involved in it, and work through it to attain their objectives and those of their organization.

HCM 762

Global Health (4 cr. hrs.)

Prerequisite(s): Healthcare Delivery Systems (HCM 735); or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

The student will examine demographic measurements, epidemiological methods, outcomes assessment, health promotion, and disease prevention from a global perspective.

HCM 765

Healthcare Operations Management (4 cr. hrs.)

Prerequisite(s): Healthcare Delivery Systems (HCM 735) or permission of Program Chair.

Students will explore concepts and theories of operations and supply chain management. The student will develop both knowledge and skills in solving the operational problems of healthcare organizations.

HCM 772

Healthcare Strategic Management (4 cr. hrs.)

Prerequisite(s): Completion of all other Major Area Courses.

The student will examine principles of strategic management applied to healthcare organizations. The course through critical assessments of the real world environment and case studies on strategy formulation, implementation, and evaluation will examine alternative strategic frameworks for healthcare organizations. Topics will include, mission, vision statement development, environmental assessments, analysis of strengths, weaknesses, opportunities and threats, use of critical success factors, development of business plans, and other techniques for strategic planning and management.

HUMAN RESOURCES MANAGEMENT

HRM 300

Human Resources Management (4 cr. hrs.)

Prerequisite(s): Junior standing and Business Principles (BSAD 110). Not open to students with credit for Personnel Administration, Human Resources Management (HRM 322) or MGMT 300.

An introduction to the human resources function and related elements and activities. The course outlines the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities. The student will learn about the evolution in human resources management as we know it today. Emphasis is placed on the modern day importance of HRM and the new "corporate view" of the function. Additionally, the student will be exposed to the view of HRM from the perception of both management and subordinate employees. The importance of maintaining fair and equitable compensation and benefit programs will be discussed. The student will be exposed to practical situations and problem solving regarding areas of employee counseling, discipline and termination. Equal Employment Opportunity will be discussed in order for the student to understand its need, importance and the legal issues surrounding it. Other critical areas of training and development, staffing and strategy will also be explored.

HRM 301

Staffing (4 cr. hrs.)

Prerequisite(s): Human Resources Management (HRM 300).

This course examines all aspects of getting employees into organizations. Recruitment and selection are the foci. This course covers scientific and legal issues from a managerial perspective and examines the usefulness of various methods used in job analysis, testing and measurement, and internal and external market analysis. Legislation regarding EEO and affirmative action programs are discussed.

HRM 302

Training & Development (4 cr. hrs.)

Prerequisite(s): Human Resources Management (HRM 300).

This course covers the theories and techniques of training and development from strategic and operational perspectives. Emphasis is placed on employee needs assessment, program design, implementation and evaluation. Learning theories and long-term development for global competitiveness are discussed.

HRM 400

Performance Management (4 cr. hrs.)

Prerequisite(s): Organizational Behavior (BSAD/MGMT 325). Not open to students with credit for AMGT 400.

This course uses a systems perspective to identify, select, develop, and evaluate solutions to document and improve the performance of individuals, groups, and organizations. Students will learn how to analyze performance problems and make recommendations at the employee, job, and organizational level that will assist the organization and its employees in achieving organizational goals and managing change. Students will also learn how to bridge the gap between organizational strategy, individuals, and departments.

HRM 401

Compensation & Benefits (4 cr. hrs.)

Prerequisite(s): Introduction to Spreadsheets (COMP 106), Human Resources Management (HRM 300), Statistical Concepts (MATH 215), and Business & Professional Writing (WRIT 320).

This course is an in-depth examination of pay and benefit theories and practices. The course analyzes job evaluation techniques, salary surveys, individual and group performance-based pay, as well as insurance and pension plan administration.

HRM 402

Employee & Labor Relations (4 cr. hrs.)

Prerequisite(s): Human Resources Management (HRM 300).

This course evaluates the current environment of employee and labor relations. Students will compare and distinguish the differences between employee relations and labor relations environments. Topics such as handbooks versus contracts, employee discipline versus grievance procedures, and workplace compliance laws, such as ADA, FMLA, sexual harassment, and the Civil Rights Act are discussed.

HRM 410

Human Resources Management Internship (1-4 cr. hrs.)

Prerequisite(s): Business Principles (BSAD 110) and completion of a course in the major area of study.

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

HRM 420

Principles of Organizational Development (4 cr. hrs.)

Prerequisite(s): Organizational Behavior (BSAD/MGMT 325). Not open to students with credit for MGMT 345, MGMT 401, or AMGT 420.

This course provides students with an overview of the emergence and development of organizational development as a field, processes for diagnosis and intervention, and basic skills needed to facilitate individual, small group, and organizational change. The course will also cover key concepts in organizational transformation, organizational development in global settings, and future directions in the field.

HRM 480

Special Topics in Human Resources Management (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by course basis and published online in the trimester [Course Schedule](#).

A variable content classroom course in Human Resources Management in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

HRM 495

Strategic Human Resources Management Capstone (4 cr. hrs.)

Prerequisite(s): Senior standing in Human Resources Management major.

Capstone course for HRM majors. Investigates the strategic management process from the HR perspective. Topics include strategic HR, strategic alignment, balanced scorecard and competitive strategic analysis. Intensive use of case analysis, including a cross-functional senior practicum with students from Finance, Marketing and Management Information Systems majors.

HRM 499

Independent Studies in Human Resources Management (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

HRM 701

Human Resource Management (4 cr. hrs.)

Prerequisite(s): None.

This course provides a framework for an in-depth understanding of day-to-day, practical approaches/aspects of problems/challenges that impact the human resource management field. Topics include recruiting, hiring, training, retaining, rewarding, and promoting employees; compensation and benefits; employment planning, performance management systems, and succession planning; labor relations; and managing organizational relationships.

HRM 702

Employee Rights, Responsibilities & Discipline (4 cr. hrs.)

Prerequisite(s): Human Resource Management (HRM 701); or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

The primary purpose of this course is to introduce the principle theories and practices in the area of employment and workplace law. Topics include the federal and state laws associated with hiring, firing and discipline, medical leave (including FMLA, ADA and worker's compensation), discrimination, harassment, immigration, labor law, unemployment compensation, workplace privacy. Additional topics may include workplace investigations, workplace violence and employment-related legal processes, including EEOC Charges and lawsuits.

HRM 703

Labor Relations: Process & Law (4 cr. hrs.)

Prerequisite(s): Human Resource Management (HRM 701); or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

This course examines employment relations from a historical perspective including the creation and rise of unionism, the evolution of collective bargaining, recent civil rights acts affecting the workplace, and concludes by envisioning what the future may hold regarding employee, employer relations. Topics include the role and responsibilities of the HR manager with regard to employment relations, the legal framework of contract negotiations and administration through the lens of the National Labor Relations act and strategies and tactics used for union avoidance.

HRM 704

Performance Appraisal Systems (4 cr. hrs.)

Prerequisite(s): Human Resource Management (HRM 701); or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

This course provides an in-depth understanding of performance appraisals and related issues. Topics focus on goal-setting, feedback and the rating process.

HRM 705

Compensation Design & Administration (4 cr. hrs.)

Prerequisite(s): Human Resource Management (HRM 701); or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

This course examines compensation and benefits administration and design of compensation systems, job evaluation, internal and external pay equity, wage and salary surveys, pay-for-performance plans and other forms of financial and non-financial incentives. Topics include the pay model, the role of unions, benefit options, pay for performance plans, appraisals, benefit options, and legal issues surrounding wages and benefits in domestic and international settings.

HRM 706

Organizational Development & Intervention (4 cr. hrs.)

Prerequisite(s): None.

This course addresses the need for planned change focused on an organization's ability to compete strategically. The framework of consultation as helping organizations reach a level of optimum performance will be applied. Topics addressed include individual, team, and organization-wide interventions that can raise productivity/quality, improve competitiveness, increase skills, morale, and commitment.

HRM 707

Organizational Leadership (4 cr. hrs.)

Prerequisite(s): None.

This course explores the elements of leadership and delineates the principles necessary for success in a global environment. Discussion of the role and function of leadership will include an in-depth analysis and study of needs impacting individuals, organizations, and society. This course provides students with leadership skills and competencies on which to build an individual model for effective leadership.

HRM 708

Strategic Human Resource Planning (4 cr. hrs.)

Prerequisite(s): Human Resource Management (HRM 701), Employee Rights, Responsibilities & Discipline (HRM 702), Labor Relations: Process & Law (HRM 703), Performance Appraisal Systems (HRM 704), and Compensation Design & Administration (HRM 705); or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

The course will introduce students to the field of strategic human resource management (SHRM). Current topics in SHRM that have resulted from environmental and organizational challenges, e.g., technology, globalization, legislation, restructuring, work/life balance, changing labor markets, are discussed. Emphasis will be placed on problem solving issues, policies, and practices affecting HR specialists, practitioners, and managers.

HRM 709

International Human Resource Management (4 cr. hrs.)

Prerequisite(s): Human Resource Management (HRM 701); or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

This course examines the major factors involved in managing international assignments including strategic selection, training, organizational development, cultural adjustment, repatriation, and immigration.

HRM 710

Capstone Project (4 cr. hrs.)

Prerequisite(s): Human Resource Management (HRM 701), Employee Rights, Responsibilities & Discipline (HRM 702), Labor Relations: Process & Law (HRM 703), Performance Appraisal Systems (HRM 704), Compensation Design & Administration (HRM 705), Organizational Development & Intervention (HRM 706), Organizational Leadership (HRM 707), Strategic Human Resource Planning (HRM 708), and International Human Resource Management (HRM 709).

Directed research allows the students an opportunity to conduct an independent research project or examine a specific area of interest under the mentorship of a professor. This course also equips students to conduct the types of research and information-gathering projects that are a significant part of the organizational life of most HR managers and leaders. Students will submit a proposal to formulate and develop a project.

HUMANITIES

HUMN 210

Introduction to Logic & Critical Thinking Skills (2 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) and Learning Strategies (PF 321).

The goal of this course is to help you improve as a critical, logical thinker. You will be introduced to the art of formulating and assessing arguments according to the standards of logical thinking and critical analysis. You will discover how to apply these valuable skills to your studies and everyday life, learning how to overcome obstacles to critical thinking, and how to avoid being deceived by means of misleading reasoning.

HUMN 211

Introduction to Ethical Analysis & Reasoning (2 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) and Learning Strategies (PF 321).

The goal of this course is to help you improve your ethical analysis and reasoning skills. You will be introduced to the art of formulating and assessing ethical arguments according to the standards of logical thinking and critical analysis. In this course, you will discover how to apply the following questions to your job and everyday life. Why do we need ethics if we have laws to govern our behavior? Does the majority view determine what is ethical and what is not? Are feelings, desires, and preferences reliable ethical guides? Is it ever appropriate to criticize another individual's (or culture's) ethical judgment? Are people always responsible for their actions? Do human beings have a natural tendency to good, a natural tendency to evil? both? neither? Is there a single moral code that is binding on all people, at all times, and in all places?

HUMN 218

World Religions (4 cr. hrs.)

Prerequisite(s): Basic Learning Strategies (PF 121) or Learning Strategies (PF 321) and College Writing (WRIT 120). Not open to students with credit for HUMN 318.

A comparative study of the founders, sacred writings, beliefs and practices of some of the major world religions: Hinduism, Buddhism, Taoism, Islam, Judaism and Christianity. This course enables the student to study and compare the leading religions of the world in light of their historical and cultural backgrounds. Students will be encouraged to explore faith traditions other than their own. Common themes across religions, spiritual practice, and current related cultural and political issues will also be considered.

HUMN 232

Introduction to Literature (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120).

In this course, students will analyze works from the three major literary genres: poetry, drama, and fiction. Students will become familiar with standard vocabulary and approaches specific to the field of literary criticism and consider the importance of literature in contemporary society. The goal of this course is to encourage students to read for pleasure (engage with the text on an emotional level) while also moving towards a more objective consideration of literature by introducing the fundamentals of close reading and literary analysis.

HUMN 240

Popular Culture (4 cr. hrs.)

Prerequisite(s): Basic Learning Strategies (PF 121) or Learning Strategies (PF 321) and College Writing (WRIT 120). Not open to students with credit for HUMN 341.

An introductory course that examines basic concepts in popular culture studies and the role popular arts and artifacts play in shaping cultural values. The course covers basic theories and approaches to topics like best sellers, popular music, popular art forms, cultural heroes from the sports and entertainment worlds and other popular phenomena.

HUMN 246

Film Appreciation (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120). Not open to students with credit for HUMN 346.

This course is an introduction to the art of film intended to enable students to become more knowledgeable, appreciative and critical viewers. The course covers the major areas of film: narrative, documentary, animated and experimental. While some film history is covered, this course emphasizes understanding key elements in the filmmaking process: scripting, filming, editing, acting, directing, promoting and distributing. Students will be required to view and write critical reviews of films screened both in and out of class.

HUMN 305

Global Issues (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) and Learning Strategies (PF 321). Not open to students with credit for PF 305.

This course provides students with a coherent sense of the past and present human societies drawn from five cultural areas: Asia, Africa, Europe, North America and South America. It also reviews the diversity of traditions that have formed the world and continue to interact in it today. Through the synthesis of connections, influences and parallels among cultures, students will gain an understanding of how to communicate in a culturally diverse world.

HUMN 345

Philosophy of Science (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120), Introduction to Logic and Critical thinking Skills (HUMN 210), and Introduction to Ethical Analysis and Reasoning (HUMN 211).

The goal of this course is to help students sharpen their critical thinking skills by covering key principles of knowledge, reasoning, and evidence. Students will be introduced to the characteristics, methodology, and limitations of science in contrast to other alleged sources of knowledge like faith, intuition, mysticism, perception, introspection, memory, and reason. Students will discover how to apply these valuable principles to their studies and to everyday life, learning how to overcome obstacles to critical thinking and how to avoid being deceived by means of bogus sciences and extraordinary claims.

HUMN 480

Special Topics in the Traditional Humanities (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by course basis and published online in the trimester [Course Schedule](#).

A variable content classroom course in Traditional Humanities in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

HUMN 499

Independent Studies in Humanities (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

INFORMATION ANALYTICS

INFA 300

Principles of Business Analytics (4 cr. hrs.)

Prerequisite(s): Finite Mathematics (MATH 210).

Upon successful completion of this course, students will be able to design, create, operate, and explain computational approaches, algorithms, models, and tools to solve problems involving the use of predictive analytics in a business context. Learning will be supported through relevant texts, lectures, research papers, collaboration sessions and projects using Oracle, Inc. analytics tools and technologies, performed both individually and in teams, in which students design, implement, and present predictive business analytic-based solutions to problems from appropriate business related case studies.

INFA 415

Information Analytics Architecture (4 cr. hrs.)

Prerequisite(s): Database Management Systems (COMP 281).

Upon successful completion of this course, students will be able to design and implement data gathering processes and information analytics architectures within data warehousing environments appropriate for supporting data mining and information analytics modeling applicable to the solving of typical operational, supply and demand problems encountered by organizations. Learning will be supported by relevant texts, lectures, research papers, collaboration

sessions and projects, both individual and team-based. The database, data warehouse, and computational tools used in this course are Oracle Corporation products.

INFA 420

Information Modeling (4 cr. hrs.)

Prerequisite(s): Principles of Business Analytics (INFA 300) and Probabilities & Statistics (MATH 380).

Upon successful completion of this course, students will be able to design and implement appropriate information models for decision support based on the requirements of the various functional areas of typical organizations, such as marketing, finance, and operations regarding management and executive decision making necessary for the successful current and future operation of typical organizations. Learning will be supported by relevant texts, lectures, research papers, collaboration sessions and projects, both individual and team-based, in which students will apply technologies such as expert systems, neural networks, graphical/visual interfaces, learning systems, data mining techniques, and decision analysis methodologies. The database, data warehouse, and computational tools used in this course are Oracle Corporation products.

INFORMATION SECURITY

ISEC 300

Principles of Information Security (4 cr. hrs.)

Prerequisite(s): Information Systems Architecture & Technology (MIS 310), Technical Communication (MIS 320), and Introduction to Ethical Analysis & Reasoning (HUMN 211).

