

**ARTH 300 History of Modern Design**

This course examines the products of applied design during the past 150 years, including examples of furnishings, industrial design, fashion, and graphic design, in relation to demand, technology and production, standards, fine art, social reform, and the dynamics of consumption.

**ARTH 465 Understanding Art Through London's Collections**

Who were the Pre-Raphaelites and why were they considered radical? Why did the Romantics revolt against the industrial Age of Enlightenment, and why is Picasso considered one of the most influential artists of the 20th century? The answer lies in the course, Understanding Art through London's Collections, which takes you on a cultural journey through modern and contemporary art from its inception in the late 19th century up to the present day.

London houses some of the world's most famous modern artworks and is one of the major international centers for art so where better to tread the pavements of London's artistic collective, the Bloomsbury Group, than in the city they critiqued? Where better to study why Cezanne is considered the 'father' of post-impressionism than by standing in front of some of his masterpieces discovering how he influenced Matisse and Picasso.

Let London become your study canvas to explore the plethora of modern genres housed in its artistic landscape, making weekly visits to museums and galleries where you critically analyze the cross-fertilization between art and society. Learn how each era in art reflects society's notion of beauty and challenges its stereotypes; and how today's modern artist is a construct, a commentator and an influence on modern society.

**AS-I 265 London as a Global City**

The course will explore the key economic, political, social and cultural processes that have shaped and consolidated London as an archetypal global city. London's important and multifaceted role over the last two centuries as an administrative centre, port, art capital, suburb and financial node will be used as a laboratory to consider theories, concepts and historical trajectories of urban change. The course will emphasize the spatial constitution and negotiation of metropolitan life and the complex relations between local and global processes in urban development. In particular, the course will highlight winners and losers from the economic restructuring and urban regeneration closely associated with the assertion of London as a global city.

**BUSN 481 Business Ethics**

The aim of this course is to cast light on the moral dimension of business decisions and foster a rational debate on moral dilemmas of business life, focusing on current British and European cases, or on cases of global import. Making the right choice in the face of a dilemma requires reflecting on the differing views and evaluating reasons for accepting or rejecting them. study of how to analyze, evaluate and construct arguments is therefore an important component of this course. The benefit of developing this intellectual important component of this course. Students will skill greatly exceeds its moral or philosophical application. research and present in class current cases of business practice and the public The logical structure of major arguments will be analyzed and debate about them. Objections and alternative arguments will their validity and soundness assessed. be constructed by work groups and evaluated by their counterparts.

**COM 150 Mass Media & Society (Media in Britain)**

This course will explore British media organizations as social, economic and cultural entities and will examine specific determinants and processes of production. Areas of study will include broadcasting and the film industry, the press and the 'convergent' new media of digital television and the Internet. As popular perceptions of the media often revolve around the excitement, glamour, creativity and controversy, this course attempts to separate myths from reality and give students a pragmatic approach of what the British media are about and what working for them entails.

**COM 360 International Communications (British Broadcasting)**

ABC, NBC, and Fox may all sound familiar but did you know the British Broadcasting Corporation is the largest is broadcasting organization in the world? What impact does this public service media giant play in the U.K. and around the world? What about radio broadcasting? Where does the radio format fit in a modern society? What role do digital technologies play in modern broadcast? Students in this course will explore the history of British radio and television broadcasting, its role in British society and culture, its global impact, and its place in today's digital world.

The course is built on the idea that broadcasting must exist not only to entertain the public, but to inform and educate as well, British broadcasting to this day remains a lively mix of genres and programs, with extensive influence throughout the world. Students will cover topics such as public service broadcasting, competition in British broadcasting, documentaries and their importance to British cultural identity, the news, current affairs and reality television and broadcasting exports.

Students will hear guest speakers from BBC Radio, Channel 4 news media, and the Independent Production sector. Co-curricular excursions will include visits to the BBC, Sky News, a live television or radio program recording, the British Film Institute Mediatheque, and a production company.

**COM 380 British Culture & the Visual Media**

This course offers students an introduction to contemporary Britain by examining the history of its major social and political institutions, the cultural values of its peoples, and significant contemporary socio-political issues and debates. It explores the new Britain through a unique balance between classroom instruction by British faculty, guest speakers from all walks of public life, and guided visits to places of both historical and contemporary significance. Extensive field study is required.

