**General Electives**

Listed below are free or general elective course descriptions that School of Management students will commonly take. All courses are three credit hours unless otherwise indicated.

The semester schedule of classes should be consulted as to current offerings of the following classes. Not all courses listed are offered each semester.

**AGRICULTURAL ECONOMICS**

**AGEC 33000 - Management Methods for Agricultural Business**
Management of nonfarm, agriculturally related businesses. Topics include tools for management decision making, legal forms of business organization, basics of accounting, and important financial management techniques. Case studies and computer simulation game.

**AGEC 33100 - Principles of Selling in Agricultural Business**
(this is also a course for the Marketing concentration)
The principles of salesmanship and their application to the agricultural business. Topics include attitudes and value systems, basic behavioral patterns, the purchase decision process, relationship of sales to marketing, selling strategies, preparing for sales calls, making sales presentations, handling objections, and closing sales. Emphasis is placed on application of principles to real-world situations and on building selling skills through class projects. Requires class trips. Students will pay individual lodging or meal expenses when necessary.

**ANTHROPOLOGY**

**ANTH 20400 - An Introduction to Biological Anthropology and Human Evolution**
(this is also a natural science option)
This course surveys biological anthropology through a review of evolutionary theory and genetics, the fossil evidence for current theories in human evolution with insight from modern non-human primates, and the influence of environmental stressors on modern human biological variation.

**ANTH 37900 - Indians of North America**
General survey of North American Indian cultures. Topics to be covered include prehistory; languages; economic, social, and political organization; religion, aesthetics; culture contact and change; and contemporary Native American issues.

**ART & DESIGN**

**AD 10500 - Design I**
(special fees required)
Two-dimensional design fundamentals: concepts and processes. Studio problems are used to introduce concepts, vocabulary, and skills applicable to continued study in a variety of visual disciplines. Includes introduction to a variety of two-dimensional media and computer applications.

**AD 10600 - Design II**
(special fees required, need college permission from Liberal Arts and Pre-req: AD 10500)
Three-dimensional fundamentals: concepts and processes. Studio problems introduce design concepts, vocabulary, and construction skills applicable to continued study in a variety of visual disciplines. Includes introduction to a variety of 3-D media and 3-D computer graphics concepts.

**AD 11300 - Basic Drawing**
(special fees required)
An introduction to drawing and sketching as a means of communication of ideas.

**AD 11700 - Photography I: Black & White Processes & Aesthetics**
An introductory course in silver-based photographic processes and creative image making. Emphasis is on the development of camera and darkroom techniques, and fostering critical thinking skills related to the traditions and aesthetics of black and white photographic practice.

**BUILDING AND CONSTRUCTION MGMT**

**BCM 10000 - Introduction to Construction (2cr)**
A survey of the construction industry. Includes the overall construction process from initial concept through start-up of the completed facility, career opportunities in the construction industry, and an introduction to the materials and systems used in construction with an emphasis on vocabulary building.
COMMUNICATION

COMM 21200 - Approaches to the Study of Interpersonal Communication
(Must have more than 45 credits)
A study of the basic characteristics of human communication and the theoretical and practical implications of these characteristics for various forms of oral communication.

COMM 22400 - Communicating in the Global Workplace
(this course also works as an international elective)
This introductory course explores communication issues that arise in the global workplace. The course develops an appreciation of the relationship among culture, communication, and ways of organizing and doing business.

COMM 25000 - Mass Communication and Society
A survey of the print, broadcast, and film media in their relationship and influence on society. Study topics include: mass communication theories, documentaries, commercialism, news media, media effects and control, feedback, educational broadcasting, and audience analysis.

COMM 25100 - Introduction to the Electronic Mass Media
Introductory course will analyze how electronic media technology is used to inform, entertain, educate, promote and sell. This course will emphasize the following topics: terrestrial and satellite radio; broadcast, cable and satellite television; media economics, ethics, distribution, and regulation; news media operations; old and new media synergies.

COMM 25200 - Writing for Mass Media
(Must have more than 45 credits)
Labor intensive course teaches basics of newspaper writing, broadcast writing, news releases, and online journalism.

COMM 25300 - Introduction to Public Relations
(Must have more than 45 credits)
An analysis of public relations theory and practice from their origins to the present. From a communication perspective, the course examines public relations environments, audiences, and message strategies.

