

## **Computer Information Systems**

### **CS 299 E01: Web Trends and Technologies**

**PREQ: IT 101 & ANY ONE of the following as a pre-or co-requisite: CS 150, CS 213, IDCC 370, IPM 140**

The Internet has evolved from a network linking computers to a platform linking people, ideas, and information. The World Wide Web now supports applications from social media to software infrastructure. This course will explore current Web trends, strategies for integrating Web-enabled capabilities in the enterprise, and their impact on consumers. Students will expand their knowledge of Web technologies by creating, managing, promoting, and extending Web content and applications.

This course fulfills these requirements:

Elective for CIS Minor

Elective for IPM Minor

Elective for IDCC Major and Minor

Elective for LSM Media, Arts and Society

A&S Elective

## **English**

### **CIN 371 E01 Great Directors: The Films of Alfred Hitchcock**

Alfred Hitchcock is among the most important – and most famous – of film directors: he perfected the genre of the thriller, developed a number of camera techniques that proved very seductive to audiences, and mastered a light touch allowing him to deal with fairly somber subjects in ways that made them palatable to viewers. For many he is the inventor of the modern horror film. More significantly, perhaps, his films show a remarkable sensitivity to some of the complex gender issues that became a central feature of 20<sup>th</sup> century consciousness. Hitchcock's career is also a useful case in point for examining the role of the director in commercial film-making, the relationship of commerce to art,

This course will consider a wide range of Hitchcock films, ranging from silent films made in the twenties to Technicolor block-busters made in the sixties, as a way trying to understand their own specific qualities and their place in 20<sup>th</sup> century filmmaking. Students will be required to watch a film a week out of class. There is no final exam; the course grade will be based on participation, informal writing assignments, a few brief quizzes, and a significant final research paper.

### **COM 390 001 Rhetoric & Bodies**

**PREQ: Expository Writing I**

We tend to think about what we do with our minds and what we do with our bodies as separate activities. When we write a paper, solve a math problem, read a poem, or think about an idea, we employ our intellectual lives. When we exercise, labor, dance, or move our bodies, we employ our physical selves. This division between the life of the mind and the life of the body, between thought and action, intellectual and physical may be common for us, but it did not exist for the ancient Greeks—for them, the mind was part of the body, and thinking was as much a physical activity as throwing a discus or running a marathon. This course will attempt to revisit, or perhaps even recreate, the mind-body unity that was so familiar to the ancients.

To do this, we will use our bodies to create ideas, and our thoughts will fuel our physical activity. We will run, read, talk, and write about running, and, ultimately, we put both our minds and bodies to use by serving people who need our help. The class participate in the selection, planning, and execution of a charity benefit run. Major assignments include a persuasive pitch for the selection of charity that the class activities will sponsor, planning a fundraising event or series of events, executing and participating (in some way, even including walking, wheeling, or cheering) in the charity events and in the run which takes place in San Francisco, California on April 2, 2011, and a final paper and presentation. Minor assignments include a running journal, playlists, and a class blog (<http://www.writingrunners.wordpress.com>).

Note: This course is open to ALL students. You needn't be a "runner" to participate, and running itself is not a graded component of the course. Students will choose their own method of participating in the race, and walking, wheeling, and cheering are all acceptable forms of participation. The enrollment fee (\$950 total, with \$100 paid as a deposit) will cover the cost of the weekend trip to California.

### **LIT230 001: Literature & Culture: Chekhov's Stories of Russia: From Princes to Peasants**

Anton Chekhov is one of the major figures of 19<sup>th</sup> century Russian literature, along with Tolstoy, Turgenev, and Dostoyevsky. His stories influenced almost every modern short story writer, and his plays are still performed and adapted for the cinema (most recently in Louis Malle's movie *Uncle Vanya on 42<sup>nd</sup> Street* about a group of actors performing Chekhov in a run-down New York theatre). Taken as a whole, the stories and plays offer us a glimpse into almost every class of Russian society—from princes to peasants. Visit the world of Russia before the Revolution!

### **LIT 312.001 Creative Writing: Drama/Screenwriting**

"The play's the thing..." says the Prince of Denmark in a well-known drama by a well-known English playwright.

