Objective

The Graduate Division of the College of Professional Studies is a uniquely structured unit within the University offering academic degree programs in professional fields. The College is committed to offering each student an education that prepares that individual to make significant contributions to society, to the local community and to his/her chosen profession. The mission is accomplished by providing an education which is value-oriented and consistent with the historical relationship of St. John’s University to the Catholic community. The uniqueness of the College comes from its blend of a strong liberal arts model of education combined with a highly respected professionally oriented curriculum. Throughout each of the college’s programs, an enriched intellectual and academic environment is provided, enabling the student to explore and develop an appreciation for truth and within which the value and dignity of the human person is understood and respected.

Division of Computer Science, Mathematics and Sciences: Master of Science (M.S.) in Data Mining and Predictive Analytics

Program Description

The M.S. program in Data Mining and Predictive Analytics will combine the study of data mining, predictive analytics, and business intelligence. Predictive analytics applies powerful statistical and data mining techniques to large data sets in order to generate useful information, identify patterns and trends, and build models to predict future events. Applications of these techniques are now transforming decision-making throughout business, government, healthcare, and academia. The demand for professionals knowledgeable in this area is projected to grow rapidly in the coming years.

Admission Requirements

Admission to the program is contingent upon an assessment of the candidate’s ability to successfully pursue graduate study. This assessment will be made by examining previous academic performance, letters of recommendation, the applicant’s essay, work experience, performance on standardized exams (such as the GRE), and any other evidence that the admissions committee believes to be relevant.

Applicants must submit the following evidence of their ability to pursue graduate study:

1. A baccalaureate degree from a regionally accredited college or university. Transcripts from each institution attended must be submitted even if a degree was not conferred.
2. A record of scholarly achievement at the undergraduate level. Applicants are expected to have a 3.0 (based on a 4.0 scale) cumulative undergraduate grade point average, and a 3.0 in their major field of study. An applicant whose grade point average is below 3.0 may submit an official copy of his/her GRE to support his or her application.
3. Two letters of recommendation from individuals who can comment on the applicant’s academic abilities and potential to succeed in an academically rigorous graduate program. At least one of these letters must be from an instructor who has taught and evaluated the applicant in an academic setting.
4. Completion of the following undergraduate mathematics courses or equivalent:
   - MTH 1008 - Matrix Methods
   - MTH 1009 - Calculus I
   - MTH 1013 - Probability and Statistics I
   - MTH 1014 - Probability and Statistics II

Degree Plan

A. Required Courses (15 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>DS 609</td>
<td>Advanced Managerial Statistics</td>
<td>3 credits</td>
</tr>
<tr>
<td>DS 633</td>
<td>Applied Regression and Forecasting Models</td>
<td>3 credits</td>
</tr>
<tr>
<td>CUS 510</td>
<td>Database System Design and Data Warehousing</td>
<td>3 credits</td>
</tr>
<tr>
<td>CUS 610</td>
<td>Data Mining and Predictive Modeling I</td>
<td>3 credits</td>
</tr>
<tr>
<td>CUS 615</td>
<td>Data Mining and Predictive Modeling II</td>
<td>3 credits</td>
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B. Choice of Two Electives (6 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUS 625</td>
<td>Computer Visualization Applications</td>
</tr>
<tr>
<td>CUS 630</td>
<td>Operations Research</td>
</tr>
<tr>
<td>CUS 635</td>
<td>Web Data Mining</td>
</tr>
<tr>
<td>CUS 670</td>
<td>Monte Carlo Techniques</td>
</tr>
<tr>
<td>CUS 675</td>
<td>Database Programming</td>
</tr>
</tbody>
</table>

C. Analytics Specialization (6 credits)

1. Marketing Analytics
   - MKT 508 Marketing Management                        | 3 credits |
   - MKT 611 Data Analysis in Marketing Research         | 3 credits |

2. Healthcare Analytics
   - HCI 520 Medical and Health Informatics              | 3 credits |
   - HCI 525 Applied Healthcare Analytics                | 3 credits |

D. Capstone Course (3 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUS 690</td>
<td>Applied Analytics Project</td>
</tr>
<tr>
<td>CUS 695</td>
<td>Software Implementation Project</td>
</tr>
</tbody>
</table>

Total: 30 credits

Completion Requirements

All candidates admitted to the MS in Data Mining and Predictive Analytics degree program of study must complete all degree requirements within five years of commencing study and must complete the 30 credit program with a minimum average of “B” (3.0 GPA).
Course Descriptions

CUS 510 Database System Design and Data Warehousing
An examination of techniques used for database design, implementation, and management. Design and construction of data warehouses, including choosing internal and external data sources, determining the degree of granularity, selecting time spans, and choosing how to group subjects. Introduction to data mining, including definition, objectives, query design and analysis of query results.