COMM 25600 - Introduction to Advertising
(Must have more than 45 credits)
(this is also a course for the Marketing concentration)
An analysis of commercial persuasion from colonial times to the era of mass communication. The course examines the structure of advertising messages, how they are adapted to specific audiences, and the social settings in which they occur.

COMM 30300 - Intercultural Communication
(Must have more than 45 credits)
(this is also a course for the International Business concentration and also a International Elective)
Study of the complex relationship between culture and communication in a variety of interpersonal, group, organizational, and computer-mediated settings. Application of theory and research to development of the knowledge, attitudes, and skills associated with intercultural communication competence.

COMM 31400 - Advanced Presentational Speaking
Pre-req: COM 11400 and more than 45 credits
Development of a marked degree of skill in the composition and delivery of various types of speeches including presentations in corporate board rooms, orientation meetings, banquet halls, public forms. Special emphasis on speeches related to the student’s major vocational area.

COMM 31800 - Principles of Persuasion
Pre-req: COM 11400
Persuasion and its effects, ranging from individual influences to societal impacts. Various perspectives and models of persuasion are examined, including classical and modern approaches. Both theoretical and pragmatic considerations are introduced.

COMM 32000 - Small Group Communication
Pre-req: COM 11400
A study of group thinking and problem-solving methods; participation in, and evaluation of, committee, and informal discussion groups. Focus on the roles, networks, and messages employed by small group communicators.

COMM 32400 - Introduction to Organizational Communication
Pre-req: COM 11400 and more than 45 credits
(this class also is an OBHR concentration course)
An introduction to fundamental concepts and basic research related to communication behavior in organizational settings. Units cover message processing, leadership communication, communication climates, communication training, and communication audits. Students participate in an organizational simulation in some sections.
COM 32500 - Interviewing: Principles & Practice  
Pre-req: COM 11400 and more than 45 credits  
(this class also is an OBHR concentration course)  
Theory and practice of methods in selected interview settings: informational, employment, and persuasive. Emphasis on communication between two persons, questioning techniques, and the logical and psychological bases of interpersonal persuasion.

CONSUMER SCIENCES & RETAILING

CSR 28200 - Customer Relations Management  
A course that provides insight into the structure and working of customer relations management and its role in business and government agency. Analysis of how consumer needs, complaints, and education are handled. Customer relations' management in the real world and techniques used in managing customer relations toward the goal of maximizing customer satisfaction. This course has a real world focus and is more applied than the usual introductory course.

CSR 33200 - Cross-Cultural Marketing and International Retailing  
Pre-req: MGMT 32400 or MGMT 32300  
(this course also counts as an international elective)  
Examination of marketing/retail practices used to target domestic and global consumer market segments. Development of successful retail and marketing strategies is stressed.

CSR 34200 - Personal Finance  
The class covers a comprehensive discussion of investments, consumer credit, insurance and retirement issues. The goal is to show how these components are interconnected in order to create a complete picture of financial health of an individual.

CSR 38600 - Risk Management  
Pre-req: CSR 34200 and get major permission from HHS  
The course includes principles of insurance, analysis and evaluation of risk exposures, legal aspects of insurance, insurance needs and analysis, policy selection, and insurance company selection and due diligence. Types of insurance that are studied include: property and casualty, health, life, long-term care, disability and general business liability.

DANCE

DANC 10100 - Modern Dance I (2 cr)  
An introduction to the techniques and principles of modern dance.

DANC 10200 - Ballet I (2cr)  
An introduction to the techniques and principles of classical ballet.

DANC 10300 - Jazz Dance (2 cr)  
An introduction to the principles of jazz dance techniques: alignment, isolations, rhythmic patterns, and basic locomotion.

ENTREPRENURSHIP

ENTR 20000 - Introduction to Entrepreneurship & Innovation  
(may not have more than 89 credits)  
A survey course designed to introduce students to the concept of entrepreneurship and the commercialization of new technology, its importance in the world economy, and related career options. Students completing this course will understand entrepreneurial roles and possibilities, begin developing required skills required of successful entrepreneurs, including leadership and basic business skills, and will develop a sense of their own aptitude for entrepreneurial endeavors.