**CULA 465 Foods, Society and Culture in Britain**

This course is focused on the complex relationships between food and cuisine and society and culture and how they shape and influence each other. Drawing from the disciplines of food studies, intercultural communication, anthropology and sociology, students will have the opportunity to engage with *food as culture* – in theory and in practice. Through this course, students will examine major contemporary issues around food, the history and forms of cuisine in the UK, and food as an important cultural phenomenon in all societies. Britain will be the main example, with London as a particular lens. This is essentially a classroom-based course, but it has a high level of engagement with London. Visits and tastings will be arranged as appropriate to enhance understanding of flavors and the composition of British culinary tradition. In addition, students will be expected to participate in critical analysis about food in the UK (and their home country and the world); food is controversial and stirs individual and national passions alike. What sort of a culinary professional do you intend to be and what choices will you make?

**DSMR 326 Product Promotion & Trend Reporting**

This course will examine aspects of Product Advertising and Promotion along with the impact of Forecasting and Trend Reporting on this particular field of study. Emphasis will be placed on the comprehensive nature of promotion in the merchandising environment with an emphasis on the changing nature of promotion, based on trends in a global marketplace. Theories, Principles and practices of advertising, promotion and forecasting used today, along with information accessed through case studies, field trips, and guest speakers will be utilized as teaching methods. Students will be expected to make use of the abundant information the city of London has to offer in regard to trend spotting and utilize it in regard to its relationship to the field of promotion and forecasting within a merchandising environment.

**ECON 351 Environmental & Resource Economics**

The protection and sustainable management of the natural environment is an area that is widely recognized that most areas of growing concern across the globe. Environmental problems, whether small-scale or global, are the result of a complex interaction of natural processes with economic forces and This course examines the continuing conflict between market forces decisions, and environmental integrity and explains how economic theory views the relationship between economic activity and the natural world. The regional, national and international issues are presented and discussed. This course will give students an opportunity to develop a critical understanding of the different ways in which economic decisions, market forces, and government policies can affect environment.

**ENGL 398 Contemporary British Theater**

This course introduces students to a variety of texts, performances and theatrical venues that reflect the vitality of contemporary British theatre. London has around one hundred theatres, of which fifteen are occupied by subsidized companies. Large commercial theatres can be found in the West End offering a variety of light entertainment, musicals and comedies. Off-West End productions may feature plays with more individual themes. The most innovative and experimental work is usually found in the 'fringe' theatres. This course will try and offer a 'taste' of all these modes of production, and a consideration of state subsidy for theatre within a critical framework. Students will be expected to analyze and comment critically upon various shows in performance.

**ENGL 315 Shakespeare and Elizabethan England**

Students taking this course will be introduced to the life and work of William Shakespeare and his contemporaries through lectures, workshops, field trips and theatre visits. Shakespeare and Elizabethan Literature is designed to help students to understand the fascinating social and historical background to some of the most famous, most compelling poetry and drama ever written. The course begins by studying the conventions of Elizabethan love poetry and considering the sexual stereotypes addressed by writers such as Marvell, John Donne and Christopher Marlowe (a poet and playwright who met his end in a bar brawl.) Students will go on to read and watch performances of two of Shakespeare's plays. Shakespeare wrote drama that entertained but also confronted his audiences. By studying plays such as the comedy *Twelfth Night* and the tragedy of *Macbeth* students will be introduced to the following topics: the power struggles between Elizabethan men and women; the influence of carnival and cross dressing; the use of sexual innuendo on Shakespeare's Stage; the history and style of Elizabethan acting; the representation of witchcraft and dramatization of rebellion and violent conflict. The course also involves a visit to the recreation of the Globe theatre on the banks of the river Thames (a theatre where Shakespeare wrote and performed plays after 1599) and a walking tour of Shakespeare's London. This course is suitable for any student interested in knowing more about Shakespeare and his fellow writers.

**FIN 301 Fundamentals of Finance**

The course seeks to introduce students to fundamental concepts in corporate finance and provide an understanding of basic financial calculations. The course also aims to provide a basis for further studies related to managerial responsibilities and financial markets.