CUS 610 Data Mining and Predictive Modeling I
Pre/Co-requisite: CUS 510
Serving as the foundation of predictive analytics, this course focuses on identifying patterns and relationships in data and the creation of models to determine future behavior. Data mining algorithms and techniques will be studied and applied to extract valuable information from large data sets. The process of knowledge discovery will be covered from data collection and preparation to data analysis, model development, and deployment. Data mining algorithms for association, classification and prediction will be examined, along with the development of models to predict categorical and continuous outcomes.

CUS 615 Data Mining and Predictive Modeling II
Prerequisite: CUS 610
As the second course in the data mining and predictive modeling sequence, this course includes topics such as neural networks, data stream mining, time series data, web mining, and sequence detection. Algorithms for complex data types and advanced data preparation methods will be covered. Additional topics include model performance evaluation and combining models to improve predictions.

CUS 625 Computer Visualization Applications
Pre/Co-requisite: CUS 610
Study of computer visualization tools used to navigate the data analysis process in order to identify important informational patterns. The course will focus on learning how to use current computer graphical methods to produce visualizations that display data clearly and effectively.

CUS 630 Operations Research
Pre/Co-requisite: CUS 610
Review of probability theory; stochastic processes; queueing theory; inventory theory; review of solution of systems of linear equations; linear programming; duality; assignment and transportation problems; applications of mathematical models.

CUS 635 Web Data Mining
Pre/Co-requisite: CUS 610
Investigation of concepts and algorithms that add intelligence to web-based information systems in areas from business to healthcare to e-government to education. We will cover concepts from data mining and text mining as they apply to the web, and discuss the use of ontologies and semantic web languages.

CUS 670 Monte Carlo Techniques
Prerequisites: MTH 1010 and MTH 1014, or equivalent; Pre/Co-requisite: CUS 610
A study of the computational algorithms that rely on repeated random sampling to compute their results. Examples of computer simulation of physical and mathematical systems.

CUS 675 Database Programming
Prerequisite: CUS 1126, or equivalent; Pre/Co-requisite: CUS 610
Development of large-scale software applications which are integrated with a database management system. Topics include database programming using open architectures, stored procedures, transaction management, web-based applications, and extensible markup data definition and retrieval languages.

CUS 690 Applied Analytics Project
Pre/Co-requisite: CUS 615
Data mining and analytics techniques will be applied in a domain area selected by each student. Knowledge discovery and predictive analytics have become valuable across data-rich disciplines and fields. Students will design and complete a project that involves collecting data and analyzing information with the goal of generating useful knowledge. Domain applications may include areas such as: business and management, finance and economics, medicine and healthcare, public health, marketing and CRM, security, and social networks.

CUS 695 Software Implementation Project
Prerequisite: CUS 1126, or equivalent; Pre/Co-requisite: CUS 615
Data mining, web mining, and text mining methods will be applied in the context of a software system. Students will design and build a working software implementation. Domain applications may be in areas such as business and management, finance and economics, medicine and healthcare, social network mining, e-government and education.

HCl 520 Medical and Health Informatics
This course will focus on information technologies that are used to represent, transmit, and analyze medical data and information in the healthcare field. Biomedical databases, classification systems for medical data, as well as messaging standards utilized by healthcare systems for information exchange will be covered.

HCl 525 Applied Healthcare Analytics
Pre-requisite: HCI 520; Pre/Co-requisite: CUS 615
Healthcare analytics involves performing large-scale analytics on electronic healthcare data to generate knowledge that will lead to more efficient and effective healthcare. In this course, we will cover personalized medicine, which is based on integrating genetic, genomic, and clinical information to predict the likelihood of disease, the course of disease, and response to potential treatments. We will also focus on how public health data can be analyzed to reveal meaningful patterns and trends. Additional topics include emerging technologies in healthcare.

Master of Professional Studies (M.P.S.) in Criminal Justice Leadership

Program of Study
The Graduate Division of the College of Professional Studies offers the Master of Professional Studies in Criminal Justice Leadership which prepares students for management and executive positions by examining critical leadership issues confronting the criminal justice system. The program employs an integrative approach linking theory with professional practice. As a result, criminal justice practitioners gain the advanced knowledge and leadership skills that are essential for executive positions in policing, courts, correctional services, corporate and homeland security.

Students benefit from the superb resources and faculty of St. John’s University, one of the largest Catholic universities in the U.S. St. John’s has a long record of excellence in educating criminal justice professionals. This distinguished record—and the University’s close ties to the criminal justice community—add luster to this outstanding learning experience.

