The Lesley H. and William L. Collins College of Professional Studies

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Interim Dean

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Objective

The Graduate Division of the Collins 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.

Academic Status

In addition to the general University policies set forth in this bulletin, the following information specifically applies to the Graduate Division of Lesley H. and William L. Collins College of Professional studies. Students are expected to meet all of the requirements of their academic programs and should refer to their respective departmental/ divisional listings. Each student must conform to the policies stated in the Student Handbook, which may be obtained from the office of the Dean of Student Life.

Programs of Study

Doctor of Professional Studies in Homeland Security

Master of Professional Studies
  • Homeland Security and Criminal Justice Leadership
  • Sport Management

Master of Science
  • Integrated Advertising Communication
  • Computer Science
  • Data Science
  • Cyber and Information Security
  • Health Care Systems
  • International Communication
  • International Hospitality Management

Please visit the College website for the most recent program updates.

**Fast Track Programs
(Dual Degrees and Pathways)**
The Graduate Division of the Collins College, in conjunction with the undergraduate divisions of the Collins College of Professional Studies and St. John's College, offers intense, accelerated fast track degree programs for highly qualified, motivated undergraduate students who demonstrate potential for graduate studies.

These students have the opportunity to complete both the baccalaureate and master's degree in five years of full-time study by enrolling in four approved graduate courses while still an undergraduate. By completing undergraduate requirements during the first four years, students are assured of the bachelor's degree if for any reason they decide not to complete the master's degree.

Graduate level courses that are applied to the baccalaureate degree may not be applied to a graduate degree should the student decide not to seamlessly complete the fast track program.

At the time of application, students must have a minimum cumulative GPA of 3.0 or better and a minimum 3.5 GPA in at least four undergraduate courses in the major. Students may apply for the fast track program in their sophomore year. For more information concerning this program, students should contact the CCPS Dean's office.

Dual Degree Programs:
• B.S. Communication Arts / M.S. International Communications
• B.S Criminal Justice / M.P.S. Homeland Security and Criminal Justice Leadership
• B.S. Computer Science / M.S. Data Science

Pathway Programs:
• B.S. Advertising Communication / M.S. Integrated Advertising Communications-*Acct Mgt-Media Only*
• B.S. Communication Arts / M.S. Integrated Advertising Communications
• B.S. Health and Human Services - Healthcare / M.S. Healthcare Systems
• B.S. Health and Human Services – Human Services / M.S. Healthcare Systems
• B.S. Homeland Security / M.P.S. Homeland Security and Criminal Justice Leadership
• B.S. Hospitality Management / M.S. International Hospitality Management
• B.S. Journalism / M.S. International Communication
• B.S. Legal Studies / M.S. International Communication
• B.S. Public Relations / M.S. Integrated Advertising Communications
• B.S. Sport Management / M.P.S. Sport Management

Academic Information

Admission Requirements

Applicants must submit the following credentials in conjunction with their applications for admission:
  1. **Grade Point Average**
    • **Fast Track:** All fast-track applicants are expected to have a minimum cumulative 3.0 GPA with at least 60 cumulative credits completed and a minimum 3.5 major GPA with at least 12 credits completed in their major field of study.
    • **Master's Programs:** All applicants are expected to have evidence of a 3.0 GPA and a 3.0 index in the major field of study. (An applicant whose grade point average is below 3.0 may submit an official copy of his/her GRE scores to support his/her application.)
    • **Doctoral Program:** All applicants are expected to have evidence of a 3.0 GPA and a 3.0 index in the major field of study.

  2. **Standardized Test Scores:** Some programs require scores for the Graduate Record Examinations (GRE) General Test. (Applicants with at least 30 credits of graduate work and cumulative GPA of 3.5 or greater are exempt from the GRE but submission of scores are strongly recommended.)

  3. **Letters of Recommendation:**
    • **Master's Programs:** 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.
    • **Doctoral Programs:** Three letters of recommendation, at least one of which attests to the applicant's research ability.

  4. **See specific entrance requirements listed in each departmental entry.**

Advisement and Registration Procedure

Upon matriculation, students must consult with the department to determine when the advisement period is scheduled and then make an appointment to see their advisor during this period in order that appropriate programming may be arranged. At this time, with the counsel and approval of the advisor, the Graduate Registration Form will be completed.

The University calendar stipulates the periods for Registration. During this period, students must register for their courses for the following semester, since courses with small enrollments may be cancelled or courses with large enrollments may be closed. When registering, the student must present a Graduate Registration Form to his/her advisor in order to receive a priority code to be used with the University's online registration system. No registration priority codes will be issued without an approved Graduate Registration Form. The Dean's office reserves the right to withhold priority codes.

New students are registered by the Dean's office and do not receive priority codes. Students on academic probation must obtain a faculty advisor signature and Dean's signature from the Dean's office prior to registering for any courses. Any changes from the original (i.e., add/drop) registration form must have all signatures. Unauthorized registration may result in being withdrawn from the course.

Non-Matriculated and Special Students

A student who has not met all the admission requirements but has, on the evaluation of the faculty and Dean, the potential to pursue graduate studies is considered a non-matriculated student. Non-matriculated students may, upon approval, take a maximum of six credits per semester for a total of 12 credits, with a grade of "B (3.0)." or better in each course. If a student, upon completion of 12 credits, is accepted into a degree program, the Committee on Admission will determine which credits will be applicable to the degree. In any case, no more than 12 credits completed as a non-matriculated student may be applied toward the degree. A non-matriculated student will not be evaluated for admission with any grade of Incomplete (INC) on his/her transcript.

A student who has met all the admissions requirements (i.e., GPA and solid academic preparation) but who wants to take graduate courses for professional development may request to take courses as a special student. A maximum of 12 credits is permitted as a special student. If a student wishes to be considered for matriculation into a degree program he/she must file the appropriate application. There is no guarantee that a special student will be matriculated into a degree program.

All students, whether non-matriculated or special, must submit transcripts of all prior academic work, undergraduate and graduate, and complete the appropriate forms. Only those students who are qualified and possess the necessary background will be permitted to enroll in graduate courses.

Transfer of Credit

The general policy of the Graduate Division of the Collins College of Professional Studies pertaining to transfer of credit and advanced standing is as follows:

1. In graduate programs requiring the completion of 30–36 credits, a maximum of six credits may be transferred with the approval of the Chair and the Dean.
2. In programs leading to the master's or doctoral degree, requiring the completion of 37–54 credits, a maximum of nine credits may be transferred with the approval of the Chair and the Dean.
3. In programs leading to the master's or doctoral degree, requiring the completion of 55 or more credits, a maximum of 12 credits may be transferred with the approval of the Chair and the Dean.
4. Students enrolled in the doctoral program may request advanced standing for coursework completed in fulfillment of a previously earned graduate degree. The number of advanced standing credits permitted is contingent upon assessment of the previously earned credit in accordance with the department and the Dean's office. All doctoral students in the Collins College of Professional Studies must complete a minimum two-thirds of the total number of credits beyond the master's degree at St. John's University.
5. Requested transfer credits must not have already been used in fulfillment of another degree. The student must present catalog descriptions of the graduate courses for which transfer credit is requested. No credit will be allowed for courses in which the grade attained is below "B (3.0)." Transfer grades do not affect cumulative quality points. In addition, no degree credit will be allowed for courses completed beyond the stipulated time limit ("Time Limit").

Incomplete ("INC") Grades

Students receiving an "INC" (Incomplete) grade must submit all required materials no later than the deadline indicated in the Academic Calendar in the front of this bulletin. All "INC" grades not removed by the deadline will become permanent on the transcript. In some cases, it may be necessary for the student to repeat the course involved. The student must request a grade of incomplete from the professor before the end of the semester.

Requests for an extension of the INC grade must be filed in the College Dean's office. Faculty hold the prerogative in establishing a date earlier than identified in this bulletin. All materials must be submitted to the Graduate Division the College Dean's office by the set deadline. The materials submitted will be forwarded to the faculty member for review.

Scheduling of Courses

Departments strive for accuracy with regard to the scheduling of courses. They reserve the right, however, to alter the schedule as needs may dictate. Moreover, the Dean maintains the right to cancel courses when deemed necessary.

Candidacy

A doctoral student acquires the status of "candidate" after he or she has successfully completed: 1) all coursework excluding Dissertation Research (800 series), 2) the comprehensive examination; and 3) approval of a dissertation topic by a department faculty committee and the Dean.

Doctoral Dissertation and Master's Thesis

A dissertation which demonstrates a student's capability for original scholarly contributions to their field of study is required for the conferral of a doctoral degree. The dissertation is considered a criterion of the student's scholarly attainment and will largely determine his/her final success in reference to the degree. The responsibility for a well-organized presentation of personal research (as well as the details involved) rests entirely with the student and is not part of the instructional responsibility of faculty members. Dissertations must be prepared, defended, and submitted following specific procedures and guidelines which are available from the Program Director or Division Chair.

Some divisions may require a thesis for the master's degree. Students should consult their Program Director or Division Chair to ascertain if this is required or optional. The master's thesis should offer evidence of sound research and an adequate treatment of a well-defined subject. A mere essay or compilation of facts will not be accepted. The thesis must be written on a subject comprehended under the major and approved by the mentor and the departmental committee. The responsibility for a well-organized presentation of personal research rests with the student and is not part of the instructional responsibility of faculty members. Master's theses must be prepared and submitted following specific procedures and guidelines which are available from the Program Director or Division Chair.

Completion Requirements

All candidates admitted to any master's program offered through the Collins College of Professional Studies must complete all degree requirements within five years of commencing study and must complete with a minimum average of "B" (3.0 GPA).

Division of Administration and Economics

Program of Study

Master of Science in International Hospitality Management

The Master of Science Degree program in International Hospitality Management enables students to increase their managerial hospitality expertise, through study and research, in several newly developing specialty areas. M.S. degree graduates will offer increased executive talent and value to hospitality organizations employing them.