In a highly connected, data intensive, and cost-focused business environment, the practice of information security not a business advantage; it is a customer requirement. Viruses, malware, trojans, denial of service attacks, phishing, and even Wiki leaks have become headline news. Failure to insure the confidentiality, integrity, and availability of data costs companies millions, if not billions of dollars in legal settlements, lost business, and trade secrets. In this breadth-based course, you will get an overview of information security principles and practices, including security models, risk management, access controls, intrusion detection and prevention, cryptography, software vulnerabilities, and ethical issues. Subsequent courses expand on this foundational material in much greater depth.

ISEC 325

Network Security (4 cr. hrs.)

Prerequisite(s): Principles of Computer Networks (COMP 204) and Principles of Information Security (ISEC 300).

Networks are the major point of entry to most computer systems. Preventing unwanted intrusion, use, abuse, or flooding of communications channels is a high priority to organizations trying to protect their assets. Network security is about preserving the appropriate use of network resources while preventing disallowed use. In this course, you will learn how to employ firewalls, VPNs, and stateful packet inspection techniques to harden computer networks. Topics include packet filtering, intrusion detection and prevention, ingress and egress rules, monitoring, network access controls, authentication, authorization, and auditing.

ISEC 350

Risk Management & Compliance (4 cr. hrs.)

Prerequisite(s): Statistical Concepts (MATH 215) and Principles of Information Security (ISEC 300).

Proper assessment, management, and mitigation of risk are essential to any information security strategy. Risks aren't just related to IT assets, but to the overall business that the IT organization is supporting, thus, business continuity planning and impact analysis is also important. In this course, you will learn how to identify and analyze risks, determine impacts, and develop plans to mitigate issues. Topics include threats, vulnerabilities, exploits, and countermeasures; US compliance laws; risk assessment and mitigation; business impact analysis; and business continuity and disaster recovery planning.

ISEC 400

Application Security (4 cr. hrs.)

Prerequisite(s): Web Information Systems Programming (WEBD 236) or Application Server Programming (COMP 321) and Principles of Information Security (ISEC 300).

Software vulnerabilities, especially those that compromise personal or financial data, are appallingly common. Nearly every major software company has needed to deal with the fallout of a major incident due to vulnerabilities in their products. Writing correct - let alone secure - software is very difficult. Yet users and executives expect it. In this course, you will learn about the typical development mistakes that lead to application-level security issues as well as how to defend against them. Students will explore the Open Web Application Security Project (OWASP) top 10 security vulnerabilities. Topics include unchecked user input, injection, fuzzing, CSRF, XSS, cryptography, CAPTCHA, configuration errors, authentication, and authorization.

ISEC 410

Information Security Internship (1-4 cr. hrs.)

Prerequisite(s): None.

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

ISEC 425

Business Continuity & Operations Security (4 cr. hrs.)

Prerequisite(s): Statistical Concepts (MATH 215), UNIX Administration (ITEC 400), and Principles of Information Security (ISEC 300).

The availability and integrity of systems constitutes two of the three areas of information security. Yet systems can fail in these two critical ways without intrusions, attacks, malicious code, social engineering, or any other external influence. Hardware fails; software has bugs; human beings make mistakes. These and many more factors influence the design and implementation of high availability systems that maintain business continuity in light of outages. In this course, you will learn how to design and implement high availability systems that minimize economic impact during minor and major outages. Topics include high availability architecture; layered system design; storage redundancy; failover, load balancing, and virtualization clusters; and disaster recovery systems.

ISEC 450

Security Architecture & Controls (4 cr. hrs.)

Prerequisite(s): Principles of Information Security (ISEC 300).

Just as an architect designs and oversees the construction of buildings, a security architect designs and oversees the construction and maintenance of overall security strategy. This strategy consists of a balanced blend of business needs, security policy, industry and regulatory standards, technology and educational solutions used to implement secure, resilient, reliable and available information systems. In this course, you will learn how to connect business requirements to security performance targets by using a methodical systems-analysis based approach. Topics include systems engineering, architecture layers, security policies, security administration, and return on investment.

ISEC 480

Special Topics in Information Security (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published online in the trimester [Course Schedule](#).

A variable content classroom course in Information Security in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

ISEC 495

Information Security Capstone (4 cr. hrs.)

Prerequisite(s): Network Security (ISEC 325), Risk Management & Compliance (ISEC 350), Application Security (ISEC 400), Business Continuity & Operations Security (ISEC 425), and Security Architecture & Controls (ISEC 450).

The Information Security Capstone course encourages teamwork in small groups on a substantial project. The intent of this course is to provide a capstone experience that integrates the material contained in courses required of the information security major. It also provides an opportunity for students to recognize and evaluate the interrelationship of their general education courses with the courses taken for their information security major. The major areas of the program are reviewed and assessed via standardized exams. Students will also culminate their experiences with an overview of the evolution of computer systems and a look at the near-term future.

ISEC 499

Independent Studies in Information Security (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of the Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis (See "Independent Studies" for more details).

INFORMATION SYSTEMS AUDITING

ISA 495

Information Systems Audit & Control (4 cr. hrs.)

Prerequisite(s): All professional core and technical courses or permission of the Program Chair.

This course will culminate the Bachelor of Science in Information Systems Auditing program by drawing from and synthesizing concepts from both the MIS and Accounting fields in order to address issues related specifically to the audit of information systems and technology.

INFORMATION TECHNOLOGY

ITEC 136

Principles of Programming (4 cr. hrs.)

Prerequisite(s): College Algebra (MATH 160) and Introduction to Web Page Construction (WEBD 101) and either Problem Solving with Computing (COMP 101) or prior programming experience. Not open to students with credit for Business Applications Programming (ITEC/COMP 235) or to students with credit for COMP 136.

This course covers fundamental programming principles for individuals with at least some programming background. Major themes are structured programming, problem solving, algorithm design, top-down stepwise refinement, and software lifecycle. Topics will include testing, data types, operators, repetition and selection control structures, functions, arrays, and objects. Students will design, code, test, debug, and document programs in a relevant programming language.

ITEC 275

Computer Networks: Switching, Routing, & WANs (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) and Principles of Computer Networks (COMP 204) or a Networking Fundamentals course.

This course covers both the design and basic configuration of computer networks. Using Cisco Systems CCDA® certification as a guide, students will learn about the OSI model, network topologies, Wide Area Network (WAN) technologies, wireless LAN, IP addressing, routing protocols, and network security mechanisms. This course provides the student interactive configuration experience with the Cisco Systems Internetworking Operating System (IOS) in an isolated environment.

ITEC 325

Data Center Design & Administration (4 cr. hrs.)

Prerequisite(s): Computer Networks: Switching, Routing, & WANs (ITEC 275) or Principles of Network Design & Administration (ITEC 370), and Information Systems Architecture & Technology (ITEC/MIS 310).

Data centers house the most critical enterprise computing infrastructure components. A well designed and managed data center is crucial for high availability and business continuity. This course is designed to cover data center design and management principles, including facilities setup, power and cooling, disaster recovery, servers, storage, VOIP, network operations, and virtualization. Attention is paid to the best practices of data center operations, including organization, documentation, standardization, and consolidation.

ITEC 350

Windows Administration (4 cr. hrs.)

Prerequisite(s): Introduction to Computer Science & Object-Oriented Programming (COMP 111) OR Principles of Programming (ITEC 136) OR any structured programming course; AND Principles of Computer Networks (COMP 204).

This course provides the student with an introduction to Windows Server 2008 administration and is structured to assist a network manager or planner in planning, configuring, installing, running, and repairing networks that include a Windows Server 2008. As such, it provides an introduction to server installation, Active Directory, printer management, domains, network clients, security, disaster recovery, fault/error management, and scripting of common tasks. This course also uses virtualization software to isolate the Windows Server 2008 operating system from the underlying host operating system. As such, administrative access to a fast machine running Windows XP or better with at least 2 gigabytes of memory and 40 gigabytes of available hard drive space is required. For face to face classes, an external USB 2.0 hard drive with at least 40 gigabytes of free space is required to bring to class.

ITEC 400

UNIX Administration (4 cr. hrs.)

Prerequisite(s): Introduction to Computer Science & Object-Oriented Programming (COMP 111) OR Principles of Programming (ITEC 136) OR any structured programming course; AND Principles of Computer Networks (COMP 204). Not open to students with credit for COMP 400.

This course covers the basic methods of UNIX system administration. The course will focus not only on user-level commands and utilities, but also upon installation and configuration of the UNIX kernel, file system, memory, peripheral devices, authentication/authorization and network facilities. The course also provides an introduction to the Perl programming language and the role of Linux in current UNIX environments. This course also uses virtualization software to isolate the UNIX operating system from the underlying host operating system. As such, administrative access to a late-model computer with at least 4 gigabytes of memory and 40 gigabytes of available hard drive space is required.

ITEC 410

Information Technology Internship (1-4 cr. hrs.)

Prerequisite(s): None.

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

ITEC 425

Information Storage Management (4 cr. hrs.)

Prerequisite(s): Computer Networks: Switching, Routing, & WANs (ITEC 275) or Principles of Network Design & Administration (ITEC 370), and Information Systems Architecture & Technology (ITEC/MIS 310).

Individuals, governments, and businesses depend daily on digital information to make informed decisions. The proliferation of this data has led to increased complexity in information storage and management. The design and implementation of robust storage infrastructures has become a critical piece of the foundations of information technology. This course will explore storage systems, technologies, and networks. Particular emphasis is placed on designing, securing, and managing storage infrastructures that promote business continuity and data retention compliance.

ITEC 430

Information Technology Project Management (4 cr. hrs.)

Prerequisite(s): Information Systems Architecture & Technology (MIS 310), Technical Communication (MIS 320), and Statistical Concepts (MATH 215).

This course provides an introduction to the concepts of information technology project management and techniques for initiating, planning, executing, monitoring and controlling of resources to accomplish specific project goals. Both technical and behavioral aspects of project management are discussed. While the focus is on information technology projects, the principles follow the nine project management knowledge areas outlined in the Project Management Institute's PMBOK® Guide Third Edition and thus are applicable to the management of any project. Topics will include integration, scope, time, cost, quality, human resource, communications, risk, and procurement management. Project management software utilization is emphasized.

ITEC 450

Database Administration (4 cr. hrs.)

Prerequisite(s): Database Management Systems (COMP/ITEC 281) OR Database Management Systems (COMP/ITEC/MIS 380).

This course covers a breadth of subjects in Database Administration. Building on the database management systems course, this course covers topics about the configuration, administration and performance of the database engine itself. Using Oracle 10g as a platform, students will learn about installation, configuration, performance tuning, security, disaster planning and recovery, and network connectivity of databases. This course also uses virtualization software to isolate the database server operating system from the underlying host operating system. As such, administrative access to a fast machine with at least 1 gigabyte of memory and 20 gigabytes of available hard drive space is required.

ITEC 480

Special Topics in Information Technology (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by course basis and published online in the trimester [Course Schedule](#).

A variable content classroom course in Information Technology in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

ITEC 495

Information Technology Capstone (4 cr. hrs.)

Prerequisite(s): UNIX Administration (ITEC 400), Information Technology Project Management (ITEC 430), Computer Networks: Switching, Routing, & WANs (ITEC 275), and either Principles of Information Security (ISEC 300) or Information Systems Security (MIS 484).

The Information Technology capstone course encourages teamwork in small groups on a substantial project. The intent of this course is to provide a capstone experience that integrates the material contained in required courses of the ITEC major. It also provides an opportunity for students to recognize and evaluate the interrelationship of their general education courses with the courses taken for their major. The capstone will include discussion about professional and ethical issues related to Information Technology. Students will also culminate their experiences with an overview of the evolution of computer systems and a look at the near-term future.

ITEC 499

Independent Studies in Information Technology (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

INSTRUCTIONAL DESIGN & PERFORMANCE TECHNOLOGY

IDPT 600

Principles of Learning Theory (4 cr. hrs.)

Prerequisite(s): None.

In this gateway course, students will begin the process of understanding what it means to be a graduate student at Franklin University. This includes tangibles such as scholarly research and academic writing, as well as intangibles such as critical thinking and attitude. Students will employ various strategies as they develop a thorough understanding of selected learning theories and philosophies. They will then apply these theories and strategies to create a learning event.

IDPT 610

Principles of Instructional Design (4cr. hrs.)

Prerequisite(s): Principles of Learning Theory (IDPT 600).

In this course, students will study instructional systems theory, systematic approaches to instructional design, and the contemporary practice of instructional design in a variety of settings, including business, industry, government, and classroom education.

IDPT 620

Principles of Human Performance Technology (4 cr. hrs.)

Prerequisite(s): Principles of Learning Theory (IDPT 600) and Principles of Instructional Design (IDPT 610); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

In this course, students will learn a framework for understanding human performance by working with scenarios and case studies to analyze performance problems, determine the level and type of intervention required, and make recommendations for a suite of solutions that will achieve the desired impacts.

IDPT 630

Performance Analysis (4 cr. hrs.)

Prerequisite(s): Principles of Learning Theory (IDPT 600), Principles of Instructional Design (IDPT 610), and Principles of Human Performance Technology (IDPT 620).

In this course, students will combine what they have learned about HPT principles, practices, and measurement to conduct an in-depth performance analysis for an actual client organization or school system. Projects completed in the course will become part of the student's portfolio.

IDPT 640

Enhancing Learning with Technology (4 cr. hrs.)

Prerequisite(s): Principles of Learning Theory (IDPT 600), Principles of Instructional Design (IDPT 610), and Principles of Human Performance Technology (IDPT 620).

In this course, students will apply design principles to create a learning event that includes the use of new and emerging technologies. Students will research collaboration and networking tools for their use and value in learning environments. Delivery platforms and software will also be explored for their impact on instructional strategies. Projects completed in the course will become part of the student's portfolio.

IDPT 650

Evaluation (4 cr. hrs.)

Prerequisite(s): Principles of Learning Theory (IDPT 600), Principles of Instructional Design (IDPT 610), Principles of Human Performance Technology (IDPT 620), Performance Analysis (IDPT 630), and Enhancing Learning with Technology (IDPT 640).

This course presents fundamental principles and practices for evaluating courses and programs, with a focus on formative and summative evaluation and criterion-referenced testing. Students will explore evaluation models and theories, create a learner satisfaction survey, create criterion-referenced tests, create grading rubrics, and work with a data set to interpret data and make recommendations to improve a course or unit of instruction. Projects completed in the course will become part of the student's portfolio.

IDPT 660

Advanced Instructional Design & Performance Technology (4 cr. hrs.)

Prerequisite(s): Principles of Learning Theory (IDPT 600), Principles of Instructional Design (IDPT 610), Principles of Human Performance Technology (IDPT 620), Performance Analysis (IDPT 630), Enhancing Learning with Technology (IDPT 640), and Evaluation (IDPT 650).

In this course, students will work in small teams to solve instructional or performance problems of substantial scope and complexity. Students will apply design theory and research as they make decisions to resolve systematically identified problems. This course will require the application of project management skills, analysis, design, development, implementation, and evaluation learned throughout the preceding courses. Projects completed in this course will become part of the student's portfolio.

IDPT 670

Capstone Project (4 cr. hrs.)

Prerequisite(s): Principles of Learning Theory (IDPT 600), Principles of Instructional Design (IDPT 610), Principles of Human Performance Technology (IDPT 620), Performance Analysis (IDPT 630), Enhancing Learning with Technology (IDPT 640), Evaluation (IDPT 650), Advanced Instructional Design & Performance Technology (IDPT 660), and one IDPT elective.

The Capstone Project experience provides students with the opportunity to receive academic credit for experience in an authentic work environment, which may be either external or internal to the University depending on the student's preference. The Capstone Project involves a partnership among the student, the faculty member, and an approved project sponsor. The faculty member and the project sponsor will evaluate project deliverables according to the achievement of milestones and the submission of materials identified in a Learning Contract. The Learning Contract must specify a relatively comprehensive experience that can be completed within the time frame of the 12-week course. Projects completed in the course will become part of the student's portfolio.

IDPT 680

Presentation/Portfolio (1 cr. hr.)

Prerequisite(s): Principles of Learning Theory (IDPT 600), Principles of Instructional Design (IDPT 610), Principles of Human Performance Technology (IDPT 620), Performance Analysis (IDPT 630), Enhancing Learning with Technology (IDPT 640), Evaluation (IDPT 650), Advanced Instructional Design & Performance Technology (IDPT 660), Internship/Practicum (IDPT 670), and one IDPT elective.