The master’s degree in Criminal Justice Leadership is a 36-credit program of study.

Applied Research Project: The Capstone
The Capstone project is a comprehensive analysis of a significant incident, case problem or policy dilemma related to an agency with which the student is familiar. Students are required to develop a proposal identifying the problem they will address, the data to be collected and analyzed, a list of viable alternatives and a set of evaluation criteria to be used in selecting the best course of action to resolve the problem. The objective of The Capstone project is to produce a comprehensive analytical report that could be used in solving an actual organizational or policy-related problem in the agency considered.

Completion Requirements
All candidates admitted to the Master of Professional Studies in Criminal Justice Leadership must complete the degree requirements within five years of commencing studies.
Students must complete the 36-credit program with an average of “B” (3.0 GPA).

**Admission Requirements**

Applicants must submit the following evidence of their ability to pursue graduate study:

1. A baccalaureate degree from a regionally accredited college or university
2. A record of scholarly achievement at the undergraduate level. In general, applicants are expected to have an overall undergraduate average of “B” (3.0/4.0).
3. Two letters of recommendation from individuals who can comment on the candidate's academic abilities and potential to succeed in an academically rigorous graduate program. An academician who has taught and evaluated the candidate at the undergraduate level should submit one of these references. A supervisor or manager at the agency where an applicant is employed may submit a letter that addresses the applicant’s leadership potential.
4. An essay of approximately 300 words describing the candidate’s reason for pursuing graduate study and his or her leadership objectives must be included with the admission application.

**Program Requirements**

The M.P.S. in Criminal Justice Leadership is a 36-credit program that offers a comprehensive program of study to ensure that students meet specific learning objectives. Students may choose up to four courses from the “Selected Topics” offerings, which feature different topics on a number of pressing issues facing the criminal justice system. All courses in the M.P.S. Program are three-credit offerings.

**Core Courses**

- **CJL 101** Police Administration in the 21st Century
- **CJL 102** Critical Issues In Correctional Administration
- **CJL 103** U.S. Constitution and Criminal Justice Administration
- **CJL 201** Criminal Justice Policy Formation and Analysis
- **CJL 202** Public Administration and the Criminal Justice Agency
- **CJL 203** Ethical Issues in Criminal Justice Administration

**Research Courses**

- **CJL 401** Methods of Research in Criminal Justice
- **CJL 501** Applied Research: The Capstone

**Electives**

- **CJL 301** Selected Topics in Criminal Justice I and II
- **CJL 500** Seminar in Applied Leadership Practices
- **MGT 232** Organizational Behavior
- **MGT 280** Organizational Development

**Course Descriptions**

**CJL 101 Police Administration in the 21st Century**

This course traces the history of American policing and examines organizational models used to deliver police services to communities. Students review the literature and research on policing in a democratic society. Credit: 3 semester hours.

**CJL 102 Critical Issues in Correctional Administration**

This course addresses the most pressing issues facing correctional managers and executives and traces the history of correctional theories, with particular emphasis placed on care, custody and control issues. Credit: 3 semester hours.

**CJL 103 the U.S. Constitution and Criminal Justice Administration**

Students analyze landmark decisions of the U.S. Supreme Court to explore the tension between the goals of public safety and individual liberty in a democratic society, and how these competing interests currently have been balanced in the U.S. Credit: 3 semester hours.

**CJL 201 Criminal Justice Policy Formation and Analysis**

This course provides an advanced examination of the development, implementation and evaluation of criminal justice policy in the United States and elsewhere. Credit: 3 semester hours.

**CJL 202 Public Administration and the Criminal Justice Agency**

This course examines the field of public administration with specific emphasis placed on the executive and leadership responsibilities of the criminal justice administrator. Credit: 3 semester hours.

**CJL 203 Ethical Issues in Criminal Justice Administration**

This course analyzes the most pressing ethical issues facing the criminal justice executive. Case studies are reviewed to determine more effective integrity control policies and procedures. Credit: 3 semester hours.

**CJL 301 Selected Topics Series in Criminal Justice**

These courses feature an in-depth analysis of a selected topic in criminal justice. A different topic will be examined each semester, enabling students to explore a pressing contemporary issue in criminal justice. Credit: 3 semester hours.

**CJL 401 Methods of Research in Criminal Justice**

Students will be exposed to major research studies in policing, the courts and corrections, and encouraged to identify their relative strengths and weaknesses based on accepted research concepts and techniques. Credit: 3 semester hours.