This course of study is all about the play —whether written for stage, screen, or television. We will learn how to plot a story and how to turn that plot into a dramatic blueprint; we will experiment with form and substance, and with matters of art and balance. While we'll explore professional standards and applications, we will focus primarily on the universal elements of drama—dialogue and action; character, exposition, plot, and atmosphere; human needs, desires, and interaction— and on evolving the student's unique and accomplished voice and vision. Course work will include in-class writing, discussion of student work, analyses of a variety of script excerpts and film clips, and technique exercises. Students should expect regular reading and writing assignments culminating in a final scriptwriting project. While no previous experience is required, students should come equipped with abundant enthusiasm, substantial self-discipline, a bit of imagination, and a healthy curiosity about the drama.

### **LIT 393 001: Magic & Realism: Latin American Fictions**

Latin American culture is only partly a product of Europe. Long before the Spanish, its indigenous peoples had laid down their religious beliefs, arts, social, and scientific structure. Their belief systems have nothing to do with Judeo-Christian tenets or European aesthetics. Add to this the African slave trade and the generations of descendants who adhere to the cultures of the African continent. The arts of Latin America constantly reflect the abutment of Europe and the Americas; often they reflect the abrasion of the two. Within the deep structure of Latin America is the constant of death and magic. Although European and North American influences prevail in the daily life of Latin Americans, the literature and all the arts of Latin America have sculpted blood, death, magic, and surrealism into a recognizable signature of those countries.

This course will investigate through the literature of a number of member countries the blending, sweet and sour, of the indigenous and African cultures with the dominant European cultures, chiefly Spain and Portugal. Obviously, we shall be comparing what we find with North American culture, which all of you participate in by choosing to study at Bentley. We'll explore the themes of magic/mystery, sexuality, and rebellion, and the way they undermine the dominant tradition in contemporary Latin American literature.

### **LIT 395 001 American Cities**

This course in intellectual and social culture looks at American cities through the lens of literature, architectural history, music history, politics and philosophy, examining New York, New Orleans, Chicago, Nashville and Los Angeles as case studies of American life at moments of dramatic technological and cultural change. We will study the work of some of the premier creative thinkers in American history, from the musicians of Memphis and the countercultural activists of San Francisco to the Romantic writers who generated a literary Renaissance in Boston.

Readings for the course include texts by Henry James, Theodore Dreiser, Tennessee Williams and Joan Didion.

### **LIT 396 001– The Fiction and Films of Jane Austen**

This course will focus on the novels of Jane Austen, including *Pride and Prejudice*, *Emma*, *Sense and Sensibility*, and *Persuasion*. In addition to working with the novels themselves, students will view full-length movie versions with such well-known stars as Gwyneth Paltrow, Hugh Grant, Toni Collette, and Kate Winslet, among others, to see some of the many ways these works translate to the screen. Students will focus on the work of a single major author whose writing established many of the traditions of modern fiction, and connect them to the ongoing interest in filming and re-filming her novels. Students can develop a personal and proprietary interest in one of the most important English-language writers, and explore the writer's life and ideas with a depth and breadth not possible in survey courses. Students will also be immersed in a colorful historical period and become familiar with some of the most treasured stories in the English language, while meeting some of literature's most colorful and best-loved characters.

### **LIT 396.H01 Special Topics in British Literature**

**Lovers, Clowns, and Con-Men: Comedy on Shakespeare's Stage**  
**Professor Linda McJannet**

Since ancient times comic dramas have aspired to provide "pleasure and profit," to reform society by making its foibles and vices ridiculous. Classical comedy tended to the satiric; it was usually set in the city, and aimed its barbs at high and low, the pious and the profane. In Shakespeare's time, comedies also featured young lovers. The typical plot was "boy meets girl, boy loses girl, boy gets girl"-- and her father's gold! These plays frequently took their characters into some "green world" outside the court or city, where a new social order (and sometimes new gender roles) could be created and --perhaps--brought back to the workaday world.

