# Graduate Council Email Meeting October 31, 2011

1. New Course

**SCOM 6103 APPROVED** 

2. Bulletin Change

Reduce the number of prerequisites to enter the MBA program APPROVED

# New/Special Course Proposal-Bulletin Change Transmittal Form

Undergraduate Curriculum Council - Print 1 copy for signatures and save 1 electronic copy.

☑ Graduate Council - Print 1 copy for signatures and send 1 electronic copy to mmcginnis@astate.edu

New Course or ☒ Special Course (Check one box) Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.								
Ш		• •	<u> </u>	•				
Department Curriculum Committee Chair		Date	COPE Chair (if applicable)	Date				
			Professional Education Head of Unit (If applicable)	Date				
Departme	ent Chair	Date	General Education Committee Chair (if applicable)	Date				
College (	Curriculum Committee Chair	Date	Undergraduate Curriculum Council Chair	Date				
College I	Dean	Date	Graduate Curriculum Committee Chair	Date				
			Vice Chancellor for Academic Affairs	Date				
2.	<ol> <li>Proposed Course Prefix and Number (For variable credit courses, indicate variable range.)</li> <li>SCOM 6103</li> <li>SCOM Course Title – if title is more than 30 character (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).</li> <li>Communication Theory</li> </ol>							
3.	3. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio problems, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.  Lecture, activity							
4.	4. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?  Standard Letter							
5.	5. Is this course dual listed (undergraduate/graduate)?  Graduate only							
6.	<ol> <li>Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)</li> </ol> No							
7.								
8.	Theories, models, and approaches relevant to the study of human communication.  8. Indicate all prerequisites and if this course is restricted to a specific major, which major. (If a student does not have the prerequisites or does not have the appropriate major, they will not be allowed to register).							

- a. Are there any prerequisites? No
- b. Why? This proposed course should serve as a foundation for other classes.
- 9. Course frequency (e.g. Fall, Spring, Summer, or Demand). Not applicable to Graduate courses. NA
- 10. Contact Person (Name, Name of Institution, Address, Email Address, Phone Number)

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Departmental office: 870.972.3091

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Email: mhayes@astate.edu

11. Proposed Starting Term/Year

Spring 2012

12. Is this course in support of a new program? If yes, what program?

No

- 13. Does this course replace a course being deleted? Yes
- b. If yes, what course? SCOM 6223, Applied Communication Research
- c. Has this course number been used in the past? No

Attach Course Deletion Proposal-Bulletin Change Transmittal Form.

14. Does this course affect another program? If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

No

- 15. Justification should include:
  - A. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain).

    This course is designed to be a REQUIRED, CORE course for graduate students in the Department of Communication Studies. In this course, student should attain basic, broad knowledge of major theories, models, and approaches to the study of communication. Students should take this course in the first semester of graduate school as the content will serve as a foundation for the other courses. Moreover, students will discover a theory, model, or approach that should guide their research agenda in the program.
  - B. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

The mission statement of the Department of Communication Studies is: *To provide rigorous study in <u>human communication theory,</u>* research and practice for the purposes of advancing the study of human communication as a social science. The course supports this mission statement as it provides a foundation of communication theory that will serve students throughout the program.

C. Student population served.

Students enrolled in the Master of Arts in communication Studies program

D. Rationale for the level of the course (lower, upper, or graduate).

This course should give students a broad working knowledge of communication theory. What differentiates this course from an upper level, undergraduate course is the higher standards and expectations for graduate students and the higher level of complexity of course materials. This course will move beyond proving students with basic understanding of communication theory but will prod them to will analyze, explore, question, reconsider, and synthesize old and new knowledge and skills.