The hospitality industry encompasses a wide range of businesses; hotels, restaurants, travel agencies, convention centers, resorts, and more. Those with masters' level education in hospitality are increasingly preferred as management employees, because with their advanced education and professional experience, they can quickly enter advanced management positions. Today, the global arena of hospitality offers people with advanced degrees executive opportunities anywhere in the world.

Admission Requirements

Admission to the M.S. in International Hospitality Management is contingent upon an assessment of the candidate's ability to successfully pursue graduate study. Ability is demonstrated by previous academic performance and letters of recommendation and other factors that suggest academic potential and motivation.

Degree candidates must provide the following for admission consideration: evidence of a baccalaureate degree from an accredited college or university, including official transcripts from each institution attended showing the College qualifying GPA; two to three letters of recommendation from instructors/professors or other qualified individuals, and a statement of purpose.

Program Requirements

The M.S. program in International Hospitality Management requires 30 credits that include the following. (Note: Each course listed is equivalent to 3 semester hours of credit).

Core (18 credits required)

- IHM 100 International Hospitality Management
- IHM 101 Revenue Management in the International Hospitality Industry
- IHM 103 Delivering Successful Customer Service
- IHM 104 Marketing and Sales in International Hospitality Management
- IHM 108 Hospitality Analytics and Decision Making
- IHM 504 IHM Internship: Professional Experience

Elective Courses (12 credits chosen from the following)

- IHM 102 Hospitality Business Law and Risk Management
- IHM 105 Social Media Analytics and Technology in Hospitality
- IHM 106 Economics of Travel and Tourism
- IHM 110 International Financial Hospitality Management
- IHM 111 Event and Festival Management
- IHM 112 Strategic International Hospitality Leadership
- IHM 113 Human Resources and Labor Relations in International Hospitality Management
- IHM 114 Quality, Ethics and Service Excellence in the Hospitality Industry
- IHM 115 Serving the Special Needs Customer in International Hospitality
- IHM 116 Ecotourism and Sustainability in International Hospitality Management
- IHM 117 Hospitality Management and Patient Experience
- IHM 500 Selected Topics in International Hospitality Management (Research Course) *
- IHM 505 Internship II
- IHM 508 International Hospitality Management Internship I
- IHM 509 International Hospitality Internship II

Courses

IHM 100 International Hospitality Management
Prerequisite: None. The students will develop an understanding of how regions and cultures impact the hospitality industry. Through the use of managerial techniques these cultural and ethical differences may be managed to produce an international plan to organize the larger corporate hospitality industry global efforts. *Credit: 3 semester hours.*

IHM 101 Revenue Management in the International Hospitality Industry
Prerequisite: 3 credits in undergraduate Accounting. The course centers on understanding International Hospitality Accounting and Finance. Hospitality managers utilize accounting techniques to help them grow in this expanding environment. Hospitality Management today is more cost and profit conscious. Hospitality managers are focused on increasing their revenue, minimizing costs, and maximizing profit levels, without affecting the quality of service they provide. *Credit: 3 semester hours.*

IHM 102 Hospitality Business Law and Risk Management
Prerequisite: None, a basic course in business law is preferred. Business law in the hospitality industry and risk management; topics include basic contracts and breach of contract, civil rights, negligence, innkeeper and guest rights, and employment of staff, full-time and seasonal, in hospitality venues in the United States and abroad. Risk, liability and insurance are considered; accidental injuries, crimes against guests, e.g., assault and rape, break-ins and theft from rooms, discriminatory issues involving both employees and guests, payment issues, and prevention of liabilities. *Credit: 3 semester hours.*

IHM103 Delivering Successful Customer Service
An examination of the essentials of outstanding customer service. Focused on excellent marketing and hospitality companies who have defined the best in customer service around the world. *Credit: 3 semester hours.*

IHM 104 Marketing and Sales in International Hospitality Management
An examination of the role and activities in marketing hospitality products for the domestic and global arena. Areas covered are the blended hospitality and tourism industry and the strategic process of developing the marketing campaign to address this market. Other areas addressed are identifying marketing environments, consumer preferences and buying behavior, building brand value awareness, internally and externally strategic development of the marketing mix elements including product, price, placement and promotion. *Credit: 3 semester hours.*

IHM 105 Social Media Analytics and Technology in Hospitality
Prerequisite: IHM 101 OR IHM 104 Monitoring customer opinions and developing effective strategies to improve service quality are critical in the hospitality businesses. Students of this course learn benefits and skills of emerging social media analytics to collect and analyze big data from major social media sites. Applying the approaches for case projects, students develop hospitality management and marketing abilities to satisfy customers and enhance the brand reputation. *Credit: 3 semester hours.*

IHM 106 Economics of Travel and Tourism
Applications of economic analysis to travel and tourism including estimation and prediction of demand and supply; structure of competition among suppliers of tourism services; determination of regional economic impacts; regulation in the tourism industry; tourism's impact on the environment; and sustainable tourism development. *Credit: 3 semester hours.*

IHM 108 Hospitality Analytics and Decision Making

Prerequisite 3 credits in IHM or MGT. Contemporary hospitality managers are required to be able to analyze and interpret quantitative data generated from the operation systems for the strategic decision making. This course will offer how to find a problem, design a project, analyze quantitative data, and create a report or a presentation to help decision-making processes. Students will learn how the system for customers, employees, and organizations can work effectively. Analytics and technical skills will be stressed. *Credit: 3 semester hours.*

IHM 110 International Financial Hospitality Management

An examination of various financial instruments, structures, and strategies by which hospitality industry operates. Topics to be covered include: basic financial concepts; reporting requirements for the hotel and tourism industries; methods of raising capital; the time value of money; budgeting; and forecasting; sources and uses of working capital. Concepts and operations of foreign exchange markets; international financial markets. *Credit: 3 semester hours.*

IHM 111 Event and Festival Management

Event and festival management is one of the fast-growing industries and requires professional and skillful leaders. This course is designed for students who seek managerial positions to effectively plan and execute events and festivals. Students not only learn significant trends and issues in the real world but also develop critical and quantitative thinking skills to improve the management and marketing processes. Lectures to learn essential theories, discussions to find effective actions, and guest-speakers/field-trip to meet the real world are offered. *Credit: 3 semester hours.*

IHM 112 Strategic International Hospitality Leadership

Students will learn how to develop and implement global strategies. They will develop and understand how regions and cultures impact multinational hospitality industries. *Credit: 3 semester hours.*

IHM 113 Human Resources and Labor Relations in International Hospitality Management

Research and analysis of human resources globally. Planning, recruiting, hiring, appraising, training, and terminating employees. Employee motivation strategies in various hospitality industry work settings. Labor union and non-union policies, practices and challenges. *Credit: 3 semester hours.*

IHM 114 Quality, Ethics and Service Excellence in the Hospitality Industry

Hospitality executives and managers who want to implement a successful guest-focused organization within a competitive customer-driven market will learn how to organize and manage quality service in the hospitality industry. *Credit: 3 semester hours.*

IHM 115 Serving the Special Needs Customer in International Hospitality

Introduction to providing hospitality for disabled customers in a variety of settings. Included are US and international policies and laws such as ENAT; types of customer needs and the care necessary; handling crises; accessibility in architecture and universal design for safety and comfort; planning ongoing training for employees in providing quality service to the disabled. *Credit: 3 semester hours.*

IHM 116 Ecotourism and Sustainability in International Hospitality

An examination of sustainable practices in the hospitality industry. Areas include eco-design, energy savings strategies, waste management, green marketing, and the growing popularity of eco-vacations. Students will review the scholarship in the field and the work of organizations such as The International Ecotourism society, The Nature Conservancy and many more groups and societies dedicated to sustainable hospitality practices, environmental preservation, and culturally sensitive travel. *Credit: 3 semester hours.*

IHM 117 Hospitality Management & Patient Experience

The course centers on understanding the hospitality management efforts which focus on driving performance excellence, organizational efficiency, and positive experience outcomes in a hospital setting. *Credit: 3 semester hours.*

IHM 500 Selected Topics in International Hospitality Management

Students will complete case studies that improve critical thinking and problem solving skills. This course helps students transition from thinking like students to thinking like managers and supervisors. *Credit: 3 semester hours.*

IHM 504 Internship I: Professional Experience

Permission of director required. An off-campus experience with a professional hotel, restaurant, food service or tourism organization with supervised practical experience to further prepare IHM major for their professional careers. *Credit: 3 semester hours.*

IHM 505: Internship II

Prerequisite: Permission of chair or program director. A second off-campus experience with a professional Hotel, restaurant, food service, or tourism organization with supervised practical experience to further prepare IHM students for their professional careers. *Credit: 3 semester hours.*

IHM 508 International Hospitality Management Internship I

Permission of director is required. Open only to Study Abroad students. Language Requirement. IHM students will experience an international unpaid Internship with a hotel in France, Italy and Ireland, and a semester abroad. This practical experience will help prepare HMT majors for their professional careers. *Credit: 6 semester hours.*

IHM 509 International Hospitality Internship II

Permission of director is required. Open only to Study Abroad students. Language Requirement. IHM students will experience an international unpaid Internship with a hotel in France, Italy and Ireland, and a semester abroad. This practical experience will help prepare HMT majors for their professional careers. *Credit: 3 semester hours.*

Innovation

The following courses are part of the Master of Entrepreneurship and Innovation offered through the Tobin College of Business.

INN 100 Foundations in Social Entrepreneurship

Social Entrepreneurship is a rapidly developing and changing field in which business and nonprofit leaders design, grow, and lead mission-driven enterprises to help solve societal challenges typically ignored by commerce.

This course offers an introduction to the field of social entrepreneurship and the tools and tactics used by social ventures. As the traditional lines blur between nonprofit enterprises, government, and business, it is critical that business students understand the opportunities and challenges in this new landscape. This course will not address how to start a social driven business/institution, but also how it is possible for major companies to move social responsibility form a cost center to a profit center. This course will therefore address through case discussions, lectures, readings, guest speakers, and student presentations this emerging field. Students will be expected to develop a business plan for a social enterprise or a plan/strategy for a already existing company to move it's social responsibility function to a profit center. Given that the field of social entrepreneurship is at its early stages of development this course will draw upon some still developing case studies. *Credit: 3 semester hours.*

INN 200 Introduction to Innovation and Entrepreneurship

Entrepreneurship and innovation are the principal source of jobs and wealth in market economies. This course is concerned with entrepreneurship, with a special emphasis on introducing students to basic thinking in the areas of innovation and entrepreneurship.