In this course, students will create a retrospective of their work completed during the IDPT program. Students will leverage work products and the knowledge they acquired/constructed during the program to create a presentation of their experiences as well as a portfolio of significant accomplishments. The presentation and portfolio will be organized to demonstrate accomplishment of the IDPT Program Outcomes. The portfolio will be a useful tool for students seeking employment and/or promotion.

IDPT 700

Performance Consulting (4 cr. hrs.)

Prerequisite(s): Principles of Learning Theory (IDPT 600), Principles of Instructional Design (IDPT 610), Principles of Human Performance Technology (IDPT 620), Performance Analysis (IDPT 630), Enhancing Learning with Technology (IDPT 640), Evaluation (IDPT 650), and Advanced Instructional Design & Performance Technology (IDPT 660).

In this course, students will use tools and learn techniques for successfully functioning as a performance change agent for an organization (either internally or externally). It will build on the foundational courses and includes additional methods for creating performance and competency models, communicating and working with stakeholders, and conceptualizing and managing performance projects. Students will also study how to diagnose and transform processes that are not meeting performance goals. Projects completed in the course will become part of the student's portfolio.

IDPT 715

Managing Learning Projects & Relationships (4 cr. hrs.)

Prerequisite(s): Principles of Learning Theory (IDPT 600), Principles of Instructional Design (IDPT 610), Principles of Human Performance Technology (IDPT 620), Performance Analysis (IDPT 630), Enhancing Learning with Technology (IDPT 640), Evaluation (IDPT 650), and Advanced Instructional Design & Performance Technology (IDPT 660).

This course covers the elements that are essential to assuring the success of learning and performance projects including principles for managing relationships as well as project management tools and techniques. Students will study the principles of managing complex projects and teams to achieve results within project parameters in various organizational settings.

INTERACTIVE MEDIA DESIGN

IMD 101

Introduction to Website Creation (3 cr. hrs.)

Prerequisite(s): None.

This course introduces students to the creation of a website that represents an organization or company. The course is project-based which provides the opportunity for students to design, build, and present a completed website. Students will utilize digital media and the latest content management systems to build websites.

IMD 300

Digital Media Design (4 cr. hrs.)

Prerequisite(s): Completion of Social Media Design technical area or completion of Fundamentals of Graphic Design (GRPH 210) and Creative Thinking (IDST 301).

This course explores current trends in digital media design and production. The focus will be on creating media that can be used in interactive media projects, web sites, and social media contexts. The course examines common practices and methods of creating professional quality media using current technologies. Students work individually and in teams to design, develop, and implement digital media for projects.

IMD 330

Interaction Design (4 cr. hrs.)

Prerequisite(s): Completion of Social Media Design technical area or Advanced Graphic Design (GRPH 310).

This course explores the semantic connection between digital technologies, form, and function. It emphasizes the complex connections between human behavior and technology and examines design as a form of communication between the two. The course explores interaction from the perspective of a user's experience and how design affects the experience. Students work on real world projects to apply the concepts addressed in the course.

IMD 400

Interactive Media for Training & Instruction (4 cr. hrs.)

Prerequisite(s): Advanced Graphic Design (GRPH 310), Technical Communication (MIS 320), and completion of IMD Technical Credit area.

This upper-level Interactive Media Design course provides practical application and experience in the creation of digitally mediated communication for training and instructional purposes. Students work individually and within teams to produce professional quality media used for interactive training and instruction. The course provides hands-on experience in conducting a training needs analysis, followed by the design of a suitable innovation, and ending with the implementation of a solution. Students use computer software and technology to present text, graphics, video, audio, and animation in an integrated way to produce interactive training and instruction.

IMD 410

Interactive Media Design Internship (1-4 cr. hrs.)

Prerequisite(s): Admission in the Interactive Media Design program.

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

IMD 430

Interactive Media for Entertainment (4 cr. hrs.)

Prerequisite(s): Advanced Graphic Design (GRPH 310), Technical Communication (MIS 320), and completion of IMD Technical Credit area.

This upper-level Interactive Media Design course provides practical application and experience in the creation of digitally mediated communication for entertainment. Students work individually and within design teams, filling the necessary roles to produce professional quality entertainment media. The course provides hands-on experience conducting a needs analysis, followed by the design of a suitable innovation, and ending with the implementation of a solution. Students use computer software and technology to present text, graphics, video, audio, and animation in an integrated environment that produces an interactive and engaging media product.

IMD 450

Interactive Media for Advertising (4 cr. hrs.)

Prerequisite(s): Advanced Graphic Design (GRPH 310), Technical Communication (MIS 320), and completion of IMD Technical Credit area.

This upper-level Interactive Media Design course provides practical application and experience in the creation of digitally mediated communication for advertising purposes. The course provides students with the knowledge and experience to design interactive media used in advertising to satisfy marketing objectives. The course provides hands-on experience conducting a needs analysis, followed by the design of a suitable advertising innovation, and ending with the implementation of a solution. Students utilize computer software and technology to present text, graphics, video, audio, and animation in an integrated way to produce interactive marketing materials.

IMD 490

Interactive Media Design Practicum (4 cr. hrs.)

Prerequisite(s): Project Management (AMGT 390) or Communication in Groups & Teams (COMM 335), Human Computer Interaction (COMP 325), and two of the following: Interactive Media for Training & Instruction (IMD 400), Interactive Media for Entertainment (IMD 430), or Interactive Media for Advertising (IMD 450).

In this course, students create interactive media products for actual clients, thus gaining the most practical experience possible in an education setting. The practicum is organized like an actual design firm with the instructor as the organizational leader and students filling different roles in the organization. Students are placed in design teams based on their experience and talents. Within the teams, they collaborate to design and develop solutions to practical problems that require interactive media solutions. These problems may be training, marketing, or entertainment oriented or a combination of all three.

IMD 495

Interactive Media Design Capstone (4 cr. hrs.)

Prerequisite(s): Interactive Media for Training & Instruction (IMD 400), Interactive Media for Entertainment (IMD 430), Interactive Media for Advertising (IMD 450), and Interactive Media Design Practicum (IMD 490).

This is the final course in the Interactive Media Design major. Students at this level have completed all of the instructional elements of the curriculum. The capstone prepares students to find employment in the interactive media industry. The course completes the practicum sequence, requiring students to take on management roles in the assigned projects. In addition, students will assemble their portfolios and prepare for final presentations. Finally, they will present their work and receive feedback, preparing them for the interview process.

IMD 499

Independent Studies in Interactive Media Design (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of the Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

INTERDISCIPLINARY STUDIES

IDST 100

Introduction to Portfolio (1 cr. hr.)

Prerequisite(s): Learning Strategies (PF 321).

This course will introduce students to the concept of portfolio as a means of communicating ideas to a range of audiences. Using LiveText, a leader in e-portfolio software, students will design their own portfolios, learn about criteria for excellent portfolio design, share and critique portfolios, and discuss the importance of tailoring portfolios for particular audiences. The goal of the course is to empower students to use the portfolio tool to reflect academic and personal growth, illustrate the interconnection of personal and academic knowledge, and ultimately to create and maintain an effective electronic curriculum vita.

IDST 300

Introduction to Interdisciplinary Studies (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) and Introduction to Portfolio (IDST 100).

This course introduces terms and definitions essential to Interdisciplinary Studies and explores the application of multiple disciplinary insights to construct a comprehensive perspective on a complex problem or issue. Students will use cognitive maps to codify academic, professional, and personal knowledge and will use portfolio software to illustrate connections and conflicts among knowledge areas. The course will culminate in the illustration of how diverse knowledge can be systematically and successfully applied to complex problems both inside and outside of the workplace. The course will stress the importance of informed and varied perspectives in today's complex world.

IDST 301

Creative Thinking (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) and Learning Strategies (PF 321). Introduction to Logic & Critical Thinking Skills (HUMN 210) is recommended.

Creativity is neither magical nor bestowed upon us as some kind of genetic gift. As choreographer Twyla Tharp reminds us, the romanticized version of the gift of creative genius, as depicted in the movie *Amadeus*, is hogwash. She reminds us, "There are no 'natural' geniuses... No one worked harder than Mozart. By the time he was twenty-eight years old, his hands were deformed because of all of the hours he had spent practicing, performing, and gripping a quill pen to compose." This course considers creativity as a muscle that must be exercised, not as a gift, and it provides concrete exercises, as well as neurological research, the HBDI Innovation Model, in addition to various philosophies of creativity to encourage creative problem solving and creative thinking.

IDST 410

Interdisciplinary Studies Internship (1-4 cr. hrs.)

Prerequisite(s): Introduction to Interdisciplinary Studies (IDST 300).

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

IDST 495

Interdisciplinary Studies Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all Interdisciplinary Core and Focus Area courses.

As part of the Capstone experience, students will define a complex, real world problem, possibly in their local communities. Then, using skills and knowledge of interdisciplinary practices, and leveraging information and approaches from their own specific focus areas, students will study a problem from the perspective of several disciplines, generate interdisciplinary insights, illustrate disciplinary connections and conflicts, evaluate assumptions and concepts in the context of this specific problem and, ultimately, construct a new understanding of a problem and recommend solutions or responses. Students will be encouraged to present their responses to business or community leaders where such new perspectives or insights might be implemented. Students will be required to finalize a comprehensive e-portfolio of work that reflects work completed in the program, specifically examples of learning experiences that reflect program outcomes, which might be shared with current or prospective employers.

IDST 499

Independent Studies in Interdisciplinary Studies (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of the Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

INTERNET MARKETING

EMKT 340

Internet Marketing (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300). Not open to students with credit for MKTG 340.

Common strategies for the marketing of goods and services via the Internet range from public relations and corporate communications to advertising and electronic commerce. Students investigate and evaluate various marketing and communication strategies and tactics for the World Wide Web. Emphasis is placed on critical evaluation skills as well as website planning, development, design, and other factors which contribute to a website's success.

EMKT 345

Social Media Marketing (4 cr. hrs.)

Prerequisite(s): Internet Marketing (EMKT 340).

In this course students will explore and utilize techniques for integrating social media marketing as an integral component of marketing campaigns, serving as listening and outreach tools for building brand awareness and promoting business. Through an investigation of tools which include internet forums, message boards, blogs, wikis, podcasts, picture sharing, video sharing, and social networking, students will have the opportunity to create and present a written plan for achieving business goals through the use of a social media marketing campaign.

EMKT 415

Search Engine Marketing (4 cr. hrs.)

Prerequisite(s): Statistical Concepts (MATH 215).

In this course students will use search engine optimization to evaluate the processes that bring websites to the top. It will also show students how to choose the best keywords and phrases to target and how to monitor and maintain successful search engine rankings for those keywords.

EMKT 430

Web Analytics (4 cr. hrs.)

Prerequisite(s): Search Engine Marketing (EMKT 415).

In this course, students will learn how to quantifiably measure and define client interaction through web analytics. Successful companies today are leveraging the power of web analytics to realize the full potential of their websites, and are able to develop and maintain client relationships that create measurable value to business. In this course students will be introduced to key concepts, tools, techniques, and practices of web analytics. Students will understand how web analytics can drive higher profits and improve the customer experience.

EMKT 450

Cyber Law (4 cr. hrs.)

Prerequisite(s): Internet Marketing (EMKT 340).

The emergency of global digital networks and digital technologies that have the ability to store, access, and deliver mass amounts of information brings with it an overwhelming number of legal issues that people working in that realm in the 21st century will need to understand. The course addresses important upcoming issues of law directed at the responsibility and enforcement in the information society in which we live. The course will explore specific problems in applying law to cyberspace in areas such as intellectual property, privacy, content control, and the bounds of jurisdiction.

EMKT 460

E-Commerce (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300). Not open to students with credit for MKTG 460.

Electronic commerce is the exchange of information and transactions between organizations via computers. While e-commerce has been with us for a while, its more recent implementation via the Internet has enormous implications for marketing and communication. Students will evaluate the strategic implications of e-commerce as well as issues of planning, developing and implementing e-commerce solutions for marketing.

EMKT 495

Integrated eMarketing (4 cr. hrs.)

Prerequisite(s): Senior standing, Advanced Graphic Design (DCOM/GRPH 310), Technical Communication (MIS 320), Internet Marketing (EMKT/MKTG 340), E-Commerce (EMKT/MKTG 460), and Marketing Behavior (MKTG 330) or Marketing Research (MKTG 332).

This course serves as the capstone for the eMarketing academic area as well as a bridge to the professional practice of eMarketing. Three major components comprise the course: the analysis of a contemporary eMarketing case, evaluation of alternative eMarketing strategies and the preparation of a comprehensive eMarketing plan for a client.

EMKT 499

Independent Studies in eMarketing (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of the Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

MANAGEMENT & LEADERSHIP

MGMT 312

Principles of Management (4 cr. hrs.)

Prerequisite(s): None. Not open to students with credit for Management Theory & Practices (BSAD 312) or Principles of Management (BSAD 312).

This course explores the basic concepts and processes of management. Students will explore the functional roles and processes of planning, leading, organizing, and controlling comprising the manager role. Students develop skills related to the manager function and required in today's competitive environment.

MGMT 325

Organizational Behavior (4 cr. hrs.)

Prerequisite(s): Principles of Management (MGMT 312). Not open to students with credit for Leadership: Behavioral Approach (OLM 325) or to students with credit for BSAD 325.

This course focuses on the organizational processes and theoretical constructs related to organizational behavior. The roles of leaders, followers, and teams and their influence on the culture and performance of an organization are addressed through the analysis of key organizational behavior concepts and related cases. Topics will include: values, perception, attitudes, assumptions, learning, motivation, conflict, diversity, and change.

MGMT 410

Management & Leadership Internship (1-4 cr. hrs.)

Prerequisite(s): Completion of 12 Major Area required credits.

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

MGMT 425

Organizational Change (4 cr. hrs.)

Prerequisite(s): Organizational Behavior (MGMT 325). Not open to students with credit for MGMT 335, MGMT 402, HRM 425, or AMGT 425.

This course analyzes the forces that drive organizations to change, examines impediments to change, and surveys a range of approaches for making organizational change more effective. Students will develop an understanding of change processes and develop practical skills for becoming an organization change agent.

MGMT 440

Organizational Culture & Performance (4 cr. hrs.)

Prerequisite(s): Organizational Behavior (MGMT 325).

This course focuses on the relationship between an organization's culture and its performance. The challenges and opportunities presented to both leaders and followers in adapting to and implementing organizational cultural change are addressed in this course. The impact culture performs as a mediating factor between a leader's style and the effective performance of an organization is examined in this course.

MGMT 470

Organizational Leadership (4 cr. hrs.)

Prerequisite(s): Organizational Behavior (MGMT 325).

This course focuses on the development of leadership theories from trait, skill, style, situational, and contingency constructs and their utilization by managers and leaders. The primary emphasis of the course is the importance of the Full Range Leadership model and the role transformational leadership performs in the interaction with organizational culture and performance.

MGMT 480

Special Topics in Management & Leadership (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by course basis and published online in the trimester [Course Schedule](#).

A variable content classroom course in Management in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

MGMT 495

Management Capstone (4 cr. hrs.)

Prerequisite(s): Senior standing, completion of Business Core, and completion of, or concurrent enrollment in, all other major courses. Not open to students with credit for BSAD 495.

This course serves as the Capstone for the Management major. The purpose of the course is to integrate all prior learning in management, related coursework, and workplace experiences to individually assess an organization. Three major components comprise the course: the strategic analysis of an organization; the development of a forward looking strategy with competitive, ethical, and global considerations; and the development of an implementation plan.

MGMT 499

Independent Studies in Management & Leadership (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

MANAGEMENT INFORMATION SCIENCES

MIS 200

Management Information Systems (4 cr. hrs.)

Prerequisite(s): Learning Strategies (PF 321). Not open to students with credit for MIS/ITEC 300.

The purpose of this course is to provide the fundamentals associated with the management of information technology in a business enterprise. These fundamentals are business concepts in which the influence of information technology has caused change or brought about new concepts. Special emphasis will be placed on understanding the managerial issues that are relevant to usage of computers. The student will be given problems isolating these issues and will be asked to propose solutions with alternatives.

MIS 310

Information Systems Architecture & Technology (4 cr. hrs.)

Prerequisite(s): Research & Writing for Academic & Professional Audiences (WRIT 220) or Business & Professional Writing (WRIT 320). Not open to students with credit for ITEC 310.

