

Great Bay Community College

CATALOG ADDENDUM 2018-2019

Updated as of 4/20/18

MARCH 2018

- Omissions
 - **Leadership & Management Certificate 21 credits**
 - BUS110G Introduction to Business 3-0-3
 - PHIL240G Ethics 3-0-3
 - BUS114G Management 3-0-3
 - Either BUS210G Organizational Communication 3-0-3 or BUS200G Teambuilding 3-0-3
 - Either BUS224G Human Resource Management 3-0-3 or BUS116G Organizational Behavior 3-0-3
 - BUS208G Leadership Theory & Practice 3-0-3
 - BUS209G Principles of Global Business 3-0-3
 - **Sales & Digital Marketing Certificate 21 credits**
 - BUS110G Introduction to Business 3-0-3
 - MKTG101G Introduction to Marketing 3-0-3
 - MKTG224G Sales & Sales Management 3-0-3
 - MKTG201G Business Relationship Management 3-0-3
 - Either BUS210G Organizational Communication 3-0-3 or BUS200G Teambuilding 3-0-3
 - Either BUS205G Small Business Management 3-0-3 or BUS282G Capstone Research 3-0-3
 - BUS209G Principles of Global Business 3-0-3
- New course
 - **SOCI255G Societal Approaches to Health Care Systems 3-0-3** Today's health care providers must not only be competent in the skills required by their role in health care delivery role; they must also understand and function adaptively in the complex system(s) within which they work. A large proportion of health-related decisions are made not by the patient and/or care provider, but by legislators, insurers, institutions, and others who lack the information available from those delivering direct and indirect health care. Care providers need a background in public policy and the U.S. health care system in order to understand how it has evolved, how it affects health care delivery, and how to influence its future course. Prerequisite: College level reading and writing.

APRIL 2018

- Omissions, catalog information for **Leadership & Management Certificate** and **Sales & Digital Marketing Certificate**

LEADERSHIP & MANAGEMENT CERTIFICATE

The study of management focuses on how organizations develop and use strategies to compete in national and global arenas within the increasingly complex and changing socio-cultural, political/legal, economic, and technological environment. Students in the program are encouraged to relate theoretical learning to practice and establish bridges between the classroom and the work environments.

The Management program is accredited by the Accreditation Council for Business Schools and Programs (ACBSP), which supports transfers to many four year institutions. The Certificate program can be completed on a full or part-time basis and courses are offered during the day, evening, and online.

Program Outcomes

Students will be able to:

- Know the fundamentals of management theory and practices.
- Demonstrate written and oral proficiency in business communications.
- Understand the foundations and importance of business ethics and social responsibility.
- Be prepared to transfer to a four-year college or university with a solid management and overall business studies foundation.
- Be prepared to enter the workforce with entry-level management skills.
- Possess a solid management foundation for transfer.
- Understand the necessity for a commitment to lifelong learning to ensure employability.
- Demonstrate competency in fundamental areas of business: accounting, marketing, human resources, finance, computers, economics, and business law.
- Possess an understanding of cross-cultural and global issues and sensitivity to diversity and other cultures.
- Demonstrate information literacy through research skills and the use of technology.
- Demonstrate proficiency in critical thinking, analysis, reasoning, questioning and quantitative skills.

Technical Standards

Students must be able to demonstrate the ability to communicate effectively using written and oral techniques, including the use of technology; conduct themselves in a professional manner; possess critical thinking and analytical skills; be comfortable using computers and computer application software; and be able to work independently and in groups.