- 16. Outline (The course outline should be topical by weeks and should be sufficient in detail as to allow for judgment of the content of the course.)
- Week 1: Philosophical Foundations: What is Theory? (what is theory, metatheoretical considerations, theory in communication)
- Week 2: Post-Positivist Perspectives on Theory Development (what is positivism, what is post-positivism, post-positivism in communication)
- Week 3: Interpretive Perspectives on Theory Development (what is interpretivism, what is the function of interpretive theory)
- Week 4: Critical Perspectives on Theory Development (what is critical theory, critical theory in communication)

Wee Wee							
Wee	Week 5: Theories of Message Production (constructivism, action assembly theory)						
	Week 6: Theories of Message Processing (classical persuasion, elaboration likelihood model) Week 7: Theories of Discourse and Interaction (speech act theory, coordinated management of meaning)						
vvee	k 8: Theories of Discourse and Interaction (speech act theory, cocks: Theories of Communication in Developing Relationships (soc						
	k 9: Theories of Communication in Ongoing Relationships (relatio						
Wee	k 10: Theories of Organizational Communication (Weik's theory of	orgai	nizing, structuration)				
	k 11: Theories of Small Group Communication (functional and stru						
	k 12: Theories of Media Processing and Effects (uses and gratificals 13: Theories of Media and Society (agenda setting, cultivation the		, social cognitive theory)				
	k 14: Theories of Culture and Communication (speech codes theo		eories of co-cultural groups)				
		<b>,</b>	3. c. 1, c.				
17.	Course requirements (e.g. research papers, projects, interviews, test	s, etc.	) Tests, research paper, in-class assignments				
18.	Special features (e.g. labs, exhibits, site visitations, etc.) NA						
	opolar router of (e.g. labo, extracto, etc. violations, etc.) to						
19.	Required reading						
BA:II-	W (2005) Communication the suite. Boundaries and		oforto (and and ). MacCrow Hill				
wille	er, K. (2005). Communication theories: Perspectives, processes, an	ıa cor	mexts (2 ed.). McGraw-Hill.				
Artic	cles as assigned. Here are samples:						
	ffee, S. H., & Berger, C. R. (1987). What communication scientists once (pp. 99-122.) Thousand Oaks, CA: Sage.	do. In	C. R. Berger & S. H. Calabrese (Eds.), Handbook of Communication				
Crai	Craig, R. (1999). Communication Theory as a Field. Communication Theory, 2, 119-161.						
	Department staffing and classroom/lab resources (Will this require tired.	additi	onal faculty, supplies, etc.?) No additional staff or resources will be				
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21.	What is the primary goal of this course?						
Stud	dents will acquire a basic understanding of major theories,	mod	els, and approaches to the field of communication studies.				
22.	If this proposal is for a general education course, please check th	e prin	nary goal this course addresses: N/A				
	in the proposal to for a general suddation source, prodes shook at		iary gour time oour oo addresses. Turk				
		•					
	Communicating effectively		Thinking Critically				
	Communicating effectively Using mathematics	_	Thinking Critically Using Technology				
	•		•				
	Using mathematics		Using Technology				
	Using mathematics Understanding global issues		Using Technology Understanding interdependence				
	Using mathematics Understanding global issues Developing a life-long appreciation of the arts and humanities Using science to accomplish common goals		Using Technology Understanding interdependence Developing a strong foundation in the social sciences Providing foundations necessary to achieve health and wellness				
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From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.

# MASTER OF ARTS DEGREE WITH A MAJOR IN **COMMUNICATION STUDIES AND THEATRE**

The Master of Arts in Communication Studies and Theatre is co-offered by the Department

of Communication Studies, College of Communications, and the Department of Theatre, College of Fine Arts. The graduate student's adviser should come from the Department of Communication Studies if the student's primary interest is communication, or from the Department of Theatre if the student's primary interest is theatre.

# **Admission Requirements**

Applicants seeking admission to the Master of Arts degree in Communication Studies and Theater must submit a sample of writing, which could be a recent term paper or research paper. A student may concentrate in either communication studies or theatre arts, and may complete at least six hours in the other area. With approval of the adviser, a student may complete up to six hours in cognate courses.