Technology transfer will also be addressed to a lesser degree; this is the process of taking innovations out of laboratories and finding commercial applications for those technologies. The course is also concerned with explaining "how" entrepreneurship takes place as well as "why" it takes place. The "how" of new venture development is related to the entrepreneurial process (innovation, technology transfer assessment, business plans, fund raising, launching of the enterprise, and the harvest or selling of the enterprise). Research in this area is rich, comes out of the discipline of Management and, tends to concentrate on case studies and best practices. The "why" of entrepreneurship is concerned with why people and groups of people engage in the entrepreneurial process. The course brings together both the Business side of entrepreneurship research and the Liberal Arts side of new venture development. The course thus concentrates on the entrepreneurial process as well as the history and theoretical and practical aspects of new venture developments. *Credit: 3 semester hours.*

INN 320 Digital Technologies for start-up creation and launch

Prerequisite: INN 200. This course teaches students how to leverage digital technologies in the process of creation of a new venture, from the idea and opportunity recognition stage to intellectual property protection, production, marketing and distribution. Students learn how digital tools such as social media, 3D printing, open-source software and hardware, crowdsourcing, crowdfunding, and digital imaging can reduce the barriers between invention and the creation of a new company and how they can be integrated into a lean start-up/agile approach for the creation of a new start-up. *Credit: 3 semester hours.*

INN 322 Information Technology for Small Business Management

Prerequisite: INN 200. The course is designed to provide an overview of how small businesses, small non-profit organizations, and other types of start-ups can use information technology strategically to grow their enterprises. Students will be introduced to the work of information technology units, small and large, and will learn how to select, source or deploy technical solutions to manage the operations of small organizations. The course is built with a focus on small and medium sized organizations that need to manage their operations, and spans firms form the small-office-home-office (SOHO) to small businesses with less than five hundred employees. A mix of strategies such as in-house development, shared-services, and sourcing from multiple vendors will be explored with attention to technology trends that will open new opportunities for enterprise growth. *Credit: 3 semester hours.*

Division of Computer Science, Mathematics and Science

Master of Science in Computer Science

The employment landscape for computer science-related professions is strong. Technology generally (and computer science specifically) dominate the job market, in terms of necessary skills for success in virtually all career areas.

Students who enroll in the Computer Science graduate program will achieve knowledge and competency in the core areas of advanced database system design, compiler design, algorithms and theory of computation, software design and architecture, and distributed operating systems. Students will be able to choose from a variety of elective courses in mobile applications, cryptography, machine learning, and robotics; and they will select specializations in data mining and predictive analytics, software development, artificial intelligence, or cybersecurity.

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.

Degree candidates must provide the following for admission consideration: evidence of a baccalaureate degree from an accredited college or university, including official transcripts from each institution attended showing the College qualifying GPA; two to three letters of recommendation from instructors/professors or other qualified individuals, and a statement of purpose

In addition to the standard University and College admission requirements, all applicants must meet the following minimum requirement:

- Successful completion of courses in Calculus I/II, Discrete Mathematics, Algorithms and Data Structures, Programming I/II; or at the division's discretion,
- GRE scores in verbal reasoning, quantitative reasoning, and analytical writing within 5 years of application; top 50th percentile on GRE Quantitative Reasoning is required.

Bridge program

Students who do not meet the minimum course prerequisites, at the division's discretion, would be required to take the corresponding undergraduate equivalent courses offered at St. John's University Collins College of Professional Studies; and/or one or more of following bridge courses: Intensive Programming I/II (CUS 501/CUS 503) and Mathematics for Computer Science (CUS 504).

Program Requirements

The M.S. program in Computer Science requires 30 credits that include the following. (Note: Each course listed is equivalent to 3 semester hours of credit.)

Core Required Courses (12 credits required)

- CUS 710 Compiler Design
- CUS 715 Algorithms and Theory of Computation
- CUS 720 Software Design and Architecture
- CUS 730 Distributed Operating Systems

Core Elective Course (3 credits chosen from the following)

- CUS 510 Database Management Systems.
- CUS 725 Advanced Database Management Systems

Elective courses (9 credits chosen from the following)

- CUS 610 Data Mining and Predictive Modeling I
- CUS 615 Data Mining and Predictive Modeling II
- CUS 635 Web Data Mining
- CUS 680 Distributed Big Data Analytics I
- CUS 681 Distributed Big Data Analytics II
- CUS 750 Robotics
- CUS 752 Machine Learning
- CUS 754 Computer Vision and Applications
- CUS 640 Natural Language Processing
- CUS 740 Software Testing and Quality Assurance
- CUS 742 Mobile Application Development
- CUS 744 Software Engineering
- CUS 746 Secure Software Development

Option Courses (6 credits from one of the following options)

- Research Option: CUS 795 Master's Thesis I and CUS 796 Master's Thesis II
- Applied Option: CUS 790 Master's Capstone Project and 3 credits in a specialized area

Specializations

The M.S. in computer science program elective courses are organized in specialization areas to allow students to tailor their degree to fit their academic and professional goals. Students, can elect to concentrate on a particular specialization by completing 3 elective courses within that specialization area. Current specializations include: Data Science Artificial Intelligence, Cybersecurity and Software Development.

Courses

CUS 501 Intensive Programming I

An intensive treatment of programming techniques, algorithmic problem solving, and software design. Topics include fundamental data types, objects and classes, control structures, arrays, and object-oriented design. *Credit: 3 semester hours.*

CUS 502 Intensive Programming II

Prerequisite: Intensive Programming I. Introduction to data structures concepts, including lists, stacks, queues, and trees using Java. Students will learn how to implement algorithms to perform specific tasks such as sorting and searching, and will also explore the use of graphical user interfaces. *Credit: 3 semester hours.*

CUS 504 Mathematics for Computer Science

Introduction to the concepts of mathematics for computer science with emphasis on limits, derivatives, exponential and logarithmic functions, discrete (abstract) structures of computer science including an introduction to logic, proofs, sets, relations, functions, counting, and probability. *Credit: 3 semester hours.*

CUS 710 Complier Design

Prerequisite: Intensive Programming II. Compiler concepts, techniques, and tools for syntax-directed translation of high-level programming languages into executable code. Students will learn how to design finite state machines, context free grammars, and lexical scanners. They will implement compiler parsing techniques, abstract syntax trees, symbol tables, intermediate machine representations, and generate code to build a compiler. *Credit: 3 semester hours.*

CUS 715 Algorithms and Theory of Computation

The design of algorithms, along with analysis and comparison of the complexity of different types of algorithms, is a fundamental area in computer science. Techniques for algorithm design including greedy algorithms, divide and conquer, and dynamic programming will be covered. Computability theory, including NP-completeness, will be studied and demonstrated with classic problems. Topics will also include review of sorting algorithms and graph algorithms. *Credit: 3 semester hours.*

CUS 720 Software Design and Architecture

Prerequisite: Knowledge of programming in an object-oriented programming language. An in-depth course on software design, design patterns, software frameworks, and software architectures. Topics will include common software design methodologies, choosing and implementing design patterns in the context of real software systems, working with typical software frameworks, and software architectures such as layered systems, message oriented middleware, service oriented architectures, and event-based architectures. *Credit: 3 semester hours.*

CUS 725 Advanced Database Management Systems

Prerequisite: Database Management course or CUS 510. Advanced topics in database management systems, including non-relational database systems, distributed database systems, and security, as well as advanced indexing, query optimization and concurrency control strategies that support nontraditional database systems. Additional topics may include cloud databases, advances in database systems for very large datasets, multimedia databases, and spatial databases. *Credit: 3 semester hours.*

CUS 730 Distributed Operating Systems

Prerequisite: Computer Science degree or CUS 502. Distributed operating systems, including their principles and methods, system architectures and models, inter-process communication, distributed file systems, transaction and concurrency control. Students will learn how to implement algorithms for distributed operating systems using the SCALA programming language. *Credit: 3 semester hours.*

CUS 740 Software Testing and Quality Assurance

Prerequisite: CUS 720. An introduction to software quality assurance and testing for software engineering professionals to gain a greater understanding of the key ingredients in creating and/or managing a successful testing program to meet project needs. Topics covered include: test life-cycle planning, test design and coverage analysis, complexity, levels of testing such as unit, integration, system, performance and stress testing. *Credit: 3 semester hours.*

CUS 742 Mobile Application Development

Prerequisite: Undergraduate data structure course or CUS 502. An introduction to the unique requirements and methodologies necessary for developing dedicated and client-server applications that target smartphones, tablet computers, and other mobile devices. Topics covered include user interface design with XML and combine with functional programming with Java, power requirements, and voice, image, video communications. *Credit: 3 semester hours.*

CUS 744 Software Engineering

Prerequisite: CUS 720. Methods for the design and implementation of large software systems. Software lifecycle, design processes, requirements, project management, testing, metrics, and reliability and usability are among the topics covered. Students will participate in a team-based software project. *Credit: 3 semester hours.*

CUS 746—Secure Software Development

Prerequisite: knowledge of programming. Design and implementation of secure software systems from a software engineering perspective. We will look at security topics across the software development lifecycle, from requirements, threat models, architectural design, secure coding, testing, and security patterns. *Credit: 3 semester hours.*

CUS 748 Cryptography and Privacy

Classical systems, information theory, mathematical background for cryptography, symmetrical crypto-systems, block ciphers, stream ciphers, DES, Advanced Encryption Algorithm (AES), hash functions and message authentication (MAC), asymmetric cryptosystems, RSA and El Gamal, digital signatures, elliptic curves, provable security. *Credit: 3 semester hours.*