**CJL 500 Seminar in Applied Leadership Practices**

This course is designed to provide graduate students with the supervised observation and/or application of the professional practices of leadership. This practical perspective (field work), when coupled with readings and graduate seminars, will provide students with a rich, integrated understanding of the most current leadership practices. The seminar in Applied Leadership Practices is an elective. Credit: 3 semester hours.

**CJL 501 Applied Research Project: The Capstone**

The Capstone project is a comprehensive analysis of a significant incident, case problem or policy dilemma related to an agency with which the criminal justice practitioner is familiar. Credit: 3 semester hours.

**Management Courses**

- **MGT 232 Organizational Behavior**
  Prerequisite: CJL 202. This course examines the contributions of behavioral science to the management process and the organization as a social-political system. Credit: 3 semester hours.

- **MGT 280 Organizational Development**
  Prerequisite: MGT 232. This course examines planned change for improving the performance of individuals, groups and organizations emphasizing the structure and behavioral factors that interact to influence organizational effectiveness and productivity. Credit: 3 semester hours.

**Master of Science (M.S.) in International Communication**

**General Requirements:**

**Entrance Requirements for M.S. in International Communication**

For admission to the graduate studies program in International Communication, students are expected to have an undergraduate degree from an accredited institution. All applications are subject to departmental review to assess the appropriateness of the applicant; students may be accepted with Special Student status, provided that the applicants have, in the judgement of the department, necessary preparation to take on the graduate studies in the International Communication program.
Admission M.S. in International Communication

Admission MS in International Communication is contingent upon an assessment of the candidate’s ability to successfully pursue graduate study. Ability is demonstrated by previous academic performance, letters of recommendation and other factors that suggest academic potential and motivation.

Degree candidate must provide the following for admission consideration:
1. Evidence of a baccalaureate degree from an accredited college or university including official transcripts from each institution attended.
2. Two letters of recommendation from instructors/professors or other qualified individuals.
3. Minimum GPA must be 3.0.

Degree Requirements:
To be considered as a degree candidate the student must meet the following requirements.
1. Must complete 18 credits of core required courses, and 9 electives courses
2. Must maintain a minimum of 3.0 overall average
3. Those opting for thesis must follow the guidelines in consultation with the Director of the Program
4. Demonstrate proficiency in a foreign language (this requirement may be fulfilled during the course of studies in the program, but before graduation).

Degree Plan:

A - Required Courses (18 cr.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICM 800</td>
<td>Theories and Processes of Communication</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 801</td>
<td>International Communication</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 802</td>
<td>Media and Communication Research Methodology</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 810</td>
<td>Media, Communication and Public Policy</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 811</td>
<td>Media, Culture and Society</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 812</td>
<td>International Communication and Global Development</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 831</td>
<td>International Film Studies</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 833</td>
<td>Political Communication</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 840</td>
<td>Special Topics in International Communication</td>
<td>3 credits</td>
</tr>
</tbody>
</table>

C – ICM 850/851 Thesis (6 cr.)

D – ICM 860 Internship (3 cr. = 150 hrs.)

Required Courses:

<table>
<thead>
<tr>
<th>Course Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>ICM 800</td>
<td>Theories and Processes of Communication</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 801</td>
<td>International Communication</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 802</td>
<td>Media and Communication Research Methods</td>
<td>3 credits</td>
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<tr>
<td>ICM 810</td>
<td>Media, Communication and Public Policy</td>
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</tr>
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<td>ICM 811</td>
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<td>ICM 812</td>
<td>International Communication and Global Development</td>
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Electives:

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ICM 820</td>
<td>Communication and New Media: Building Communities</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 821</td>
<td>International Public Relations</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 822</td>
<td>International Advertising</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 830</td>
<td>Crisis Communication</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 831</td>
<td>Political Communication</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 833</td>
<td>Media, Communication and Human Rights</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 835</td>
<td>Media Governance</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 836</td>
<td>Global Feminism and Media</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 837</td>
<td>Media, Communication and Public Diplomacy</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 840 (1)</td>
<td>Special Topics: Media Strategies and the Politics of Peacebuilding</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 840 (2)</td>
<td>Special Topics: Transnational Advocacy Campaign</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 850</td>
<td>Thesis I</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 851</td>
<td>Thesis II</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 860</td>
<td>Internship I</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 861</td>
<td>Internship II</td>
<td>3 credits</td>
</tr>
<tr>
<td>ICM 865</td>
<td>Independent Study</td>
<td>3 credits</td>
</tr>
</tbody>
</table>

Course Descriptions

ICM 800 Theories and Processes of Communication

This course is designed to give the students a working map of important theories in communication. It will take a close, critical look at some of the most important contemporary theories of human communication, emphasizing their practical applications for society, for public policy, and our everyday lives. The course has the additional pedagogic intention to help students preparing for thesis work and scholarly investigation. Credit: 3 semester hours.