This course provides a conceptual survey of general systems theory followed by a conceptual and technological survey of the structure of distributed information systems architectures, operating systems, network operating systems, peripheral technology and user interfaces. Interoperability between these architectural components will be explored and current technology and trends in each architectural element will be reviewed. This course will de-emphasize, although not ignore, mainframe architectures in favor of information architectures more applicable to client/server computing. The various interacting categories of client/server computing as well as the benefits and implications of such a system will be fully explored.

MIS 320

Technical Communication (4 cr. hrs.)

Prerequisite(s): Research & Writing for Academic & Professional Audiences (WRIT 220) or Business & Professional Writing (WRIT 320). Not open to students with credit for ITEC 320.

This course will prepare students for the bi-directional technical communication demands specific to computer and information systems. Topics include technical research methods and approaches, critical analysis of technical documents, synthesis of data, information and knowledge gained through research and critical analysis, creation of accurate technical documents, and effective delivery of technical material via oral presentations supported by visual media.

MIS 330

Systems Integration Concepts & Practices (4 cr. hrs.)

Prerequisite(s): Information Systems Architecture & Technology (MIS 310).

Systems integration permeates the information management landscape, operating conceptually on three levels: the strategy of achieving enterprise-level information systems (IS) integration, the process at the IS department-level to achieve integration and the selection of technologies needed to achieve integration. This course examines these levels of systems integration, emphasizing realistic solutions, guidelines, and practices, through a hands-on approach.

MIS 360

Enterprise-wide Electronic Commerce (4 cr. hrs.)

Prerequisite(s): Information Systems Architecture & Technology (MIS 310).

This course is designed to familiarize individuals with current and emerging business processes that utilize electronic data transmission technologies including the Internet. Topics will include network and Internet technology for business advantage, enterprise-wide business functions and processes, re-engineering of legacy processes through electronic commerce, and Internet-based business-to-consumer business ventures. Social, political and ethical issues associated with electronic commerce are reviewed. The purpose of this course is to educate a new generation of managers, planners and analysts of the realities and potential for electronic commerce.

MIS 400

Systems Analysis & Design (4 cr. hrs.)

Prerequisite(s): Information Systems Architecture & Technology (MIS 310), Technical Communication (MIS 320), and completion of the MIS Professional Core.

This course is designed to provide an understanding of the Systems Development Life Cycle (SDLC), tools and methods. The course is centered on evaluating existing business processes and choosing a system development methodology to improve upon it. Emphasis will be on analyzing, modeling and designing processes that improve business processes through the deployment of information technology. It will also emphasize the factors for effective communication and integration with users and user systems. It encourages interpersonal skill development with clients, end-users, team members and others associated with development, operation and maintenance of systems.

MIS 410

Management Information Sciences Internship (1-4 cr. hrs.)

Prerequisite(s): None.

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

MIS 478

Quantitative Methods & Analysis (4 cr. hrs.)

Prerequisite(s): Database Management Systems (COMP 281), College Algebra (MATH 160), Finite Mathematics (MATH 210), Probability & Statistics (MATH 380), and Principles of Management (MGMT 312).

This course addresses the importance of applying quantitative methods and analysis to the solution of business problems using structured problem solving and specialized data analysis software tools. Focus will be on solutions to problems of inefficiency, poor productivity and risky situations within the management of business and technical processes, projects and operations. Some of the methodologies covered are linear programming, PERT-CPM analysis, time series and decision tree analysis, forecasting, regression analysis and data mining. Key success factors in the course will be for the student to build on statistical techniques and spreadsheet tools covered in prerequisite(s) courses.

MIS 480

Special Topics in Management Information Sciences (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester [Course Schedule](#).

A variable content course in information systems that will explore current topics or trends relevant to enhancing the career of information systems professionals. This course may be used to underwrite individual and independent study projects under the leadership of a faculty member, provided the subject matter does not overlap any other existing course, and subject to current departmental policies and restrictions.

MIS 495

Management Information Sciences Capstone (4 cr. hrs.)

Prerequisite(s): Systems Analysis & Design (MIS 400), Quantitative Methods & Analysis (MIS 478) or Statistical Concepts (MATH 215) or Probability & Statistics (MATH 380), Database Management Systems (COMP/ITEC/MIS 380 or COMP 281) and Senior standing.

The capstone course will encompass and consolidate all of the concepts covered in the MIS curriculum. In this course, students will manage an Information Systems project, design an appropriate database and incorporate both LAN and Web-based distributed information solution to support a business process, effectively document the system and incorporate elements of the general education into a successfully implemented information systems solution.

MIS 499

Independent Studies in Management Information Sciences (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

MARKETING

MKTG 300

Marketing (4 cr. hrs.)

Prerequisite(s): Business Principles (BSAD 110).

A general course in marketing theory and methods. Among topics discussed are the importance of marketing, the interrelationship of the different phases of marketing, the differences between the marketing of goods and services, wholesaling, retailing, pricing strategies, analysis of markets, and distribution.

MKTG 320

Advertising (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300).

The study of the components of advertising and its function within the total marketing function. The course examines advertising campaigns and procedures dealing with planning, creation, production, media, management, research and budgeting.

MKTG 330

Marketing Behavior (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300). Not open to students with credit for Consumer Behavior (MKTG 330).

An understanding of consumer decision processes is developed through application of behavioral sciences. Organizational decision-making processes are also considered. The implications of these processes are considered in relation to marketing, organizational strategies and decision making.

MKTG 332

Marketing Research (4 cr. hrs.)

Prerequisite(s): Statistical Concepts (MATH 215) or Statistics I (MATH 230) and Marketing (MKTG 300).

Students develop an understanding of the theories and techniques of planning, conducting, analyzing and presenting market studies. Students will study different methodologies with emphasis on primary research including questionnaire design.

MKTG 350

Persuasive Strategies (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300).

This course focuses on the most prevalent promotional and persuasive approaches used in written, oral, and electronic communication. Students investigate the psychological aspects of persuasion and influence. Methodologies that incorporate analyses of audience, situation, and purpose are evaluated. The application of effective strategies for sales, product introduction, and advocacy for a position are emphasized.

MKTG 410

Marketing Internship (1-4 cr. hrs.)

Prerequisite(s): At least 12 credit hours of Marketing.

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

MKTG 430

Relationship Marketing (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300). Not open to students with credit for MGMT 430.

Students develop skills in planning, constructing and organizing one-to-one marketing activities. Included in these activities are collaborative relationships between consumers and sellers that can be applied by both small and large organizations. New technologies in interactive marketing and in database creation and implementation will be studied.

MKTG 450

Global Marketing (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300).

A course in marketing theory and methods as they apply to world markets. Among the topics discussed are: the importance of linking international marketing with the overall strategy of the business while examining the impact of cultural, political and legal issues and the economic differences in global strategies. Emphasis is placed on developing the marketing mix appropriate to various international global environments.

MKTG 480

Special Topics in Marketing (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester [Course Schedule](#).

A variable content classroom course in Marketing in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

MKTG 495

Integrated Marketing (4 cr. hrs.)

Prerequisite(s): Senior standing, Advertising (MKTG 320), Marketing Behavior (MKTG 330) and Marketing Research (MKTG 332).

This course serves as the capstone for the marketing academic area as well as a bridge to the marketing profession. Three major components comprise the course: the analysis of a contemporary marketing case, evaluation of alternative marketing strategies and the preparation of a comprehensive marketing plan for a client.

MKTG 499

Independent Studies in Marketing (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

MARKETING & COMMUNICATION

MCM 707

Marketing Communication Foundations (4 cr. hrs.)

Prerequisite(s): Admission into the Marketing & Communication program; or Methodological Reasoning & Quantitative Analysis (PUAD 715).

In this "gateway" course, you will gain a working understanding of marketing terminology and concepts that are imperative for success in the Marketing & Communication Program and in your professional endeavors. Fundamental marketing mix strategies will be explored, along with traditional and new tactics to reach specific target markets. You will also begin the process of understanding Franklin graduate student success strategies in critical areas such as research, writing, team-building, leadership, critical thinking, attitude, and time management.

MCM 711

Digital Marketing Strategies (4 cr. hrs.)

Prerequisite(s): Behavioral Research (MCM 727); or Financial & Managerial Accounting (MBA 733); or Strategy, Collaboration, & Communication (PUAD 745).

The integration of existing and emerging technology with marketing and communication strategies has become a major marketing and societal force. Topics explored in this course will range from social media strategies to the metrics used to analyze the impact of Internet marketing campaigns.

MCM 713

Marketing Communication Essentials (4 cr. hrs.)

Prerequisite(s): Marketing Communication Foundations (MCM 707); or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

The ability to communicate effectively has never been more important than in today's complex marketing environment. In this course, you will develop a broad knowledge of the fundamentals of effective marketing communication planning and implementation.

MCM 721

Creative Concepts (4 cr. hrs.)

Prerequisite(s): Digital Marketing Strategies (MCM 711); or Financial & Managerial Accounting (MBA 733).

This course will investigate the strategies underlying creative executions used in marketing communication campaigns.

MCM 723

Metrics & Analytics (4 cr. hrs.)

Prerequisite(s): Creative Concepts (MCM 721); or Financial & Managerial Accounting (MBA 733); or Strategy, Collaboration, & Communication (PUAD 745).

This course will expose students to a variety of fiscal and analytical competencies required for effective management and administration of marketing communication projects and departments. Instruction and assignments are designed to help you gain a comfort level with key marketing analytics such as forecasts, break-even analyses, budgets, financial statements, return on marketing (ROM) analyses, and cost/pricing models.

MCM 727

Behavioral Research (4 cr. hrs.)

Prerequisite(s): Marketing Communication Essentials (MCM 713); or Financial & Managerial Accounting (MBA 733); or Strategy, Collaboration, & Communication (PUAD 745).

Understanding consumer motives and actions are essential to the success of any marketing effort. Students will explore consumer behavior, specifically analyzing consumer wants and needs and researching solutions to consumer problems. Students will learn to determine which qualitative and quantitative research measurements and analyses are best suited for specific types of consumer analyses.

MCM 731

Applied Marketing Communication Theory (4 cr. hrs.)

Prerequisite(s): Metrics & Analytics (MCM 723); or Financial & Managerial Accounting (MBA 733).

Case studies, reflective exercises, advanced readings, and practical experiences are among the methods used in this course to illustrate how theorists and strategists will drive the continued evolution of the marketing communication professions.

MCM 733

Marketing Communication Planning (4 cr. hrs.)

Prerequisite(s): Applied Marketing Communication Theory (MCM 731).

In this course, students will demonstrate their marketing competencies by developing marketing strategies and tactics for a live client, including market analysis, target marketing, branding, and message development.

MCM 737

Marketing Communication Management & Leadership (4 cr. hrs.)

Prerequisite(s): Marketing Communication Planning (MCM 733).

Students will carry out the responsibilities and analyze the traits of successful marketing and communication professionals in this upper level course, which presents theories and scenarios involving supervision, management, and leadership, while exploring related topics such as power, negotiation, conflict, and motivation.

MCM 741

Marketing Communication Capstone (4 cr. hrs.)

Prerequisite(s): Marketing Communication Management & Leadership (MCM 737).

The capstone will be a culminating experience that will build upon all of the knowledge students have gained in the program. Students will work independently with a faculty advisor to research a concept, setting, and academic theory of their choice, leading to comprehensive recommendations students will make to advance the field of marketing communication.

MBA

MBA 699

Independent Studies in MBA (1-4 cr. hrs.)

Prerequisite(s): Minimum 3.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of the Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by regular curriculum or to extend study in areas currently taught. Study is under faculty supervision and graded on a letter-grade basis. (See "Independent Studies" for details.)

MBA 707

MBA Foundations (4 cr. hrs.)

Prerequisite(s): Acceptance into the MBA program.

More than ever before, the ability to understand and be understood is critical for success in the corporate world. Communication is no longer limited by the narrow definitions of the past. Achieving a business leadership position today means not only being adept at both oral and written communication, but also understanding communication from a strategic point of view and knowing how to effectively organize and present information to audiences of all sizes. In this course, you will develop and refine these capabilities. What you gain from this course will be of value throughout your MBA program, as well as in the workplace.

MBA 711

Business Environment (4 cr. hrs.)

Prerequisite(s): MBA Foundations (MBA 707); or Healthcare Delivery Systems (HCM 735); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

This course systematically explores the external environment in which businesses operate – legal and regulatory, macroeconomic, cultural, political, technological, and natural. Additionally, the course will examine the critical opportunities and threats that arise from an analysis of external business conditions. Students will apply scenario planning to a selected industry and synthesize trends in the external environment in the presence of risk and uncertainty.

MBA 713

Human Resources Management (4 cr. hrs.)

Prerequisite(s): Business Environment (MBA 711).

Organizations are composed of groups of people who work together to achieve defined outcomes. Experience has proven time and again that the key factor which differentiates successful companies from those who struggle to survive is people who make up the employee base. While the human resources function is given the specific task of planning for and resolving many employee-related issues and needs, individual managers have direct responsibility and accountability for motivating and leading employees to achieve sustained organizational success. The purpose of this course is to provide students with the knowledge and skills needed to work effectively with human resources to enhance the contributions of all employees to organizational effectiveness. Students will learn about the elements which drive business success, theories of motivation, and methods for creating a plan for maximizing the human capital of an organization.

MBA 721

Marketing Management (4 cr. hrs.)

Prerequisite(s): Human Resources Management (MBA 713); or Operations & Project Management (MBA 731); or Healthcare Delivery Systems (HCM 735); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

In today's business world, success can often be attributed more to the genius of a company's marketing efforts than to the genius of its products or services. A clear understanding of the importance of marketing, as well as a grasp of effective marketing practices, is essential for anyone who wishes to achieve a position of leadership. You will gain a working knowledge of both marketing theory and the practical application of innovative marketing strategies. You will come to understand how product, price, place, and promotion contribute to the marketing mix as you explore research-based insights into consumer behavior. As your final course assignment, you will prepare and present a marketing plan of your own.

MBA 723

Managerial Economics (4 cr. hrs.)

Prerequisite(s): Marketing Management (MBA 721).

This course surveys the fundamental concepts and methods of economic analysis for managers. Real-world decision making is emphasized. Application of key economic concepts such as market demand, market supply, market equilibrium, marginal analysis, production, costs, revenue, profit, and market structure constitute the core material of the course.

MBA 727

International Business Management (4 cr. hrs.)

Prerequisite(s): MBA Foundations (MBA 707) or Healthcare Delivery Systems (HCM 735).

Globalization has opened the world marketplace to companies that were once merely regional or even local operations. This course is designed to equip you with the knowledge and decision-making skills to perform effectively as a leader within a company with global operations. Course content covers multinational business strategies, from exporting to foreign direct investment, as well as economic, political, and cultural influences on the international marketplace.

MBA 731

Operations & Project Management (4 cr. hrs.)

Prerequisite(s): Business Environment (MBA 711) or Methodological Reasoning & Quantitative Analysis (PUAD 715).

In today's business environment, the success of organizations depends on the effective and efficient management of operations. Methods to select, plan, and improve organizational processes will be examined. The application of optimal capacity decisions in supply chains, development production, and inventory plans and schedules will be performed. The student will learn quality management and improvement process to increase the efficiency of a process. A systemized phased approach to defining, planning, monitoring, and controlling projects will be investigated.

MBA 733

Financial & Managerial Accounting (4 cr. hrs.)

Prerequisite(s): Marketing Management (MBA 721) or Methodological Reasoning & Quantitative Analysis (PUAD 715).

Effective leadership in today's complex and highly regulated business environment demands more than a working knowledge of basic accounting practices. Managers must fully grasp sophisticated financial and managerial accounting concepts and be able to apply them with ease in handling day-to-day responsibilities. Managers must also be well versed in the intricacies of corporate governance and asset protection. In this course, students will develop a clear understanding of these critical functions and issues. Students will study the foundational aspects of financial accounting, including professional structure, the interrelationships of financial statements, and multiple forms of financial analysis. Additionally, the functional aspects of managerial accounting will be covered, including planning, decision making, and performance evaluation.

MBA 737

Corporate Finance (4 cr. hrs.)

Prerequisite(s): Financial & Managerial Accounting (MBA 733).