#### Courses required of all candidates with communication studies concentration

SCOM 6203, Introduction to Graduate Study AND

# **SCOM 6103, Communication Theory**

# **SCOM 6223, Applied Research in Communication Studies**

SCOM 6053, Quantitative Research Methods OR MCOM 6053, Research Methods in Mass Communication SCOM 6253, Qualitative Research Methods in Communications

#### Courses required of all candidates with theatre concentration

THEA 6203, Introduction to Graduate Study AND

THEA 6253, Seminar in Production

Minimum hours required for this program: 30

#### MASTER OF SCIENCE IN MASS COMMUNICATIONS DEGREE

The Master of Science in Mass Communications offers majors in journalism and in radio-television. Focusing on research and scholarship, the fl exible curriculum provides opportunities for students interested in pursing advancement in mass communications or preparing for doctoral studies and positions in higher education. Some students with limited mass communications background may be required to complete some undergraduate and graduate performance courses as part of their programs of study.

#### **Admission Requirements**

Admission to the Master of Science in Mass Communications program is based on a variety of evidence, including educational experience and record, professional experience, recommendations, and a written statement of purpose.

# Courses required of all candidates

MCOM 6043, Theory of Mass Communications

MCOM 6053, Quantitative Research Methods in Communications

MCOM 6203, Introduction to Graduate Study

MCOM 6253, Qualitative Research Methods in Communications

### **Courses required of Journalism majors**

Twelve hours selected from the following:

MCOM 5023, Public Opinion, Propaganda and the Mass Media

MCOM 5603, Crisis Communication

MCOM 6023, Advanced Studies in Communications Law

MCOM 6801-3, Independent Study

JOUR 5043, Studies in Newspaper Management

JOUR 5053, Public Affairs Reporting

JOUR 5083, Sports, Business and Opinion Writing

JOUR 5113, Integrated Communications Strategies

JOUR 5323, Race, Gender and Media

JOUR 5373, Internet Communications

JOUR 6013, Specialized Reporting Problems

JOUR 6023, Journalism Seminar

#### **Courses required of Radio-Television majors**

Twelve hours selected from the following

MCOM 5023, Public Opinion, Propaganda and the Mass Media

MCOM 6023, Advanced Studies in Communications Law

MCOM 6801-3, Independent Study

RTV 5063, International Communication Seminar

RTV 5323, News Production and Performance

RTV 5333, Special Topics

RTV 5363, Multimedia Storytelling

RTV 5373, Internet Communications

RTV 5473, Advanced Internet Communications

RTV 5553, Multimedia Reporting

RTV 5573, Sportscasting

RTV 6023, Advanced Studies in Broadcast Management

RTV 6033, The Broadcast Documentary

#### Electives required of all candidates

Six hours of graduate-level electives, subject to approval of student's adviser. The six hours may include six hours of thesis credit, courses in the college and/or courses outside the college. The topic of the thesis is subject to approval by the student's thesis committee. The thesis may be a continuation or extension of research begun in a Communications graduate class.

Minimum hours required for these programs: 30

#### CERTIFICATE IN HEALTH COMMUNICATION

The health care industry continues to grow in structure, size, and complexity with the advent of new technologies and the demands of an aging population. According to the U.S. Census Bureau's website, the nation's population will increase by 18 percent between 2000 and 2020. Thus, an additional 50 million people will need to have their health care needs met. Moreover, by 2020, persons 85 years and older will represent the fastest growing segment of the population. They will be major users of health care facilities and services. Communication training for health care providers and consumers can help prepare individuals to effectively meet the communicative demands of health care practice. Specially, consumers must be able to communicate effectively with their health care providers to achieve their goals and providers must be able to communicate effectively with clients and co-workers to competently perform their duties. Moreover, the role of media and health information dissemination is an important variable in informing consumers about health related matters which may affect how they communicate with health care providers.

The courses selected for the certificate in health communication are chosen for their applicability for individuals working in the health care industry and for consumers who wish to understand the role of communication in health care processes and outcomes.

