

Villa Maria College
Felician Online Alliance
Course Descriptions for Spring 2020

BUS 308 Conflict Management & Employee Negotiation

3 credits

Effective conflict management involves analyzing a conflict, understanding the dynamics between the parties, and determining the appropriate method of conflict resolution. In the absence of confidence and skill in conflict management, most public officials resort, often counterproductively, to the use of power, manipulation, and control. Possessing confidence and skill, one can exercise other options. Through readings, discussions, and simulations you will develop an understanding of conflict dynamics and the art and science of negotiation and will be introduced to the role that can be played by conflict resolution techniques such as mediation. Prerequisite: BUS 208 Introduction to Human Resources Management.

BUS 334 Search Engine Marketing

3 credits

Search engine marketing (SEM) has become an increasingly popular method of lead generation for businesses of all sizes. This course provides students with an understanding of search engine optimization (SEO) and pay-per-click advertising (PPC), search engine marketing strategies and tactics. Emphasis is placed on building local and regional search engine marketing campaigns. Students receive hands-on experience with on-site tactics and results tracking. Connections will also be made to the intricacies of large-scale national and international SEO and PPC performed by major corporations.

BUS 406 Leadership and Employee Development

3 credits

This course is aimed at improving your ability to lead high performing teams, which is where everyone's leadership is most direct and generally has the most immediate impact on others – whether you are a HR Director working with your senior executive team, the leader of an entrepreneurial venture working with your founding team, the captain of a sports team, the head lifeguard over the summer, the unofficial leader of a student project team, or in any one of countless other team leadership roles. Prerequisite: BUS 208 Introduction to Human Resources Management.

MUI 360 Live Recording Techniques

3 credits

This course will prepare students to make high-quality recordings using live music scenarios. Emphasis will be placed on microphone techniques, professional etiquette, and recording procedures used in contemporary musical ensembles. Final projects are completed at end of semester college musical recitals.

PHI 205 Philosophy of Person

3 credits

A philosophical study of various aspects of the human person including the mind, emotions, the creative impulse, the self-donation of love, the spirit, and ways contemporary society shapes and affects these aspects. A writing intensive course.

RST 101 Introduction to Religious Thought and Practice

3 credits

An introductory course exploring the foundational and fundamental concepts associated with a cross-cultural examination of religious thought. The student is introduced to the topics of the sacred, symbol,

ritual, rites of passage, faith, mystery, good, evil, rebirth, salvation, and the relationship of one to self, community and the Absolute. These concepts are given a practical application by exploring the historical development, beliefs and practices of a sampling of the world's religious traditions including: Judaism, Christianity, Islam, Hinduism, Buddhism, and other ancient/native/tribal and new religious movements.

RST 206 Religion & Popular Culture

3 credits

This course explores the intersection of religion and popular culture in America. Questions of how religion influences popular culture and how popular culture influences religion are examined. Topics include how religious themes, symbols, myths, values, and language manifest themselves in popular films, music, literature, entertainment, sports, politics, science, and technology.