This course examines comedies written by Shakespeare and his contemporaries to explore the art of comedy, its social and cultural functions, and the surprising relevance of these Elizabethan plays to our lives and our world. Plays will include some of the following: Shakespeare, *The Comedy of Errors*, *Twelfth Night*, *The Tempest*, or *Measure for Measure*; Ben Jonson, *Volpone*, *The Alchemist*; Thomas Dekker, *The Shoemakers' Holiday*; Beaumont and Fletcher, *The Knight of the Burning Pestle*.

### **MC 300 001 Special Topics in Film, Television, and New Media Theory: The Music Industry**

This course examines changes in the structure of the music industry and the evolution of popular music forms and genres. Industrial topics include the rise and fall of various playback technologies, cultural anxieties surrounding genres such as jazz and rap, and intellectual property. This course provides an introduction to the organization and structure of the music industry through an examination of the activities and strategies of labels, publishers, performance rights organizations, startups, and subscription services. Students learn about how globalization and new technologies challenge production and distribution norms. Through course readings and listening sessions, students are introduced to debates about commerce and creativity in rock, pop, indie rock, hip hop, electronica, world, and remix music.

### **MC320 001 -- Advanced Production: Directing Film**

**PREQ: MC224 – Introduction to Video Production**

The film director, for many years, has been considered the key element in the filmmaking process. However, the actual creative decisions that a director makes are often confused with the work of other artisans. In this course we will attempt to define the actual role of the director and how that role has evolved and changed over time. The topics will include pre-production, working with actors and the fine art of collaborative filmmaking. In addition, we

will develop tools for scene building, as well as study the styles and works of a wide range of filmmakers. Students will direct two short films over the course of the semester.

## **Finance**

### **FI 402-001 Financial Modeling**

**PREQ: FI 320 & (CC5 or WP).**

This is a hands-on course in financial modeling, primarily using Microsoft Excel. Topics pertaining to introductory Finance courses are used and applied in order to increase experience in spreadsheet modeling. This course will be of particular interest to students wishing to pursue a career in consulting, investment banking, or corporate finance.

### **FI 402A EB1: Venture Capital**

**PREQ: FI 320 & (CC5 or WP).**

This course uses a combination of readings, cases, lectures, and guest speakers to study the venture capital industry in the United States. Emphasis is on the perspective of the venture capitalist. The course is designed to (i) Create an understanding of the role venture capitalists play in financing, advising, and influencing companies, (ii) Develop a conceptual framework for analysis that includes economic, social, and legal aspects, (iii) Gain knowledge of the institutional details related to raising capital, both for the venture capital firm and the investee companies, and (iv) Explore the interactions between venture capital activity and economic activity, the legal environment, and social norms.

## **Global Studies**

### **GLS 242 001 Current Political Issues: Terrorism & National Security**

This course examines terrorism as the type of "low intensity conflict" most likely to affect America in the first part of this new century. The course will look at the history of terrorism, the factors that appear to cause it, "tools" and tactics, psychological factors, the influence of religion such as Islam, the groups involved, and terrorist success and failures. The course will also look at America's campaign against terrorism, examining economic, political, and military strategies, likely U.S. targets, alliances and coalition-building, impact on other international problems, and the prospects for success. While the main focus of the course will be on terrorism, other forms of conflict likely to be prominent in the Twenty-First Century will also be considered, along with America's role in the world generally.

### **GLS 298 North Africa: From French Occupation to Independence and Globalization (3 credits)**

***Spring Break Embedded Course*** This course focuses on North Africa's (Maghreb) emergence from the impact of 19th and 20th century French governance to face the challenges of decolonization, national statehood and globalization. Students will explore the different ways that Tunisia, Morocco, and Algeria experienced French occupation and the individual and common strategies that each country adopted to map their road to independence. Students will use this lens of analysis to examine contemporary issues in North Africa -- human rights, constitutional reform and Islamic law, changing roles of women, migration, and economic and technological development. Additionally, they will have the rare opportunity to travel to Morocco (March 10-20, 2011), where they will meet with civic and business leaders working for economic and social reform, as well as visit important cultural and historic sites in Casablanca, Rabat, Marrakech, and conclude with a Sahara Trek in southern Morocco.