Core: 12 hours

SCOM 5402, Seminar in Health Communication

SCOM 5243, Interpersonal Communication OR SCOM 6243, Seminar in Interpersonal

Communication

SCOM 5253. Intercultural Communication

NURS 6483, Ethics in Health Care

Electives: 6 hours

COUN 6423, Psychological Aspects of Aging

ELSE 6023, Characteristics of Individuals with Disabilities

NHP 5103, Patient Education

HP 5453, Health Care Administration

HP 6023, Health Policy and Economic Issues

HP 6113, US Health Care OR NURS 6833, American Health Care System

NURS 6303, Health Care Issues and Policy

MCOM 5603, Crisis Communication OR SCOM 5263 Organizational Communication

MGMT 6003, Organizational Behavior in Health Care Organizations

MGMT 6013, Human Resource Management for Health Care Organizations

#### SPECIALIST IN COMMUNITY COLLEGE TEACHING

The 60 graduate hours, including the Master's degree, which are required for the Specialist in Community College Teaching degree include the following:

Teaching Fields 39 Semester Hours

Community College Core 12 Semester Hours

Teaching Core 9 Semester Hours

A detailed description of this program, along with specifi c requirements, is presented in the Specialists in Education Degree program under the College of Education.

Minimum hours required for this program: 30 plus a master's degree

# COLLEGE OF COMMUNICATIONS GRADUATE COURSE DESCRIPTIONS

**Mass Communications** 

**MCOM 5023 Public Opinion** Propaganda and the Mass Media Survey of public opinion formation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda. (Also listed as PR 4023.)

**MCOM 5603 Crisis Communication** An investigation of communications during crises, focusing on public relations, advertising and other persuasive efforts by institutions, corporations, movement leaders, and citizens to describe, persuade and shape human interactions with their environment during a crisis.

**MCOM 6023 Advanced Studies in Communications Law** An advanced study of communications law problems, issues, and responsibilities. Selected publications in the fi eld will be examined. Individual projects concerning legal problems in freedom and responsibilities of the mass media.

**MCOM 6043 Theory of Mass Communications** Study of mass communications models, theory development, mass communications theories and theory relationships to research in mass communications.

**MCOM 6053 Quantitative Research Methods in Communications** Study of the tools and techniques of empirical research as they may be applied to mass communications.

#### MCOM 6063 Interpretative Research Methods in Mass Communication

This course is intended to provide the student with the basic skills needed for understanding, rather than predicting or controlling, phenomena. Included will be discussion of and practice in basic phenomenological description, structural analysis, research interviewing, and qualitative research reporting. Co-requisite: MCOM Theory of Mass Communication

**MCOM 6163 Applied Research in Mass Communications** Guided research dealing with practical problems in mass communications. A primary outcome of the course will be a formal research paper acceptable for publication. Prerequisite: MCOM 6053.

**MCOM 6203 Introduction to Graduate Study** Survey of research methods; evaluation of selected studies; preparation of thesis.

**MCOM 6253 Qualitative Research Methods in Communication** This course is designed to acquaint students with major approaches to qualitative inquiry in he fi eld of communication. Students will gain experience in collecting, analyzing, and interpreting qualitative data as well as writing qualitative research reports.

MCOM 6701-6 Thesis

MCOM 6801-3 Independent Study

#### **Journalism**

**JOUR 5043 Studies in Newspaper Management** Study of business and editorial management of the print media, including newspaper organization, publishing policies and economics, print media technology, circulation and promotion problems.

**JOUR 5053 Public Affairs Reporting** Instruction and practice in gathering material and writing stories on public affairs; emphasis on courts and government. Requires two hours of laboratory work per week. Prerequisite: JOUR 2013.

**JOUR 5083 Sports, Business and Opinion Writing** Techniques of news-writing and information gathering in business and sports reporting. Techniques of opinion writing. Prerequisite: C or better in JOUR 2013 or permission of professor or chair.

**JOUR 5113 Integrated Communications Strategies** Focuses on the strategic integration of various channels and methods of communication for the purpose of delivering key messages to diverse target audiences in order to elicit responses, create a dialogue and engender relationship-building. Prerequisites: JOUR 3023; PR 3003; or MKTG 3013.

