

General Studies Capstone Topics Fall 2017

BIOL 388- Illustrating Science

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

An introduction to the discipline of scientific illustration. Students will learn the fundamental principles of creating effective illustrations for the purpose of communicating science as well as acquire an understanding of how the discipline of illustration is used to advance scientific knowledge. A limited set of media types, both traditional and digital, will be explored. The main focus will be on creating the best images for use in research, teaching, journal publications, presentations, and other applications. Copyright and other legal issues will also be discussed.

CSIT 388- Social Networking

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.

ECON 388- The Morality of Capitalism

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

Contemporary capitalism is the result of a long evolutionary process shaped by historical events and changes in technology, culture, political organization and interpersonal relationships. This process has not ended, as innovation, political currents and globalization continue to bring new challenges and new adjustments to economic systems. This course closely examines human life under collectivism versus human life under capitalism to evaluate the central question: Is there a moral basis for capitalism?

ITEC 388- Applied Project Management

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.

MKT 388- Emerging Marketing Media

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.

SOWK 388- Substance Abuse & Addictive Disorder

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 388- Social Media Digital Act & eCitizen

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.