

## **Class Options & Descriptions for the Honors Business in Prague Program**

\*This is a list of courses intended to be offered. All students are recommended to select a back-up course option in case their first choice is unavailable. Students will officially register upon arrival in Prague.

### **ART 131 Prague Art & Architecture**

**Primary Subject Area:** Art History

**Other Subject Area:** Architecture

**Instruction in:** English

**Course Details:** Level 100

**Recommended Semester Credits:** 3

**Contact Hours:** 42

**Additional Fee:** \$35.00 \* An additional course fee of approximately CZK 800 is charged to cover expenses associated with this course. Amount in USD is estimated and is subject to change based on exchange rate.

#### **DESCRIPTION**

This course examines the key developments in Czech arts and architecture from the early medieval to the contemporary period. Slide-based lectures are complimented with visits to monuments, art collections and galleries. This course will provide students with an overview of the history of art in Prague. In this respect, the course intends to have students acquire knowledge of main characteristics of art styles while observing and analyzing paintings, sculpture, and architecture first-hand.

### **CZE 100 Elementary Czech Language & Culture**

**Primary Subject Area:** Czech Language & Literature

**Instruction in:** English

**Course Details:** Level 100

**Recommended Semester Credits:** 3

**Contact Hours:** 42

#### **DESCRIPTION**

This course aims at stimulating students to interact in a new language and cultural environment, and develop their own approach towards the Czech language and culture. The course introduces relevant topics of Czech Studies; the students will comprehend Czech culture, arts and linguistic legacy. Cultural, historical, and theoretical contexts will be provided and discussed. The course is also a journey into the Czech consciousness, soul and values. It explores Czech language and culture that is formed by centuries of traditions. Field trips will be organized and selected films by Czech directors will also be viewed.

## **ECO 320 EU Market & Business Policies**

**Primary Subject Area:** Economics

**Other Subject Area:** Business

**Instruction in:** English

**Course Details:** Level 300

**Recommended Semester Credits:** 3

**Contact Hours:** 42

**Prerequisites:** ECO 110 Intro to Macroeconomics, ECO 120 Intro to Microeconomics

### **DESCRIPTION**

The course aims at presenting market related policies of the European Union (EU) and their impact on business companies. The course will be divided into two parts. The first will familiarize students with the main institutions of EU, whereas the second will focus on EU market and on the business-related policies of EU (i.e., trade policies, labor market policy, financial market regulation, competition policy and state aid).

## **HIS 236 Jewish Experience in Central Europe**

**Primary Subject Area:** History

**Other Subject Area:** Religious Studies

**Instruction in:** English

**Course Details:** Level 200

**Recommended Semester Credits:** 3

**Contact Hours:** 42

**Additional Fee:** \$35.00 \* An additional course fee of approximately CZK 800 is charged to cover expenses associated with this course. Amount in USD is estimated and is subject to change based on exchange rate.

### **DESCRIPTION**

The course will provide an inside look at the Jewish history in the Czech lands, it will explore the subject from different aspects of view ? legends, traditions, religion, art and history. The impact given on ?experience? means that students will have an opportunity to explore themselves on several field trips all different features and characteristics of Jewish life and presence ? both in the past and in present times.

The course will consist from lectures from notable speakers and several field trips. Students are expected to read assigned reading prior to the class. The students are expected to actively participate in discussions.

## **HIS 237 Central European History**

**Primary Subject Area:** History

**Instruction in:** English

**Course Details:** Level 200

**Recommended Semester Credits: 3**

**Contact Hours: 42**

**Additional Fee:** \$30.00 \* An additional course fee of approximately CZK 600 is charged to cover expenses associated with this course. Amount in USD is estimated and is subject to change based on exchange rate.

### **DESCRIPTION**

This course is an advanced survey of East Central Europe, focusing on the peoples of the Habsburg Monarchy. It will trace political, social and cultural developments from the reign of Maria-Theresa to 1989. Emphasis will be given to the comparative aspects of the various nationalities and regions of East Central Europe, and it will contrast the agrarian societies with the cities. The course will trace in greater detail the 20th century upheavals of the region with the climax of the events of 1989.

## **HIS 338 The Holocaust and Jewish Cultural Destruction**

**Primary Subject Area:** History

**Instruction in:** English

**Course Details:** Level 300

**Recommended Semester Credits: 3**

**Contact Hours: 42**

**Additional Fee:** \$30.00 \* An additional course fee of approximately CZK 600 is charged to cover expenses associated with this course. Amount in USD is estimated and is subject to change based on exchange rate.

### **DESCRIPTION**

The twentieth-century destruction of European Jewry cannot be considered an isolated historical event that occurred during the years of World War II. The Holocaust persists in wielding considerable influence upon European political policy and cultural society, whilst the effects of the genocide continue to shape the identity of the continent's Jewish population.