Financial decisions made at the higher levels of a business organization can have far-reaching effects. Intended to achieve firm operating goals and create shareholder value, they must be made judiciously, with a thorough understanding of all the factors involved. In this course, you will learn to apply the analytical techniques required for developing effective and workable financial solutions at the executive level. You will gain an overall understanding of the workings of the U.S. financial system. In addition, you will study the concepts of financial risk, return, and the valuation of bonds, common and preferred stock, cost of capital, capital budgeting, capital structure, and the evaluation of investment opportunities.

MBA 741

Strategic Management (4 cr. hrs.)

Prerequisite(s): Corporate Finance (MBA 737).

One of the keys to success for today's organizations is their ability to develop, implement, and accurately evaluate effective business strategies. In this course, you will integrate the knowledge you have gained from your prior MBA courses to develop and sharpen your skills for formulating, deploying, and assessing an organization's strategy for achieving competitive advantage in the marketplace. This course will enable you to merge your knowledge of all of these individual disciplines into a comprehensive and meaningful whole.

MATHEMATICS

MATH 040

Re-Entry Mathematics (4 cr. hrs.)

Prerequisite(s): None. Not open to students with credit for Introduction to Algebra.

This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements. Students who place into this course must pass it prior to enrolling in any course at the 200 level or higher. This course is designed for students who, having been away from math for a period of time, need to re-sharpen their college entry-level skills and for students whose previous work left them with insufficient skills. Topics include fractions, decimals, percents, ratios and proportions, basic statistics, basic geometry, signed numbers, order of operations, basic equations and inequalities, mathematical notation, and estimation. Emphasis is placed on the development of reasoning and logical thinking through applications.

MATH 150

Fundamental Algebra (4 cr. hrs.)

Prerequisite(s): Re-Entry Mathematics (MATH 040) or its transfer equivalent or appropriate score on mathematics placement test and Learning Strategies (PF 321).

This course will address the outcomes of introductory and intermediate algebra. Topics include: basic algebraic properties, integers, simplifying and factoring polynomials, solving and graphing linear equations and inequalities, solving systems of equations in two and three variables, functions, rational expressions, quadratic and rational equations and inequalities, absolute value, radicals, graphing systems of equations and inequalities, and other selected topics. Applications will be emphasized, and numeric, algebraic, and graphical modes will be used.

MATH 160

College Algebra (4 cr. hrs.)

Prerequisite(s): Intermediate Algebra (MATH 050) or Fundamental Algebra (MATH 150) or passing the Algebra Competency examination and Learning Strategies (PF 321).

This course is designed to prepare students for Applied Calculus and Discrete Mathematics and to provide the mathematical background needed for the analytic reasoning used in other courses. Topics include functions and their graphs, including exponential and logarithmic functions; complex numbers; systems of equations and inequalities; matrices; basic principles of counting and probability; and other selected topics.

MATH 170

Discrete Mathematics (4 cr. hrs.)

Prerequisite(s): College Algebra (MATH 160) and Learning Strategies (PF 321).

This course introduces students to fundamental algebraic, logical and combinational concepts in mathematics that are needed in upper division computer science courses. Topics include logic; sets, mappings, and relations; elementary counting principles; proof techniques with emphasis on mathematical induction; graphs and directed graphs; Boolean algebras; recursion; and applications to computer science.

MATH 180

Applied Calculus (4 cr. hrs.)

Prerequisite(s): College Algebra (MATH 160) and Learning Strategies (PF 321).

This course is designed to meet the needs of the Computer Science Program. Topics include limits, the derivative, rules for differentiation, graphing strategy, optimization problems, differentials, implicit differentiation, related rates, exponential and logarithmic functions, antiderivatives, definite integrals, areas, and methods of integration. Applications are emphasized.

MATH 210

Finite Mathematics (4 cr. hrs.)

Prerequisite(s): Fundamental Algebra (MATH 150) and Learning Strategies (PF 321).

This course includes such topics as matrices, solutions of simultaneous linear equations using matrix methods, graphic and simplex solutions to linear programming problems, set theory, counting problems (including permutations and combinations), probability theory (including Bayes' theorem), Markov chains, and the mathematics of finance. Game theory may be discussed if time permits. Applications in business, economics, and management are emphasized.

MATH 215

Statistical Concepts (4 cr. hrs.)

Prerequisite(s): Fundamental Algebra (MATH 150), Introduction to Spreadsheets (COMP 106) and Learning Strategies (PF 321).

This course introduces the student to statistics with business applications. The course covers both descriptive and inferential statistics. Topics included are: measures of central tendency; measures of dispersion; graphical displays of data; linear regression; basic probability concepts; binomial and normal probability distributions; confidence intervals; and hypothesis testing. These topics will be covered using a basic knowledge of algebra and Microsoft Excel.

MATH 220

Business Calculus (4 cr. hrs.)

Prerequisite(s): Fundamental Algebra (MATH 150) and Learning Strategies (PF 321).

This course may not be taken by students who previously received calculus credit. Topics include limits, the derivative, rules for differentiation, graphing strategy, optimization problems, differentials, implicit differentiation, related rates, exponential and logarithmic functions, antiderivatives, definite integrals, areas, and methods of integration. Applications in business, economics, and management are emphasized. This course should be taken as soon as possible after acquiring the necessary algebra skills and concepts, preferably within the first 60 hours of any degree program.

MATH 380

Probability & Statistics (4 cr. hrs.)

Prerequisite(s): One semester of calculus and Learning Strategies (PF 321).

This course is designed to introduce probability theory, statistical inference, analysis of variance and regression techniques to students majoring in Computer Science. Topics include sets and probability, random variables, discrete and continuous probability distributions, estimation theory, hypothesis testing, regression and correlation, and analysis of variance.

MATH 480

Special Topics in Mathematics (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester [Course Schedule](#).

A variable content classroom course in Mathematics in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

MATH 499

Independent Studies in Mathematics (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

MILITARY SCIENCE AND LEADERSHIP

The following Army ROTC courses are taught at Capital University and offered to Franklin University students. Students attend classes at Capital University but credit is awarded by Franklin University.

MS 111

Leadership & Personal Development (2 cr. hrs.)

Prerequisite(s): None.

This course introduces students to the personal challenges and competencies that are critical for effective leadership. Cadets learn how the personal development of life skills such as critical thinking, goal setting, time management, physical fitness, and stress management relate to leadership, officership, and the Army profession. The focus is on developing basic knowledge and comprehension of Army leadership dimensions while gaining a big picture understanding of the ROTC program, its purpose in the Army, and its advantages for the student.

MS 112

Introduction to Tactical Leadership (2 cr. hrs.)

Prerequisite(s): None.

This course is an overview of leadership fundamentals such as setting direction, problem solving, listening, presenting briefs, providing feedback, and using effective writing skills. Students explore dimensions of leadership, attributes, and core leader competencies in the context of practical, hands-on, and interactive exercises. Cadre role models and the building of stronger relationships among the students through common experience and practical interaction are critical aspects of the MS 112 experience.

MS 211

Foundations of Tactical Leadership (3 cr. hrs.)

Prerequisite(s): None.

This course explores the dimensions of creative and innovative tactical leadership strategies and styles by examining team dynamics and two historical leadership theories that form the basis of the Army leadership framework (trait and behavior theories). Students practice aspects of personal motivation and team building in the context of planning, executing and assessing team exercises, and participating in leadership labs. Focus is on continued development of the knowledge of leadership values and attributes through an understanding of Army rank, structure, and duties and basic aspects of land navigation and squad tactics. Case studies provide tangible context for learning the Soldier's Creed and Warrior Ethos as they apply in the contemporary operating environment (COE).

MS 212

Foundations of Leadership (3 cr. hrs.)

Prerequisite(s): None.

This course examines the challenges of leading tactical teams in the operational environment (COE). The course highlights dimension of terrain analysis, patrolling, and operation orders. Further study of the theoretical basis of the Army Leadership Requirements model explores the dynamics of adaptive leadership in the context of military operations. This course provides a smooth transition into Adaptive Tactical Leadership (MS 311). Students develop greater self-awareness as they assess their own leadership styles and practice communication and team building skills. Practical exercises give insight into the importance and practice of teamwork and tactics in real-world scenarios.

MS 311

Adaptive Team Leadership (3 cr. hrs.)

Prerequisite(s): None.

This course challenges students to study, practice, and evaluate adaptive leadership skills as they are presented with challenging scenarios related to squad tactical operations. Students receive systematic and specific feedback on their leadership attributes and actions. Based on such feedback, as well as their own self-evaluations, students continue to develop their leadership and critical thinking abilities. The focus is on developing students' tactical leadership abilities to enable them to succeed at ROTC's summer Leadership Development and Assessment Course (LDAC).

MS 312

Applied Team Leadership (3 cr. hrs.)

Prerequisite(s): None.

This course uses increasingly intense situational leadership challenges to build student awareness and skills in leading tactical operations at the small unit level. Students review aspects of full spectrum operations. They also conduct military briefings and develop proficiency in garrison operation orders. The focus is on exploring, evaluating, and developing skills in decision-making, persuading, and motivating team members in the contemporary operating environment (COE). Students in this course are evaluated on what they know and do as leaders as they prepare to attend the ROTC summer Leadership Development Assessment Course (LDAC).

MS 313

Leader Development & Assessment Course (LDAC) (3 cr. hrs.)

Prerequisite(s): Successful completion of the MS III course of study.

Warrior Forge: A five-week summer training course held at Fort Lewis, Washington. This course is designed to develop leadership in a demanding environment and to evaluate the student's officer potential. Cadets are ranked upon the completion of this training. Topics include confidence training, weapons familiarization, land navigation, and small unit tactics.

MS 411

Adaptive Leadership (3 cr. hrs.)

Prerequisite(s): Successful completion of the MS III course of study.

The MSL 411 course transitions the focus of student learning from being trained, mentored and evaluated as an MS III student, to learning how to train, mentor and evaluate underclass students. MSL IV students will learn the duties and responsibilities of an Army staff officer and apply the Military Decision Making Process (MDMP), the Army Writing Style and the Army's Training Management and METL Development processes during weekly training meeting to plan, execute and assess battalion training events. Students will learn how to safely conduct this training by understanding and employing the Risk Management Process. MSL IV students will learn how to use the Comprehensive Soldier Fitness (CSF) program to reduce and manage stress. Students will learn about the special trust proposed by the US Constitution to Army Officers – a trust above and beyond other professions. They will learn Army Values and Ethics and how to apply them to everyday life as well as in Operating Environments. Students will learn about the officer's role in the Uniform Code of Military Justice, with Counseling Subordinates, Administrative Discipline and Separations, and methods for Officer Career Management.

MS 412

Leadership in a Complex World (3 cr. hrs.)

Prerequisite(s): Successful completion of MS 411.

This course explores the dynamics of leading in the complex situations of current military operations in the contemporary operating environment (COE). Students examine differences in customs and courtesies, military law, principles of war, and rules of engagement in the face of international terrorism. They also explore aspects of interacting with non-government organizations, civilians on the battlefield, and host nation support. Students will develop and present a Battle Analysis and participate in a Staff Ride at an historic military site. This course places significant emphasis on preparing Cadets for their first unit of assignment.

NURSING

NURS 310

Transition to Professional Nursing (4 cr. hrs.)

Co-requisite: Basic Learning Strategies (PF 121) or Learning Strategies (PF 321).

This course is designed to facilitate transition into the study of professional nursing. The course introduces the scope and theoretical foundations of the nursing profession, with emphasis on the societal mandate for nursing, legal parameters of practice, critical thinking and communication.

NURS 325

Health Assessment & Promotion (4 cr. hrs.)

Prerequisite(s): Transition to Professional Nursing (NURS 310) and admission to the BSN Program.

This course is designed to broaden and enhance the professional nurse's knowledge and skills in health promotion and holistic assessment of individuals across the lifespan. Students will explore concepts of assessment and health promotion, disease, and injury prevention. Emphasis is placed on recognizing deviation from normal and assessing physiological, psychosocial, developmental, spiritual, environmental, genetic, and cultural dimensions while completing a comprehensive health assessment.

NURS 425

Genetics in Nursing & Healthcare (2 cr. hrs.)

Prerequisite(s): Transition to Professional Nursing (NURS 310) and admission to the BSN Program.

This course explores genetic concepts and principles related to human variation in health and disease. Current evidence on selected disorders including immunity and cancer will be explored with emphasis on clinical application. Political, social, and ethical issues impacted by recent advances such as genetic engineering, gene therapy, reproductive technology and Human Genome Project will be analyzed. This clinical application of moral, ethical, and legal issues will be integrated throughout the course.

NURS 435

Nursing Research & Evidence Based Practice (4 cr. hrs.)

Prerequisite(s): Transition to Professional Nursing (NURS 310) and admission to the BSN Program.

This course provides an overview of the research process including methodology, design and interpretation of findings. Students will study basic statistics relevant to interpreting research findings. The integration of current evidence including nursing and healthcare research to guide nursing practice and promote high quality and safe patient care outcomes is emphasized.

NURS 445

Community Health Nursing (4 cr. hrs.)

Prerequisite(s): Transition to Professional Nursing (NURS 310).

The focus of this course is the professional nurse's role in working with aggregates in the community. This course presents the theory, concepts and practice of community health nursing. The components of health promotion and disease prevention at the individual and population level in order to improve the health of individuals, families, groups, communities and populations are emphasized. The health attitudes, beliefs and practices of culturally diverse populations are explored.

NURS 455

Leadership & Management for Professional Nurses (4 cr. hrs.)

Prerequisite(s): Transition to Professional Nursing (NURS 310).

This course focuses on theories and principles of leadership and management in health care environments. Organizational mission, vision, and strategic planning quality improvement, patient safety, motivation and change theory as applied to health care systems are explored. Effective communication with health care professionals, individuals and groups to promote high quality and safe patient care is emphasized.

NURS 498

Nursing Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all required General Education, Major Area, and Elective Courses.

This culminating course is designed to provide the baccalaureate nursing student with an opportunity to demonstrate synthesis of knowledge and skills acquired throughout the RN-BSN program. Students will integrate theories and concepts from arts, humanities, science, and professional nursing to develop a capstone project.

OPERATIONS & SUPPLY CHAIN MANAGEMENT

OSCM 378

Business Modeling (4 cr. hrs.)

Prerequisite(s): Introduction to Spreadsheets (COMP 106), Introduction to Databases (COMP 108) or Database Management Systems (COMP 281), and Statistical Concepts (MATH 215) or Probability & Statistics (MATH 380).

This course provides the foundations of quantitative analysis methods used in business and operations management problems. Students will be able to develop analytical skills in modeling and analysis of problems faced by business and operations managers. Some of the topics covered are: linear programming, network and transportation analysis, queuing models and simulation.

OSCM 390

Operations Management (4 cr. hrs.)

Prerequisite(s): None.

This course instructs students on how manufacturing and service operations contribute to organizational strategy. Concepts such as productivity, economies of scale, vertical and horizontal integration, and push vs. pull will be explained. Implications of applying "Green" policies to materials and processes will be explained.

OSCM 440

Quality Management (4 cr. hrs.)

Prerequisite(s): Quantitative & Qualitative Methods for Decision-Making (BSAD 320).

This course provides students with understanding and knowledge of the philosophies and methods used to improve effectiveness and efficiency of organizational processes. Quality concepts from Juran and Deming will be discussed along with more current quality concepts such as six-sigma, black-belt quality associates, and total quality management (TQM). In addition, issues applying quality concepts to global companies will be explained.

OSCM 450

Supply Chain Management (4 cr. hrs.)

Prerequisite(s): Quantitative Methods & Analysis (MIS 478) or Business Modeling (OSCM 378).

This course will expose students to topics related to design and management of supply chains, from incoming raw materials to final product delivery. Course topics will include supply chain network design, facility planning, capacity planning, globalization and outsourcing, information technology, and global issues in supply chain management.

OSCM 455

Transportation & Logistics Management (4 cr. hrs.)

Prerequisite(s): Quantitative Methods & Analysis (MIS 478) or Business Modeling (OSCM 378) and Supply Chain Management (OSCM 450).

This course explores the transportation and logistics concepts within supply chains. Topics covered will include tools and techniques used in the design and operation of transportation and logistics systems and global issues in transportation and logistics management. In addition, "Quick Response" scenarios used to handle transportation and logistics issues, in the event of natural and non-natural disasters, will be explained.

OSCM 458

Purchasing & Inventory Management (4 cr. hrs.)

