Sports and Recreation Management

SRM/HM 201. Foundations of Hospitality, Sport and Recreation Management. 3 credits.
An introduction to the basis for the professions that make up the School of Hospitality, Sport and Recreation Management. A focus on these professions in governmental, voluntary, private and commercial settings is incorporated. Finally both the economical significance and the professional preparation for success in the industry is both introduced and practiced. Prerequisite: HM or SRM major or permission of director.

SRM/HM 202. Foundations of Leadership in Hospitality, Sport and Recreation Management. 3 credits.
An introduction to the basis for the professions that make up the School of Hospitality, Sport and Recreation Management. A focus on these professions in governmental, voluntary, private and commercial settings is incorporated. Finally both the economical significance and the professional preparation for success in the industry is both introduced and practiced. Prerequisite: HM or SRM major or permission of director.

SRM 241. Introduction to Sport and Recreation Management. 3 credits.
Introduces the sport and recreation management professions in governmental, voluntary, private, public, and commercial settings. Outlines development of sport and recreation and the evolution of the mega-leisure industry. Outlines professional preparation in sport and recreation management. Prerequisite: SRM 201 or permission of director.

SRM 242. Sociology and Psychology of Sport and Recreation Management. 3 credits.
The primary purpose of this course is to investigate sport and recreation related activities and services from a sociological and psychological perspective. The focus will be on activity through the lifespan and using theory and current issues from both disciplines to aid the practitioner in their interactions with participants and constituents and with the development and management of sport and recreation related activities and services. Prerequisite: SRM 201 or permission of director.

SRM 282. Practicum in Sport and Recreation. 3 credits.
A sequence of selected experiences which provides the student with supervised practicum experience in Sport and Recreation Management. Prerequisite: SRM 241.

SRM 333. Management in Sport and Recreation. 3 credits.
This course will provide students with the knowledge to apply the management principles and theories to specific professional organizations in the sport and recreation industry. The content of this course will be closely intertwined and impact upon the success or failure of the sport and recreation setting. Particular emphasis will be placed on ticket sales and sport sponsorships. Prerequisites: SRM 333 and MKTG 380.

SRM 335. Cognitive Processes and Current Issues. 3 credits.
This course will understand the basic component as to how we think and why, and then expands into an introduction of the different of cognitive processes used in sport and recreation management settings. These different processes include: creative thinking, critical thinking, problem solving, decision making and logical thinking. The class will then apply these processes in addressing various current issues facing the sport and recreation industries. Prerequisite: SRM 241.

SRM 337. Programming and Assessment in Sport and Recreation Management. 3 credits.
This course will examine the basics of sport and recreation programming and assessment. Students will be presented with tools and strategies for developing and assessing programs and evaluating their outcomes. Students will learn how to program for agencies of various sizes with an understanding of the importance of recognizing service population needs. Prerequisite: SRM 241.

SRM 434. Ethical and Legal Issues in Sport and Recreation Management. 3 credits.
This course is designed to introduce students to current ethical and legal issues of concern to professionals in sport, recreation and leisure studies. Students will examine the impact of these issues on organizational and managerial policies and decision-making. Prerequisite: SRM 333.

SRM 435. Sport Marketing and Sales. 3 credits.
This course will examine how promotional activities and sales efforts are closely intertwined and impact upon the success or failure of the sport and leisure industry. Particular emphasis will be placed on ticket sales and sport sponsorships. Prerequisites: SRM 333 and MKTG 380.

SRM 436. Facilities and Events in Sport and Recreation Management. 3 credits.
This course is designed to explore the principles of planning, design, and management of selected sport, recreation, and exercise facilities. The course will also cover the planning and management of special events. This will include budgeting, design, staffing, evaluation/assessment, crowd management and relative human resource management. Prerequisite: SRM 333.

