

GENERAL STUDIES CAPSTONE TOPICS OFFERED FOR SUMMER 2015

CSIT 388GS - General Studies Capstone: Social Networking - 3 hours

Prereq: open to juniors and seniors or to students within 6 hours of completion of their General Studies program

This course will examine a cross-section of social networking information technologies including textual, aural, and visual methods and examine how they affect our personal and professional interactions. This course will consider the information technology and the personal and business marketing aspects of social networking. The Capstone project and online discussions will help reinforce the concepts of critical thinking and illustrate how social networking has changed the way virtual communities learn, communicate.

ITEC 388GS - General Studies Capstone: Applied Project Management - 3 hours

Prereq: open to juniors and seniors or to students within 6 hours of completion of their General Studies program

This course examines the process of applied project management using distinctly unique disciplines as a means to understanding the day to day operational issues faced by project managers. Project management is a cross-disciplinary field with applications in both technology and business. At the end of this course the student will be able to develop, execute and control a project plan based upon specific metrics for success including the unique variables of differing disciplines.

MGT 388GS - General Studies Capstone: Superheroes & More: The American Comic Book Industry

Prereq: open to juniors and seniors or to students within 6 hours of completion of their General Studies program

This course explores the American comic book industry from a business and economic perspective while acknowledging the impact of popular culture, and the role of changing technology (e.g., motion pictures, radio, animation, internet/digital/mobile publishing, video gaming). Another important consideration is the role of the immigrant experience in shaping the emerging industry in the 1930s and 1940s. Broader implications with in the international marketplace (e.g., Japanese manga) will be discussed. The capstone project will allow for the integration of popular culture, history, evolving social norms, and technological changes with fundamental organizational and economic theory to foster a deeper understanding of the evolution of the American comic book industry.

MKT 388GS - General Studies Capstone: Emerging Marketing Media - 3 hours

Prereq: open to juniors and seniors or to students within 6 hours of completion of their General Studies program

This course provides an overview of contemporary marketing strategies utilizing social and mobile media. Topics include social networks, social media, mobile marketing, customer experience marketing, integrated marketing communication, and the creation of customer value through the use of customer generated content.

PE 388GS - General Studies Capstone: The Science of Play - 3 hours

Prereq: open to juniors and seniors or to students within 6 hours of completion of their General Studies program

This course is designed to combine/integrate an understanding of physical activity, physiology, psychology, and neuroscience through exploration of the effects of physical activity on various brain processes.

SOWK 388GS - General Studies Capstone: Substance Abuse and Addictive Disorders - 3 hours

Prereq: open to juniors and seniors or to students within 6 hours of completion of their General Studies program

This upper-level course is designed for students and human service professional who wish to gain deeper understanding of substance abuse and addictions. It examines substance abuse from a generalist social work and systems perspective, coupled with concepts from human physiology, psychology, sociology, and criminal justice to explore the impact of substances abuse and addictions on the individual, the family and the larger community. The course covers the various models, theories, and policies that explain addictions and related issues from interdisciplinary perspective. It evaluates drug abuse and addiction as it relates to various cultures and regions. It examines the moral and ethical issues involved in addressing substance abuse and addictions, treatment modalities, assessment skills, and resources available for effective intervention. Evidence-based oral and written assignments are used to promote critical thinking and the effective integration of research concepts with practice.

SOWK 388GS - General Studies Capstone: Social Media, Digital Activism, and eCitizenship - 3 hours

Prereq: open to juniors and seniors or to students within 6 hours of completion of their General Studies program

The purpose of this course is to examine the role of social media in the human service and nonprofit sector and how to utilize social media for a variety of purposes. The course will identify what social media is and how it can be used for marketing, communications, and advocacy within human services in addition to how social media promotes civic engagement. Students will learn about participatory culture and new media literacies through the discovery of social media platforms as well as how to apply this knowledge, which promotes critical thinking skills, encourages collaborative problem solving, and acknowledges the role of social media in forming networks and affiliations that can strengthen civic engagement. The Capstone project enables students to employ social media to creatively design, organize, and evaluate an integrated strategy that promotes an organization, critical issue, or assists with marketing and communications.

HONORS SECTIONS

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