**HIST 247 Modern England 1815 – Present**

This course introduces students to the main themes of British social history from the Napoleonic Wars to the end of the twentieth century, a period that witnessed the gradual acquisition and rapid dissolution of a global economic and political empire, underwritten by the world's largest navy. Through seminars, lectures and site visits, students will examine the ways in which Britain's global rise and fall effected the politics, culture and day to day lives of ordinary Britons. We will concentrate on the following themes: empire and national identity, the industrial revolution and the making of the British working class, the struggle for women's suffrage, the impact of the first and second world war, and the impact of decolonization on British society and Britain's status in the world.

**IAS 360 Islam & the West**

The profound urgency to develop mutual understanding between the West and the Islamic World has been highlighted by a myriad of violent events over the last decades. On the assumption that ignorance is the enemy of peace, this course intends to explore the sources of conflict that have led towards the notion of "a clash of civilizations."

**IAS 360 Peace and Conflict Resolution**

The study is intended to enable students to understand the dynamics of peace and conflict and to contribute toward the efforts for more just and peaceful conditions in today's world. Conflict and peace will be examined at various levels, linking local and global issues, through critical thinking and interdisciplinary approaches. Because a large part of peacemaking involves the appreciation of human diversity, the course will focus on multi-cultures, and matters of difference related to religion, gender, race, ethnicity, and socio-economic class.

**IAS 360 International Diplomacy**

This course will cover in some detail the work of diplomatic missions in the execution of foreign policy and their organization to accomplish that work. Course objectives include explaining the activities of the various sections and agencies that compose diplomatic missions in order to improve understanding of the role of diplomacy in advancing national and international interests, to highlight the different skills and professions engaged in "diplomatic" work, and to show the services and assistance that citizens, companies and other organizations can expect to obtain from diplomatic missions. The experience will be that of missions based in London and selected sites in mainland Europe.

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**INTLB 200 International Business**

This course examines economic, political, legal, and social factors affecting formulation of international business strategy.

**INTLB 334 International Trade**

The course is designed to enable the students to understand the critical importance of the role of multinational decision-making and strategy with respect to trade issues. It examines major issues in international trade and commercial policy and uses real-world applications to derive and illustrate models of international trade. The course covers rationales and benefits of international trade, protectionism, the political economy of commercial policy, international trade and development, and economic integration and world trade.

**MKTG 344 Professional Personal Selling**

Prepares students for business-to-business personal selling careers. Uses role-playing and experiential exercises to teach the latest strategies and tactics in prospecting and qualifying, planning sales calls, approaching prospects, making sales presentations, negotiating resistance, confirming and closing "win-win" agreements, and servicing customers to ensure satisfaction.

**MKTG 357 Global Marketing**

This course explores the decision-making process in the marketing of products and services in the international marketplace. It covers the formulation of key elements in international marketing strategy, such as identification and assessment of potential markets, price setting, and design, promotion, and distribution of products and services. It also explores issues such as the competitive advantage of nations, the changing nature of the international social and business environment, and the emerging role of the Internet in international marketing.

**MKTG 362 Brand & Reputation Management**

How does brand management affect organizational value? How do customers and their engagement in real or virtual communities shape the nature of brands? How does services branding differ from goods branding?

This course introduces, explores and applies a range of strategic brand management issues that drive brand equity and value. Customers are increasingly co-creators of brand value as part of a more interactive and dialectical process. Witness the rise of social media where dialogue, conversation, interaction are the key drivers of brand growth. The days of shouting from a billboard as the primary form of brand marketing are gone. Students will explore issues such as the strategic branding process, consumer perception, brands as social and psychological vehicles, the competitive landscape, and brand evaluation. By the end of the course should have developed a deeper understanding of brand, the strategic branding process and an appreciation of how to brand in a given context to maximize equity and value.

**MUS 380 Music in 20<sup>th</sup> Century Britain**

This course examines a wide range of important musical styles and cultures in twentieth century Britain. We will consider notions of British identity, as asserted positively (e.g. Pastoralism in classical music) and critically (e.g. Punk Rock). We will look at various cultural theories and apply these approaches to the subcultures that emerged in the U.K. after the Second World war, such as Teddy Boys, Rockers and Mods.