**GLS 299 Latin American Cinema (3 credits)**  
***Optional 4th Credit Service Learning***

This course identifies key themes and styles of representation in Latin American cinema and investigates the ways in which this cinema expresses concerns and experiences of Latin Americans. We will consider the various forms, functions, and 'voices' of this cinema. In addition, we will investigate how this cinema fits into the larger context of Latin America in our modern "globalized" world. Through our survey of Latin American cinema from earlier decades to that of today, we will notice that there have been many changes to how this cinema looks and sounds, but there have also been continuities, especially in relation to the themes and concerns addressed by filmmakers. One of the central objectives of this course is to consider the ways in which cinema has shaped perceptions and understandings of recent and contemporary Latin American experiences for audiences inside and outside Latin America.

## **History**

### **HI 299 001 Modern South Asia**

This course provides a general introduction to Modern South Asian History. After a brief introduction to the history of ancient India, it will address the rise and fall of the Mughal empire; the advent of British colonial rule and subsequent cultural and social change under the British Raj; the emergence of nationalism and the freedom struggle with particular emphasis on Gandhi; the Partition of the Indian subcontinent; renewed religious identities; the postcolonial subcontinental economy; and the perception of the region by postcolonial South Asian communities outside South Asia itself.

### **HI 395 001 Unfree Labor in Historical context**

Slavery and forced labor were significant factors in developing the modern world. The first half of this course will look at nineteenth-century slave regimes in the Caribbean and the United States as economic, social and political orders. In the second half of the course, students will develop their own research projects using primary sources, for example, about forced labor in colonial Africa or modern forms of slavery.

### **HI 399 P01 American environmental History**

This course introduces students to the major events, scholars, and ideas in the field and enables them to analyze the role played by the environment throughout American history. It also encourages students to confront changing definitions of wilderness and nature and enables them to appreciate the role that ideologies play in shaping humans' relationship with their environment

## **Information Design and Corporate Communication**

### **IDCC 298 Sports Public Relations** **PREQ: Expository Writing I**

Sports are important socially and economically, globally and locally. Businesses, teams, athletes, nonprofit organizations and governments turn to PR to maximize the benefits of sports: whether promoting a particular sport, team, or a city or nation bidding to attract a major sporting event such as the Olympics. The ramifications of sports are felt politically, economically and socially. This means that public relations practitioners are deeply involved in the sports business. In this course you will explore the main publicity techniques that stakeholders implement in the sports business, whether promoting a team, a sport, an athlete, a location or corporate involvement. You will also learn how Sports PR goes beyond traditional media relations to include specialist

activities such as issues and crisis management, reputation management, community relations and emerging technologies. C

**IDCC 390.001: Web 2.0 and Beyond: Innovations in Information and Communication Technology (ICT)**

**PREQ: Expository Writing I**

In the 2000s, the Internet evolved from a web of destinations providing information, products, and services to one dominated by dynamic applications, social systems, and partially gated domains such as Facebook. All this has changed the way information design practitioners need to apply their profession. In future decades, innovations in information and communication technologies (ICT) will have similar impact. To prepare you effectively for your career, you will need to be exposed to the latest developments in Internet design, technological innovations, and evolving business models as they emerge. This topic course presents you with the state-of-the-art thought leadership in these critical areas, covering developments in information technology, design, and business. The course includes a variety of teaching modes, including student research investigations, applied projects, and a continuously updated set of outside readings.

**IDCC 390.E01: The Business of Social Media Communication**

**PREQ: Expository Writing I**

Social or “New” Media has become THE place for communication, as it is rapidly expanding its force with approximately 500 million people on Facebook and about 75 million on Twitter, with LinkedIn rapidly catching up. This course will explore the evolution and nuances of social media, its impact on the way of doing business in the 21<sup>st</sup> century. You will learn how to best use these social media communication for developing personal and professional branding, taking advantage of these key platforms for corporate communication and public relations strategies by exploring the medium from the perspective of four cornerstones: cultural, sociological, law and ethics, and privacy. This highly interactive course will involve in-class demonstration and use of various social media platforms, such as Facebook, Twitter & LinkedIn.