ENTR 31000 - Marketing and Management for New Ventures  
Pre-req: ENTR 20000  
Second in a two course sequence designed to develop a foundation of basic skills in the areas of entrepreneurship and innovation. Students completing this course will gain greater depth in areas essential to the creation and management of new ventures, including marketing and selling, finance and accounting, project management leadership, team building and ethics.

EDUCATIONAL PSYCHOEDUCATIONAL STUDIES

EDPS 10500 - Academic and Career Plan  
(need college permission from USP)  
Builds understanding of career interests and personality characteristics related to academic and career decisions. Expands knowledge of Purdue academic programs and of the world of work. Introduces decision-making strategies.

EDPS 20000 - Life Career Planning  
A course designed to help students clarify and develop educational and vocational plans related to career development. Emphasis upon assessment, exploration of vocational opportunities, the decision-making process, and identification of appropriate educational channels leading to selected career objectives. Section 1 for juniors and seniors only to focus their career direction and to develop job search, career management, and life-planning skills. Section 2 is for freshmen and sophomores only, in the process of changing or selecting a college major.
EDPS 30000 - Student Leadership Development
(instructor permission required)
Leadership in students is developed through lectures and experiential activities. Topic areas include leadership styles; campus organizational structures; program planning; social and intellectual activities; human relations and cultural differences; motivation; team building; public relations.

ENGLISH

ENGL 20500 - Introduction to Creative Writing
Pre-req: ENGL 10600 or 10800
Practice in writing short prose narratives and poetry for students who have finished composition and wish to develop their skills further. Workshop criticism.

ENGL 28600 - The Movies
(this course is also a Literature Elective)
The history and aesthetics of the movies from The Great Train Robbery and The Birth of a Nation or Intolerance to contemporary films. Comparison of the cinematic method with the methods of the drama and the novel. One afternoon or evening a week for the screening of films; two periods a week for discussion.

ENGL 30400 - Advanced Composition
Pre-req: ENGL 10600 or 10800
Designed for students who wish additional training in composition beyond the basic requirements. Extensive practice in the writing of mature expository, critical, and argumentative prose.

ENGL 30900 - Computer-Aided Publishing
(must have major permission from Liberal Arts)
Pre-req: ENGL 10600
The development of the ability to write and design documents using electronic publishing technologies. Students will receive instruction in writing, graphics, and publishing software and will write, design, produce, and critique a number of publications.

ENGL 38700 - History of the Film from 1938 to the Present
A survey of international cinema for the period indicated. Emphasis on the feature film and its development as a communication tool, popular art form, medium of personal expression, and self-exploring linguistic system.

ENTOMOLOGY

ENTM 11100 - Insects in Prose and Poetry (1 cr.)
Intended for anyone with an interest in insects and related arthropods as they appear in written materials. Offered during weeks 9-16 of the semester.

ENTM 35100 - Bee Biology and Bee Keeping
(special fees required)
A course that covers aspects of honey bee biology and agriculture intended for anyone interested in learning the necessary knowledge, skills, and confidence to become a hobby beekeeper. Colony life, social insects, bee behavior and anatomy, colony management, pollination and honey production are major topics studied.

EPICS
(up to 3 credits may be used as a Professional Elective)
EPCS 10100, EPCS 10200, EPCS 20100, EPCS 30100, EPCS 302000, EPCS 40100, and EPCS 40200 create a vertical project track under which students work in multidisciplinary teams on long-term engineering-based design projects. Projects of at least one-year in duration are intended to solve real problems that are defined in consultation with "customers" from not-for-profit community and education organizations. EPICS courses are open to students from all disciplines; each student contributes expertise in his/her academic discipline. Each team consists of a mix of freshmen, sophomores, juniors, and seniors. Students are encouraged to participate in an EPICS project team for two or more semesters via enrollment in EPCS 10100/10200 while a freshman, EPCS 20100/20200 while a sophomore, EPCS 30100/30200 while a junior, and EPCS 40100/40200 while a senior. Freshman participating in EPCS 10100 gain insight into the specific project, and more generally, into the design and development process. They attend planning and reporting meetings with the customer and are expected attend all team meetings. Under the mentorship of the team's juniors and seniors they perform and report upon tasks consistent with their level of discipline expertise.