Prerequisite(s): Quantitative Methods & Analysis (MIS 478) or Business Modeling (OSCM 378) and Supply Chain Management (OSCM 450).

This course will provide students with the concepts of purchasing and inventory management. Topics covered are purchasing and inventory planning processes, supplier selection, contract negotiations, "Green" policies, and procurement.

OSCM 491

Integrated Project Management (4 cr. hrs.)

Prerequisite(s): Operations Management (OSCM 390) or Project Management (AMGT 390).

This course will instruct the student to manage multiple organizations and projects. Concepts on how to deal with organizational obstacles, risk, and project development will be covered.

OSCM 495

Operations & Supply Chain Management Capstone (4 cr. hrs.)

Prerequisite(s): Introduction to Ethical Analysis & Reasoning (HUMN 211) and completion of all other Major Area courses.

This course will provide the student with a cumulative experience for the Operations and Supply Chain Management major. The student will use all the knowledge gained in the previous classes on operations management, supply chain management, quality, transportation, and purchasing in developing operational strategies for real-life applications.

OSCM 499

Independent Studies in Operations & Supply Chain Management (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with a minimum grade of "B" and permission of the Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

PROFESSIONAL FOUNDATIONS

PF 121

Basic Learning Strategies (2 cr. hrs.)

Prerequisite(s): Basic Writing I (WRIT 050) or placement into Basic Writing II (WRIT 060) or higher.

This course prepares students to be successful lifelong learners both academically and in their chosen careers. Franklin courses require a high level of self-directed learning and focus on the skills required in the workplace and the classroom that are easily transferrable between the two environments. The course includes strategies for advancing communication skills, including the use of electronic tools to participate in virtual environments. The assignments and activities in the course are created to closely simulate teamwork found in the workplace.

PF 321

Learning Strategies (2 cr. hrs.)

Prerequisite(s): Basic Writing II (WRIT 060), pass placement test, or transfer the equivalent of a College Writing course.

This course prepares students to be successful lifelong learners both academically and in their chosen careers. Franklin courses require a high level of self-directed learning and focus on skills required in the workplace and the classroom that are easily transferable between the two environments. The course includes strategies for advancing communication skills, including the use of electronic tools to participate in virtual environments. The assignments and activities in the course are created to closely simulate teamwork found in the workplace.

PF 381

Professional Career Exploration Strategies (2 cr. hrs.)

Prerequisite(s): Junior standing, College Writing (WRIT 120), and Learning Strategies (PF 321).

This course equips students with the knowledge, skills, and abilities required to successfully discern and experience their desired career path upon completion of their Franklin degree program. The workplace of today and tomorrow will require a well-equipped toolkit comprised of both technical skills (those associated with a job) and universally applicable skills required to achieve long-term career success. This course will introduce strategies and techniques deemed essential in identifying a chosen career path and succeeding in it. Students will benefit from the experiences of their faculty, guest speakers, and a formal mentoring relationship. The assignments and activities in the course are designed to prepare the student to successfully navigate the challenges and expectations of the workplace.

PF 480

Special Topics in Professional Foundations (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester [Course Schedule](#).

A variable content course in Professional Foundations in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

PSYCHOLOGY

PSYC 110

General Psychology (4 cr. hrs.)

Prerequisite(s): Learning Strategies (PF 321).

A survey of the various fields of study comprising modern scientific psychology. The course examines the theories, research findings, and applications in each of the major areas of psychology, with the goal of providing students with practice information they can apply to their personal and professional lives. The topic areas covered in the course include learning and memory, motivation and emotion, human development, theories of personality, psychopathology, and social behavior.

PSYC 204

Principles of Motivation (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) and Learning Strategies (PF 321). Not open to students with credit for PF 304.

This course is a systematic study of various theories and approaches to work motivation, with assessments of the research and practice evidence supporting their scientific validity and applicability to the work environment. Students will explore factors that contribute to motivation and strategies that today's manager can use to become a successful motivator.

PSYC 310

The Psychology of Personal Development (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) and Learning Strategies (PF 321).

This psychology based course provides evidenced-based information and application strategies for improving personal and professional adjustment and effectiveness. The purpose of this course is to enable students to address and utilize more of their inherent potential. Students will use a self-coaching model to apply principles and methods taken from a variety of current sources, i.e. emotional and social intelligence, multiple intelligences, and positive psychology and executive coaching. The primary course outcome will be a plan for effecting improved adjustment and performance in students' personal and professional lives.

PSYC 315

Applied Psychology: Theory to Practice (4 cr. hrs.)

Prerequisite(s): General Psychology (PSYC 110), College Writing (WRIT 120), and Learning Strategies (PF 321).

This course is an exploration of the expanding field of Applied Psychology. The framework of inquiry incorporates an interdisciplinary approach to understanding the current state of the field and its career possibilities. The principal focus is on applying scientific and humanistic perspectives derived from psychology to individual, social, and institutional opportunities.

PSYC 325

Coaching in Organizations (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120), Learning Strategies (PF 321), and General Psychology (PSYC 110) OR Psychology of Personal Development (PSYC 310). Principles of Motivation (PSYC 204) recommended.

This course is designed to introduce students to the use of coaching skills for improving the adjustment and performance of individuals in an organizational setting. Topics to be covered include: the scope of coaching practice, optimal practitioner characteristics, benefits for coaches, related organizational dynamics, and coaching interventions and resources. This course also includes an emphasis on experimental learning through coaching practice activities.

PSYC 420

Assessment & Intervention in Organizations (4 cr. hrs.)

Prerequisite(s): The Psychology of Personal Development (PSYC 310), and either Applied Psychology: Theory to Practice (PSYC 315) or Coaching in Organizations (PSYC 325).

This course explores the use of psychological instrumentation as a means for improving individual and organizational performance. The emphasis is on the assessment of strengths and positive psychological functioning. Students will become acquainted with various psychological instruments including their selection, construction, and administration. Additionally, students will gain experience with the interpretation and delivery of instrument results and their translation into individual and organizational improvement interventions.

PSYC 480

Special Topics in Psychology (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester [Course Schedule](#).

A variable content classroom course in Psychology in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

PSYC 495

Applied Psychology Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all Professional Core and Major Area courses.

This course provides a culminating, integrative experience for all Applied Psychology majors. The purpose is to provide an opportunity for students to demonstrate their mastery of the learning outcomes associated with the major. Students will self-select a capstone project that can be completed within the duration of the course that will provide evidence of their subject matter learning as well as provide a benefit to themselves and a participating organization.

PSYC 499

Independent Studies in Psychology (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for details.)

PSYC 601

Introduction to Business Psychology (4 cr. hrs.)

Prerequisite(s): Basic undergraduate courses in Psychology and Statistics; or Financial & Managerial Accounting (MBA 733); Methodological Reasoning & Quantitative Analysis (PUAD 715).

A brief history and overview of the fields of business and psychology as well as a discussion of the issues and opportunities related to their integration. Topics include brain organization and dominance, neuroethics, neurolinguistic programming, multiminds, mindmapping and the application of positive psychology to work settings. Includes the application of recent discoveries in cognitive psychology and neuroscience to resolve contemporary issues in the workplace.

PSYC 602

Individual & Organizational Intelligence (4 cr. hrs.)

Prerequisite(s): Introduction to Business Psychology (PSYC 601); or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

This course focuses on the application of systems theory, social psychology concepts, organizational lifecycles, and biological principles to the understanding of business operations. Includes a review of basic business principles, multiple intelligences, organizational intelligence, organizational culture, emotional intelligence, biomimicry and organizational DNA.

PSYC 603

Managerial Psychology (4 cr. hrs.)

Prerequisite(s): Individual & Organizational Intelligence (PSYC 602); or Healthcare Delivery Systems (HCM 735); or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

This course will explore the psychological influences on the development and behavior of managers and organizational leaders. Topics include: follower influences, nature vs. nurture in the development of leaders, relationship of personality to leadership style, behavioral decision-making biases, tactical, operational, and strategic decision-making, group think, and scenario planning.

PSYC 604

Behavioral Economics & Neurofinance (4 cr. hrs.)

Prerequisite(s): Managerial Psychology (PSYC 603) and a basic statistics course; or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

This course is an inquiry into how brain structures limit or reinforce economic and financial decision making. Topics include: basic principles of behavioral economics, measures of economic and financial performance, logical and non-linear decision-making, human factors in finance, and essential financial analysis.

PSYC 605

Psychology of Marketing (4 cr. hrs.)

Prerequisite(s): Behavioral Economics & Neurofinance (PSYC 604); or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

This course provides an exploration of the use of behavioral science techniques to influence product and service creation, pricing, promotion and distribution channels. Includes a discussion on the use of functional magnetic resonance studies, psychological persuasion, subliminal cues, lie detection, and consumer color choice.

PSYC 606

Psychology of Human Resources (4 cr. hrs.)

Prerequisite(s): Psychology of Marketing (PSYC 605); or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

This course provides an investigation into the use of psychology in the acquisition of organizational talent, the retention and development of individual talent, and the selective departure of talent. Areas of interest include: applicant testing, the organizational impact of generational differences, individual and group motivation, coping with organizational stressors, the psychology of individual and group performance, and succession planning.

PSYC 607

Psychology of Creativity, Innovation & Change (4 cr. hrs.)

Prerequisite(s): Psychology of Human Resources (PSYC 606); or Financial & Managerial Accounting (MBA 733); Methodological Reasoning & Quantitative Analysis (PUAD 715).

This course provides a study of the relationship between creativity, innovation and change from a psychological perspective. Areas of interest include: social-technical change waves, change facilitation, unintended consequences, Appreciative Inquiry, creativity enhancement, and diffusion of innovation.

PSYC 608

Psychology of Organizational Coaching (4 cr. hrs.)

Prerequisite(s): Psychology of Creativity, Innovation & Change (PSYC 607); or Financial & Managerial Accounting (MBA 733); or Methodological Reasoning & Quantitative Analysis (PUAD 715).

This course is designed to acquaint the student with the discipline of executive and organizational coaching from a psychological viewpoint. The focus will be on the practical use of the principles of psychology over the lifecycle of a typical coaching assignment. Topics to be covered include: optimal practitioner characteristics, coach selection, psychology-based approaches to coaching, coaching tools, coaching interventions and resources. Additional emphasis will be placed on techniques for dealing with organizationally dysfunctional individuals.

PSYC 609

Business Psychology Mastery Demonstration (4 cr. hrs.)

Prerequisite(s): Psychology of Organizational Coaching (PSYC 608).

The intent of this course is to integrate course learning into a personal and organizationally useful synthesis. It is designed to provide an opportunity for students to demonstrate mastery of the Business Psychology program's overall learning outcomes. Working with an assigned instructor, students will self-select a major project or a masters' thesis that can be completed during the duration of the course.

PUBLIC ADMINISTRATION

PUAD 295

American Government in Action (4 cr. hrs.)

Prerequisite(s): None.

The course examines the American system of government and how government affects and interacts with individuals and organizations in society. Students learn how politics, law, and the structure and principles of American government impact citizens, public policy, and the administration of public and private organizations. Students apply fundamental political theories and administration law principles in personal and professional contexts.

PUAD 305

Introduction to Public Administration (4 cr. hrs.)

Prerequisite(s): None.

Students are introduced to the field and profession of public administration. Students learn to think and act as ethical public administration professionals by developing a broad understanding of the political and organizational environment in which public administrators work and by applying fundamental analytical, decision-making, and communication skills. The professional knowledge and skills explored in the course provide a foundation for subsequent public administration courses.

PUAD 350

Analysis for Performance Improvement (4 cr. hrs.)

Prerequisite(s): American Government in Action (PUAD 295), Introduction to Public Administration (PUAD 305), and Introduction to Spreadsheets (COMP 106).

Students learn core concepts and techniques for analyzing and improving the programs, operations, and performance of government and nonprofit organizations. Students also examine the risks and benefits of undertaking performance improvement efforts within mission-driven organizations operating in political environments.

PUAD 410

Public Administration Internship (1-4 cr. hrs.)

Prerequisite(s): Approval of the Program Chair.

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and work experience in a public or nonprofit organization or participation in approved professional organizations or associations. The Internship is an ongoing seminar between the student, the faculty member and the Internship supervisor. During the Internship students must meet periodically with the faculty representative, obtain professional experience at a level equivalent to other senior level courses, and submit materials as required in the Internship Application and Learning Agreement. Students seeking to obtain credit for an internship experience must follow the University policies and guidelines for Internships outlined in the Academic Bulletin. Participation cannot be guaranteed for all applicants.

PUAD 420

Public & Nonprofit Fiscal Administration (4 cr. hrs.)

Prerequisite(s): American Government in Action (PUAD 295), Introduction to Public Administration (PUAD 305), and Introduction to Spreadsheets (COMP 106).

Students learn fundamental budgeting, accounting, and financial management concepts and techniques necessary for planning, analysis, and decision making in government and nonprofit organizations. Students also examine the competing values and politics that underlie and impact the budget process and financial decisions. Finally, students apply skills for effectively communicating financial analysis methods and conclusions with colleagues, elected officials, the media, and the public.

PUAD 450

Leadership for Public & Nonprofit Organizations (4 cr. hrs.)

Prerequisite(s): American Government in Action (PUAD 295) and Introduction to Public Administration (PUAD 305).

Students learn fundamental leadership concepts and skills for managing the day-to-day administration of government and nonprofit organizations. The course emphasizes action-orientated leadership and problem solving for common political and organizational challenges faced by government and nonprofit leaders and managers.

PUAD 480

Special Topics in Public Administration (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published online in the trimester Course Schedule.

This is a variable content course in Public Administration in which students pursue topics or subjects of current interest that are not a part of the regular curriculum. When a special topics course is offered, a course description will be published online in the *Course Schedule* for the trimester in which the course is offered.

PUAD 495

Public Administration Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all required Major Area and Major Area Elective courses.

The capstone course is a practicum in which students analyze an important administrative problem relevant for a government or nonprofit organization. Students create an administrative action plan for addressing their chosen administrative problem by integrating concepts and skills learned in the public administration program and the student's specialization area.

PUAD 499

Independent Studies in Public Administration (1-4 cr. hrs.)

Prerequisite(s): Junior standing, completion of major area required courses, and approval of the Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study takes place under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

PUAD 699

Independent Studies in Public Administration (1-4 cr. hrs.)

Prerequisite(s): Foundations of Public & Not-for-Profit Administration (PUAD 701), good academic standing and program chair approval.

Students pursue knowledge and skills in areas not covered by the regular curriculum or can extend study in areas addressed in the required MPAD courses. Independent study is supervised by a faculty member and is graded on a letter grade basis. Learning outcomes for the course are established by the supervising faculty member and the student. Students must be in good academic standing and receive approval from the program chair to pursue independent study for up to four credit hours. See the "Independent Studies" section for more details.

PUAD 701

Foundations of Public & Not-for-Profit Administration (4 cr. hrs.)

Prerequisite(s): Admission into the Master of Public Administration program; or Healthcare Delivery Systems (HCM 735); or Financial & Managerial Accounting (MBA 733).

Students examine fundamental public service values that differentiate the mission and purpose of government and nonprofit organizations from those of private, for-profit, organizations. The course focuses on applying public administration and organizational theories to analyze administrative problems faced by leaders and managers implementing government and nonprofit programs. Students learn to think systematically about selecting alternative options for delivering programs and improving organizational performance. Finally, students develop fundamental information literacy, computing, writing, and presentation skills required for effective academic and professional communication.

PUAD 710

Managing Personnel & Information Systems (4 cr. hrs.)

Prerequisite(s): Foundations of Public & Not-for-Profit Administration (PUAD 701); or Financial & Managerial Accounting (MBA 733); or Healthcare Delivery Systems (HCM 735).

Students learn fundamental concepts and tools for managing the two most important organizational resources – people and information. The course emphasizes application of human resources concepts and tools for attracting, retaining, and developing employees and improving organizational performance in government and nonprofit organizations. Information technology concepts and tools for managing government and nonprofit organizations are also examined. Fundamental legal, ethical, and political obligations for managing human resources and information technology are also evaluated.

PUAD 715

Methodological Reasoning & Quantitative Analysis (4 cr. hrs.)

Prerequisite(s): Foundations of Public & Not-for-Profit Administration (PUAD 701); or Financial & Managerial Accounting (MBA 733); or Healthcare Delivery Systems (HCM 735).