CUS 750 Robotics

Prerequisite: Programming Language skills in Java/Python/C or CUS 502 or permission of the instructor. An introduction to the fundamentals of mobile robotics, examining the basic principles of locomotion, kinematics, sensing, perception, and cognition that are key to the development of autonomous mobile robots. Emphasis is placed on the software control issues of autonomous mobile robotics. *Credit: 3 semester hours.*

CUS 752 Machine Learning

Prerequisite: Programming Language skills in Java/Python/C or CUS 502 or permission of the instructor. An overview of several supervised and (semi/un)supervised learning approaches including methods for learning linear representations, on-line learning methods, Bayesian methods, decision-tree methods, kernel based methods and neural networks methods, as well as clustering and dimensionality reduction techniques *Credit: 3 semester hours.*

CUS 754 Computer Vision and Applications

Prerequisite: Linear Algebra, Vector Calculus, Probability, programming language skills in Python/Java or permission of the instructor. Introduction to computer vision and applications, including fundamentals of image formation, camera imaging geometry, feature detection and matching, stereo, motion estimation and tracking, image classification, scene understanding, and deep learning with

neural networks. Applications include: finding known models in images, depth recovery from stereo, camera calibration, image segmentation, automated alignment, tracking, boundary detection, and recognition. *Credit: 3 semester hours.*

CUS 790 Master's Capstone Project

Prerequisite: Director's approval. 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. *Credit: 3 semester hours.*

CUS 794 Special Topics in Cyber-Security

Prerequisite: Director's approval. Selected topics from recent advances in cyber security and related technologies. Course content will vary from year to year. *Credit: 3 semester hours.*

CUS 795; 796 Computer Science Master's Thesis I & II

Prerequisite: CUS 795 is a pre-requisite for CUS 796. A two-semester sequence of research and writing, resulting in the student's submission of a graduate research thesis. This sequence should be taken in the student's last year of study. The computer science faculty member who serves as the student's thesis advisor will work with the student to assist in developing a research plan, guide the student's research and preparation of a thesis topic, and also approve the thesis topic selected. *Credit: 3 semester hours each course.*

CUS 798 Computer Science Internship

Prerequisite: Permission of director. Supervised practical experience to prepare graduates for their professional careers.
Credit: 3 semester hours.

Master of Science in Cyber and Information Security

The M.S. in Cyber and Information Security at St. John's University is a 30-credit master's program that combines cybersecurity and information science. It is designed with cybersecurity specialists, IT enterprise professionals, and data scientists in mind. However, the knowledge it provides can serve the cybersecurity skills needs of the wider community of IT managers and computer professionals.

Given the pervasive nature of cyber threats this master's program gives students an edge in the job market and the world around them. It appeals to students who want to become cybersecurity specialists as well as data scientists already in the field who need to upgrade their skills. It is designed to accommodate both students with undergraduate degrees in IT and Computer Science as well as career changers.

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.

Degree candidates must provide the following for admission consideration: evidence of a baccalaureate degree from an accredited college or university, including official transcripts from each institution attended, showing the College qualifying GPA; two to three letters of recommendation from instructors/professors or other qualified individuals, and a statement of purpose.

In addition to the standard University and College admission requirements, all applicants must meet the following minimum requirement:

- Submission of an updated resume/ curricula vitae.
- A personal statement explaining the student's career objectives, interests, and academic and professional background that are relevant to the degree program.
- Evidence of base knowledge of programming and networking. This knowledge can be demonstrated via transfer courses, undergraduate studies, work experience or industry certifications. Deficiencies can be made up by taking undergraduate, graduate or other comparable courses; conditional admission may be extended to these candidates.

Note: The program director or chair will make final evaluation of all student applications.

Program Requirements

The M.S. program in Cyber and Information Security requires 30 credits that include the following. (Note: Each course listed is equivalent to 3 semester hours of credit.)

Core Courses (12 credits required)

- CYB 611 Foundations in Cybersecurity
- CYB 615 Protection of Digital Infrastructure (Network Security)
- CYB 621 Cybersecurity Laws, Regulations and Best Practices
- CYB 625 Principles of Secure Scripting and Cryptography

Elective courses (9 credits chosen from the following)

- CYB 711 Intrusion Detection and Analysis
- CYB 715 Penetration Testing and Ethical Hacking
- DFR 711 Cyber-Forensic and Malware Analysis
- CUS 510 Database System Design and Data Warehousing
- CUS 610 Data mining and Predictive Modeling
- CUS 680 Distributed Big Data Analytics
- IT 711 Enterprise Architecture and IT Governance
- IT 715 System Analysis and Process Re-engineering
- IT 721 IT Project Management and Agile Methodologies

Option Courses (6 credits from one of the following options)

- **Thesis Option:** CYB 795 Thesis I and CYB 796 Thesis II
- **Capstone Option:** CUS 790 Master's Capstone Project and 3 credits in additional electives

Elective Course: (3 credits)

With their advisor, students will have the opportunity to choose up to 3 credits of elective courses depending on pre-requisites and their selection of the thesis or capstone option to fulfill their 30-credit requirement.

Specializations

The M.S. in Cyber and Information Security program elective courses are organized in specialization areas to allow students to tailor their degree to fit their academic and professional goals. Students can elect to concentrate on a particular specialization by completing 9 electives within that specialization area. Current specializations include Cyber Security: (CYB 711, 175, DFR 711), Data Science (CUS 510, 680, 610) or IT Enterprise (IT 711, 715, 721).

Courses

CYB 611 Foundations in Cyber Security

An understanding of cybersecurity and an understanding of the elements needed to achieve adequate security with objectives and mechanisms for attaining these will be discussed, including cryptography, authentication systems, Public Key Infrastructure, and platform and network security mechanisms. This course will look at common TCP/IP applications and discuss their security vulnerabilities. Material will be presented in a framework of understanding and mitigations of business risks.
Credit: 3 semester hours.

CYB 615 Protection of Digital Infrastructure (Network Security)

A practical survey of network security applications and standards. The emphasis is on applications that are widely used on the Internet and corporate networks. Widely deployed Internet standards will also be examined. *Credit: 3 semester hours.*

CYB 621 Cybersecurity Laws, Regulations and Best Practices

All current Federal and International laws and regulations related to private sector and civilian government engagement in cyberspace will be covered. The course will focus on their application to protect the identities, properties and privacy in a real time environment of armed conflict in evolving cyber domains. *Credit: 3 semester hours.*

CYB 625 Principles of Secure Scripting and Cryptography

Methods for maintaining security and integrity of computer data; mathematical treatment of contemporary topics in cryptography; overview and selected topics in data security. *Credit: 3 semester hours.*

CYB 711 Intrusion Detection and Analysis

Examination of the principles of Intrusion Detection and Prevention Systems (IDPS). Students learn to analyze networks looking for anomalous traffic, monitor network flow and to take action based on prescribed rules when an issue is identified. Students will learn to configure IDPS systems and evaluate their output. Both wired and wireless networks will be studied. The course will also examine how Artificial Intelligence (AI) and Machine Learning are being integrated into next-generation systems. *Credit: 3 semester hours.*

CYB 715 Penetration Testing and Ethical Hacking

Exploration of the exploitation capabilities such as offensive PowerShell tools and techniques, enterprise servers, database vulnerabilities, Active Directory delegation, kernel exploits, cron jobs, VLAN hopping, and Docker breakouts. Students will walk through managing vulnerabilities and learn to ensure endpoint protection. *Credit: 3 semester hours.*

CYB 790 Capstone/Practicum/Thesis

Prerequisite: completion of core courses and director's approval. Designing and developing a project under the guidance of the faculty member on a topic in cybersecurity or information security. Domain applications may be in areas such as business and management, finance and economics, medicine and healthcare, social network mining, e-government and education. *Credit: 3 semester hours.*

CYB 795 and CYB 796 Cyber and Information Security Master Thesis I, II

Prerequisite: CYB 795 is a pre-requisite for CYB 796. A two-semester sequence of research and writing, resulting in the writing and submission of a graduate research thesis. Normally taken in the student's last year of study. The computer science faculty member who serves as the student's thesis advisor will work with the student to assist the student in developing a research plan, guide the student's research and his or her preparation of a thesis topic, and also approve the thesis topic selected. *Credit: 3 semester hours.*

DFR 711 Cyber-Forensic and Malware Analysis

Prerequisite: CYB 615. An introduction to advanced digital forensics topics including malicious software (malware) and its analysis. Students will gain hands-on experience using both open source and commercial software tools in a digital laboratory environment. Students will study the forensic characteristics of Windows, OSX, and Linux platforms. Reverse engineering techniques utilized to conduct static and dynamic analysis will be examined. Students will also learn about the importance of principles, legal considerations, controls, and documentation of forensic procedures. *Credit: 3 semester hours.*

IT 711 Enterprise Architecture and IT Governance

The process of understanding business vision and strategy to design a future IT state from a strategic, organizational, and technology perspective. This course focuses on using this understanding, principles, and models to describe Enterprise IT's current and future state, together with regulatory and governance issues for successful implementation of Enterprise IT architectures. *Credit: 3 semester hours.*

IT 715 System Analysis and Process Re-engineering

An understanding of both the full Systems Analysis process as well as the concepts of Process Re-engineering; Development of Business Requirements/Functional Specifications, application system design, development, testing and implementation; Information as a resource, Types of information systems; the Systems Development Life Cycle; Designing input, output and databases; Quality Assurance; Development of functional specifications; Understanding the role of the User and Systems Analyst; Drawing Entity Relationship Diagrams; Drawing Data Flow Diagrams; Economic aspects of systems selection, and Feedback Control; The full systems development life cycle (SDLC) *Credit: 3 semester hours.*

IT 721 IT Project Management and Agile Methodologies

Review of concepts, tools, techniques, and applications of project management with a focus on information technology projects. Students will learn how to put together a project management (preliminary) plan, define project goals, and develop project teams, schedules, and budgets. The course illustrates the key aspects of IT traditional project lifecycles (initiation, planning, execution, monitor and control, and closing) and agile project management methods. It will also emphasize aspects of IT project team performance, IT risk management and business continuity. *Credit: 3 semester hours.*

NET 510 Networking: Forms and Functions

Coverage of network standards and concepts, topology, and terminology, including LANs, WANs, the OSI model, cabling, IP addressing, networking hardware, and the LAN protocols. The course also covers an introduction to switched networks, VLANS, routing concepts, access control lists, OSI standard protocols, and IP addressing. *Credit: 3 semester hours.*

Master of Science (M.S.) in Data Science

The 30-credit M.S. in Data Science prepares students for related careers that involve the application of computational and statistical techniques that are becoming more vital to industry and research. This is accomplished through coursework in topics such as database management systems, data mining and machine learning algorithms, data visualization, statistics, text analytics, and big data. Graduates of the Data Science program will obtain a variety of skills required to analyze large datasets and to develop modeling solutions to support decision making. They will also develop a specialization in distributed Big Data, marketing analytics or healthcare analytics. This M.S. degree is a STEM designated program.