FOOD SCIENCE

FS 47000 - Wine Appreciation
Must be 21 years of age or older to register for this course. Permission of department required.
A study of wine production and marketing principles with an emphasis upon consumption responsibility. Historical perspectives form the foundations for wine classification systems and traditional serving procedures. Cardinal scale sensory evaluations are conducted in relationship to various food pairings.
GENERAL STUDIES

GS 11900 - Introduction to Academic Programs at Purdue (may not have more than 59 credits)
To provide a comprehensive program describing each of the baccalaureate degree-granting schools at Purdue. The course is designed to assist students in the clarification of their degree objectives. Not open to students who have completed GS 11500.

GS 25000 - College Reading Skills
Focus is on three areas: analysis and study of word structure and context in improving vocabulary; comprehension of author’s purpose and tone; and efficiency in reading skills. Materials include critical reading of contemporary writers from current publications. 1 to 3 credits.

HK 20000 - Health and Fitness Program Management Pre-req: HK 26600
Overviews major principles, competencies, and challenges involved in managing health, fitness, and sports organizations. Students will develop an understanding of the key considerations and skills needed to organize and manage human resources and facilities in health, fitness, and sport settings.

HK 22000 - Death, Dying, and Human Health (hasn’t been offered since spring 2010)
Introductory analysis of the death experience as related to human health. Emphasis on attitudes and practices of death in contemporary America; processes of dying; care of the dying person; grief and bereavement; legal, medical, and consumer aspects; and death education.

HK 22500 - Sexuality and Health
Deals with various aspects of human sexuality and sexual behavior and their impact upon individual health. Health concerns related to sexual behavior.

HK 22600 - Contemporary Women’s Health
Examines behavioral, psychological, and sociocultural aspects of women’s experience in healthcare systems. Includes the influence of factors such as age, social class, and ethnicity on women’s roles as recipients and providers of health care.

HK 23100 - Substance Abuse and Health
The study of drug abuse and drug education, including stimulants, depressants, psychedelics, and other drugs and harmful substances; beverage alcohol usage and health effects of tobacco smoking. Education materials and techniques are examined.

HK 23300 - Stress and Human Health
Course is designed to provide an understanding of stress and stress management, including the physiology of the stress response, the relationship between stress and disease, potential sources of stress, and methods of intervening to prevent and/or relieve stress.

HK 28000 - Basic First Aid and CPR (must have major permission from HHS)
First aid principles, procedures, and skills, including first aid emergency care and cardiopulmonary resuscitation (CPR). Emphasis is placed on practical application by the average person in everyday living.

HEALTH AND KINESIOLOGY

HK 20000 - Healthy Lifestyles
Students are provided an opportunity to assess personal behavior patterns related to preventive health services, health protection activities concerning environmental issues, and promotion of a healthful lifestyle. Personal strategies for adopting and maintaining potential health-enhancing behaviors are explored.
HK 52500 - Marketing and Promotion in Health, Fitness and Sports Organizations
(requires instructor permission and hasn’t been offered since spring 2010)
An overview of marketing and promotion in health, fitness, and sports organizations. Emphasizes the skills necessary to develop marketing and promotion plans and to develop materials and approaches for carrying out these plans in health, fitness, and sports settings.

HISTORY

HIST 15100 - American History to 1877
A study of the development of American political, economic, and social institutions from the early explorations and colonial settlements through Reconstruction.

HIST 15200 - United States Since 1877
A study of the growth of the United States from 1877 to the present. The new industrialism, agrarian problems, depression, the New Deal, the two world wars, the cold war, and similar topics are analyzed.

HIST 351 - The Second World War
(this course is also a World History option)
A study of the diplomacy, economic mobilization, and military operations of World War II, 1939-1945.

HIST 36500 - Women in America
(hasn’t been offered since fall 2010, now only online through the Distance Learning office)
A survey of the history of women in America from Colonial times to the present. Emphasis is on the changing status of women, social and cultural influences, movements for women’s rights, and women’s contributions to American society.

HIST 37600 - History of Indiana
(hasn’t been offered since fall 2010, now only online through the Distance Learning office)
Economic, political, and social history of Indiana from the state’s earliest beginnings as a part of the old Northwest Territory to the present.