SRM 482. Internship in Sport and Recreation Management. 6 credits.
A full-time professional experience which affords the opportunity to apply theory and methodology under qualified supervision from the cooperating agency and the university. Students may take only one additional course (three or four credits) while enrolled in this course. The additional course must be approved in advance by the site supervisor and the director of SRM. Prerequisites: SRM 282, SRM 333, and 72 credit hours complete.

SRM 490. Special Studies in Sport and Recreation Management. 3 credits.
Designed to give capable students in sport and recreation management an opportunity to complete independent study under faculty supervision. Prerequisites: SRM major and permission of director.

SRM 498. Special Topics in Sport and Recreation Management. 3 credits.
This course is designed to allow explorations of areas of current topical concern, or to exploit special situations. Course content will vary. For current course content consult your adviser or the SHSRM director. Prerequisites: SRM major and permission of director.

SRM 499. Honors. 6 credits.
Year course. See catalog description entitled “Graduation with Distinction” and “Graduation with Honors”. Prerequisite: Permission of director.

Studies Abroad

Semester in Antwerp
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.

http://www.jmu.edu/catalog/15
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 300E. Integrated Functional Systems: Strategy. 3 credits.
COB 300E is the strategy 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.

IB 298-I. Business Environment in China and Southeast Asia. 3 credits.
This course will study China’s political and economic development during the last ten years including the historical events leading up to those changes, political pressures involved in the process of change and economic issues facing the trading in China. Students will work to understand the cultural, historical, legal and political realities of doing business in China today. Special attention will be given to the present political and economic development in China.

IB 298-II. International Business Operations. 3 credits.
This course will study China’s political and economic development in the last twenty years including historical events leading up to those changes, political pressures involved in the process of change, economic issues facing the trading in China. Students will learn about the cultural, historical, legal and political realities of doing business in China today.

POSC 371. Politics of China. 3 credits.
This course introduces students to the politics of the People’s Republic of China with emphasis on the events in the period since the Chinese Communist Party established its regime in 1949. It will begin with a brief review of China’s political history before 1949 in order to establish the necessary foundation for understanding the significance of subsequent events. We will then analyze the ways in which the communist party set out to organize China after the revolution, the consequences of these efforts, both achievements and failures, and the debates provoked within the elite and among the general population.

Semester in Florence

ARTH 313. Italian Renaissance Art. 3 credits.
Exploration of the invention of perspective and techniques of Renaissance realism including masterpieces by major artists such as Giotto, Donatello and Michaelangelo. Weekly visits to museums and churches. Taught in English. May be used for general education credit.

ENG 302F. Dante’s Commedia, Selections from Inferno, Purgatorio and Paradiso. 3 credits.
Dante’s Commedia, a vision of the other-world, the account of a journey through Hell, Purgatory and Paradise, is one of the world’s greatest poems, and an achievement of the poetic imagination. Students will also see how the Commedia inspired the work of later British and American writers and will see how the forms of literature Dante shaped have endured to modern times. Taught in English; Italian majors and minors may receive Italian credit by completing all written assignments in Italian. May be used for general education credit.

ITAL 101F. Elementary Italian. 3 credits.
The fundamentals of Italian through listening, speaking, reading and writing. Practice in pronunciation and development of comprehension.

ITAL 102F. Elementary Italian. 3 credits.
The fundamentals of Italian through listening, speaking, reading and writing. Practice in pronunciation and development of comprehension.

ITAL 231F. Intermediate Italian. 3 credits.
A thorough review of grammar, vocabulary building, conversation, composition and reading.

ITAL 232F. Intermediate Italian. 3 credits.
A thorough review of grammar, vocabulary building, conversation, composition and reading.

ITAL 320F. Italian Oral and Written Communication. 3 credits.
Intensive training in grammatical structures and their applications to oral and written conversation. Instruction is in Italian. Prerequisite: ITAL 232 or permission of the instructor.

ITAL 322F. Italian Oral and Written Communication. 3 credits.
Intensive training in the use of modern, everyday Italian with emphasis on conversation and composition. Readings in Italian will provide a context for discussion and writing. Prerequisite: ITAL 300.