This course offers an introduction to the history of the Holocaust, as well as considering the consequences and aftereffects of the genocide upon European Jewish culture up until the present day.

Students will be introduced to the central and core issues concerning historical and methodological approaches to the Holocaust. Analysis shall be given to the chronology, geographical scope, regional differences, plus the actions and responses of perpetrators, victims and bystanders. This will be completed using a variety of sources, including memoirs, diaries, film, photography and the core academic texts used in the field of Holocaust studies.

Post-Holocaust, the course will offer an introductory look at the cultural destruction experienced by European Jewish communities. Special attention will be given to the differences between Western

European nations and those of the communist Eastern-bloc countries; Jewish theological responses to the Holocaust; the influence of Israel; and the re-emergence of Jewish culture in Central and Eastern Europe, during post-1989 democratic years.

### **JRN 259 News Video Production & Editing**

**Primary Subject Area:** Journalism

**Instruction in:** English

**Course Details:** Level 200

**Recommended Semester Credits:** 3

**Contact Hours:** 42

#### **DESCRIPTION**

In this fast-moving, practical and hands-on course, students will gain basic skills for reporting and producing a video story across all media platforms. The course includes interviewing, script writing, shooting with smart phones and cameras, professional video editing techniques and talent performance. These are skills required for most entry level journalism jobs in TV and digital (internet & mobile) as well as print and professional blogs. Communications jobs, public relations and many small businesses now also require media production skills. And news organizations depend on ?citizen journalists? - everyday viewers and readers - to upload useable eyewitness video and photos from their smart phones to news websites and social media.

### **MGT 415 Operations Management**

**Primary Subject Area:** Management

**Other Subject Area:** Business

**Instruction in:** English

**Course Details:** Level 400

**Recommended Semester Credits:** 3

**Contact Hours:** 42

**Prerequisites:** MTH 222 Business Statistics, MGT 245 Introduction to Management

#### **DESCRIPTION**

Examines decision making in operations management, focusing on those who are responsible for producing the goods and services sold by a manufacturing or service organization. This course will be taught with as many practical examples as possible. Topics include process analysis and design, quality and productivity management, Just-in-Time(JIT) analysis, and the role of these topics in formulating and executing competitive strategy.

### **MKT 323 Customer Experience Management**

**Primary Subject Area:** Marketing

**Instruction in:** English

**Course Details:** Level 300

**Recommended Semester Credits:** 3

**Contact Hours:** 42

**Prerequisites:** MKT 248 Introduction to Marketing

## **DESCRIPTION**

There's no business that's not show business! Companies like Hard Rock Café, Apple or Starbucks or Victoria Secret are some of the pioneers of the emerging trend to offer striking, memorable and compelling customer experiences.

Innovative firms in their brand marketing today try to create these compelling holistic customer experiences to differentiate themselves in engaging all senses of people to build a growing reliable and loyal customer base. To successfully do so marketing innovation makes more and more use of new insights from Neuroscience and Behavioral Economics. Neuromarketing is one way to create brand experiences and business opportunities completely different from traditional marketing approaches; it also confronts marketers with new ethical issues. Web-based services, rising numbers of electronic communication channels, which interrelate with actual face-to-face experiences, co-creation with customers of products and services, open innovation - all these and more concepts help firms to establish new, more sustainable and more profitable customer relationships. CEM/CRM represents the ultimate paradigm shift from product-centric to customer-centric strategies.

CEM develops and implements strategies, which create lasting value and loyalty and thus sustainable competitive advantage - especially in a global marketplace, in which customer preferences are volatile.

Software provides the backbone of a reliable customer relationship. Customer Experience Management (CEM) is the next level of Customer Relationship Management (CRM) solutions. CRM is still one of the fastest growing market segments in the software market. Web-based solutions offer new and more complex opportunities to address customers as individuals even in mass markets. Almost every large organization has meanwhile a CRM system installed. At the same time, more than 50% of these systems still are not really well implemented and successfully used.

The course will explore the strategies and concepts of customer experience management. Students will learn how to create compelling experiences along the whole process of customer touch-points. It will especially cover the meaning and impact new research in Neuroscience and Behavioral Economics has on consumer behavior and loyalty. It will explore the use of CRM systems to optimize the efficiency especially of sales organizations and the development and implementation of growth strategies. It will discuss implementation processes and the necessary change management programs to achieve a broad acceptance in the whole organization.

The course will probably have a client firm for whom students will act as consulting teams in a research project.

## **ART 381 Art Studio – Painting I**

**Primary Subject Area:** Painting

**Instruction in:** English

**Course Details:** Level 300

**Recommended Semester Credits:** 3

**Contact Hours:** 42

**Additional Fee:** \$45.00 \* An additional course fee of approximately CZK 1000 is charged to cover expenses associated with this course. Amount in USD is estimated and is subject to change based on exchange rate.