HIST 38200 - American Constitutional History
Survey of the fundamental principles of American constitutionalism and dominant trends in judicial interpretation, from the creation of the Constitution to the period of the New Deal.

HORTICULTURE

HORT 36000 - Flower Arrangement and Indoor Plant Management
(special fees required)
Principles of flower arrangements and displays. Identification, culture, propagation, and use of plants for indoor plantings. Laboratory materials fee required.

HOPITALITY AND TOURISM MANAGEMENT

HTM 31700 - Business Etiquette for Managers
A review of contemporary standards of human interaction in the workplace. How manners, etiquette and style affect and enhance everyday dealings with others.

HUMAN DEVELOPMENT AND FAMILY STUDIES

HDFS (CDFS) 25500 - Introduction to Couple and Family Relationships
Provides further understanding of family relations for those unmarried, those contemplating marriage, or for those married, and for prospective marriage counselors. A functional approach to the interpersonal relationships of courtship, marriage, and family.

MEDIEVAL AND RENAISSANCE STUDIES

MARS 12000 - MARS Explorations (1cr.)
Learning about the Middle Ages and Renaissance by participating in MARS-related events such as museum and library outings, film screenings, play performances, public lectures and workshops. Classes will meet to discuss journal entries discussing the events and related assigned readings.

MARS 22000 - The Tudors
An introduction to the interdisciplinary study of the Middle Ages and Renaissance.

MUSIC

MUS 36100 - Music Theory I
Course comprises instruction in melodic and harmonic processes in tonal music; development of analytic, listening and piano techniques with musical equipment. Music reading ability is required, verified through Placement Exam.

PHILOSOPHY

PHIL 11000 - Introduction to Philosophy
The basic problems and types of philosophy, with special emphasis on the problems of knowledge and the nature of reality.
PHIL 12000 - Critical Thinking
This course is designed to develop reasoning skills and analytic abilities, based on an understanding of the rules or forms as well as the content of good reasoning. This course will cover moral and scientific reasoning, in addition to ordinary problem solving. This course is intended primarily for students with nontechnical backgrounds.

PHIL 15000 - Principles of Logic
A first course in formal deductive logic; mechanical and other procedures for distinguishing good arguments from bad. Truth-tables and proofs for sentential (Boolean) connectives, followed by quantificational logic with relations. Although metatheoretic topics are treated, the emphasis is on methods.

PHYSICAL EDUCATIONAL SKILLS

PES 11100 - Lifetime Fitness (2cr.)
Provides students opportunities to assess levels of physical fitness, develop an exercise plan, and experience activities designed to improve cardiovascular condition, strength, and flexibility. Presents current findings and provides laboratory experiences regarding techniques of initiation, maintaining, and evaluating personal fitness. For non-H&K majors only.

PES 11200 - Beginning Swim (1cr.)
Instruction and practice in aquatic movement forms. Students select from the activities listed in the current schedule of classes. Following is a partial list of activities: beginning swimming; intermediate swimming; advanced swimming; synchronized swimming.

PES 11400 - Exercise and Conditioning
Exercise to Music, Exercise & Fitness and Weight Training (1cr.)
(also Army, Air Force, and Navy ROTC conditioning)
Instruction and practice in various types of exercise programs. Students select from the activities listed in the current schedule of classes. Following is a partial list of activities: body conditioning; exercise and fitness; exercise to music; jogging and running; gymnastics; relaxation techniques; weight training; exercise and principles of weight control.

PES 11500 - Individual and Dual Movement Forms I (1cr.) (Bowling)
(special fees sometimes required)
Instruction and practice in individual and dual movement forms conducted in an indoor setting. Students select from the activities listed in the current schedule of classes. Following is a partial list of activities: badminton; billiards; bowling; fencing; judo; karate; beginning gymnastics; intermediate gymnastics; squash; racquetball; yoga; kung fu; personal defense. Special fee required.

PES 11600 - Individualized and Dual Movement Forms II (1cr.) (Golf, Beginning Tennis, Intermediate Tennis, Advanced Tennis)
(special fees sometimes required)
Instruction and practice in individual and dual movement forms conducted mainly in outdoor settings. Students select from the activities listed in the current schedule of classes. Following is a partial list of activities: beginning golf; intermediate golf; advanced golf; bicycling; beginning tennis; intermediate tennis; advanced tennis; track and field. Special fee required.