ITAL 490F/HM 361. Exploration of Wine Culture in Italy. 3 credits.
Intensive training in the use of modern, everyday Italian with emphasis on conversation and composition. Readings in Italian will provide a context for discussion and writing. Prerequisite: ITAL 300.

HM 362. Wine and Food Pairing. 3 credits.
This course is designed to teach students the applied approach to matching wine and food from different parts of the world using flavors, textures, and components present in food and wine in complementing strategies. Emphasis will be placed on menu planning, cooking methods, and tasting wines with food in a formal dining room. Taught in English. Course may count for HTM major credit with the approval of the head of the HTM department.

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HUM 250F. Foundations of Western Culture. 3 credits.
This course is a study of the roots of our Western tradition in Greek, Roman, Medieval or Renaissance culture. Students examine the interrelationships among history and literary works; the fine arts; philosophical and religious thought and intellectual contexts. Content will vary depending on section and instructor. May be used for general education credit.

MKTG 380. Principles of Marketing. 3 credits.
Deals with fundamentals involved in the marketing process; concerned with the functions, institutions and channels used to distribute goods and services from producer to consumer. Involves case studies of Italian firms and systematic comparisons between prevalent Italian/European and American marketing practices. Taught in English.

ITAL 490F/IDLS 486. Internship and Field Experience. 3 credits.
Students interact with Florentine middle school students taking English classes and engage in systematic comparisons of educational institutions and experiences in Italy and the United States.

POSC 344. Politics of the European Union. 3 credits.
This course offers an in-depth consideration of the political development of the European Union, the EU policy-making process and contemporary issues that confront European leaders and citizens. Taught in English.

Semester in London

ARTH 316. Masterpieces of British Art. 3 credits.
Survey of painting and sculpture in Britain from 1530 to 1860 concentrating on 18th-19th century painting. British art is viewed in the context of European civilization. Weekly visits to London museums including the Portrait Gallery, Sir John Sloane's House, the Wallace Collection and the Tate Gallery. May be used for general education credit.

HUM 200L/THEA 449/ENG 412L. The London Theatre. 3 credits.
Study of London theatre. Consideration given to current productions of classic and contemporary works. Emphasis on production elements including acting, directing, design, writing and economic considerations. May be used for general education credit. HUM 200 may be used for general education credit.

HIST 382. Europe in the 20th Century. 3 credits.
An examination of European history following WWII, from a British perspective. Weekly outings to museums and sites of historic interest.

IDLS 486. Internship and Field Experience. 3 or 6 credits.
An internship class combining practical work experience with a class providing perspective and cultural appreciation.

POSC 371L. Topics in Comparative Politics: British Media and Politics. 3 credits.
Study of the media's role in political campaigns, concentrating on past/present election, the media's role in covering political parties and coverage of the governing process in the United Kingdom. Discussion of electronic and print media. Topics to be examined include campaign videos, political ads, editorial cartoons, TV debates, convention coverage and radio talk show commentary.

SCOM 347L. Communication, Diversity, and Popular Culture. 3 credits.
Study of the rhetorical dimension of communication practices and texts found in British popular culture. Emphasis on issues of diversity as they are manifested in the communication practices found in British popular culture. Emphasis on strategic communication choices in a diverse, multicultural world. Emphasis on critical thinking, self-reflexivity and communication analysis. Prerequisites: SCOM 121, SCOM 122 or SCOM 123.

SCOM/SMAD/WRTC 360L/HUM 251. British Media and Society. 3 credits.
Study the history, nature, and impact of mass media in the United Kingdom. Emphasis on the impact modern media has on society, and society has on media. Consideration of similarities and differences in mass media in the United States and Great Britain. Consideration of the relationship between mass media and the arts. Focus on 20th century mass media in London, one of the world's pre-eminent and most influential media centers. HUM 251 may be used for general education credit.

Study of how mediated communication molds perception and influences cultural change. Emphasis on how language and imagery, sound and music are combined in current media to create meaning. Consideration of emerging media and their implications for cultural design. Focus on British media and culture.

