COB 242. Managerial Accounting. 3 credits.
The attention-directing and problem-solving functions of accounting in relation to current planning and control, evaluation of performance, special decisions, and long-range planning. Prerequisite: COB 241.

COB 291. Introduction to Management Science. 3 credits.
The application of quantitative modeling and analysis to decision making. Introduces linear programming, decision theory, queuing, simulation and forecasting methods. Emphasis is on implementing spreadsheet models for business applications. Prerequisites: COB 191 and MATH 205 or equivalent.

COB 300A. Integrated Functional Systems: Management. 3 credits.
COB 300A is the management component of an integrated learning experience consisting of four courses, taken concurrently, which introduces the fundamental conceptual tools of management, finance, operation and marketing in such a way as to establish their mutual relevance and interdependence. Students work in small project teams on tasks designed to require the application in concert of conceptual tools from each of the function areas. Prerequisites: Completion of all required 100- and 200-level B.B.A. core courses, junior standing (56 hours) and formal admission to the College of Business.

COB 300B. Integrated Functional Systems: Finance. 3 credits.
COB 300B is the finance component of an integrated learning experience consisting of four courses, taken concurrently, which introduces the fundamental conceptual tools of management, finance, operation and marketing in such a way as to establish their mutual relevance and interdependence. Students work in small project teams on tasks designed to require the application in concert of conceptual tools from each of the function areas. Prerequisites: Completion of all required 100- and 200-level B.B.A. core courses, junior standing (56 hours) and formal admission to the College of Business.

COB 300C. Integrated Functional Systems: Operations. 3 credits.
COB 300C is the operations component of an integrated learning experience consisting of four courses, taken concurrently, which introduces the fundamental conceptual tools of management, finance, operation and marketing in such a way as to establish their mutual relevance and interdependence. Students work in small project teams on tasks designed to require the application in concert of conceptual tools from each of the function areas. Prerequisites: Completion of all required 100- and 200-level B.B.A. core courses, junior standing (56 hours) and formal admission to the College of Business.

COB 300D. Integrated Functional Systems: Marketing. 3 credits.
COB 300D is the marketing component of an integrated learning experience consisting of four courses, taken concurrently, which introduces the fundamental conceptual tools of management, finance, operation and marketing in such a way as to establish their mutual relevance and interdependence. Students work in small project teams on tasks designed to require the application in concert of conceptual tools from each of the function areas. Prerequisites: Completion of all required 100- and 200-level B.B.A. core courses, junior standing (56 hours) and formal admission to the College of Business.

COB 301. European Integration, Culture and History. 3 credits.
This course is designed to complement the COB 300 A-D or European marketing minor when taught as part of the semester in Antwerp, Belgium program. COB 301 will only be offered as part of the semester in Antwerp program. Students will study European integration in the classroom and visit governmental institutions, historical places and cultural events associated with course content. Prerequisites: Requires acceptance to the semester in Antwerp program. Must be taken as a corequisite with COB 300 or courses for the European marketing minor. Cannot be used as an elective to fulfill any College major or any minor other.

COB 487. Strategic Management. 3 credits.
Strategic management is designed to be the capstone course for seniors completing their undergraduate studies in the various functional areas of business administration. The course is comprehensive and structured to build on the foundational knowledge students have gained through completing the interdisciplinary COB 300, Integrated Functional Systems, learning experience and from their respective concentrations. Prerequisites COB 300 and completion of one full academic semester after completing COB 300.

COB 490. Special Studies in Business Administration. 1-3 credits.
Designed to give capable students an opportunity to complete a faculty supervised independent study apart from a specific major. Prerequisite: Permission from the Associate Dean for Student Services.

COB 491. Peer Advisor Training. 0 credits.
This block course will provide peer advisor trainees with the information necessary to give guidance to their peers in understanding various university and college academic policies and procedures and the university resources available to address academic questions and issues. Cannot be applied to any College of Business major or minor. Prerequisites: Junior standing (78 credit hours) and approval of the Associate Dean for Student Services one month prior to registration.

COB 492. Peer Advising. 2 credit hours per semester, limit of 4 credit hours total. Practicum in advising focuses on College of Business students providing guidance to their peers in understanding various university and college academic procedures and policies, as well as offering knowledgeable referrals to appropriate university resources. May be taken twice for up to four credit hours. Cannot be applied to any COB major or minor. Prerequisites: Senior standing and successful completion of COB 491.

Communication Sciences and Disorders

Department of Communication Sciences and Disorders

CSD 200. Introduction to Communication Disorders. 3 credits.
This course is an introduction to human communication, the most advanced of neurological functions which separates humans from all other species. It surveys both normal and communicatively disordered populations served by audiologists, speech-language pathologists, educators and neuropsychologists.

CSD 207. Phonetics. 3 credits.
Instruction in various transcription techniques for phonetic and phonemic analysis of speech production.