## **Mathematical Sciences**

**MA 402 001 Seminar in Mathematical Sciences: Life Contingency and Stochastic Process Models II**

**PREQ: MA 310 and MA 357 and Fall 2010 MA 402.**

A continuation of the Fall 2010 MA 402 Seminar in Mathematical Sciences: Life Contingencies. We will complete our coverage of Exam MLC syllabus topics in both life contingency and stochastic process models.

## **Management**

**MG 338 001 Launching Your Business**

**(Formerly MG 340) PREQ: MG335 (Entrepreneurial Thinking) or IP**

*Launching Your Business* provides the students with the knowledge and skills necessary to (1) select the businesses that are right for them and (2) execute on their business plans and successfully launch their businesses. The class is very hands-on and geared to students with a serious focus on entrepreneurship.

**MG 340A SX1 Business of Sports**

**PREQ: GB 102 or GB 215**

This course provides a broad overview and understanding of the many complex functions involving the principals and practices of the sports and entertainment industry from a business management, marketing and legal perspective. Topics include marketing management developments, product liability, corporate sponsorships,

defamation, multi-media communications, negotiations, unions, management of professional team organizations, etc. Special attention will be paid to the mix of elements such as product, price, promotion, distribution and public relations and how successful management visionaries in the sports and entertainment industry respond to these elements. Cases and weekly topical research articles will be used as models of successful or unsuccessful decision making processes in sports management strategy.

**MG 340B 001 Management through Acting**

**PREQ: GB 102 or GB 215**

A good manager understands people: what motivates them, what are their obstacles and fears, what are their desires and their goals. A great manager collaborates with people to bring out what's best in them and help them achieve their goals. To do this requires self knowledge and the ability to come openly, honestly and fully to each interaction. Acting requires these same skills: understanding and navigating the dynamics of human interaction, cultivating positive collaboration, self knowledge and the elusive quality known as "presence." Acting is thus a perfect vehicle for learning how to become a great manager.

In addition to reading and written work, students will practice acting exercises to develop self awareness and presence; script analysis and scene work to understand motivations, objectives and tactics; and improvisation exercises to test the skills developed. At the end of the semester students will perform scenes or monologues that demonstrate skill acquisition.

**MG 340C 001 Management of Innovation**

**Prereq GB 102 or GB 215**

Innovation is a necessity for an organization's competitive strength and survival. This course focuses on management techniques for stimulating and implementing innovation in the workplace. The course includes mini-case studies of innovative companies and industries as well as of creative leaders.

**MG 340D E01 Human Trafficking & Slavery Project**

**PREQ: GB 102 or GB 215**

Human trafficking and slavery is at epidemic proportions throughout the world today. This course will explore the driving factors behind this phenomenon and provide consulting services to a local nonprofit whose mission is to work towards eradicating the trafficking and slavery of humans. The focus of the course will be to provide organizational assessment and strategic recommendations to improve and strengthen the non-profits operations.

**MG 340E 001: Advanced Topics on Management: Theory and Management of Non Profit Organizations**

**PREQ: GB 102 or GB 215**

This course focuses on the wide range of nonprofit organizations, their special management problems and the various strategies that nonprofits employ to stay viable and healthy as well as to grow. Though the nonprofit sector includes organizations that range from theatre groups to environmental groups to social advocacy groups, and many more, there are common management problems that occur in most nonprofits. The course will focus on exploring these common problems and strategies for managing them. A range of pedagogical approaches will be used including case analysis of actual nonprofits; discussion of articles at the forefront of nonprofit research; short research papers, examinations/quizzes and a term project.

## **Modern Languages**

### **MLSP 298 001 Oral Survival in Cultural Contexts: Seville and its Surroundings**

Is a course designed for students interested in developing a meaningful international experience as well as cross-cultural awareness of the Spanish speaking world. This advanced language course focuses on oral performance and cultural competency in Spanish. MLSP 298 is designed for students who have completed MLSP 202 (or its equivalent) and would like further exposure and understanding of key grammatical points while developing conversational skills and cultural awareness. It is also ideal for students already enrolled in the 300 level of language instruction and/or heritage speakers in need of additional training in oral performance. Students attending this Spring Embedded Course will travel to Seville, Spain. While in Seville, students will have the opportunity to make full use of their language skills outside the classroom environment and in authentic contexts. Several cultural and social activities, field trips to main sites and surrounding areas will also complete this total immersion program in Andalusian life and culture.