ICM 810 International Communication

This course will focus on ideological-humanistic, economic and political aspects of communication in selected European and developing countries. An emphasis will be on the impact it has had on the mass media and on information exchange, economics and national identity. It will also examine various aspects of world telecommunication and media systems from historical, political and legal points of view. The international communications networks are far from homogeneous; they are full of contradictions and they are subject to powerful social, political, and cultural forces. Credit: 3 semester hours.

ICM 820 Media and Communication Research Methods

Research in communication is a necessary tool in the search for answers. This course in mass media and communication research will investigate methods used in collecting and analyzing information and communication data, and study scientific methods of qualitative and quantitative research. Students will learn to critically evaluate published research, design instruments for research and exercise them within the classroom set up. Credit: 3 semester hours.

ICM 811 Media, Culture, and Society

This course is an exploration of the role of media in popular culture and society. The media’s role in reflecting society and, in turn, the role of society in shaping of media practice will be explored. Credit: 3 semester hours.

ICM 812 International Communication and Global Development

This course will explore and propose communication as a vehicle for promoting justice and human rights in a pluralistic society. The course will encompass a broad range of theoretical and historical studies of communication, media and development. A particular attention will be paid to the trends of globalization and economic upheavals. Learn the development of global communication structures and world information and communication order; a particular focus will be paid to development media and the inter-relationship between communication and development, advocacy communication, communication as an instrument of integration, and to the issues of peace, war, and communication. Credit: 3 semester hours.

ICM 820 Communication and New Media: Building Communities

This course is designed to explore the application of new and converging media, and demonstrate through various class projects their
proficiency in using them comfortably and effectively. This course will focus on the theories of a new media applications, and on the creative and developmental dimensions of new media and building community within various cultural contexts. Credit: 3 semester hours.

ICM 821 International Public Relations
An interdisciplinary approach will draw case studies from a range of study, including international public relations, integrated marketing communication (international advertising), international social marketing, development and participatory communication, public diplomacy and propaganda, international non-governmental organizations (NGOs), and international responses to humanitarian crisis. Credit: 3 semester hours.

ICM 822 International Advertising
This course focuses on the basic principles of international marketing communication in the 21st century with an emphasis on global advertising. These principles will include global versus local creative strategies and executions, international media opportunities, and global research methods. The course does not provide a country-by-country analysis of the global marketplace. Given how quickly our world changes, this would be a futile effort. Rather, it equips the student with an understanding of the basic principles of global marketing and advertising, including the differing cultural, economic, and political factors that have an impact on international marketing communications. Credit: 3 semester hours.

ICM 830 Crisis Communication
Crisis communication is an advanced level of public relations course. In view of the fact that crises are becoming more and more frequent, there is a need to understand crisis communication from an academic and practitioner point-of-view. The purpose of this course is to develop a theoretical conceptualization of the process of crisis communication and an understanding of crisis communication practices. It focuses on the issues relevant to the planning, development and execution of crisis communications programs for businesses, governments, organizations and with stakeholders during a crisis. A particular emphasis will be placed on covering the advent of new media technologies, the rise of consumer power, the growing development of international public relations, and the need for an audience orientation to studying and practicing crisis communication. Credit: 3 semester hours.

ICM 831 International Film Studies
A chronological review of the development of international cinema as an answer to the Hollywood industry—decade by decade, for more than 100 years. Students learn critical and technical vocabulary of the subject and study important films in weekly screenings. The course combines readings in theories of globalization and cosmopolitanism of international cinema with case studies about the formation of a global consciousness through cinema and other audiovisual media. Credit: 3 semester hours.

ICM 832 Design for Print and Web in Global Media
This course exposes students to concepts and procedures in preparing art and designs for professional printing and Web design and development. Topics will include layout, file preparation, color selection, digital proofing and output, and print technology. The course focuses on effective print design, planning a publications program, budgeting and working with printers and suppliers. This course also features instruction in the principles and techniques of web page creation and design. Students will review current designers’ solutions to complex media projects and pursue their own direction, with an emphasis on innovation. Individual projects are created dealing with fundamental aspects of design. Credit: 3 semester hours.

ICM 833 Political Communication
This course reviews major areas of research in political communication, and how various forms of media shape civic life, elections, and policy decisions. It will also study how citizens, journalists, and elected officials make sense of how use political messages, and examine how news, advertising, and entertainment media shape perceptions, emotions, and behavior, how micro-targeting are either complementing or replacing campaign activities and mobilization efforts. Credit: 3 semester hours.