## DESCRIPTION

This is a painting course to be held in the studios of the Academy of Fine Arts in Prague. Students will paint from the model, still life, landscape and their own imagination, but inspired by the specific Expressionist and Surrealist characteristics of Central European art. The premise is that Central Europe of Prague and Vienna developed according to its unique history and artistic heritage, which differed from the cultures of other European capitals and regions and that this can be a valuable source of inspiration for the contemporary artist.

Students will be painting in some of the finest studios in Europe and work in one of the most visually inspirational cities in the world.

There are no prerequisites as we can accommodate beginners and more advance students in this multilevel course.

## **ART 382 Art Studio – Painting II**

**Primary Subject Area:** Painting

**Instruction in:** English

**Course Details:** Level 300

**Recommended Semester Credits:** 3

**Contact Hours:** 42

**Prerequisites:** Painting Studio I

**Additional Fee:** \$45.00 \* An additional course fee of approximately CZK 1000 is charged to cover expenses associated with this course. Amount in USD is estimated and is subject to change based on exchange rate.

## DESCRIPTION

This course is a continuation of the Painting Studio I session for those students desiring more time to work and more advanced instruction in order to develop further their paintings and concepts. Studio courses tend to require more time than regular lecture courses in order to achieve the proper results, therefore this option of an extension or continuation is made available. In addition to the common core content and structure (listed below) there will be in this advanced second level more in-depth and theoretical seminars about painting and higher demands and expectations from the students.

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## **ART 252 Digital Photography**

**Primary Subject Area:** Photography

**Other Subject Area:** Media Studies

**Instruction in:** English

**Course Code:** ART 252

**Course Details:** Level 200

**Recommended Semester Credits:** 3

**Contact Hours:** 42

**Additional Fee:** \$45.00 \* An additional course fee of approximately CZK 1000 is charged to cover expenses associated with this course. Amount in USD is estimated and is subject to change based on exchange rate.

**Required Supplies:** Students should have, or have access to, a digital camera that allows for manual adjustment of exposure, shutter speed, aperture and focus.

## **DESCRIPTION**

The aim of this course is to provide students with a comprehensive overview of photography as a digital medium. Coursework will provide a platform for students to explore technique and process as well as their own creative pursuits. Particular emphasis will be placed on concept development, digital capture, editorial technique, and digital presentation. Post-production software programs will be introduced, but not highlighted in this class.

In addition to practical application, students will be introduced to a variety of contemporary visual artists through gallery visits and discussions. Upon completion of the course, students will have an improved understanding of digital photography in both form and function, laying the foundation for further exploration of the digital process.

The first half of the course will focus on the more technical aspects of digital photography including exposure, file type, storage and digital workflow. Also covered in the first half are composition and various creative exercises to develop creative seeing.

The second half of the course will include image processing and correction in addition to ongoing work on each student's chosen project and theme. The final portion of the course will include preparing images for the end of course exhibition.

## **IRS 364 American Foreign Policy in Film**

**Primary Subject Area:** Political Science

**Other Subject Area:** Film Studies

**Instruction in:** English

**Course Details:** Level 300

**Recommended Semester Credits:** 3

**Contact Hours:** 42

### **DESCRIPTION**

This course analyzes American identity creation through popular film. The course is concerned with the changing of American identity through the portrayal of events from the end of the Second World War to the present. While the main focus of the course is on film and the portrayal of important events and identificational concepts (existential fears) through film, the course also utilizes texts on theory and history to provide a contrasting influence to better understand the message and political impacts of the films.

## **POS 376 Gender Equality**

**Primary Subject Area:** Political Science

**Instruction in:** English

**Course Details:** Level 300

**Recommended Semester Credits:** 3

**Contact Hours:** 42

### **DESCRIPTION**

Description not available.

## **SOC 276 Sub-Cultures: Lifestyles, Literature, Music**

**Primary Subject Area:** Sociology

**Other Subject Area:** Cultural Studies

**Instruction in:** English

**Course Code:** SOC 276

**Course Details:** Level 200

**Recommended Semester Credits:** 3

**Contact Hours:** 42

**Additional Fee:** \$35.00 \* An additional course fee of approximately CZK 800 is charged to cover expenses associated with this course. Amount in USD is estimated and is subject to change based on exchange rate.

### **DESCRIPTION**



Provides critical insights into graffiti, street-art, underground, punk, hip-hop, psychedelia, alter-globalization movement, etc. Multidisciplinary perspectives of cultural, literary, and media studies are explored. Seminal readings on subcultures are used to discuss the practices of 'alternative' urban lives in postindustrial society and certain trends of artistic production. Focus is on political interpretation of youth subversion and disclosures of power mechanisms. Visuals and field trips to graffiti and other subcultural sites are a part of this course.