

SCHOOL LIBERAL ARTS MANAGEMENT (SLAM)

SLAM 2010 Financial Literacy (3 Credit Hours)

This class will walk students through the fundamentals of financial planning with topics including but not limited to saving for the future, insurance needs, philanthropic giving, major life purchases and taxes all within the framework of creating a life that is meaningful and affordable.

SLAM 3010 Leadership (3 Credit Hours)

The purpose of this course is to help develop the next generation of leaders for our country and the world. They study of leadership begins with a conceptual understanding of the genealogies and evolution of leadership theory. It follows with students gaining practical knowledge about different leadership styles, traits and characteristics through case studies and personal interactions with proven leaders. The course also creates an opportunity for students to assess their leadership capabilities and to develop a personal leadership plan for the future.

SLAM 3020 Management (3 Credit Hours)

There are no prerequisites for this three credit hour course. This course serves as an introduction to the discipline of management. It is designed to integrate the accepted theories in the area with real world applications to provide students with the basic knowledge and skills needed for managing others. This course begins with a discussion of the current issues in management and then proceeds to cover the traditional functions of management: planning, organizing, leading, and controlling. Lecture and class assignments given in the course are intended to help students understand the needs of modern public and private organizations, including emerging national and international trends.

SLAM 3030 Principles of Marketing (3 Credit Hours)

This course introduces principles and problems of marketing goods and services. The course will provide a basic understanding of the role of marketing within an organization, and within the US marketplace. The relationship between marketing and other major business activities such as production and finance will also be addressed.

SLAM 3050 Public Relations (3 Credit Hours)

"The course is an introduction to the professional practice of public relations, emphasizing its dynamic functions and processes and its relationship to society. Students will examine fundamental theories that are essential to the professional practice of public relations. Emphasis will be on how public relations practitioners work to build meaningful and sustainable relationships with various publics, including employees, customers, community partners, news media, government officials, regulators, etc."

SLAM 3060 Philanthropy & Social Change (3 Credit Hours)

This course is designed to educate students to the process of philanthropy through a social justice lens that takes into account the unequal distribution of wealth and resources in the United States. It looks at the meaning and history of philanthropy in America, while also examining conceptual frameworks for envisioning the relationship between philanthropy and social change.

SLAM 3070 Sports as an Industry (3 Credit Hours)

This course considers the multibillion dollar sports industry, mostly in the United States but also on a global scale in the cases of soccer and the Olympic Games. We examine professional sports -ownership structure of teams, organization of leagues, revenue generation and division, player compensation, race and gender inequities, and the costs and benefits of stadium construction. We also examine the development of intercollegiate sports, their financial aspects, and the impact of Title IX.

SLAM 3890 Service Learning: SLAM 3060 (0-1 Credit Hours)**SLAM 4910 Independent Study (3 Credit Hours)****SLAM 4920 Independent Study (3 Credit Hours)****SLAM 5380 Junior Year Abroad (1-20 Credit Hours)****SLAM 5390 Junior Year Abroad (1-20 Credit Hours)**