ICM 834 Media, Communication and Human Rights
This course will provide a thorough background for understanding how “human rights” can be used as an objective conceptual framework regardless of one’s political or social persuasions, and closely examine the critical role in shaping the internationalization of human rights. The focus will be on the successful and unsuccessful combinations to provoke and sustain tangible respect for human rights. Credit: 3 semester hours.

ICM 835 Media Governance
This course is designed to give the students a thorough understanding of the concept, stakeholders in, and international practices of, media governance. A concept that used to refer to media and communication policies, as well as to self-regulation of media organizations, is in the digital era used to discuss a variety of contested issues regarding media technologies, media and communications businesses, and consumption practices. In addition, questions of governance are increasingly international and even global. Challenges such as privacy, intellectual property rights, cross—media ownership, and freedom of expression no longer pertain to individual governments, but re-define business practices, challenge marketing and PR efforts, transform the nature of journalism, and impact everyday lives of citizens all around the world. In our increasingly mediated societies, media governance challenges are constantly being debated amongst and between media industries, networks and service providers, journalists, policy makers, and the civil society. Credit: 3 semester hours.

ICM 836 Global Feminism and Media
An examination of the various ways feminism is defined and used in the construction of media representations of women. Contemporary cultural theories of representation and tools for creating critical cultural analysis are reviewed with the focus not only on how women have been represented by others across cultures, but also on how women, in more recent years, have been choosing to influence the means of representation. Credit: 3 semester hours.

ICM 837 Media, Communication and Public Diplomacy
In the media-centric world public diplomacy is gaining greater significance. In this course students will examine, and study very closely the role of transnational news and media diplomacy, how media channels are used and the outcomes in matters of public diplomacy, and how this in turn impacts the nation-state’s efforts in diplomacy. We will examine media as vehicles for public and cultural diplomacy, or soft power, in world of politics, how the line between state-diplomacy and public diplomacy is increasingly blurred. Credit: 3 semester hours.

ICM 840 Special Topics in International Communication
This course will address topical issues and will be organized in seminar form. Guest speakers with expertise in various areas of international communication may be invited to address students. Credit: 3 semester hours.

Master of Professional Studies (M.P.S.) in Sport Management
Objective
New York City is called “the sports capital of the world.” A St. John’s graduate degree in sport management offers students in this large metropolitan sport community an opportunity to pursue advanced education in this field. The coaching and international specializations serve both college graduates who wish to pursue careers in sport management and current practitioners who wish to enhance their knowledge and skills. The program provides access to education in coaching/administration and sport management founded on Vincentian principles of ethics and social justice. Professionals grounded in these principles can have a positive effect on the climate of sport, both amateur and professional.

stjohns.edu/graduatebulletin 173
Program of Study
The 39-credit program curriculum is based on the guidelines of the Commission on Sport Management Accreditation (COSMA) and the National Council for Accreditation of Coaching Education (NCACE). Specializations are available in the international dimensions of sport and coaching leadership. Students must complete either an internship or a master’s thesis to complete their program of study.

Coaching Leadership Specialization
This specialization meets the demand for professionally trained coaches and program administrators of school-based sport at all educational levels, as well as positions in league and community-centered programs. Well trained, ethically grounded professionals in these areas are increasingly important for the physical and emotional well-being of young athletes. Graduates with the coaching leadership specialization are well equipped for careers in both educational and professional sport areas.

International Dimensions of Sport Specialization
This specialization is designed to meet the need for managers in the increasingly complex global sport industry which extends well beyond the Olympics, Grand Slam tennis and World Cup soccer. Not only do individual college and professional athletes participate in sport outside their home countries, but also, many American college and professional teams compete with teams throughout the globe. Graduates with a specialization in the international dimensions of sport are prepared to meet the needs of both national and international sport organizations.

Electronic Portfolio
Students compile an e-portfolio throughout the program as evidence of their developing mastery of the subject matter. These portfolios include completed coursework as well as students’ reflections on what they have learned and how it will help in their career. Portfolios can also be used as an “electronic resume” when students begin their job search.

Internship
The sport management internship is an in-depth field experience in which students work more than 400 hours in a professional setting. The internship experience provides the student with some practical experience needed for success in the competitive job market. Understanding that many of the applications of sport management are service-oriented professions, serving various clients, learning is enhanced by the opportunities for hands-on experience and maximized when qualified professionals provide supervision. The internship experience is also designed to allow the student to grow professionally, to identify strengths and weaknesses, to apply learned theory to practical situations, and to gain an appreciation of the role, duties, responsibilities, and nature of the work that has been chosen as a career.