LEADERSHIP & MANAGEMENT CERTIFICATE		TH	LAB	CR
BUS110G	Introduction to Business	3	0	3
BUS210G (BUS200G)	Organizational Communication or (Teambuilding)	3 (3)	0 (0)	3 (3)
BUS224G (BUS116G)	Human Resource Management or (Organizational Behavior)	3 (3)	0 (0)	3 (3)
BUS208G	Leadership Theory and Practice	3	0	3
BUS114G	Management	3	0	3
PHIL240G	Ethics	3	0	3
BUS209G	Principles of Global Business	3	0	3
Certificate Total:		21	0	21

Gainful Employment disclosure information is available at:

<http://greatbay.edu/sites/default/files/GE/lead-manage/52.0201-Gedt.html>

SALES & DIGITAL MARKETING CERTIFICATE

In an era of global, digitized, interactive business environments, Marketing offers one of the best career opportunities for today's business students. Marketing is a broad field which includes activities related to selecting, designing, packaging, pricing, advertising/promoting, selling, distributing, and servicing a product in the domestic and/or international marketplace. It is the driving force in most businesses.

Marketing is critically examined from the perspective of the consumer/client, economy, technology, legal/political issues, and ethical/social responsibility. Marketing classes integrate theory and practical applications while applying related business knowledge of information technology, accounting, economics and management principles.

Marketing personnel are employed in retail, industrial and commercial firms, schools and hospitals, both locally and internationally. Marketing offers something for every business student—a desk job as a market research analyst, or travel and excitement with the public as a salesperson, retailer, or public relations person.

The Certificate program can be completed on a full or part-time basis and courses are offered during the day, evening, and online.

Program Outcomes

Graduates with a degree in Marketing will:

- Identify the marketing mix variables -- product, price, place, and promotion -- and write a marketing plan.
- Create and develop an integrated marketing communication (advertising) plan, including marketing objectives, strategies, and tactics.
- Analyze consumer decision making as it relates to consumer buying behavior and marketing decisions.
- Analyze the decision-making process in marketing products internationally and understand the role marketing plays in a global economy.
- Demonstrate knowledge of various advertising media, such as social media and all forms of digital media.
- Apply the strategic selling model to personal selling activities.
- Engage in a personal selling situation with emphasis on the customer relationship and deliver a personal sales presentation using a sales portfolio and other sales tools.
- Possess an understanding of cross-cultural and global issues and sensitivity to diversity and other cultures.
- Demonstrate information literacy through research skills and the use of technology.
- Demonstrate proficiency in critical thinking, analysis, reasoning, questioning and quantitative skills.

Technical Standards

Students must be able to demonstrate the ability to communicate effectively using written and oral techniques, including the use of technology; conduct themselves in a professional manner; possess critical thinking and analytical skills; be comfortable using computers and computer application software; work independently and in groups.

SALES & DIGITAL MARKETING CERTIFICATE		TH	LAB	CR
BUS110G	Introduction to Business	3	0	3
MKTG101G	Introduction to Marketing	3	0	3
MKTG224G	Sales & Sales Marketing	3	0	3
MKTG201G	Business Relationship Management	3	0	3
BUS209G	Principles of Global Business	3	0	3
BUS210G (BUS200G)	Organizational Communication or (Teambuilding)	3 (3)	0 (0)	3 (3)
BUS205G (BUS282G)	Small Business Management or (Capstone Research)	3 (3)	0 (0)	3 (3)
Certificate Total:		21	0	21

Gainful Employment disclosure information is available at:
<http://greatbay.edu/sites/default/files/GE/sales-market/52.1401-Gedt.html>

- Corrections
 - **MATH080G Skills for College Math is three credits, 3-0-3** (not four credits, 4-0-4)
 - **American Studies A.A. Degree**
 - The two Liberal Arts electives are Social Science electives instead.
 - ANTH101G Introduction to Anthropology is required, not 'or Social Science elective.'
 - POLS110G American Government is required, not 'or Social Science elective.'
 - **Bioengineering A.S. Degree** includes ENGLXXXG English Elective 3-0-3 in the first Spring semester.