POLITICAL SCIENCE

POL 10100 - American Government and Politics
A study of the nature of democratic government, the U.S. Constitution, federalism, civil rights, political dynamics, the presidency, Congress, and the judiciary.

POL 12000 - Introduction to Public Policy and Public Administration
An introduction to the fields of public policy and public administration. Processes of policy formation and administration are examined. Different approaches to evaluating and improving public policies are discussed.

POL 36000 - Women and the Law
An introductory survey of women's legal status in America. Topics include constitutional law, marriage and divorce, reproductive rights, employment discrimination, and crimes of violence.

PSYCHOLOGY

PSY 23500 - Child Psychology
Pre-req: PSY 12000
Not open to students with credit in PSY 36000. General principles of children's behavior and development, from conception to adolescence, including sensory and motor development, and basic psychological processes such as learning, motivation, and socialization.

PSY 24000 - Introduction to Social Psychology
Pre-req: PSY 12000
Not open to students with credit in SOC 34000. A broad survey in current knowledge about human social behavior. Topics covered include aggression, attraction and love, social influence, attitudes and attitude change, nonverbal communication, leadership, prejudice and discrimination, and application of social psychology to law, medicine, and other fields.
PSY 24400 - Introduction to Human Sexuality
Pre-req: PSY 12000
(hasn’t been offered since spring 2010)
This course will provide a broad survey of research on human sexuality from a psychosocial perspective. Topics covered include research methods, gender identity, sexual orientation, reproductive anatomy, typical and atypical sexual behavior, and sexual difficulties and their treatments.

PSY 35000 - Abnormal Psychology
Pre-req: PSY 12000
Various forms of mental disorders from the standpoint of their origin, treatment, prevention, social significance, and relation to problems of normal human adjustment.

SOCIOLOGY

SOC 22000 - Social Problems
Contemporary problems at the community, society, and international levels, focusing on patterns of social organization and social change in American society, with concentration on such topics as technological militarism and war, poverty, racism, political protest, and cybernation.

SOC 31000 - Racial and Ethnic Diversity
Examines racial and ethnic pluralism in America: ways groups have entered our society; their social and cultural characteristics; and their relationships with other groups. Groups include the English, Germans, Irish, Jews, Chinese, Japanese, Blacks, Hispanics, and Native Americans.

SOC 32400 - Criminology
Pre-req: SOC 10000
Nature and cause of crime; methods of dealing with adult and juvenile offenders, consideration of present programs for the social treatment of crime in the light of needed changes.

SOC 34000 - General Social Psychology
Social influences on the individual and processes of social interaction. Individual attitudes and behavior as related to socialization, social norms, social roles, communication and propaganda, and other social influences. Among the interaction processes considered are interpersonal attraction, influence, leadership, cooperation, and conflict. Not open to students with credit in PSY 24000.

SOC 35000 - Social Psychology of Marriage
Designed to provide an understanding of contemporary courtship, marriage, and family interaction as cultural, social, and social-psychological phenomena. Consideration of the major sources of marital strain and conflict within a heterogeneous, rapidly changing society.

ORGANIZATIONAL LEADERSHIP & SUPERVISION

OLS 25200 - Human Relations in Organizations
A survey of the concepts that provide a foundation for the understanding of individual and group behavior in organizations. Special emphasis on typical interpersonal and leadership relationships.

OLS 27400 - Applied Leadership
Introduction to applied leadership in the context of organizational functions, structures, and operation.

OLS 28400 - Leadership Principles
Mastery of the basic knowledge managers need to effectively lead individual employees. Includes primary measures of performance success, leadership strategies, core leadership actions, and a comprehensive theory that explains how the strategies and actions cause positive attitudes and increased performance.

OLS 38600 - Leadership for Organizational Change
Pre-req: OLS 25200 and OLS 27400
Introduction to and overview of fundamental concepts of leading organizational change.

THEATRE

THTR 13300 - Survey of Acting
For non-theatre majors. Training and exercise in the basic elements of acting and the use of the stage. Study of historical and theoretical backgrounds of acting and of different types of plays and staging.