CSD 208. Anatomy and Physiology of the Ear and Voice Mechanism. 3 credits.
A detailed study of the anatomy and physiology of the speech mechanism.

CSD 209. Audiotics and Hearing and Speech. 3 credits.
Introduction to acoustics of speech and hearing. Introduction to physical acoustics, sound generation and transmission, resonance, speech acoustics and speech perception.

CSD 300. Language Development. 3 credits.
The study of language acquisition, development, structure and function in normal children. The development of language in all cultures and the universal nature of the developmental process is the foundation for continued study in speech-language hearing. Prerequisites: A grade of “C” or better in CSD 207, CSD 208 and CSD 209; Open to CSD majors only.

CSD 301. Audiology. 3 credits.
An introduction to the symptoms, causes and treatment of hearing disorders. Hearing test instrumentation and interpretation in clinical situations are emphasized. Prerequisites: A grade of “C” or better in CSD 207, CSD 208 and CSD 209 or permission.

CSD 314. Phonological and Language Disorders. 3 credits.
An introduction to phonological and language disorders in children and adults. Etiological and maintaining factors are discussed, and an overview of assessment and (re)habilitation procedures is presented. Prerequisite: CSD 300 or permission.

CSD 318. Aural Rehabilitation. 3 credits.
Concentrated attention is given to communication problems of the hearing handicapped. Aural rehabilitation is emphasized including lip reading and auditory training. Prerequisite: CSD 301 or permission.

CSD 412. Multicultural Topics in Communication Disorders. 3 credits.
This course will address considerations for effective service delivery to culturally and linguistically diverse populations. An overview of cultural characteristics will be provided with particular attention to specific minority populations. Discussion on speech and language variations in dialects, bilingualism and foreign accent, nonbiased assessment and strategies for enhancing communication with families from diverse cultures will be presented. Prerequisites: CSD 200, CSD 207, CSD 300, CSD 314.

CSD 415. Neuroanatomy and Neurogenic Communication Disorders. 3 credits.
Introduces neurogenic communication disorders from a neuroanatomical approach. Prerequisite: CSD 208 or permission.

CSD 416. Organic Speech Disorders. 3 credits.
Clinical procedures in the areas of fluency, oral-facial and voice disorders are studied. Evaluative and remedial aspects are emphasized. Prerequisite: CSD 208.

CSD 420. Introduction to Sign Language. 3 credits.
Provides an introduction to American Sign Language, the deaf community and English-based signed systems.

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CSD 421. Sign Language II. 3 credits.
Focuses on developing conversational skills of students whose core vocabulary and knowledge of the grammar and pragmatics of sign language are basic; distinguishes ASL from English sign systems. Prerequisite: CSD 420 or permission.

CSD 444. Child Language Development and Disorders. 3 credits.
The study of normal language development in children, including an overview of the linguistic bases of language. Topics include the examination of the various manifestations of language disorders in children and the different strategies for intervention. This course does not meet the degree requirements for CSD majors.

CSD 470. Methods and Observation. 3 credits.
Directed observation and participation in practical experiences. Introduction to the clinical process in speech-language pathology. Practical clinical methodology will be emphasized. Prerequisites: Majors only; CSD 314 or permission.

CSD 471. Methods and Observation in Audiology. 3 credits.
An introduction to the clinical process in audiology via directed observation and participation in laboratory and patient interactions. Practical clinical methodology is emphasized. Majors only with interest in graduate study in audiology. Repeatable for credit up to six credits. Must have senior status. Prerequisite: CSD 301 or permission.

CSD 490. Special Studies in Communication Sciences and Disorders. 3-6 credits.
Provides students opportunity for independent study and/or small class instruction in elective topics. Prerequisite: Any CSD course.

CSD 499. Honors. 6 credits.
See catalog section "Graduation with Honors."

Communication Studies
School of Communication Studies

SCOM 231. Introduction to Alternative Dispute Resolution. 3 credits.
Study of conflict resolution processes including mediation, arbitration and negotiation. Consideration of litigation and hybrid dispute processes such as summary jury trial, rent-a-judge and panel evaluation.

SCOM 240. Introduction to Communication Theory. 2 credits.
Study of theories and models that inform understanding of human communication processes. Emphasis on the processes of theory building, comparison of theories, and the implications and application of theory to particular contexts. Consideration of role of communication in all human endeavors. The SCOM 241 lab and SCOM 240 lecture portions must be taken concurrently. Prerequisites: SCOM major declared or SCOM minor declared students only, and any GCOM course.

SCOM 241. Communication Theory Lab. 1 Credit.
This lab is designed to complement and supplement the SCOM 240 lecture course. Students will discuss, write and/or give presentations related to content covered in SCOM 240. The SCOM 241 lab and SCOM 240 lecture portions must be taken concurrently. Prerequisites: SCOM major declared or SCOM minor declared students only, and any GCOM course.