DEGREE PROGRAM FIRST YEAR

Fall Semester

		TH	LAB	CR
FYE114G	First Year Seminar: Engineering	1	0	1
CHEM115G	General Chemistry I	3	3	4
MATH210G	Pre-Calculus*	4	0	4
ENGL110G	College Composition I	4	0	4
Semester Total:		12	3	13

Spring Semester

		TH	LAB	CR
ENGLXXXG	English Elective	3	0	3
CHEM116G	General Chemistry II	3	3	4
BIOL108G	General Biology I	3	3	4
MATH230G	Calculus I	4	0	4
SOCI120G	Society and Technological Change	3	0	3
Semester Total:		16	6	18

First Year Total: 28 9 31

*Students who place directly into MATH230G may replace MATH210G with another Liberal Arts elective for transfer as a Discovery elective.

**If MATH150G/152G is needed, students will need to take the course in the summer *prior to year one* in order to be on track.

DEGREE PROGRAM SECOND YEAR

Fall Semester

		TH	LAB	CR
CHE 501 (UNH)	Introduction to Chemical Engineering I	3	0	3
CHEM200G	Organic Chemistry	3	3	4
MATH250G	Calculus II	4	0	4
PHYS290G	University Physics I	3	3	4
	Humanities/Fine Arts Elective [^]	3	0	3
Semester Total:		16	6	18

Spring Semester

		TH	LAB	CR
CHE 502 (UNH)	Introduction to Chemical Engineering II	3	0	3
BIOL210G	Microbiology or	3	3	4
(BIOL220G)	(Principles of Genetics) or	(3)	(3)	(4)
(BTEC220G)	(Biomanufacturing)	(2)	(6)	(4)
MATH235G	Statistics for Engineers and Scientists	4	0	4
MATH265G	Introduction to Differential Equations	4	0	4
Semester Total:		13-14	3-6	15

Second Year Total: 29-30 9-12 33

Degree Total: 57-58 18-21 64

[^]Theory, lab, and credit hours may vary depending on the course chosen.

- Information Systems Technology A.S. Degree includes ENGL214G Introduction to Creative Nonfiction 3-0-3 or ENGL215G Writing Technical Documents 3-0-3 in the first Spring Semester.

DEGREE PROGRAM FIRST YEAR				
Fall Semester		TH	LAB	CR
ENGL110G	College Composition I	4	0	4
MATH150G	College Algebra	4	0	4
IST122G	Introduction to Networks	2	2	3
IST123G	Routing and Switching Essentials	2	2	3
Semester Total:		12	4	14
Spring Semester		TH	LAB	CR
ENGL214G (ENGL215G)	Introduction to Creative Nonfiction or (Writing Technical Documents)	3 (3)	0 (0)	3 (3)
Math170G	Discrete Mathematics	4	0	4
	Lab Science Elective*	3	3	4
IST222G	Scaling Networks	2	2	3
IST223G	Connecting Networks	2	2	3
Semester Total:		14	7	17
Summer Semester		TH	LAB	CR
	IST Elective*	2	2	3
	IST Elective*	2	2	3
	Foreign Language/Humanities/Fine Arts Elective*	3	0	3
Semester Total:		7	4	9
First Year Total:		33	15	40
DEGREE PROGRAM SECOND YEAR				
Fall Semester		TH	LAB	CR
	IST/CIS Elective*	2	2	3
	IST/CIS Elective*	2	2	3
	IST/CIS Elective*	2	2	3
	Social Science Elective*	3	0	3
Semester Total:		9	6	12
Spring Semester		TH	LAB	CR
	IST/CIS Elective*	2	2	3
	IST/CIS Elective*	2	2	3
	IST/CIS Elective*	2	2	3
	IST/CIS Elective*	2	2	3
Semester Total:		8	8	12
Second Year Total:		17	14	24
Degree Total:		50	29	64

*Theory, Lab, and Credit hours may vary depending on the course chosen.

****Approved substitutions for MATH150G are MATH152G, MATH210G, MATH230G, MATH250G**

At least 18 credits must be at the 200 level. Up to 15 CIS or DGMT credits may be applied at either the 100 or 200 level in fulfillment of IST degree requirements.