Students learn to apply fundamental methodological concepts and analytical tools necessary for contributing to administrative and policy discussions, critically assessing causal claims, and making informed administrative and policy decisions. The goal is to have students become critical consumers of academic research and professional reports and confidently apply statistical concepts and techniques for professional decision-making. Finally, students develop skills for effectively communicating analysis methods and conclusions with colleagues, elected officials, the media, and the public.

PUAD 725

Management Decision Making Methods (4 cr. hrs.)

Prerequisite(s): Foundations of Public & Not-for-Profit Administration (PUAD 701) and Methodological Reasoning & Quantitative Analysis (PUAD 715); or Financial & Managerial Accounting (MBA 733)

Students learn fundamental concepts and tools for systematically analyzing administrative problems and making decisions that improve organizational performance. Specific techniques for analyzing common administrative problems are learned and the relevance of accounting for public values in such analyses is examined. Students also learn to use project management tools for effectively managing administrative projects. Finally, students develop skills for effectively communicating management analysis methods and conclusions with colleagues, elected officials, the media, and the public.

PUAD 740

Financial Management & Budgeting (4 cr. hrs.)

Prerequisite(s): Foundations of Public & Not-for-Profit Administration (PUAD 701).

Students learn to use fundamental budgeting, accounting, and financial management concepts and tools necessary for leading and managing government and nonprofit organizations. Students learn to use analytical techniques for making administrative and policy decisions with significant financial implications. Students also examine the competing values and politics that underlie and impact financial decisions in the government and nonprofit organizations. Finally, students develop skills for effectively communicating financial analysis methods and conclusions with colleagues, elected officials, the media, and the public.

PUAD 745

Strategy, Collaboration, & Communication (4 cr. hrs.)

Prerequisite(s): Foundations of Public & Not-for-Profit Administration (PUAD 701); or Healthcare Delivery Systems (HCM 735); or Financial & Managerial Accounting (MBA 733)

Students learn to think strategically about leading organizations operating in a competitive political environment where collaboration is required to advance the organizational mission. The course focuses on using strategic and network management concepts and tools to improve organizational performance. The importance of strategically managing organizational communication is also examined. Finally, students develop skills for effectively communicating strategic planning methods, approaches, and decisions with colleagues, elected officials, the media, and the public.

PUAD 750

Leading Public & Not-for-Profit Organizations (4 cr. hrs.)

Prerequisite(s): Foundations of Public & Not-for-Profit Administration (PUAD 701), Managing Personnel & Information Systems (PUAD 710), Methodological Reasoning & Quantitative Analysis (PUAD 715), Management Decision Making Methods (PUAD 725), Financial Management & Budgeting (PUAD 740), and Strategy, Collaboration, & Communication (PUAD 745); or Financial & Managerial Accounting (MBA 733).

Students learn to think and act as ethical leaders within a public service context. The course focuses on putting administrative decisions and organizational plans into action. Students learn to use leadership concepts and tools and interpersonal skills for working with individuals and groups to effectively execute administrative plans and make decisions. Students also develop knowledge and skills for communicating and collaborating with internal and external

stakeholders; particularly elected officials, the media, interest groups, and the public.

PUAD 790

Public Administration Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all required courses.

Students use the public administration concepts and tools learned in prior courses to analyze an important administrative or policy implementation problem and propose a course of action for effectively addressing it. The course emphasizes applying relevant concepts and tools to analyze the problem and then synthesizing the conclusions to create a written analysis and proposal for addressing the problem.

PUBLIC RELATIONS

PBRL 325

Public Relations (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300). Not open to students with credit for MKTG 325 or to students with credit for ORGC 325.

A general course in the technique of establishing and maintaining public relations. Activities span a variety of media to influence public opinion and manage an organization's reputation.

PBRL 350

Media Research & Writing (4 cr. hrs.)

Prerequisite(s): Public Relations (ORGC/PBRL 325).

This course explores approaches and techniques for conducting research and writing within key public relations contexts. Students in this course will examine and utilize research techniques and methodologies that are essential for public relations professionals. Components of this course will include: journalistic research, copywriting, research and writing for broadcast, web research, writing for the Web, transforming technical information for general audiences, and media release writing. Additionally, this course will examine the ethics involved in researching and writing for public relations contexts.

PBRL 410

Public Relations Internship (1-4 cr. hrs.)

Prerequisite(s): Public Relations (ORGC/PBRL 325).

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

PBRL 425

Media & Crisis Communication (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300). Not open to students with credit for MKTG 425 or to students with credit for ORGC 425.

Today's public relations professionals have entered a new era where preparedness to respond rapidly to various levels of crisis is essential. Building a positive reputation through the strategic management of communications with internal and external audiences during good times is a necessary foundation for withstanding negative press. Utilizing analysis techniques, public relations tactics, and hands-on projects, students will evaluate crisis situations, create and implement a strategic crisis communication plan, and learn to coach the corporate spokes-person and manage the media, while maintaining the organization's reputation.

PBRL 445

Public Relations & Promotional Strategy (4 cr. hrs.)

Prerequisite(s): Marketing (MKTG 300) and Business & Professional Writing (WRIT 320). Not open to students with credit for MKTG 445 or to students with credit for ORGC 445.

Students research, develop and implement persuasive and promotional campaign strategies appropriate to corporate, governmental and non-profit organizations. This advanced course is designed for those who desire specialized skills in public relations and promotional communication. Emphasis is placed on various tactics including investor relations and employee communications.

PBRL 450

Rhetoric & Social Influence (4 cr. hrs.)

Prerequisite(s): Junior standing.

This course examines how text, images, sound-bites, speeches, and other media operate to influence, define, and change public identity and thought. Students in this course will look at these verbal and non-verbal influences and how they mold and shape public discourse, cultural understanding, and our day-to-day life. Additionally, this course will examine the role of persuasion and attitudinal change in managing conflict and making decisions within various communicative contexts and amongst various publics.

PBRL 480

Special Topics in Public Relations (4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester [Course Schedule](#).

A variable content classroom course in Public Relations in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

PBRL 495

Public Relations Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all other Major Area and Professional Core courses. Not open to students with credit for COMM 495 or ORGC 495.

This course examines the strategies involved in planning and managing communication in professional contexts and the ways these strategies are informed by the integration of information provided by other key areas. Students examine principles of integrated applied communication, creating written and web-based communication products in class. Working in collaborative teams, students complete a project that demonstrates planning and managing communication for organizational goals. The course includes media production of communications for a client organization.

PBRL 499

Independent Studies in Public Relations (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B," and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study takes place under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

PUBLIC SAFETY MANAGEMENT

PSMT 225

Introduction to Public Safety Management (4 cr. hrs.)

Prerequisite(s): None.

An introduction to the study of various agencies involved in public safety, including emergency management and homeland security. Emphasis will be placed on the history and evolution of the various public safety agencies, as well as the leadership and management challenges that are unique to these particular agencies.

PSMT 315

Contemporary Issues in Public Safety Management (4 cr. hrs.)

Prerequisite(s): Junior standing and completion of all Professional Core courses. Not open to students with credit for PSMT 430.

This course provides an overview of selected topical areas of continuing interest and importance to public safety agencies.

PSMT 440

Administrative Law (4 cr. hrs.)

Prerequisite(s): Junior standing and completion of all Professional Core courses.

This course is a study of administrative legal issues within the context of Public Safety Management. The topics include constitutional limitations, rule-making authority, licensing and standing, evidentiary rules, informal proceeding, ethics regulation and contractual law.

PSMT 480

Special Topics in Public Safety Management (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester [Course Schedule](#).

A variable content classroom course in Public Safety Management in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

PSMT 495

Public Safety Management Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all other major area courses. Not open to students with credit for AMGT 495.

This advanced course in strategic planning serves as the capstone experience for the Public Safety Management program. This course examines the design, implementation, and evaluation of organizational strategy, and the role of strategic planning in your professional environment. You will identify problems and opportunities; and assimilate, analyze, and interpret information, employing critical thinking and judgment to reach a well-reasoned strategic plan. Internal factors, such as ethics, leadership, organizational culture, and employee training will be considered as part of the analysis and planning process. The completed strategic plan and supporting work will be assessed by faculty.

PSMT 499

Independent Studies in Public Safety Management (1-4 cr. hrs.)

Prerequisite(s): Senior standing, Financial Accounting (ACCT 215), Managerial Accounting (ACCT 225), Principles of Management (MGMT 312) and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

RISK MANAGEMENT & INSURANCE

RMI 300

Principles of Risk Management & Insurance (4 cr. hrs.)

Prerequisite(s): Financial Accounting (ACCT 215).

This course introduces students to the general concepts of risk identification and management, as well as how various products and methods, including insurance, can be used to manage the non-speculative risks of individuals and businesses. Emphasis will be placed on analyzing various types of insurance products, including life, health, property, and liability insurance contracts, and how the insurance industry develops, manages, markets, and underwrites such contracts in a complex economic and regulatory environment.

RMI 410

Risk Management & Insurance Internship (1-4 cr. hrs.)

Prerequisite(s): Principles of Risk Management & Insurance (RMI 300).

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

RMI 420

Property & Casualty Insurance (4 cr. hrs.)

Prerequisite(s): Principles of Risk Management & Insurance (RMI 300).

This course focuses on the core principles underlying and potential applications for property and casualty insurance as a risk management tool. Emphasis is placed on analyzing various types of property and casualty insurance products, contracts involved in such products, and considerations of both the insurer and the insured in identifying suitable property and/or casualty insurance products for mitigating specific identifiable business and personal risks.

RMI 430

Individual & Group Life & Health Insurance (4 cr. hrs.)

Prerequisite(s): Principles of Risk Management & Insurance (RMI 300).

This course analyzes the uses of individual and group life and health insurance to manage the financial risks that illness, incapacity, and death pose to individuals and organizations. It includes a review of various health and life insurance products and their utility in addressing specific needs and situations, as well as the underwriting and operational mechanisms that insurers employ in providing such products.

RMI 440

Employee Benefits & Retirement Planning (4 cr. hrs.)

Prerequisite(s): Principles of Risk Management & Insurance (RMI 300).

This course surveys the nature and operation of the various types and components of employer-sponsored benefit plans, as well as the public welfare plans meant to provide support and key services to individuals. Emphasis will be placed on plan design, administration, funding, and regulations and the ability to analyze and develop programs that maximize employee and organizational benefit while minimizing cost.

RMI 470

Insurance Company Operations (4 cr. hrs.)

Prerequisite(s): Principles of Risk Management & Insurance (RMI 300) and Property & Casualty Insurance (RMI 420).

This course analyzes insurer operations and, in particular, the methods and bases for their operational decisions, including pricing, distribution, marketing, underwriting, reinsurance, claims handling, and loss limitation or control. Consideration will also be given to the impact of outside influences on insurer operations, including industry regulation and market/economic influences.

RMI 495

Risk Management & Insurance Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all other required Major Area courses.

This course will build upon all of the previous material and previous research assignments in the risk management and insurance program to provide a capstone experience for risk management and insurance majors. Students will be challenged to research and analyze the operations and finances of domestic and international corporations, determine their operational and financial risk profile, and create a risk management strategy for managing these risks, all while expanding their knowledge base to include international risk management and insurance product strategies, regulations, and issues. Students will be required to communicate their research and analysis in organized and structured papers and analyses and to present their findings to various audiences.

RMI 499

Independent Studies in Risk Management & Insurance (1-4 cr. hrs.)

Prerequisite(s): Principles of Risk Management & Insurance (RMI 300).

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details.)

SCIENCE

SCIE 112

Introduction to Human Biology (4 cr. hrs.)

Prerequisite(s): None.

SCIE 112 is a four credit hour lecture-based course designed to provide the student with a basic knowledge and understanding of human biology with an emphasis on the impact of science in everyday life. Topics include: chemistry of living things, cell structure and function, genetics and inheritance, cellular reproduction, and the basic anatomy and physiology of major organ systems in the human body.

SCIE 114

Earth Science (4 cr. hrs.)

Prerequisite(s): None.

Earth Science is a four credit hour course that consists of three credit hours of lecture and one credit hour of laboratory components. Earth Science is a survey course that provides an overview of geology, meteorology, oceanography, and astronomy. Topics covered will focus on the materials that make up the Earth, the changes that occur both on the surface and in the interior of the Earth, and the forces and processes that are responsible for these changes. In order to pass the course, students must receive an average score of 60% on the laboratory component of the course, in addition to achieving the total number of points prescribed in the syllabus. Special need(s): Broadband access.

SCIE 131

Environmental Science (4 cr. hrs.)

Prerequisite(s): None.

Environmental Science is a four credit hour course that consists of three credit hour lecture and one credit hour laboratory components. Environmental Science is an introductory course that explores Earth's natural systems and how human activity affects the environment. Topics covered include food and agriculture, population dynamics, urbanization, resource use and depletion, pollution, environmental health, and sustainability. In order to pass the course, students must receive an average score of 60% on the laboratory component of the course, in addition to achieving the total number of points prescribed in the syllabus.

SCIE 200

Science & Society (2 cr. hrs.)

Prerequisite(s): Any natural science course.

Science and Society is a two credit hour lecture based course that seeks to explore and understand the ways that science and technology shape the daily lives of humans. We will examine the nature of science and investigate the current controversies over issues in science and technology, so that informed choices among competing scientific, technological, and political and social priorities can be made.

SCIE 210

Understanding Science: Principles, Practice & Theory (2 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) or Research Paper (WRIT 130). Introduction to Logic & Critical Thinking Skills (HUMN 210) is strongly recommended.

Understanding Science: Principles, Practice & Theory is a two credit hour course that introduces students to the major themes, processes, and methods common to all scientific disciplines. Students will develop critical thinking skills necessary to analyze and evaluate all kinds of phenomena, scientific, pseudoscientific, and other. The focus is on the nature of science so students will develop an understanding of how science works and develop an appreciation for the process by which we gain scientific knowledge.

SCIE 211

Introduction to Scientific Analysis & Reasoning (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) or Research Paper (WRIT 130). Understanding Science: Principles, Practice & Theory (SCIE 210) and Introduction to Logic & Critical Thinking Skills (HUMN 210) are strongly recommended.

Introduction to Scientific Analysis & Reasoning is a four credit hour course consisting of three credit hours of lecture and one credit hour of laboratory. This course is an introduction to critical thinking on statistical and scientific claims. The student will develop the critical thinking skills necessary to analyze and evaluate popular sources of (mis)information and to better understand and evaluate all sorts of scientific claims and arguments. The focus of the course is on students developing thoughtful and critical use of scientific information and research to be able to separate truth from deception and make decisions that affect their personal lives and roles as informed and engaged citizens.

SCIE 300

Integrated Science (4 cr. hrs.)

Prerequisite(s): Any natural science course.

Integrated Science is a four credit hour lecture course that provides an introduction to a scientific way of thinking as it introduces fundamental scientific concepts. Topics from natural science disciplines that encompass physics, chemistry, astronomy, earth sciences, and biology will be covered. This course emphasizes general principles and their application to everyday situations and strives to provide a unified understanding of life through investigations across the natural science disciplines.

SCIE 480

Special Topics in Science (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester [Course Schedule](#).

A variable content classroom course in Science in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

SCIE 499

Independent Studies in Science (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for details.)

SOCIAL MEDIA DESIGN

SMD 400

Applied Theory of Social Interaction in Media (4 cr. hrs.)

Prerequisite(s): Completion of Social Media Design technical area or Communication in Groups & Teams (COMM 335), Media Research & Writing (PBRL 350), and Social Media Marketing (EMKT 345).

This upper-level course examines social media from an interdisciplinary perspective that explores human behaviors, motivations, and engagement from the psychological and sociological points of view. These aspects provide the basis to support the construction of strong theoretical foundation of social media design. The course is structured around three foundational considerations: theory, motivation, and context. Each is explored through examination of current research, identifying social media examples, and synthesis of practical applications. Students will actively participate in several media platforms during the course to gain practical experience.

SMD 450

Social Media Policy & Practice (4 cr. hrs.)

Prerequisite(s): None.

This course examines why every organization needs social media policy and how organizations can skillfully navigate through the formulation, design, and practice of clear and comprehensive policies governing social media. This course also looks at issues such as regulatory compliance and management as they relate to social media design and usage. Additionally, the course will discuss best practices such as a social media audit and how to enforce policies. Best practices and case studies will be examined.

SMD 495

Social Media Design Capstone (4 cr. hrs.)