We will study the "symbolic subsystems" of each group - their music, style, speech and ritual - alongside notions of deviancy, consumerism, identity, territoriality, and performance. Music will be given special emphasis: we will examine the stylistic traits of different artists and genres (the forms, lyrics, instrumentation etc.) as well as the political and economic context in which each was created. As part of the class we will have some guest speakers (practicing musicians) and attend three concerts of classical, jazz and rock music.

**PHTO 465 Journalism**

How can your experience with a culture be reflected in the way you capture it in a photograph? How might you utilize images to narrate your experience during your stay in London? How can developing an appreciation of photography parallel a greater understanding of London as a global city? This course is intended for students with an interest in the history, theory and practice of photography. It is designed to familiarize students with skills which combine photographic composition and camera operation, together with conceptual ideas, especially those of narrative photography.

Through the use of the lens, students will be encouraged to document their experience with London as a city. Through classroom learning and field exploration students will be exposed to an educational experience which challenges them to capture their knowledge and experience with London's history, architecture, and cultural diversity. Students will learn to blend elements of photojournalism and aesthetic photography in order to challenge their creative abilities whilst creating a unique portfolio exhibiting their new found knowledge and understanding of London as a global city. Central to the course is the exhibition of student work at the end of the term to showcase their journey from new arrivals to Londoners.

**PSCI 472 British Politics**

The overall objective of the course is to provide the students in a systematic fashion with a basic understanding of the system of government and the political process in Britain, as well as the socio-historical processes that have shaped modern Britain. These include the Monarchy, the Parliament, political parties, the Prime Minister, political ideology, and political culture; are among topics discussed in this course. Throughout the course, comparisons with American politics and society will be made as a point of reference to provide the student with a better framework for understanding British politics. This is an introductory course on contemporary British politics, and therefore requires no previous political science courses.

**PSCI 472 Economic Integration of the EU**

The course provides a comprehensive examination of the processes of European economic integration and a critical analysis of EU policies in their broader political-economic context. It focuses on the external dimension of Europe in the global economy, the integration processes of the EU, including the Single Market, Economic and Monetary Union or the Common Agricultural Policy, and its impact on global economics, ranging from the World Trade Organization to EU enlargement and the Third World.

**SMT 240 Olympic Games: Sporting London**

This course has been designed to provide international students an opportunity to understand sports in a British context against a backdrop of the Olympics, with London as the host city - 1908, 1948 & 2012. The module presented from a historical and contemporary perspective will examine a series of themes and issues, primarily through sports history and the sociology of sport, with supplementary references to economics, politics and the media. This course aims to provide the students with the skills to analyze sports as a social phenomena and use them as an analytical tool to illuminate contemporary situations and problems in the international arena, provide an insight into the wide range of British sports and sports organizations through practice and study visits, and apply a sociological lens to the world of sports and athletics through the incorporation of academic writing, popular media and personal experiences and observations. Co-curricular visits will include meetings with officials of the 2012 Olympic committee; an opportunity to meet with the Mayor of London regarding the Games; and visits to such relevant locations as the David Beckham Academy, the Academy of Sports, the Chelsea and Brentford Football Clubs, and the Boxing Academy Community Project.

**SOC 495 Social Welfare Issues in the UK**

The object of this course is to introduce participants to the historical and conceptual framework within which social welfare provision has developed in the U.K. In addition, comparative perspectives on U.S. and U.K. practice will be developed: contrasting notions of "philanthropy" will be analyzed. The contrast between Franklin D. Roosevelt's New Deal in the 1930's and the Welfare State in post-war Britain will serve to exemplify historical similarities and distinctions between the two national approaches. This course is intended to explore current issues in social welfare provision particularly in the non-profit, non-governmental sector.

**SOC 495 Transnational Studies: Global Diasporas**

The course will be a study of Britons from multi-ethnic backgrounds, who have evolved from Diaspora communities into multicultural ethnicities. The strobe will be on London, a "global city" where much of the debate focuses on these transnational communities that inhabit the capital, the unique mixture of cultural assets and beliefs, and the consequent challenging inequalities. The study will include the Black community, Chinese and South Asians, and religions in the global diasporas –Jewish, Islamic & Sikh.