It is expected that students specializing in coaching leadership will pursue internship opportunities that include a coaching component in their daily activities as an intern. To the extent practical, students specializing in the international dimensions of sport should pursue internship opportunities that include an exposure to international business as part of their internship activities.

Thesis Option
Students who choose not to do a graduate internship are required to write a master’s thesis as a requirement for the conferral of the MPS in Sports Management degree. The proposal, data collection, and final draft will be prepared under the supervision of a member of the sport management faculty and must conform to the style guidelines of the American Psychological Association and the St. John’s University Libraries. The master’s thesis is expected to offer evidence of sound research and adequate treatment of well-defined subject.

Completion Requirements
All candidates admitted to the MPS in Sport Management degree program must complete all degree requirements (including the internship or thesis) within five years of commencing study and must complete the 39-credit program with a minimum average of “B” (3.0 GPA).

Common Core: 21 Credits

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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>SPG 301</td>
<td>Strategic Sport Management</td>
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<td>SPG 302</td>
<td>Strategic Communication in Sport</td>
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<td>SPG 303</td>
<td>Information Management in Sport</td>
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<td>SPG 304</td>
<td>Philosophy, Principles, and Leadership in Sport</td>
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<td>SPG 305</td>
<td>Ethical and Legal Aspects of Sport</td>
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<td>SPG 306</td>
<td>Financial Perspectives in Sport</td>
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<td>SPG 401</td>
<td>Research Methods in Sport</td>
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Specialization: 9 Credits

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<tr>
<td>SPG 307</td>
<td>Social/Psychological Aspects of Sport</td>
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<td>SPG 308</td>
<td>Sport Science: Coaching for Optimal Performance</td>
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<td>SPG 309</td>
<td>Sport Science: Techniques and Analysis</td>
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<td>SPG 310</td>
<td>Event and Venue Administration: International Perspectives</td>
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<td>SPG 311</td>
<td>Sport Marketing: International Perspectives</td>
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<tr>
<td>SPG 313</td>
<td>Power, Politics, and International Sport Governance</td>
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<td>SPG 402</td>
<td>Special Topics in Sport Management</td>
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Capstone: 9 Credits

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<tr>
<td>SPG 312</td>
<td>Seminar in Sport Management</td>
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<tr>
<td>SPG 502</td>
<td>Thesis I</td>
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<td>SPG 503</td>
<td>Thesis II</td>
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Or
SPG 510 internship (6 credits)

Admission Requirements
Admission to the program contingent upon an assessment of the candidate’s ability to successfully pursue graduate study. This assessment will be made by examining previous academic performance, letters of recommendation, the applicant’s essay, work experience, performance on standardized exams (such as the GRE or GMAT), and any other evidence that the admissions committee believes to be relevant.
Applicants must submit the following for admission consideration:
1. Evidence of the conferral of a baccalaureate degree from a regionally accredited college or university. Transcripts from each institution attended must be submitted even if a degree was not conferred. Applicants are expected to have an overall undergraduate average of at least 3.0 (B) on a 4.0 scale.
2. Two letters of recommendation from individuals who can comment on the applicant’s academic abilities and potential to succeed in an academically rigorous graduate program. At least one of these letters must be from an instructor who has taught and evaluated the applicant in an academic setting.
3. An essay of approximately 300 words describing the applicant’s reason for pursuing graduate study and his or her leadership objectives. The GRE or GMAT is not required to be considered for admission, but the admissions committee will consider scores on standardized exams if they are submitted with the application. The admissions committee may request to interview the applicant either in person or by telephone. The final approval of admission will rest with the graduate admissions committee of the Division of Hospitality, Tourism, and Sport Management.

Course Descriptions

SPG 301 Strategic Sport Management
Critical analysis of strategic management theory as it relates to sporting organizations. Key elements include the role of the general manager, strategy formation, environmental analysis, and strategic implementation within the sport setting. Case studies representing the globalization of the sport industry are examined. Cooperative analysis of managing sport activities in the EU and selected nations, e.g., Australia, Japan, China and Canada. The E-portfolio is introduced in this course. Credit: 3 semester hours.

SPG 302 Strategic Communication in Sport
This course focuses on the symbiotic relationship between sport media and the sport industry. Students will analyze and discuss key public relations concepts, strategies and best practices
in the sport industry. Credit: 3 semester hours.

SPG 303 Information Management in Sport
This course explores the use of networked information discovery and retrieval for professional problem solving. Technology’s impact, both local and global, on sport management is also explored. The moral and ethical dimensions that should control dissemination of illegal and harmful content are also examined. Credit: 3 semester hours.