**JOUR 5323 Race, Gender and Media** Survey of the interface between Americans and the mass media in the United States.

JOUR 5373 Internet Communications Provides students with a thorough understanding and practice in the use of the Information Superhighway. Students will develop skills and strategies to access and create news, advertising, and public relations messages in this new electronic medium for mass communications. The course will also look at new opportunities for communications professionals, examine critical social, political, and economic

issues for the medium, and prepare for future technological advances. Prerequisite: basic computer competency.

**JOUR 5473 Advanced Internet Communications** Advanced Internet Communication provides students with a thorough understanding and practice in interactive and online content production and/or delivery. The course also explores other new media opportunities available to communication professionals. Special Course Fees Apply.

**JOUR 5913 Media Advisers Seminar** To provide an overview of the issues and practices of scholastic journalism, and to enable secondary school journalism advisers to acquire and refine skills in writing, reporting, and design.

**JOUR 6023 Journalism Seminar** Study of the press as an institution; its problems, role, content, effects, and responsibilities as a cultural force in society.

#### Radio-Television

RTV 5053 Public Affairs Reporting for Electronic Journalism Coverage of municipal and county government agencies, public school boards, community planning and development agencies, and special events within the local community for the electronic media.

**RTV 5063 International Communication Seminar** Critical discussion and analyses of the social, cultural, economic, political, technological and institutional forces governing the exchange of mediated information across national frontiers.

**RTV 5303 Multimedia Reporting** Apply the basics of traditional journalism skills in the digital media practice and develop the abilities of integrating audio, photographs, graphics and video as multimedia storytelling tools to enrich online news coverage. Prerequisite: Basic computer competency.

**RTV 5323 News Production and Performance** Experience in producing news programs. Students exercise judgment and make editorial decisions about news content and program continuity. Experience in verbal and non-verbal communication relative to on camera delivery.

**RTV 5333 Special Topics** A seminar that addresses current topics in the area of communication.

**RTV 5363 Multimedia Storytelling** Introductory course in multimedia concepts, media elements, platforms, and production. Emphasis is placed on delivery of content across media platforms for diverse audiences.

RTV 5373 Internet Communications Provides students with a thorough understanding and practice in the use of the Information Superhighway. Students will develop skills and strategies to access and create news, advertising, and public relations messages in this new electronic medium for mass communications. The course will also look at new opportunities for communications professionals, examine critical social, political, and economic issues for the medium, and prepare for future technological advances. Prerequisite: basic computer competency.

RTV 5473 Advanced Internet Communications Advanced Internet Communication provides students with a thorough understanding and practice in interactive and online content production and/or delivery. The course also explores other new media opportunities available to communication professionals. Special Course Fees Apply.

**RTV 5573 Sportscasting** Theory and practical application of sportcasting for radio and television.

RTV 6023 Advanced Studies in Broadcast Management An advanced study of the elements, problems, and responsibilities of radio and television station management. RTV 6033 The Broadcast Documentary This course provides for the graduate student in broadcasting an opportunity both to study the broadcast documentary, its structure and role, and to gain some hands-on practical experience in organizing, structuring, and producing this broadcast form.

#### **Communication Studies**

**SCOM 5203 Small Group Communication** Group and conference techniques for classroom, business, and professional situations.

**SCOM 5243 Interpersonal Communication** Emphasis on increasing the student's capacity for openness, sensitivity, and objective appraisal.

**SCOM 5253 Intercultural Communication** Identification of barriers, and breakdowns to communication among cultures.

**SCOM 5263 Organizational Communication** Dynamics and theories of communication within an organization.

SCOM 5293 History and Criticism of American Public Address Historical background

and signifi cance of leading orators in America.

**SCOM 5323 Communication in Personal Relationships** The course covers interpersonal communication in the context of personal relationships such as romantic relationships, friendships, professional relationships, and family relationships.

**SCOM 5373 Conflict Resolution** The conflict and communication course examines confl ict as a communication variable created through interpersonal interaction in dyads, small groups, families, and organizations.

SCOM 5383 Computer Mediated Communication This course considers how identities, relationships and communities are created and influenced by our use of computers and the internet. We will gain understanding of these processes by engaging new media scholarship and activities involving different forms of new media.