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.

Degree candidates must provide the following for admission consideration: evidence of a baccalaureate degree from an accredited college or university, including official transcripts from each institution attended, showing the College qualifying GPA; two to three letters of recommendation from instructors/professors or other qualified individuals, and a statement of purpose

In addition to the standard University and College admission requirements, all applicants must demonstrate evidence of completing the following mathematical courses: Matrix Methods, Calculus I and Probability and Statistics I and II.

Program Requirements

The M.S. program in Data Science requires 30 credits that include the following. (Note: Each course listed is equivalent to 3 semester hours of credit).

Core Courses (9 credits required)

- CUS 510 Database System Design and Data Warehousing
- CUS 610 Data Mining and Predictive Modeling I
- CUS 615 Data Mining and Predictive Modeling II

Data Analysis / Applied Statics Courses (6 credits chosen from the following)
See Tobin College of Business section for course descriptions

- BUA 602 Business Analytics
- BUA 609 Advanced Managerial Statistics
- BUA 633 Applied Regression and Forecasting Models

Capstone Course (3 credits chosen from the following)

- CUS 690 Applied Analytics Project 3 credits
- CUS 695 Software Implementation Project 3 credits

Specialized Area (6 credits in one of the following areas)
Big Data:

- CUS 680 Distributed Big Data Analytics I
- CUS 681 Distributed Big Data Analytics II

Marketing Analytics:
* See Tobin College of Business for course descriptions.

- MKT 600 Decisions in Marketing Management
- MKT 611 Data Driven Marketing

Healthcare Analytics:

- HCI 520 Medical and Health Informatics
- HCI 525 Applied Healthcare Analytics

Elective Courses (6 credits in one of the following areas)

- CUS 620 Introduction to Programming for Analytics
- CUS 625 Computer Visualization Applications
- CUS 630 Operations Research
- CUS 635 Web Data Mining
- CUS 640 Natural Language and Text Processing
- CUS 670 Monte Carlo Techniques 3 credits
- CUS 675 Database Programming
- CUS 680 Distributed Big Data Analytics I
- CUS 681 Distributed Big Data Analytics II

Courses

CUS 510 Database Management Systems
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. *Credit: 3 semester hours.*

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. *Credit: 3 semester hours.*

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. *Credit: 3 semester hours.*

CUS 620 Introduction to Programming for Analytics
As an intensive introduction to programming, this course will focus on programming fundamentals, including problem solving and algorithms. Focus will be on designing and implementing programs in the Python programming language. Programming concepts such as data types, control structures, functions, recursion, and text manipulation will be covered. The course will then continue to topics such as data structures, classes, and algorithm analysis. In addition, we will analyze data obtained through file I/O and database sources. *Credit: 3 semester hours.*

CUS 625 Data Visualization
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. *Credit: 3 semester hours.*

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. *Credit: 3 semester hours.*

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. *Credit: 3 semester hours.*

CUS 640 Natural Language and Text Processing
Prerequisite: CUS 620. The intent of this course is to present a fairly broad graduate-level introduction to Natural Language Processing (NLP, a.k.a. computational linguistics), which is the study of computing systems that can process, understand, or communicate in human language. The primary focus of the course will be on understanding various NLP tasks as listed on the course syllabus, algorithms for effectively solving these problems, and methods for evaluating their performance. There will be also a focus on statistical learning algorithms that train on (annotated) text corpora to automatically acquire the knowledge needed to perform a task. *Credit: 3 semester hours.*

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. *Credit: 3 semester hours.*

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. *Credit: 3 semester hours.*

CUS 680 Distributed Big Data Analytics I
An exploration of the process of analyzing massive datasets in order to achieve actionable insight and scientific discovery at large scale. We will examine a distributed computing

architecture based on a technology that is rapidly becoming the de-facto leader in this space: Hadoop. We will develop real hands-on experience using MapReduce and higher level computational languages like Hive and PIG. We will also introduce SPARK, an analytical language conceived with distributed systems in mind and, together with Hadoop 2, we will move away from the traditional batch-mode operational format toward a more interactive one. *Credit: 3 semester hours.*

CUS 681 Distributed Big Data Analytics II
Prerequisite: CUS 680. An examination of the functional programming characteristics of distributed algorithms. Building on Distributed Big Data Analytics I, we continue to explore the ability to process and analyze massive datasets, but with particular attention to the algorithmic aspect. Students will be provided with the necessary problem-solving and coding skills required to tackle distributed big-data projects. *Credit: 3 semester hours.*

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. *Credit: 3 semester hours.*

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. *Credit: 3 semester hours.*

HCI 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. *Credit: 3 semester hours.*

The following courses are part of the Health Information Management and Technology track in the Masters in Public Health program offered through the College of Pharmacy.

HCI 610 Technology Advancements in Health Informatics
An introduction to information technology as it is applied to health care and health related organizations. An examination of how information is captured, converted, and stored in machine readable form and used in the various facets of the health care system; the impact of Electronic Medical Record (EMR) and mobile computing on the healthcare system. A look at future trends that are revolutionizing and disrupting the field. *Credit: 3 semester hours.*

HCI 615 Health Care Information Technology Project Management
This course focuses on project management as applied to management of health care information technology projects. It covers key project management concepts and tools, while providing students with the opportunity to apply them to various scenarios. *Credit: 3 semester hours.*

HCI 620 Healthcare Information Security
Introduction to the computer and networking methodologies used within healthcare environments to achieve healthcare privacy and the security of electronic medical records. *Credit: 3 semester hours.*

HCI 625 Healthcare Enterprise Systems
A study of Healthcare Enterprise Systems and relevant IT integration techniques and standards to facilitate: patient and decision support; administrative processes; diagnostics; web services; human-computer interface design; and digital imaging and processing systems. *Credit: 3 semester hours.*

HCI 630 Healthcare Information Flow and Data Management
A study of the secure flow and use of information through processes in healthcare systems and the key role it plays in the quality of health care delivery. *Credit: 3 semester hours.*

Division of Criminal Justice, Legal Studies and Homeland Security

Programs of Study

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

The Master of Professional Studies in Homeland Security and Criminal Justice Leadership is a 36-credit program that prepares students for management and executive positions by examining critical leadership issues confronting the homeland protection and 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 administration, correctional services, homeland security, and corporate and institutional 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.

Admission Requirements

Admission to the M.P.S. in Homeland Security and Criminal Justice is contingent upon an assessment of the candidate's ability to successfully pursue graduate study. Ability is demonstrated by previous academic performance and letters of recommendation and other factors that suggest academic potential and motivation.

Degree candidates must provide the following for admission consideration: evidence of a baccalaureate degree from an accredited college or university, including official transcripts from each institution attended, showing the College qualifying GPA; two to three letters of recommendation from instructors/professors or other qualified individuals, and a thoughtful, well-written essay of approximately 300 words describing the applicant's reasons for seeking this graduate degree.

Program Requirements

The M.P.S. program in Homeland Security and Criminal Justice Leadership requires 36 credits that include the following. (Note: Each course listed is equivalent to 3 semester hours of credit).

Core Courses (18 credits required)

- HLS 203 Critical Issues in Correctional Administration
- HLS 306 Criminal Justice Policy Formation and Analysis
- HLS 501 Police and Homeland Security Leadership
- HLS 502 U.S. Constitution and Homeland Protection
- HLS 503 Ethical Leadership: Principles and Practices
- HLS 504 Leadership in Public Administration

Research Courses (6 credits required)

- HLS 400 Applied Research Project: The Capstone
- HLS 500 Methods of Research in Criminal Justice

Selected Topics (12 credits chosen from the following)

- HLS 232 Organizational Behavior
- HLS 280 Organizational Development
- HLS 303 Issues in Global Security
- HLS 305 Seminar in Global Terrorism
- HLS 307 Leadership Issues in Critical Incident Management
- HLS 308 Selected Topics in Homeland Security & Criminal Justice I
- HLS 309 Selected Topics in Homeland Security & Criminal Justice II
- HLS 311 Criminological Theory
- HLS 312 Court Administration and Leadership
- HLS 401 Applied Seminar in Leadership Practicum

The Doctor of Professional Studies (D.P.S.) in Homeland Security

The Doctor of Professional Studies (DPS) is a 78-credit professional degree program in Homeland Security designed to prepare candidates for executive-level and other decision-making roles within the Homeland Security Enterprise. Candidates will focus, in particular, on cooperation, coordination and collaboration among public and private actors and entities within the Homeland Security Enterprise, both domestically and internationally.

Admission Requirements

Admission to the D.P.S. in Homeland Security and Criminal Justice is contingent upon an assessment of the candidate's ability to successfully pursue graduate study. Ability is demonstrated by previous academic performance and letters of recommendation and other factors that suggest academic potential and motivation.

Degree candidates must provide the following for admission consideration: evidence of a baccalaureate degree from an accredited college or university, including official transcripts from each institution attended, showing the College qualifying GPA; scores for the Graduate Record Exam (GRE), three letters of recommendation from instructors/professors or other qualified individuals, and a thoughtful, well-written essay of approximately 300 words describing the applicant's reasons for seeking this graduate degree.
Note:

- Applicants with at least 30 credits of graduate work and cumulative GPA of 3.5 or greater may be exempt from the GRE, but submission of scores are strongly recommended.
- An interview may be required at the discretion of the Admission Committee.