SPG 304 Philosophy, Principles, and Leadership in Sport
This course will examine the basic philosophy and principles of sport leadership in a variety of settings. Topics discussed include legal issues, functions of sport organizations, administrative duties, personal standards for administrators and coaches, public relations and safety procedures. Specific attention will be given to regulations and policies at each level of sport. Credit: 3 semester hours.

SPG 305 Ethical and Legal Aspects of Sport
Students will examine the legal and practical problems facing directors and industry executives in franchised, leagues, associations, and school-based programs. This course analyzes sport related tort law, criminal law, contract law, constitutional law, and labor law. Other topics include liability, methods of limiting exposure, and risk management techniques. Moral and ethical development theories are also discussed along with models of ethical analysis and situational analysis. Credit: 3 semester hours.

SPG 306 Financial Perspectives in Sport
Financial management and budgetary components of the sport industry are analyzed. Students will explore strategies for successful international sport financial management. Topics include economic issues affecting sport and leisure, various revenue sources, income and expenditure factors, and the various types of budgets available to administrators. Specific applications to educational, professional, and commercial sport are presented. International perspectives will be discussed in each topic area along with case studies. Credit: 3 semester hours.

SPG 307 Social/Psychological Aspects of Sport
Students study the structure and function of sport, and the effects of psychosocial states on the participant. Topics include socio-cultural phenomena and their influences on sport. Credit: 3 semester hours.

SPG 308 Sport Science: Coaching for Optimal Performance
This course introduces selected principles of biology, anatomy, physiology, kinesiology, biomechanics, psychology, and sociology related to coaching effectiveness. Applications of these areas will be discussed as they relate to human growth and development, safety, first aid, care and prevention of injuries, training and conditioning of athletes. Credit: 3 semester hours.

SPG 309 Sport Science: Techniques and Analysis
This course studies the techniques, skills, and methods of coaching, officiating and participating in various sports. The course will study the growth and development of the athlete, anatomical and mechanical principles of sport, and the learning of specialized motor skills. Credit: 3 semester hours.

SPG 310 Event/Sport Venue Administration: International Perspectives
This course examines the management of sports facilities. Topics include financial management of sport facilities, scheduling events, event production, human resource management, and merchandising. A particular emphasis is on international event and facility management. Cooperative analysis of the administration of sport venues in the EU and selected nations such as Australia, Japan, China and Canada. Credit: 3 semester hours.

SPG 311 Sport Marketing: International Perspectives
The concepts and processes of successful international marketing of sport programs and events are discussed in this course. Special emphasis is placed on the application of sport marketing principles to all levels of sport organizations. Cooperative analysis of sport marketing in the EU and selected nations, e.g., Australia, Japan, China and Canada. Students are required to complete an international sport marketing research project, and write an international sport marketing proposal. Credit: 3 semester hours.

SPG 312 Seminar in Sport Management
Prerequisite: Completion of all core courses. Usually taken in the last semester of study, the seminar is the capstone course in the graduate sport management program. The course integrates material from previous courses and requires each student to prepare a comprehensive analysis of a significant case, problem, or policy dilemma in sport management. Credit: 3 semester hours.

SPG 313 Power, Politics, and International Sport Governance
The theoretical framework of organizational governance is applied to analyze the power, political influence, and policy making processes of global sport governing bodies. Credit: 3 semester hours.

SPG 401 Research Methods in Sport
This course will enable students to more fully understand specific research methods. Students critically examine published studies and learn to appreciate research as a professional tool for sport managers. Students will address a sport management problem using the Comparative Analysis Decision-Making Model (CADMM). Credit: 3 semester hours.

SPG 402 Special Topics in Sport
This course offers a concentrated focus on a selected topic in sport management. Credit: 3 semester hours.

SPG 500 – Internship
Prerequisite: Completion of all core courses and the permission of the Program Director. The internship provides students with in-depth experience in a sport management work setting. Management practices will be applied to enhance the students’ network and job placement opportunities. A member of the faculty completes final agreements and arrangements. Credit: 3 semester hours.

SPG 502 Thesis I
Prerequisite: SPG 401 and permission of the Program Director. Supervised research leading to the preparation and completion of a master’s thesis in partial fulfillment of the MPS in Sport Management degree requirements. Credit: 3 semester hours.

SPG 503 Thesis II
Prerequisite: SPG 502 and permission of the Program Director. Supervised research leading to the preparation and completion of a master’s thesis in partial fulfillment of the MPS in Sport Management degree requirements. Credit: 3 semester hours.

SPG 510 Internship
Prerequisite: Completion of all core courses and the permission of the Program Director. The internship provides students with in-depth experience in a sport management work setting. Management practices will be applied to enhance the students’ network and job placement opportunities. A member of the faculty completes final agreements and arrangements. Credit: 6 semester hours.

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