**SCOM 5403 Seminar in Health Communication** Study of the major cultural, interpersonal, and public communication issues affecting health communication.

**SCOM 5423 Narratives in Health and Healing** Explores the social construction of health, illness and healing through the study of narrative.

**SCOM 6103 Communication Theory** Theories, models, and approaches relevant to the study of human communication.

**SCOM 6053 Quantitative Research Methods in Communications** Study of the tools and techniques of empirical research as they may be applied to mass communications. **SCOM 6203 Introduction to Graduate Study** Survey of research methods; evaluation of selected studies; preparation of thesis.

SCOM 6223 Applied Research in Communication Studies A study of the practical problems in research in communication studies. Prerequisite: Either ELFN 6773 Introduction to Statistics and Research OR MCOM 6053 Research Methods in Mass Communication.

**SCOM 6253 Qualitative Research Methods in Communication** This course is designed to acquaint students with major approaches to qualitative inquiry in he fi eld of communication. Students will gain experience in collecting, analyzing, and interpreting qualitative data as well as writing qualitative research reports.

**SCOM 6243 Seminar in Interpersonal Communication** This course is designed to introduce students to foundational as well as current theory and research in interpersonal communication. Students will examine several interpersonal communication contexts and processes as well as methodologies in interpersonal communication.

**SCOM 6233 Communication Education** A study of the history and philosophy of the pedagogy of communication studies, to include both theoretical and applied aspects of the discipline.

**SCOM 6603-6 Internship in Communication Studies** Combines relevant work experience with classroom theory.

SCOM 6701-6 Thesis SCOM 6801-3 Independent Study

Code	#

Bulletin Change Transmittal Form

X Graduate Council - Print 1 copy for signatures and send 1 electronic copy to <a href="mailto:mmcginnis@astate.edu">mmcginnis@astate.edu</a>

Bulletin Change Please attach a copy of all catalogue pages requiring editorial changes.						
Department Curriculum Committee Chair	Date	COPE Chair (if applicable)	Date			
Department Chair	Date	General Education Committee Chair (if applicable)	Date			
College Curriculum Committee Chair	Date	Undergraduate Curriculum Council Chair	Date			
Conege Currentum Committee Chair	Date	Ondergraduate Curriculum Councii Citan	Date			
College Dean	Date	Graduate Curriculum Committee Chair	Date			
		Vice Chancellor for Academic Affairs	Date			
Contact Person (Name, Name of Insti  Dr. Russell Jones, ASU, College of Business, rjo		•				
2. Proposed Change	nes@asiale.edu, 972-3	3300				
Reduce the number of prerequisites required to enter the MBA program.						
3. Effective Date						
Spring, 2012						
4. Justification						
other institutions. The graduate faculty met and d	iscussed the current pr	it was found that ASU was requiring 50% more undergradua rerequisite list and compared the content of each to those su courses were not necessary for successful completion of the	bjects required in			
By removing three courses from the following list number of hours have been reduced from 16.5 to		number of prerequisites from 33 to 24. For those taking fast-	track courses, the			

# On pages 70-71 of the current graduate bulletin:

#### Graduate Foundation Courses (Fast Track): Undergraduate Foundation Courses:

MBA 500V, Survey of Accounting I ACCT 2003, Principles of Accounting I ACCT 2013, Principles of Accounting II

MBA 501V Survey of Finance FIN 3713, Business Finance

MBA 502V, Survey of Microeconomics
MBA 503V, Survey of Macroeconomics
MBA 503V, Survey of Macroeconomics
MBA 504V, Survey of Management

MGMT 3153, Organizational Behavior

MBA 505V, Survey of Information Systems CIT 3013, Management Information Systems

MBA 506V, Survey of Marketing MKTG 3013, Marketing

MBA 507V, Survey of Law

LAW 2023, Legal Environment of Business

MBA 508V, Survey of Statistics ECON 2113, Business Statistics MBA 509V, Survey of Operations Management CIT 3523, Operations Management