SCOM 242. Presentational Speaking. 3 credits.

SCOM 243. Oral Interpretation. 3 credits.
Study and application of theories concerning the oral presentation of various forms of literature including prose, poetry, drama and nonfiction materials. Emphasis on performance. Prerequisite: Any 100-level speech communication course or permission of the instructor.

SCOM 245. Signs, Symbols and Social Interaction. 3 credits.
The study of verbal and nonverbal communication as used in human interaction. Consideration given to the function of symbolic systems in self-concept development, the structuring of reality and social discourse. Attention is directed toward the use of signs and symbols by different ethnic groups, genders, age groups and geographic groups. Prerequisites: SCOM Major Declared or SCOM Minor Declared students only and any GCOM course.

SCOM 247. Small Group Communication. 3 credits.
Study of communication processes involved in solving problems when working with others in a small group context. Emphasis on concepts of roles, norms, leadership and decision making. Consideration of small group factors which influence problem-solving effectiveness. Prerequisite: Any GCOM course.

SCOM 248. Intercultural Communication. 3 credits.
The study of human communication in a variety of cultural settings and contexts. Emphasis on developing understanding and analytical skills regarding communication between people from different racial, ethnic and cultural backgrounds in both domestic and international settings. Consideration of relevance and application to social, business and political environments.

SCOM 260. Introduction to Public Relations. 3 credits.
Study of basic principles and practices of public relations. Consideration given to public relations problems and pragmatic solutions utilizing oral, written and electronic communication media and skills.

SCOM 261. Public Relations Techniques I: Written. 3 credits.
Study of writing fundamentals for public relations. Emphasis on practice of effective writing for a variety of media (press releases, public service announcements, brochures, newsletters). Must be able to use word processing software. Prerequisite: SCOM 260.

SCOM 270. Introduction to Health Communication. 3 credits.
An introduction to the study of the theory and practice of communication in health- and medical-related fields. Emphasis on communication interaction between professional health providers and patients/clients. Consideration of strategies that promote effective communication between health/medical professionals and patients/clients. Prerequisite: Any GCOM course.

SCOM 280. Introduction to Communication Research. 3 credits.
An introduction to the principles, methods and analysis techniques used in the field of communication. Emphasis on a broad-based understanding of the breadth of research in the field. Includes both qualitative and quantitative research methods, methods of literature review and research article critiques. Fulfills the College of Arts and Letters writing-intensive requirement for the major. Prerequisite: SCOM 240.

SCOM/ANTH 305. Language and Culture. 3 credits.
An introduction to linguistic anthropology. Explores the complex relationships between language and culture through topics such as language acquisition and socialization; language, thought, and worldview; language and identity; multilingualism; how and why languages change; literacy; and the politics of language use and language ideologies.

SCOM 313. Topics in Communication Studies. 1-3 credits, repeatable to 6 credits.
Study of current topics and issues in human communication. Emphasis on contemporary theories, research and principles. Prerequisites: Nine hours of SCOM courses including SCOM 240 and one at 100 level.

SCOM 314. Communication in Romantic Relationships. 3 credits.
This class acquaints students with relevant theory and research associated with communication in various stages of romantic relationships including initiation, maintenance and dissolution. Emphasis is on honing one’s ability to understand communication theory, research, and application while enhancing one’s communication skills in romantic relationships. Additionally, students will improve their ability to communicate about relationship research through writing, presenting and discussing.

SCOM 318. Practicum in Communication Studies. 1-6 credits.
Approved co-curricular activities and/or projects of a practical nature. No more than six hours of practicum credit can be applied to major. Proposals must be submitted to and approved by the course instructor for section and credit hour registration. To receive repeat credit, see school director. Prerequisite: Permission of the school director.

SCOM 320. Introduction to Interpersonal Communication. 3 credits.
Introduction to the fundamental theoretical perspectives in interpersonal communication. Emphasis on the effects of verbal and nonverbal messages on continuity and change in personal relationships. Consideration of the influence of cultural and social contexts on messages in relationships. Development of communication competence in diverse interpersonal contexts.

SCOM 330. Special Topics in Interpersonal Communication. 3 credits.
Study of current topics and issues in interpersonal communication. Topics and issues may include, but are not limited to aging and lifespan, communication education, computer mediated relations, deception and secrecy, friendship and rivalry, relationship rejuvenation and social support. May be repeated up to six credits.

SCOM 331. Communication and Conflict. 3 credits.
Consideration of theories of conflict emerging from the communication discipline and application to different forms of conflict at all levels of human interaction. An examination of communication and varied responses to conflict in diverse situations. Emphasis on competencies required for successful management, intervention and transformation of conflict. Prerequisite: SCOM 240 or SCOM 245 recommended.

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