## **Natural and Applied Sciences**

### **NASE 398 Health of Nations**

Good health systems boost the prosperity of the nations that possess them. This course will analyze our nation's current health care needs from both patient and institutional perspectives, exploring how health care is currently delivered in the USA. We will study the functions of a typical hospital and discuss models for improving their efficiency and effectiveness. We will then examine the broader structure of the US healthcare system, from its "gatekeepers" in primary practice to its specialists, diagnostics, tertiary care facilities, hospice care, community nursing and public health. Finally, we will examine how health care is delivered in other developed countries, and compare the strengths and weakness of these alternative systems and discuss which 'best practices' of other systems might be applicable here.

### **NASE 397 001 Innovating the Future**

This course is about the future and examines how it can be shaped by scientific, technical, and business innovation in the coming decades. Through lectures and readings, students will be introduced to futuristic technologies as well as the practical challenges inherent in developing successful applications of such technologies. This course will challenge students to have informed and critical perspectives on futuristic technologies as well as the creative thinking skills to become leaders in innovating the future. In spring 2011, this course will focus on "human machine hybrids" with readings from the scientific literature on information technologies, artificial intelligence, artificial organs, material science, and experiments in which machines interact directly with the electrical potentials of the brain. We will consider when the progressive development of artificial joints and limbs, implants that provide vision and hearing, machines that can mimic the function of the kidney, blood, liver, pancreas, or heart, and electrodes that can be planted in the brain – all technologies that are likely to mature during your professional life times. Each student will be challenged to consider for themselves where they see the boundary between science and science fiction, how industry will find new product opportunities from this science, how these technologies may affect the concept of what is "human" or "nonhuman," and the ethical, psychological, and societal implications of these technologies. Pre-requisite(s): Any NASC

### **PS 402 001 Principles of Psychological Counseling and Coaching**

This class provides an overview of the practice of coaching and the principles of effective counseling. Emphasis is on conditions of effective helping relationships, interviewing skills, basic theoretical assumptions, counseling modalities, ethical principles, and professional orientations. The course will use a combination of readings, expert



demonstrations, case applications, peer coaching, tape recording and feedback, and individualized skill practice verbally and in writing.

## **Philosophy**

### **PH 135 001 Medical Ethics**

**PREQ: PH 101 or IP**

The course has three primary objectives. Through the presentations of and interactions with guest lecturers and the guided discussions of cases, videotapes and readings (with an occasional lecture), you should:

- A. Become acquainted with some of the theories, methodology, and terminology traditionally identified with the branch of philosophy called ethics, especially as they relate to issues that arise in the context of medical policy, research, and practice;
- B. Clarify your own ideas and become aware of the views of others about issues involving the rights and responsibilities of medical professionals and their clients, the patient-provider relationship, the right to refuse and/or demand treatment, active euthanasia, withholding or withdrawing treatment from incompetent patients, advance directives, the business of medicine, including pharmaceutical companies, hospitals, and long term health care facilities, and the just allocation of health care and its resources, as well as learn about and investigate concepts central to medical ethics such as (but not limited to) truth telling, informed consent, autonomy, and paternalism; and
- C. Begin to ask many questions and think in such a way that you will be more able to recognize and analyze some of the moral issues and dilemmas that arise in relation to health care.

## **Sociology**

### **SO 402 001 Seminar in Sociology of Information**

Information and information processes are becoming increasingly important. However, most treatments of information do not focus on the degree to which information depends on processes that are inherently social. This course will explore the role of social processes in the life of information. Information itself, as well as the objects that live in information systems and the ways in which those objects are interpreted and used depend heavily on social practices. Therefore, as information becomes more important it also becomes more important to understand the social practices through which information is created and maintained. The course will examine several theories of information (including Garfinkel's Sociological Theory of Information) that focus on the contribution of social practices to information. It will examine important contemporary studies of information and information processes (including work by Christian Heath and Paul Luff). Students will learn basic methods for observing and understanding such processes at information worksites.