INFORMATION SYSTEM TECHNOLOGY ELECTIVES

IST112G	Applied Logic	2	2	3
IST113G	IT Essentials PC Hardware & Software	2	2	3
IST142G	Virtualization Essentials	2	2	3
IST150G	Network Operating Systems Fundamentals	2	2	3
IST151G	Windows Network Operating System	2	2	3
IST161G	Intro to Information Assurance	2	2	3
IST163	Legal Issues in Information Security	3	0	3
IST200G	Communications Electro-optics	2	2	3
IST212	Mobile Systems Architecture	2	2	3
IST221G	Advanced Switching	2	2	3
IST228G	Network Implementation	2	2	3
IST242G	Advanced Virtualization	2	2	3
IST245G	Information Storage and Management	2	2	3
IST251G	Windows NOS Services	2	2	3
IST253G	Windows Server 2008 Active Directory	2	2	3
IST262G	Advanced Network Security	2	2	3
IST264G	Configuration of Security Appliance	2	2	3
IST266G	Security+	2	2	3
IST275G	Network Protocols & Services	2	2	3
IST281G	Internship	1	8	3

- **Teacher Preparation A.A. Degree** includes Lab Science Elective 3-3-4 in the second Spring Semester.

DEGREE PROGRAM FIRST YEAR					
Fall Semester		TH	LAB	CR	
TCHP101G	Introduction to Exceptionalities	3	0	3	
TCHP104G	Foundations of Education	3	0	3	
ENGL110G	College Composition I	4	0	4	
	Math Elective 145G/147G, 150G/152G (or higher)	4/5	0	4/5	
Semester Total:		14-15	0	14-15	

Spring Semester		TH	LAB	CR	
	Math Elective	4	0	4	
	Educational Transfer Focus Elective*	3	0	3	
	Social Science Elective	3	0	3	
	English Literature Course	3	0	3	
	Foreign Language/Humanities/Fine Arts Elective**	3	0	3	
Semester Total:		16	0	16	
First Year Total:		30-31	0	30-31	

DEGREE PROGRAM SECOND YEAR				
Fall Semester		TH	LAB	CR
	Educational Transfer Focus Elective*	3	0	3
	Educational Transfer Focus Elective*	3	0	3
	Lab Science Elective	3	3	4
PSYC110G	Introduction to Psychology	3	0	3
	Foreign Language/Humanities/Fine Arts Elective**	3	0	3
Semester Total:		15	3	16

Spring Semester		TH	LAB	CR
	Social Science Elective	3	0	3
	Educational Transfer Focus Elective*	3	0	3
	Educational Transfer Focus Elective*	3	0	3
	Lab Science Elective	3	3	4
	Foreign Language/Humanities/Fine Arts Elective**	3	0	3
Semester Total:		15	3	16
Second Year Total:		30	6	32
Degree Total:		60-61	6	62-63

* Educational Transfer Focus Electives: Any course offered at The College with the exception of courses on the following list. These courses cannot be used for an Educational Transfer Focus elective: any course with an academic level less than 100, any cooperative course (Co-op), any internship, any practicum, any clinical or clinical affiliation, any externship, any self-assessment course, any senior project course, any internship seminar, any capstone course, any professional seminar, BTEC101G.

**Theory, lab, and credit hours may vary depending on the elective course chosen.

- Change to existing course
 - **ACM255G CNC Milling and Set-Up Operator 4-4-6** This hands-on course prepares students for jobs where they will successfully operate a milling machine with a FANUC and Siemens controller, under the direction of the CNC supervisor. Focus is on developing the skills needed to use computer numerical control (CNC) to run a milling machine efficiently and within required quality standards. Students will be introduced to Solidworks and Mastercam, will learn the basics of writing CNC code, and will set up and run CNC milling machines. They will maintain cutting tools dedicated to manufacturing and perform machine maintenance. Prerequisites: ACM210G with a C or better; or MFG112G with a C or better; either may be taken concurrently. ACM120G with a C or better.