Program Requirements

The D.P.S. program in Homeland Security requires 78 credits that include the following.

Core Courses (25 credits required)

- HLS 102: Intelligence for Homeland Security: Organizational & Policy Challenges (3 credits)
- HLS 103: Critical Infrastructure: Vulnerability Analysis and Protection (3 credits)
- HLS 106: Ethical Leadership: Principles and Practices (3 credits)
- HLS 601/601.1: Homeland Security Enterprise (4 credits)
- HLS 602/602.1: Disaster Management I: Preparedness and Response (4 credits)
- HLS 603/603.1: Disaster Management II Operational Continuity and Recovery (4 credits)
- HLS 604/604.1: Theories and Concepts of Security (4 credits)

Required Research Courses: (14 credits required)

- HLS 500: Introduction to Research Methods (3 credits)
- HLS 701/701.1: Advanced Research Methods I (4 credits)
- HLS 702: Advanced Research Methods II (3 credits)
- HLS 703/703.1: Statistical Analysis in Research (4 credits)

Elective Courses (21 credits chosen from the following- all 3 credit courses)

- HLS 280: Organization Development
- HLS 232: Organizational Behavior
- HLS 303: Issues in Global Security
- HLS 305: Seminar in Global Terrorism
- HLS 501: Police and Homeland Security Leadership
- HLS 502: U.S. Constitution and Homeland Protection
- HLS 505: Enterprise Risk Management
- HLS 306: Policy Formation and Analysis
- HLS 308: Selective Topics in Homeland Security and Criminal Justice I

Internship Requirement: (6 credits required)

The D.P.S. requires the completion of six-credit hours of internship experience directly related to the field of Homeland Security under faculty supervision. Students who have significant relevant work experience within the industry will not be required to complete an internship. The waiver of this requirement must be supported with an experiential learning portfolio submitted by the student and is at the discretion of the program director or his or her designee.

Qualifying Examination: Upon successful completion of the required core courses and prior to starting their doctoral dissertation, students are required to pass a comprehensive examination by demonstrating a mastery of the learning objectives of all core courses.

Dissertation Research (12 credits required: all 3 credit courses)

- HLS 801: Dissertation Research I
- HLS 802: Dissertation Research II
- HLS 803: Dissertation Research III
- HLS 804: Dissertation Research IV

Dissertation: The degree of Doctor of Professional Studies shall be conferred upon completion and successful defense of the dissertation before the candidate's dissertation committee.

Courses

HLS 102 Intelligence for Homeland Security: Organizational and Policy Challenges Provides a comprehensive review and discussion of challenges and concerns facing the U.S. Intelligence Community and its role in homeland security including terrorism, emergency management and cyber-security. The role of other federal agencies, state and local governments, and the private sector are also analyzed through the framework of policy, organizational and substantive issues. *Credit: 3 semester hours.*

HLS 103 Critical Infrastructure: Vulnerability, Analysis and Protection Provides students with the tools necessary to analyzes the various threats and vulnerabilities that impact the ability to protect critical infrastructure from all hazards. Critical infrastructure is rationalized through the framework of a "systems of systems" approach. This approach focuses in interdependency and how critical infrastructure functions. *Credit: 3 semester hours.*

HLS 106 Ethical Leadership: Principles and Practices This course analyzes the most pressing ethical issues facing executive operating within the homeland security enterprise. Case studies are reviewed to determine more effective integrity control policies and procedures. *Credit: 3 semester hours.*

HLS 203 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.*

HLS 232 Organizational Behavior *Prerequisite: HLS 504.* This course examines the contributions of behavioral science to the management process and the organization as a social-political system. *Credit: 3 semester hours.*

HLS 280 Organizational Development *Prerequisite: HLS 504.* 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.*

HLS 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.*

HLS 303 Issues in Global Security

This course is divided into two parts. First, this course seeks to explain globalization as it relates to security and provide students with understanding of the various challenges and threats that result from the phenomenon. Second, this course seeks to examine the how various governments, and on occasion non-governmental organizations, utilize a variety instruments of global governance to cooperate when dealing with, or combat threats that are global in nature. *Credit: 3 semester hours.*

HLS 305 Seminar in Global Terrorism

This course will examine a variety of issue related to domestic and international terrorism. It will also explore the effects of terrorism and compare how their consequences of attacks are both similar to and different than other types of violence, warfare and criminal acts. The way in which government attempt to combat terrorism and respond to terrorist attacks will also be critiqued. *Credit: 3 semester hours.*

HLS 306 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.*

HLS 307 Migration and Border Security

This course examines the interconnections between international migration and security, identifying various types of threats and weighing the extent to which they pose security risks. It focuses particularly on assessing the effectiveness of initiatives at the international, regional and national levels to prevent entry of and apprehend, prosecute and deport those who pose security threats, including the use of new technologies. *Credit: 3 semester hours.*

HLS 308 & HLS 309: Selected Topics Series in Criminal Justice I & II

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 each course.*

HLS 311 Criminology Theory

The course examines the problems of crime in contemporary society and the advancement of a peacemaking approach to crime (that is, humane, non-violent, non-authoritarian and scientific ways to reduce crime). Theories and explanations of criminal behavior are analyzed in detail along with the range of activities that are defined as crimes. Solutions involving major changes in the social and economic structures in order to reduce crime in the United States are presented. *Credit: 3 semester hours.*

HLS 312 Court Administration and Leadership

This course is an introduction to the criminal court system. The goal for this course is for students to understand where the law comes from, who the actors are in the system, and how the system functions. Understanding the roots of the American justice system, students will begin to understand the importance, complexity, and uniqueness of this system. *Credit: 3 semester hours.*

HLS 400 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.*

HLS 401 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 Leardership Practices is an elective. *Credit: 3 semester hours.*

HLS 500: Introduction to Research Methods

Students will be exposed to major research studies in homeland security and related disciplines in order to identify their relative strengths and weaknesses based on accepted research concepts and techniques. *Credit: 3 semester hours.*

HLS 501 Police and Homeland Security Leadership

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.*

HLS 502 The U.S. Constitution and Homeland Security

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.*

HLS 503 Ethical Leadership Principles and Practices

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.*

HLS 504 Leadership in Public Administration

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.*

HLS 505—Enterprise Risk Management

Prerequisite HLS 601, The role that enterprise risk management plays in managerial and leadership decision-making within homeland security organizational environments is examined through this course. Students will identify and analyze risks faced by upper echelon managers and the strategic decision-making steps needed to acquire an appropriate risk appetite. Enterprise risk topics such as constructing frameworks for managing strategic and operational risks, as well as strategies to outsource risks will be discussed. *Credit: 3 semester hours.*

HLS 601.1 Homeland Security Enterprise Residency *Credit: 1 semester hour.*

HLS 601 Homeland Security Enterprise

Mitigating and defending against dynamic threats, minimizing risk, and maximizing the ability to respond and recover from attacks and disasters requires partnerships across the federal government, public and private sectors, and communities across the country and around the world. The dynamics of these various entities engaged in the protection of the homeland are analyzed. Administrative, legislative, operational and legal challenges facing these institutions are also a major focus. *Credit: 3 semester hours.*

HLS 602.1 Disaster Management I: Preparedness and Response Residency
Credit: 1 semester hour.

HLS 602 Disaster Management I: Preparedness and Response

Provides an inclusive review and discussion of challenges and concerns facing the government and private community in preparing and responding to man-made and natural disasters. Look at the relationship between community preparedness and key emergency management functions. Emphasis will be on the role of federal agencies, state and local levels of government, and the private sector on how they prepare for and respond to national emergencies. *Credit: 3 semester hours.*

HLS 603.1 Disaster Management II Operational Continuity and Recover Residency *Credit: 1 semester hour*

HLS 603 Disaster Management II Operational Continuity and Recover

Operational Continuity and Recovery are critical areas of competence for managers in private sector, as well as public sector organizations.

The diverse emergency management, crisis management, contingency planning, recovery and restoration issues facing the private sector and governmental organizations are analyzed in terms of internal operations and interfaces them with the public and private sector homeland security and emergency management community. Applied methodologies used to plan and recover systems and business processes is a major focus. *Credit: 3 semester hours.*

HLS 604.1 Theories and Concepts of Security Residency *Credit: 1 semester hour.*

HLS 604 Theories and Concepts of Security
The concept of security is one that permeates through a wide range of social science disciplines including, psychology, sociology, political science and international relations. This course examines the various theories from these disciplines ranging from the individual's need to feel secure to the emerging concept of "human security." Particular focus is placed on how these theories have influenced the development of the concept of homeland security. *Credit: 3 semester hours.*

HLS 701.1 Advanced Research Methods I Residency *Credit: 1 semester hour.*

HLS 701 Advanced Research Methods
Advance critical thinking, the ability to evaluate research in academic journals and professional report, to critique the language and methods of research and to prepare for a doctoral level dissertation that is rigorous and reflects the needs and problems of the homeland security field. *Credit: 3 semester hours.*

HLS 702: Advanced Research Methods II
Using critical thinking and specialized knowledge the student will design a research project on a specific homeland security issue. This project will include problem identification, literature review, research design, statistical analysis, and hypothesis development. This project will serve as the students dissertation proposal and must be defended. *Credit: 3 semester hours.*

HLS 703.1 Statistical Analysis in Research Residency *Credit: 1 semester hour.*

HLS 703 Statistical Analysis in Research
Statistical concepts, data analysis, designed and observational studies and a range of statistical methods are analyzed with a focus on their application in social science research. Topics include numerical and geographical summaries of data, hypothesis testing, confidence intervals, counts and tables, analysis of variance, regression, principal components, and cluster analysis. *Credit: 3 semester hours.*

Division of Health and Human Services

Master of Science in Health Care Systems

Many forces are at play in this expanding health care market, from the increasing aging population to the economics and legal issues surrounding health care reform. And, as the market for health services evolves to meet these challenges, technology plays an increasingly crucial role in the growth and management of this industry sector and its complex system of health care providers.