SMAD 463L/ENG 463L/SCOM 395. Film Adaptations: British Literature and Film. 3 credits.
The study of the process of adapting British literature into feature films. Consideration is given to the original literary work, as well as to the changes undergone in its adaptation to film.

WRTC 320L/SCOM 321. Writing in the Public Sphere. 3 credits.
Students will conduct a rhetorical examination of written texts that influenced and brought about change in the public sphere in Great Britain. Course offered during semester in London for the communication and media program. Counts as an elective in the writing and rhetoric minor. With permission, SCOM majors and minors may substitute SCOM 395 for this class.

Semester in Salamanca

ARTH 314/SPAN 490T. Spanish Art. 3 credits.
A study of the art and architecture of Spain from medieval times through present. Concentration on specific artists, as well as general movements in the history of Spanish art. Since it is taught in Spanish, Spanish credit may also be given. ARTH 314 may be used for general education credit. Prerequisite: SPAN 300 or equivalent.

POSC 371S. Comparative Politics: Spain/United States. 3 credits.
A comparative study of political systems in Spain and the United States. Emphasis on historical and contemporary issues. Taught in Spanish; Spanish credit may also be given. Prerequisite: SPAN 300 or equivalent.

SPAN 300S. Spanish Grammar and Communication. 3 credits.
Intensive training in grammatical structures and their application to oral and written conversation. Instruction is in Spanish. Prerequisite: SPAN 232 or equivalent.

SPAN 307S. History of Spanish Civilization. 3 credits.
Study of Spanish life and culture from ancient times to the present. Prerequisite: SPAN 300 or equivalent.

SPAN 308S. Latin American Civilization. 3 credits.
A study of the geographical, historical and cultural development of Latin America from pre-Columbian times to the present. Instruction is in Spanish. May be used for general education credit. Prerequisite: SPAN 300 or equivalent.

SPAN 320S. Spanish Oral and Written Communication. 3 credits.
Intensive training in the use of modern, everyday Spanish with emphasis on conversation and composition. Readings in Spanish will provide a context for discussion and writing. Instruction is in Spanish. Prerequisite: SPAN 300.

SPAN 330S. Business Spanish. 3 credits.
Study of commercial and technical vocabulary and trade customs in conjunction with practice in the art of commercial communication including interviews, letter writing and simultaneous interpretation. Prerequisite: SPAN 300 or equivalent.

SPAN 335S. Introduction to Spanish Literature. 3 credits.
This course is designed to prepare students in literary analysis of the novel as well as short stories, poetry and drama. All necessary terminology will be studied. Mandatory for all Spanish majors before taking any other literature class. Instruction in Spanish. Prerequisite: SPAN 300.

SPAN 385S. Latin American Drama and Short Stories. 3 credits.
Readings and analysis of representative plays and short stories from Latin America. Student reports on selected authors. Instruction is in Spanish. May be used for general education credit. Corequisite or prerequisite: SPAN 335.

SPAN 400S. Advanced Conversation. 3 credits.
Discussions deal with topics of current interest. Instruction is in Spanish. Prerequisite: SPAN 300 or equivalent.

SPAN 446S. Special Topics in Spanish Language: Trabajos dirigidos. 3 credits.
Students work on any aspect of Spanish literature under the supervision of USAL faculty. Topics and work vary, ranging from the case study of a work, the treatment of a given topic in Spanish literature, the analysis of a literary movement, the systematic study of the author's work, or a comparative analysis of several writers.

SPAN 465S. Cinema and Literature. 3 credits.
Comparative studies between cinema and literature. May be used for general education credit. Corequisite or prerequisite: SPAN 335.

SPAN 490S/IDLS 486. Internship and Field Experience. 3 credits.
This course gives students the opportunity to integrate in the Spanish society and work with local schools and businesses. The experience will allow students to interact with the community through conversation and their assigned responsibilities.