Prerequisite(s): Completion of Social Media Design technical area or Applied Theory of Social Interaction in Media (SMD 400) and Organizational Communication (COMM 321).

This is the final course in the Social Media Design major. Students at this level have completed all the instructional elements of the curriculum. The capstone prepares students to find employment in the social media industry. The course requires students to take on social management roles in the assigned projects. In addition, students will assemble their portfolios and prepare for final presentations. Finally, they will present their work and receive feedback, preparing them for the job interview process.

SMD 499

Independent Studies in Social Media Design (1-4 cr. hrs.)

Prerequisite(s): None.

The course allows students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study takes place under faculty supervision and is graded on either a Pass/No Credit or a letter grade basis. See the "Independent Studies" section for more details on university requirements.

SOCIAL SCIENCES

SOSC 495

Social Sciences Capstone (4 cr. hrs.)

Prerequisite(s): Completion of all other Major Area courses.

The Social Sciences capstone provides the opportunity for students to demonstrate mastery of the learning outcomes for the social sciences program through completion of a major project. This will be a self-selected project reflecting the student's interests and career aspirations. Students are given latitude to select one of two methods for project completion. Those opting for a theoretical approach will identify a societal opportunity, examine that opportunity from the perspective of at least two social science disciplines, and devise an interdisciplinary strategy for exploiting the opportunity for the betterment of society. Students choosing an applied approach will complete a project in a social service setting, cooperating with the capstone professor and site supervisor to design and complete an intervention to further the mission of the organization. This is a writing intensive course requiring a formal proposal and comprehensive report upon project completion.

SOCIOLOGY

SOCL 110

Introduction to Sociology (4 cr. hrs.)

Prerequisite(s): None.

Sociology is the scientific study of group behavior – whether the groups are dyads, small groups, associations, bureaucracies, societies, publics, aggregates, social movements, or mobs, etc. This introductory course introduces the student to sociological principles and theoretical perspectives that facilitate understanding the norms, values, structure and process of the various types of groups into which people organize. The course focuses on applying the scientific method to studying social problems (e.g. poverty, crime, sexism and racism) and basic institutions (i.e. family, government, economy, religion, education). Students will develop their “sociological imagination” as a way of understanding what their lives are and can be in relation to the larger social forces at work in local, national, and international environments.

SOCL 310

Diversity in the Workplace (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) and Learning Strategies (PF 321).

This course explores the spectrum of cultural diversity and its consequences within the workplace. While the focus is on the American workplace, some cross-cultural material is examined in relation to current trends toward globalization and multinational corporations. Important themes running throughout the course relate to recognizing and actualizing the benefits of cultural diversity in the workplace as coworkers and leaders minimize the misunderstandings that frequently accompany diversity.

SOCL 335

Applied Research Methods (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) and Learning Strategies (PF 321). Not open to students with credit for PF 302.

Applied Research Methods introduces students to foundational issues of social scientific research – that is, research entailing the application of the scientific method to the study of human behavior. Students will examine the strengths and weaknesses of major quantitative and qualitative data collection techniques as well as the processes involved in planning and executing such projects and the standards of evaluating the quality of data.

SOCL 345

Sociology of Work & Organizations (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) and Learning Strategies (PF 321).

This course examines the mutual influence of social arrangements, on one hand, and business structures and processes on the other. The course begins with a study of pre-business-oriented social life in the earliest human societies with special focus on typical biography, values, assumptions about reality, and norms regulating desires and needs within the limited marketplace. The course will follow the evolution of business and social elements through the Industrial and Post-Industrial Eras and examine ongoing changes as we move toward the Molecular Technology economy now appearing on our horizon. Ending discussions will focus on the role imagination and innovation play in harnessing developments and carrying them into our future society and future business endeavors. The course shares common elements with other courses offered at Franklin University but is unique in terms of its placement of business within a socio-historical context.

SOCL 400

Social Justice (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) and Learning Strategies (PF 321).

This course explores the types of cultural diversity in society and the effects such diversity has on attitudes, values, beliefs, behavior, and life chances. Human beings vary by many dimensions including race/ethnicity, national origin, sex and sexual orientation, gender and gender orientation, social class, age, religion, and more. Students will explore the nature of inequality as a socially constructed consequence of diversity, the nature of social and institutional strategies that maintain such inequality, and how social arrangements may be altered to mitigate against this inequality for individual as well as social benefit.

SOCL 480

Special Topics in Sociology (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester [Course Schedule](#).

A variable content classroom course in Sociology in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

SOCL 499

Independent Studies in Sociology (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of “B” and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See “Independent Studies” for more details.)

SPEECH

SPCH 100

Speech Communication (4 cr. hrs.)

Prerequisite(s): Basic Writing II (WRIT 060) or the equivalent placement score. All students are required to pass this course, or Interpersonal Communication (COMM 150), prior to enrolling in any course at the 200 level or above. Not open to students with credit for Speech Communication (COMM 100).

A basic public speaking course intended to improve the student’s ability to think critically and to communicate orally. Theory and practice are provided in various speaking situations. Each student is required to speak before an audience, but class work also involves reading, gathering and organizing information, writing and listening.

WEB DEVELOPMENT

WEBD 101

Introduction to Web Page Construction (2 cr. hrs.)

Prerequisite(s): Computer Literacy (COMP 085) or equivalent.

This course covers the fundamental concepts necessary for the construction of web pages using the basic building blocks of Hypertext Markup Language (HTML) and Cascading Style Sheets (css). HTML and XHTML are covered in detail for building web pages using a web page development environment. The use of styling using css is introduced.

WEBD 234

Web Design & Implementation (4 cr. hrs.)

Prerequisite(s): Principles of Programming (ITEC 136). Not open to students with credit for COMP/DCOM/ITEC 234.

This advanced course in web page construction builds upon the basic concepts of HTML and CSS. In this course, students learn to construct robust and highly interactive web sites using the latest features of CSS and HTML. Other skills taught in this course include implementing web pages that use advanced CSS, integrating user-generated content, and employing CSS visual properties. In addition, students explore how the Document Object Model (DOM) can be used to build web sites with dynamic effects and user-controlled behavior. This practical course provides students with many opportunities to implement the advanced concepts of CSS and the Document Object Model (DOM).

WEBD 236

Web Information Systems Programming (4 cr. hrs.)

Prerequisite(s): Database Management Systems (COMP 281) and Principles of Programming (ITEC 136).

This course builds web applications by employing server-side scripts that query relational databases. The student learns and reflects on two- and three-tier software architectures, separation of responsibility, model-view-controller pattern, basic security, and web frameworks. The student will design, code, test, debug, and document programs using a server-based scripting language. Note: This is a technology course in a technology program, and it requires the purchase of software that may be used in subsequent courses as well as being suitable for commercial work beyond completion of degree studies. For specific software requirements, consult the course syllabus.

WEBD 335

Advanced Client Side Development (4 cr. hrs.)

Prerequisite(s): Fundamentals of Graphic Design (GRPH 210), Web Design & Implementation (WEBD 234), and Web Information Systems Programming (WEBD 236).

This course builds on the fundamental concepts of constructing web pages by expanding into robust, efficient and highly responsive client side applications of current web technologies. Students will apply advanced techniques that employ scripting languages, libraries and frameworks to build interactive front ends to server applications. These web pages will be single page applications that use asynchronous scripting language callbacks to provide user interactivity. These applications will consume RESTful services.

WEBD 410

Web Development Internship (1-4 cr. hrs.)

Prerequisite(s): None.

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

WEBD 434

Web Application Development (4 cr. hrs.)

Prerequisite(s): Fundamentals of Graphic Design (GRPH 210), Web Design & Implementation (WEBD 234), and Web Information Systems Programming (WEBD 236). Not open to students with credit for DCOM 434.

This course brings together all of the elements of website design, graphics, animation, and data storage in the construction of fully functional commercial website applications. The use of industry standard software products and end to end construction will be emphasized. NOTE: This is a technology course, in a technology program, and it requires the purchase of software that may be used in subsequent courses as well as being suitable for commercial work beyond completion of degree studies. For specific software requirements, consult the course syllabus.

WEBD 480

Special Topics in Web Development (1-4 cr. hrs.)

Prerequisite(s): Determined on a course-by-course basis and published in the trimester [Course Schedule](#).

A variable content classroom course in Web Development in which students pursue topics or subjects of current interest that are not part of the regular curriculum. A specific course description will be published online in the [Course Schedule](#) for the trimester the course is offered.

WEBD 495

Web Development Capstone (4 cr. hrs.)

Prerequisite(s): Senior standing, graduating trimester and completion of, or concurrent enrollment in, all Major Area courses. Not open to students with credit for DCOM 495.

The intent of this course is to provide a capstone experience that integrates the material contained in required courses of the Web Development major. It also provides an opportunity for students to recognize and evaluate the interrelationship of their general education courses with the courses taken for their Web Development major. The major areas of the program are reviewed and assessed via standardized exams. The Capstone will include discussion about professional and ethical issues related to the discipline of Web Development. In addition, the historical development of technology related to the Internet and eCommerce is explored.

WEBD 499

Independent Studies in Web Development (1-4 cr. hrs.)

Prerequisite(s): Minimum 2.00 cumulative GPA, at least 16 credit hours completed at Franklin, related coursework completed with minimum grade of "B" and permission of Program Chair.

Independent studies courses allow students in good academic standing to pursue learning in areas not covered by the regular curriculum or to extend study in areas presently taught. Study is under faculty supervision and graded on either a Pass/No Credit or a letter grade basis. (See "Independent Studies" for more details).

WRITING

WRIT 050

Basic Writing I (4 cr. hrs.)

Prerequisite(s): None. Not open to students with credit for Basic English, College Writing, Business Communication, Developmental English I and II, Basic Writing II, or Business & Professional Communication.

Students must register for this course if their writing placement test so indicates and must pass this course prior to enrolling in any course at the 200 level or above. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements. Basic Writing I prepares students for Basic Writing II by familiarizing them with methods of generating, developing, and organizing paragraphs and very short essays. Students will master limited punctuation, spelling and agreement skills. These college entry-level skills will be applied to a variety of rhetorical modes, including narration, description and expository patterns.

WRIT 060

Basic Writing II (4 cr. hrs.)

Prerequisite(s): Placement into WRIT 060 or a passing grade in WRIT 050 (or COMM 050), and placement out of or a passing grade in Computer Literacy (COMP 085), and registration in or completion of Basic Learning Strategies (PF 121). Not open to students with credit for College Writing, Business Communication, Developmental English II, or Business & Professional Communication.

Students who place into this course must pass it prior to enrolling in any course at the 200 level or above. This course is graded on a Pass/No Credit basis and carries institutional credit but does not count toward degree requirements. Basic Writing II is designed to prepare students for College Writing. Consequently, the course expands upon the skills covered in Basic Writing I. Pre-writing, writing, revising and editing skills are covered; however, the skills are applied to longer writing assignments, sentence skills covered are more comprehensive, some documentation skills are presented, and professional as well as students samples are discussed.

WRIT 120

College Writing (4 cr. hrs.)

Prerequisite(s): Qualify through the English placement test or pass Basic Writing II (WRIT 060). All students are required to pass this course prior to enrolling in any course at the 200 level or above. Not open to students with credit for COMM 120.

In this course, students acquire the writing competence necessary for conducting and presenting research. A variety of assignments, beginning with personal reflections, build upon one another, as students develop ideas that respond to, critique, and synthesize the positions of others. Students systematize and organize knowledge in ways that will help them in all of their courses. The course also emphasizes the elements of good writing style, appropriate grammar and mechanics, clarity of language, and logical and cohesive development. It culminates in submission of a documented research paper.

WRIT 130

Research Paper (2 cr. hrs.)

Prerequisite(s): "Composition Special" transfer credit. Not open to students with credit for COMM 130.

This is a writing course designed to help students successfully complete college writing projects that require research and documentation skills. Students study methods for using a library, gathering information, summarizing and synthesizing material, and writing and documenting a research paper. The course reviews and emphasizes elements of good writing such as unity, coherence, clarity, and appropriate grammar and mechanics. The course will also cover the appropriate application of APA citation and formatting guidelines.

WRIT 220

Researching & Writing for Academic & Professional Audiences (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) or Research Paper (WRIT 130).

This is an intermediate writing course focusing on the composition of research papers. Students in this course prepare to be active participants in professional discourse communities by examining and practicing the writing conventions associated with their own fields of study and work. By calling attention to the conventions of disciplinary writing, the course also prepares students for upper-division college writing and the special conventions of advanced academic discourse. Course activities include three extended research papers, semi-formal writing addressing interdisciplinary communication, and readings fostering critical engagement with disciplinary conversations.

WRIT 320

Business & Professional Writing (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) or Research Paper (WRIT 130). Not open to students with credit for COMM 320 or Report Writing.

This is an advanced composition course for juniors and seniors which focuses on business, technical and professional writing. Skills taught include audience analysis; research methods; questionnaire, interview and survey techniques; letters; data collection, interpretation and documentation; graphic illustration; and composition of reports in special formats. Instruction and practice are provided in writing various types of reports such as résumés, proposals, summaries, research reports and instructions for user manuals, and in presenting committee and oral reports. Students will be encouraged to relate course materials to their major programs and their workplaces.

WRIT 360

Introduction to Creative Writing (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120). Not open to students with credit for COMM 360.

This course introduces the student to the world of creative writing, presenting the power of the written word, cultivating the individual's style in interpreting and writing poetry, fiction, and non-fiction, as well as drama. Participants will create a portfolio of work, mastering techniques employed by studied authors. Students also will learn strategies for generating ideas, becoming members of a community of writers who encourage and critique one another's craft by participating in writing workshops.

WRIT 460

Advanced Creative Writing (4 cr. hrs.)

Prerequisite(s): College Writing (WRIT 120) and Introduction to Creative Writing (WRIT 360). Not open to students with credit for COMM 460.

This advanced creative writing course enables students to dive more deeply into an understanding of the written word, using their own poetry, fiction, and drama pieces to engage readers through the original work produced by members of the class. An advanced community of writers will be developed to sharpen each member's craft by participating in writing workshops. Students will be introduced to avenues for publication (including online) to continue to enhance their talents and expose them to a wider audience.

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Maps

Main Campus

S. Grant Ave. • Columbus, Ohio



LEGEND	
Buildings	Parking
1 Frasch Hall 201 S. Grant Ave.	Lot A, B, D, E Faculty, Staff, & Students
2 Paul J. Otte Center for Student Services 331 E. Rich St.	Lot C Students & Visitors
3 President's Office 321 E. Rich St.	Lot F Faculty, Staff, Students, & Visitors
4 Alumni Hall 301 E. Rich St.	Lot G Students after 5 p.m.
5 Fisher Hall 300 E. Main St.	Lot H Visitors
6 Phillips Hall 303 S. Grant Ave.	Lot I Faculty, Staff, & Visitors
7 285 E. Main St.	
8 363 E. Town St.	
9 360 S. Grant Ave.	

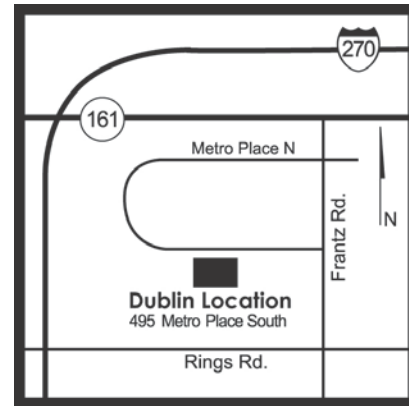
Delaware Location

Columbus Pike • Delaware, Ohio



Dublin Location

Metro Place South • Dublin, Ohio



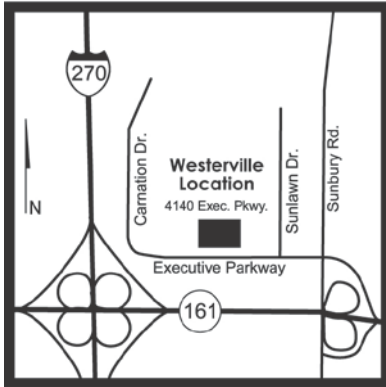
Beavercreek Location

Pentagon Park Blvd. • Beavercreek, Ohio



Westerville Location

Executive Parkway • Westerville, Ohio



Indianapolis Location

Allison Pointe Blvd. • Indianapolis, IN
Suite