The Master of Health Care Systems (MHS) program recognizes the need for a graduate degree program in health care systems that equips students with the necessary tools to achieve and manage integrated approaches to health care—approaches that enable students to look at operational, policy, technology, and legal issues in health care from a holistic perspective. The program offers both medical and nonmedical professionals opportunities to develop advanced organizational and technical skills, effectively positioning students to assume leadership positions within the evolving ecosystem of the US health care stakeholders and health-related professions.

Admission Requirements

Admission to the M.S. in Health Care Systems 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 candidates must provide the following for admission consideration: evidence of a baccalaureate degree from an accredited college or university, including official transcripts from each institution attended, showing the College qualifying GPA; two to three letters of recommendation from instructors/professors or other qualified individuals, and a statement of purpose

Program Requirements

The M.S. program in Health Care Systems requires 30 credits including the following. (Note: Each course listed is equivalent to 3 semester hours of credit).

Core Courses (30 credits required)
- HCA 320 Management and Leadership in Health Care Organizations
- HCA 321 Legal and Ethical Aspects of Health Systems
- HCA 350 Policy Seminar in Health Systems
- HCA 360 Health Care Systems Internship
- HCI 520 Medical and Health Informatics
- MPH 280 Introduction to Epidemiology

- MPH 302 Health Care Data Analysis and Management
- PAS 283 Health Care System and Financing
- PAS 281 Health Care Outcomes Assessment
- PAS 282 Health Care System and Financing
- PAS 283 Health Care Finance and Reimbursement

Courses

HCA 320 Management and Leadership in Healthcare Organizations
An introduction to leadership, management, and organizational behavior in the health care industry. Students learn to develop competencies in the areas of project management, patient safety, organizational culture, emergency preparedness, to name a few. The course will also familiarize students with current opportunities and challenges facing managers in healthcare organizations. *Credit: 3 semester hours.*

HCA 321 Legal and Ethical Aspects of Healthcare System
An introduction to ethical and legal issues in the healthcare industry. The course focuses on laws and ethical concerns pertaining to the rights and responsibilities of health care professionals, patients, and doctors, with a deeper focus on vulnerable populations, privacy and confidentiality of personal information. Issues of access, quality, and delivery in healthcare are analyzed through the lenses of government regulation, corporate and management practices, and community needs. *Credit: 3 semester hours.*

HCA 322 Impact Evaluation of Health Programs
Prerequisites: Students should be familiar with basic concepts in research methods and statistics. This course will introduce students to key econometric methods of evaluation and how they are applied to assess the impact of health programs. Students will learn the uses and limitations of commonly used descriptive, experimental and quasi-experimental techniques and understand the importance of distinguishing between causal and non-causal evidence. This is an online asynchronous course with the overall objective of providing students with the background necessary to understand the impact of various programs on individual and population health outcomes, based on a critical assessment of economic research. *Credit: 3 semester hours.*

HCA 350 Policy Seminar in Health Systems
This capstone requires that students complete an academically robust, high quality project ranging from creating proposals for interventions and research projects to conducting policy systematic reviews. Emphasis is placed on developing innovative approaches to addressing the challenges of

the modern health care system. All course reading materials, discussions, activities, and assignments provide the necessary information and direction needed to write and share an original case in the field of health-care systems. *Credit: 3 semester hours.*

HCA 360 Health Systems Internship
Field experience with a health care organization under the direct supervision of a health care professional. This experiential learning opportunity allows students to apply health care systems management theory, principles, and concepts in a real-world setting. *Credit: 3 semester hours.*

HCI 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. *Credit: 3 semester hours.*

MPH 280 Introduction to Epidemiology
This course will provide students with a fundamental understanding of the general principles of epidemiological methods and their application to public health practice. It will introduce key epidemiological concepts such as association, bias and confounding, as well as the main epidemiological study designs. Precepts will provide opportunities for practical application of skills in interpreting, displaying and communicating epidemiological data. *Credit: 3 semester hours.*

MPH 302 Healthcare Data Analysis and Management
This course is designed to develop effective data management skills in clinical and health care research. The course will provide graduate students with an overview of statistical software and provide technical skills for data management, data analysis, and producing graphs and reports. *Credit: 3 semester hours.*

PAS 281 Healthcare Outcomes Assessment
The course is designed to provide a comprehensive review of economic analysis and health status assessment in the appraisal of health outcomes and program effectiveness in health service research. Major economic evaluation methods such as: cost effectiveness analysis, cost benefit analysis and cost utility analysis are introduced in the context of current health care service system. Application of economic tools and quality of life evaluation instruments in clinical investigations, health services research, and policy analysis will be discussed. *Credit: 3 semester hours.*

PAS 282 Health Care System and Financing
This course will provide an overview of those factors affecting the access disparity, efficiency and quality of the U.S. health-care system. These factors include: demographic changes, demand for services, cost shifting, use of health technology, health care workforce distribution, financing of services by payers,

Medicare and Medicaid, the evolution of managed care market, and health care reform initiatives. Students will gain an appreciation of the dilemmas confronting policy makers, providers, and the public, and how to balance the conflicting priorities in the current health care system. *Credit: 3 semester hours.*

PAS 283 Health Care Finance and Reimbursement
The purpose of this course is to provide the students with detailed understanding on the application of finance (accounting and financial management) theory, principles, and concepts to healthcare organizations. Students will learn about the financial tools needed by healthcare managers to make better financial, strategic, operational decisions and the impact of reimbursement and payment policies on the performance of health care organizations. These topics include sources of financing, managerial accounting concepts (including cost behavior, profit analysis, and incremental analysis), reimbursement and payment under various third-party payer environment, cost allocation and government program reporting. *Credit: 3 semester hours.*

Division of Mass Communication

Programs of Study

Master of Science in Integrated Advertising Communication

In the quickly evolving world of advertising, currently growing at over 17% annually, traditional media and conventional methods of advertising are simply not enough to capture the attention of an increasingly sophisticated consumer bombarded by thousands of advertising messages daily. Through use of lectures, readings, and by being engaged in group projects focused on consumer response, students will become familiar with the media tools and continuity practices necessary to implement a fully integrated advertising and communication campaign. Students will learn that advertising "at" the consumer is not enough anymore, and that success today relies on the ability to create a dialogue with the recipient of the message while building brand loyalty.

Admission Requirements

Admission to the M.S. in Integrated Advertising Communications is contingent upon an assessment of the candidate's ability to successfully pursue graduate study. Ability is demonstrated by previous academic performance and letters of recommendation and other factors that suggest academic potential and motivation.

Degree candidates must provide the following for admission consideration: evidence of a baccalaureate degree from an

accredited college or university, including official transcripts from each institution attended, showing the College qualifying GPA; two to three letters of recommendation from instructors/professors or other qualified individuals, and a statement of purpose.

Program Requirements

The M.S. in Integrated Advertising Communication program requires 30 credits that include the following. (Note: Each course listed is equivalent to 3 semester hours of credit).

Communications Core Courses (6 credits required)
- ICM 800 Theories and Processes of Communication
- ICM 802 Media and Communication Research Methods

Integrated Advertising Communications Core Courses (21 credits required)
- ADV 100 Fundamentals of Integrated Advertising Communications
- ADV 201 Creativity and Development of the Big Idea
- ADV 301 Social and Digital Media as Integrated Advertising Communications Tools
- ADV 401 Media Planning and Execution
- ADV 402 The Process of Leading and Coaching
- ADV 501 The Role of Public Relations in Integrated Advertising Communications
- ADV 502 Legal Aspects of the Advertising Industry

Integrated Advertising Communications Campaign Planning Course (3 credits required)
- ADV 600 Development of an Effective Integrated Advertising Communications Plan

Courses

ADV 100 Fundamentals of Integrated Advertising Communications
Exploration of the transformation of advertising communication in the context of a media saturated culture in which consumers actively avoid marketing. Topics include the blurring of the boundaries between communication disciplines, building brand preference, measuring the effectiveness of media participation and advertising communication, and methods of assessing integrated advertising communication. *Credit: 3 semester hours.*

ADV 201 Creativity and the Development of the Big Idea
Generation of "The Big Idea" and the building blocks for integrated advertising communications. Topics include theories and methods of analyzing values, beliefs

and behaviors of consumers, creation and application of segmentation strategies, construction of relevant campaign messaging, and a comprehensive exploration of theoretically informed creative processes. *Credit: 3 semester hours.*

ADV 301 Social and Digital Media as Integrated Advertising Tools
Examination of the impact of digital channels and platforms on advertising communication and a collaborative consumer. Focus on the significance of the prosumers as creators and consumers of media, on how digital and social media is shaping consumer preferences, purchase divisions and brand interactions, and on the assessment of the impact of digital media pertaining to integrated advertising communication in a technologically saturated society. *Credit: 3 semester hours.*

ADV 401 Media Planning and Execution
Investigation of the speeding-up of the key facets of contemporary media environments and the related consumer practices. Emphasis on the problematic of attracting diverse consumers with rapidly shifting preferences and media consumption practices; development of corresponding target marketing methods and analysis; identification and responses to contemporary industry challenges, and future projections. *Credit: 3 semester hours.*

ADV 402 The Process of Leading and Coaching
Introduction to organizational communication and leadership in the context of advertising industries. Topics include studying the relationship between versatile communication processes and styles, organizational goals and outcomes; interpersonal communication; the role of communication in the management of behavior; and the analysis of communication competencies, principles, and creativity in regards to desired outcomes in integrated advertising communication. *Credit: 3 semester hours.*

ADV 501 The Role of Public Relations in Integrated Advertising Communications
An interdisciplinary approach to incorporation of public relations theories, methods and practices into integrated advertising communication. Topics include the role of public relations in inter-organizational relationships; interdisciplinary convergences and divergences between public relations and other fields; campaign effects and perception; and the significance of new and old media in the intersection of public relations and integrated advertising communication. *Credit: 3 semester hours.*

ADV 502 Legal Aspects of the Advertising Industry
An examination of the legal environment of the U.S. advertising industry, which is the largest in the world. Students will examine an overview of advertising regulations and case law at the federal, state, and local levels and

will discuss current topics in a field which is ever-changing. *Credit: 3 semester hours.*

ADV 600 Development of an Effective Integrated Advertising Communications Plan
Senior seminar culminating in an independent project. Focus on the comprehensive and in-depth knowledge of theories, methods and practices of integrated advertising communication exemplified by development, execution, and assessment of a comprehensive campaign. *Credit: 3 semester hours.*

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

The Master of Science in International Communication's unique focus on international relations, communication as diplomacy, and political economy of media that makes this 36 credit program attractive to those who wish to apply communicative dimension to their professional field in an increasingly multi-sector global system.

Our nationally diversified student body along with the international students adds intellectual vibrancy to this graduate program in International Communication. The teaching philosophy is rooted in advanced models of problem-solving such as design thinking, case studies, and other high impact educational practices. The program is designed to bridge high-level theoretical modeling of complex problems with real-world experience developing solutions in the communication and media space.

Admission Requirements

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 judgment of the department, necessary preparation to take on the graduate studies in the International Communication program.

Admission into the M.S. 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 candidates must provide the following for admission consideration: evidence of a baccalaureate degree from an accredited college or university, including official transcripts from each institution attended, showing the College qualifying GPA; and two

letters of recommendation from instructors/professors or other qualified individuals, and a statement of purpose.

Program Requirements

To be considered as a degree candidate the student must meet the following requirements.
1. Must complete the required 36 credits for the program
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, as long as it is before graduation)
5. Pass the Comprehensive Exam

The M.S. in International Communication program requires 36 credits that include the following. (Note: Each course listed is equivalent to 3 semester hours of credit).

Core Courses: (18 credits required)
- ICM 800 Theories and Processes of Communication
- ICM 801 International Communication
- ICM 802 Media and Communication Research Methods
- ICM 810 Media, Communication and Public Policy
- ICM 811 Media, Culture and Society
- ICM 812 International Communication and Global Development:

Elective Courses (18 credits chosen from the following)
- ICM 820 Communication and New Media: Building Communities
- ICM 821 International Public Relations ICM 822 International Advertising
- ICM 828 Transnational Advocacy Campaign
- ICM 830 Crisis Communication
- ICM 833 Political Communication
- ICM 834 Media Strategies and the politics of Peacebuilding
- ICM 835 Media Governance
- ICM 836 Global Feminism and Media
- ICM 837 Media, Communication and Public Diplomacy
- ICM 838 Media, Communication and Human Rights
- ICM 839 Ideology, Propaganda and Communication
- ICM 840 Special Topics
- ICM 850 Thesis I
- ICM 851 Thesis II
- ICM 860 Internship I
- ICM 861 Internship II
- ICM 865 Independent Study

Courses

ICM 800 Theories and Processes of Communication
This course is designed to give 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, public policy, and our everyday lives. The course helps students prepare for thesis work and scholarly investigation. *Credit: 3 semester hours.*

ICM 801 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. 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 802 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 will 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. *Credit: 3 semester hours.*

ICM 810 Media, Communication, and Public Policy
This course will explore the role of media in influencing domestic and foreign policy. It will particularly examine the role of elite media in initiating and shaping public discourse and public policy. It will study the processes of public policy and how media mediate the outcomes of policy. It will closely examine the processes and theories of public opinion and persuasion. *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 media practice will be explored. *Credit: 3 semester hours.*

CM 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.

Particular attention will be paid to the trends of globalization and economic upheaval. Students will 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 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 theories of new media applications, and on the creative and developmental dimensions of new media and building communities within various cultural contexts. *Credit: 3 semester hours.*

ICM 821 International Public Relations
An interdisciplinary approach will draw case studies from a range of area, 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 828 Transnational Advocacy Campaigns
Communication strategies that transnational activists have utilized to achieve such global policy change, and how these processes are today transforming global politics and norms. As the speed of globalization intensifies, global corporations are also using new and increasingly sophisticated strategies and technologies to market their products to local audiences. This course will therefore consider how corporations are implementing integrated global communications campaigns tailored to regional and domestic audiences. Students will critically assess the current environment, analyze global campaigns

implemented by international advocacy groups and corporations, and learn how to design and execute their own transnational advocacy campaigns, within the context of sustainable development. *Credit: 3 semester hours.*

ICM 830 Crisis Communication
Crisis communication is an advanced level 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 stakeholders during a crisis. A particular emphasis will be placed on covering the emergence 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 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 and use political messages, and examine how news, advertising, and entertainment media shape perceptions, emotions, and behavior, how micro-targeting approaches are either complementing or replacing campaign activities and mobilization efforts. *Credit: 3 semester hours.*

ICM 834 Media Strategies and the Politics of Peacebuilding
This course will focus on how communication and media are vehicles for human development, and communication as agent of social change; it will present various models of communication, and a particular emphasis will be on participatory model of communication. The second section of the course will seek to apply the students' understanding of these models through a focus on the study of interactive methods for negotiation and mediation to resolve conflict. Students will be introduced to practical models of conflict resolution. The course will conclude by linking communications and development with broad approaches to social peace and community building. *Credit: 3 semester hours.*

ICM 835 Media Governance
This course is designed to give students a thorough understanding the concepts, stakeholders in, and international practices of, media governance. Media governance is a concept that is used to refer to media and communication policies, as well as to

self-regulation of media organizations, in the digital era. The course covers 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 to privacy, intellectual property rights, crossmedia ownership, and freedom of expression no longer pertain only 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 among and between media industries, networks and service provides, journalists, policy makers, and 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 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 to impact outcomes in matters of public diplomacy, and how this in turn impacts nation-state efforts in diplomacy. We will examine media as vehicle for public and cultural diplomacy, or soft power, in a world of politics, and how the line between state diplomacy and public diplomacy is increasingly blurred. *Credit: 3 semester hours.*

ICM 838 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 of media in shaping the internationalization of human rights. The focus will be on successful and unsuccessful combinations that provoke and sustain tangible respect for human rights. *Credit: 3 semester hours.*

ICM 839 Ideology, Propaganda and Communication

This course is designed to study ideology and propaganda by drawing on political philosophy and history to analyses three fundamental concepts and the ways in which they are connected: ideology, propaganda and communication. *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.*

Division of Sport Management

Program of Study

Master of Professional Studies (M.P.S.) in Sport Management

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.

The 36-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.

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.

Admission Requirements

Admission into the M.P.S. program in Sport Management 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 or GMAT), and any other evidence that the admissions committee believes to be relevant.

Degree candidates must provide the following for admission consideration: evidence of a baccalaureate degree from an accredited college or university, including official transcripts from each institution attended, showing the College qualifying GPA; and two letters of recommendation from instructors/ professors or other qualified individuals (at least one of these letters must be from an instructor who has taught and evaluated the applicant in an academic settting),an essay of approximately 300 words describing the applicant's reason for pursuing graduate study and his or her leadership objectives and a CV or resume. ***Note:*** *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 Sport Management.*

Program Requirements

The M.P.S. in Sport Management program requires 36 credits that include the following. (Note: Each course listed is equivalent to 3 semester hours of credit, unless otherwise noted.

Core Courses (21 Credits required)

- SPG 301 Strategic Sport Management
- SPG 302 Strategic Communication in Sport
- SPG 304 Philosophy, Principles, and Leadership in Sport
- SPG 305 Ethical and Legal Aspects of Sport
- SPG 306 Financial Perspectives in Sport
- SPG 312 Seminar in Sport Management
- SPG 401 Research Methods in Sport

Elective Courses (15 Credits chosen from the following)

- SPG 307 Social/Psychological Aspects of Sport
- SPG 308 Sport Science: Coaching for Optimal Performance
- SPG 309 Sport Science: Techniques and Analysis

- SPG 310 Event and Venue Administration: International Perspectives
- SPG 311 Sport Marketing: International Perspectives
- SPG 313 Power, Politics, and International Sport Governance
- SPG 314 Sport Statistics and Analytics
- SPG 315 Creativity and Innovation in Sport
- SPG 316 Risk Management in Sport
- SPG 402 Special Topics in Sport Management
- SPG 500 Internship
- SPG 502 Thesis I
- SPG 503 Thesis II
- SPG 510 Internship (6 credits)

Courses

SPG 301 Strategic Sport Management
A critical analysis of strategic management theory as it relates to sport organizations. Topics include developing and implementing effective strategic plans, conducting comprehensive environmental analyses, and managing organizational change. The course emphasizes the similarities and differences of how sport is managed in the US, the EU, and selected nations such as Australia, Japan, China, and Canada. *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 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 314 Sport Statistics and Analytics
This course examines the development, management, applications, and use of statistics and analytics in sports. Students will learn about how sport statistics and analytics are created, collected, organized, used, and applied both within sports, teams, and organizations, as well as outside sports by the media, agents, and the general public. *Credit: 3 semester hours.*

SPG 315 Creativity and Innovation in Sport
Creating new businesses, capturing new markets, enhancing organizational effectiveness occur through innovation and transforming process. New technologies, processes, competition and globalization compel sport organizations to distance themselves from the familiar and foster innovation and agility. This course examines the creative process, successful strategies, barriers and risks for introducing industry disrupting products and services. *Credit: 3 semester hours.*

SPG 316 Risk Management in Sport
Prerequisite SPG 305. Focuses on the practical aspects and intersection of sport law, sport management and risk management. In this course, students will develop the knowledge and skills necessary to recognize and work to eliminate potentially dangerous situations in sport environments. The focus of this course is to aid students in understanding how they can assist the sport organizations for which they work in activities such as eliminating unnecessary injuries and reducing the possibility of financial losses based on lawsuits raised due to issues such as negligence. *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 DecisionMaking 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
Prerequisites: Completion of 18 credits 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
Prerequisites: 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 M.P.S. in Sport Management degree requirements. *Credit: 3 semester hours.*

SPG 503 Thesis II
Prerequisites: 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 M.P.S. in Sport Management degree requirements. *Credit: 3 semester hours.*

SPG 510 Internship
Prerequisites: Completion of 18 credits 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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